



### People to People: Working Together for Your Safety

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**October 08th 2013: Ordinary People Doing Extraordinary Things: Making America Safe of Hazardous Substance and Counterfeit Materials**

Today we introduce two people who have done extraordinary things to protect us from toxic and counterfeit materials. Dennis Bradley will discuss the Hazardous Substance Process Management standard that revolutionized the way industry approaches manufacturing to meet restrictions as mandated by the EU (RoHS) and some US states. He will identify early adopters of the IECQ Hazardous Substance Management Certification and describe the benefits to those companies and their customers. Phil Zulueta, SAE G19 Counterfeit Avoidance Committee Chairman, will explain why these standards and related in

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### Featured Guests



#### Dennis Bradley

Dennis Bradley is founder of Optimum Enterprises, an alliance of experts who help client companies achieve better results. Dennis he is a Forensic Business Pathologist, has 30 years of experience in combining organizational change consulting with teaching and guiding continuous process improvement practices. He earned a Master's Degree in Human Resources and Organization Development, University of San Francisco, and has excelled in corporate management and project management positions. He is APICS certified in JIT, a graduate of the Deming Study Group Series, Certified as a Situational Leadership Trainer, and served as a SEMATECH certified TQM Instructor and SSQA Assessor. The concepts and

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#### Phil Zulueta

Phil Zulueta is an independent consultant and Chairman of the SAE International G-19 Committee, involved with the mitigation of counterfeit electronic parts through the development and release of international standards and their promotion. Phil served as Program Element Manager for the NASA Electronic Parts and Packaging (NEPP) Program, Chairman of the Counterfeit Parts Working Group and Manager of the Hardware Technology Assurance Group at Jet Propulsion Laboratory, Office of Safety and Mission Success. He managed engineers, researchers and technologists responsible for Packaging Assurance, Non-destructive Evaluation, Electronics Manufacturing Technology Transfer and Certification, Electro

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