

SYNERGISTIC CONCURRENT PRODUCT DEVELOPMENT

***How to Achieve and Exploit Synergy between
Strategy, People, Process, Tools, & Technology***

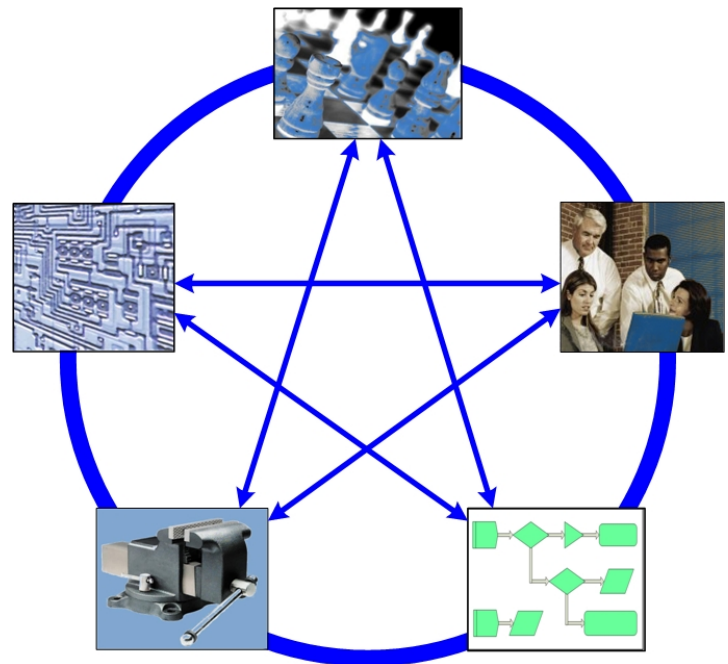


9th Worldwide Conference of the Society of Concurrent Product Development

**Boston University Corporate Education Center,
Tyngsboro, Massachusetts**

**Thursday, June 8:
PRESENTATIONS &
BREAKOUT GROUPS**
*organized in a unique
interleaved format
(details within)*

**Friday, June 9:
INTERACTIVE
WORKSHOPS**



- HOW TO REGISTER -

All registrations and payments are processed online at
<http://www.acteva.com/go/scpdww>

Acteva accepts VISA, MasterCard, American Express, and Discover. Their registration site uses 128 bit SSL (Secure Socket Layer) to secure all pages where you enter your personal information, such as your name, address, e-mail, etc., and on the page where credit card information is entered and submitted.

Substitutions are permitted if you register but are unable to attend.
No refunds after May 15, 2006.

Description

The axioms of concurrent product development are well known to most practitioners and academics. For example, everyone knows that involving multifunctional stakeholders early in the development cycle enables the development of faster, cheaper & better products. This is because most product costs are tacitly committed during fuzzy decision-making early in the cycle, but the money is expended at later stages where the cost of correction is exponentially higher. Basic facts! However, practicing concurrency by up-front, provisional information sharing is easier said than done.

One reason concurrency is challenging to deploy is because it requires horizontal integration of the entire value stream, from concept to customer service. This means involving diverse functions early on and throughout the cycle. This conference will focus not only on the “what” of CPD, but also the “how to” of implementing best concurrent practices.

An exciting new format

The MIT Conference on the Brain reports annually on research on learning. Retention of what you hear after the first 10 minutes is sketchy to say the least. After three days people on average recall only about 2 percent of what they heard. So, what can you do to ensure you not only remember what you heard, but also do something with it? The answer is to process what you learn almost immediately. This conference interleaves facilitated workshops with the presentations, enabling you to pose problems, brainstorm for solutions, and prioritize action steps to improve performance in your organization.

Concurrency works. So we want to help put it to work for you. Engage with your co-participants in finding ways to make your product development and delivery process faster, cheaper & better. The power of the SCPD network is that you are not alone; others are engaged in the same struggle. By sharing what works and why, we build collective wisdom that helps all of us reach new heights of capability.

Of course, if you prefer a more conventional, passive, Conference format, you are perfectly welcome to audit the breakout sessions. Active participation is not mandatory.

Why attend the conference?

The conference will enable you to learn from companies that successfully overcame barriers to concurrent new product development. You will network with others who, like yourself, are receptive to ideas for continuous improvement of their product development systems. Learn and share what works and why. Take back lessons learned to improve your company’s product development effectiveness.

Concurrent Product Development is a proven method. Many companies have gained competitive advantages in global marketplaces as a direct consequence of their adoption of CPD in the 1990s and early 2000s. Unfortunately, some backslid after the tech bubble burst and 9/11 put a crimp in corporate travel. These same companies are rediscovering CPD and continuing to improve its deployment. Why? Because concurrency “done right” provides greater performance improvement, relative to investment, than other known alternatives.

If you are seeking to further improve your product development system, this conference is for you. If concurrency seems old hat to you, think again! It is the foundation of the best known practices for product development. Don’t be confused by the welter of trendy buzz words that attack only part of the problem. Concurrency means the transformation of your entire product creation system. CPD remains the most proven method for cost effective product innovation because CPD systems achieve synergies among the pillars of concurrent practice: strategy, people, process, tools, and technologies. Creating synergies means the whole is greater than the sum of its parts, i.e., $1+1=2.5$.

Who should attend?

Stakeholders in your organization’s product development system:

- Customer support
- Finance
- Lean Product Development
- Manufacturing
- Marketing
- Product development
- Project management
- Portfolio management
- Purchasing
- Quality / 6-Sigma
- R&D
- Software Engineering
- Strategic planning
- Supply-chain
- Training

What attendees said about previous SCPD Conferences

"I found the conference to be intellectually stimulating and personally gratifying. In particular, I enjoyed interacting with other product development professionals who were wrestling with many of the same challenges I was."

"I enjoyed the conference and workshops very much. The subject matter complements what I experience in my job. The conference atmosphere is friendly and welcoming which as a first-time attendee means a lot to me. I'm inspired to attend more SCPD events for the learning and network opportunities."

"I most like the team building and human aspects of product development along with some hard facts. The conference had excellent balance. I really like the BU center."

"I heard many answers at this conference. These answers save us the misery and disappointment of learning this information by our own experience. If we find a single problem that needs one of these answers, or avoid a single misstep, the entire time and cost of this conference is worth it."

"Truly excellent speakers and very well-chosen topics. Although there was some overlap between presentations, they came at the topics from different angles which was very interesting."

"Keep going the way you have!! Great and useful conference."

About SCPD

The Society of Concurrent Product Development is an international organization dedicated to assisting product developers and companies satisfy their customers through quality products that are delivered faster and at lower cost. Founded in 1992, SCPD has a three-fold mission:

- Disseminate knowledge, concepts, and practices for Concurrent Engineering and Integrated Product Development.
- Provide a forum for sharing ideas among professionals in all product development disciplines.
- Expand the Body of Knowledge for Concurrent Engineering and Integrated Product Development with emphasis on practical approaches.

Where to find the latest Conference information:

<http://www.scpdnet.org>

Where to register for the Conference:

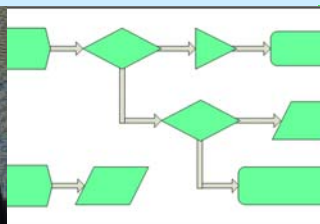
<http://www.acteva.com/go/scpdww>



STRATEGY



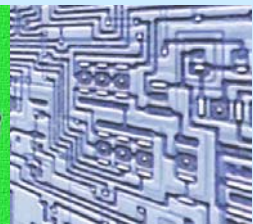
PEOPLE



PROCESS



TOOLS



TECHNOLOGY

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CONFERENCE AGENDA - Thursday, June 8, 2006

7:30 AM	Registration / Continental Breakfast		
8:15 AM	Welcome / Announcements		
8:30 AM	Keynote: <i>Concurrency as the Umbrella of Best Product Development Practice</i> Peter Fritz, Manager of Technical Training and Education; 3M Corporation		
9:00 AM	Concurrent Strategy Formulation Will Hill, Vice President of Marketing; Ultracell		
9:30 AM	Break / Networking		
9:45 AM	Organizing People: How to Build an Effective Concurrent Team Joan Cullinane, Vice President; Velcro USA		
10:15 AM	Implementing a Concurrent, Rather Than Serial, PD process John Miller; J.D. Power and Associates		
10:45 AM	Break / Networking		
11:00 AM	Breakout I Sessions:		
	<i>Integrating Strategy & People</i>	<i>Integrating Strategy & Process</i>	<i>Integrating Process & People</i>
11:45 AM	Lunch		
12:30 PM	Breakout I Reports		
12:45 PM	Tools for Enabling Concurrent Practices Technologies for Creating and Reusing Knowledge Gary Rosen, Vice President; Varian Semiconductor		
1:45 PM	Breakout II Sessions:		
	<i>Integrating Strategy with Tools & Technologies</i>	<i>Empowering People with Tools & Technologies</i>	<i>Enhancing Processes with Tools & Technologies</i>
2:30 PM	Break / Networking		
2:45 PM	Breakout II Reports		
3:00 PM	Pillars of Concurrency Frank Hull; Arizona State University, and Paul Collins; University of Washington		
3:30 PM	Breakout III Sessions:		
4:15 PM	Breakout III Reports: <i>What we will try to change in our companies</i>		
4:30 PM	Wrap up Discussion		
5:00 PM	Wine-down Reception		

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INTERACTIVE WORKSHOPS

Friday, June 9, 2006 8:30 AM – 12:00

Objective: *Applying the Lessons Learned from the Conference to Improvements in Your Company*

Workshop A

Compressing Product Development Cycle Time: Panel Discussion / Workshop

Panelists will be drawn from the dozen companies participating in the Concurrent Engineering Users Group, e.g., Daimler Chrysler, Intel, Lockheed-Martin, Motorola, Textron, US Army ARDEC, Varian Semiconductor, etc. The focus will be on what they are doing to compress cycle time. You will participate in workshop discussions to translate some of their best practices into actions you can take home to your company.

Coordinator: Roger Lundberg; *DaimlerChrysler*
Panelists: Charles Fireng; *Motorola*
Peter Fritz; *3M*
John Tezakis; *Intel*
John Resch; *US Army ARDEC*

Workshop B

Transforming Your Product Creation System: An Experiential Simulation

How do companies transform their PD methods from serial to concurrent? Learn by leading enterprise transformation in a simulated company. Within this company, all the different functions must learn to team together, using discipline processes, to achieve strategic objectives that move from problem solving to problem prevention to opportunity creation. Exercises include brainstorming and process mapping to improve:

- Concurrent strategy formulation and implementation
- Product creation management processes
- Value stream integration from customer, and back to customer

Co-coordinators: Paul Collins; *University of Washington*
Frank Hull; *Arizona State University*
Raconteur: Bob Simmons, *Varian Semiconductor*
Capstone speaker: Chuck McVinney, *McVinney & Company*

Knowing what to do is the starting point;
understanding how gets you to the finish line.

Recall After

<i>Presentation Method</i>	<i>3 hrs</i>	<i>24 hrs</i>	<i>72 hrs</i>
Hear only (is told)	70%	10%	2%
See only (is shown)	72%	20%	10%
Hear + See + Do (physical participation)	95%	85%	80%



What I Hear I Forget



What I See I Remember



What I Do I Understand

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Thursday June 8, with interactive Workshops on Friday, June 9, 2006

Boston University Corporate Education Center 72 Tyng Road, Tyngsboro, Massachusetts

CONFERENCE AND WORKSHOP REGISTRATION FEES

Registration Fees are payable in advance.

Conference plus choice of Workshop⁴

	SCPD Member	Non-member ¹
Individual registration:		
Registered by May 15	\$375	\$450
Registered after May 15	\$425	\$500
Per person, 3 or more registered from the same Company ²		
Registered by May 15	\$325	\$400
Registered after May 15	\$375	\$450

Conference only⁴ (Thursday, June 8)

	Conference & Workshop	Conference only
Individual registration:		
Registered by May 15	\$275	\$350
Registered after May 15	\$325	\$375
Per person, 3 or more registered from the same Company ²		
Registered by May 15	\$250	\$325
Registered after May 15	\$300	\$375
Student ³ registration fees		
Registered by May 15	\$175	\$125
Registered after May 15	\$225	\$150

When registering, please indicate your choice of Workshop (if applicable), and if you plan to attend the pre-conference "icebreaker" reception on Wednesday evening, June 7, from 5:00 to 6:30 PM.

NOTES:

- (1) For non-members, registration includes a 1-year membership.
- (2) Please select team pricing eligibility and supply your company name when registering.
- (3) Currently attending a College or University full time. When registering, please provide your School and student ID #.
- (4) All registration fees include the June 7 "icebreaker" reception.



DIRECTIONS

From the South

Follow US Route 3 north and take Exit 34 (Westford Rd, Tyngsboro). Bear right at the exit and continue 0.9 mile to the traffic light (at the Merrimack River). Turn right onto Route 3A and drive approximately one mile. Just after the old cemetery, turn right onto Tyng Road. The Boston University Corporate Education Center is directly ahead.

From the North

Follow US Route 3 south, and take Exit 34 (Westford Rd, Tyngsboro). Bear left at the exit (toward Tyngsboro) and go under the bridge. Continue 0.9 mile to the traffic light (at the Merrimack River). Turn right onto Route 3A and drive approximately one mile. Just after the old cemetery, turn right onto Tyng Road. The Boston University Corporate Education Center is directly ahead.

There is ample parking to the right of the building.

- HOW TO REGISTER -

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Acteva accepts VISA, MasterCard, American Express, and Discover. Acteva uses 128 bit SSL (Secure Socket Layer) to secure all pages where you enter your personal information, such as your name, address, e-mail, etc., and on the page where credit card information is entered and submitted.

Once registered, you will receive a confirmation letter or e-mail message from SCPD.

Substitutions are permitted if you register but are unable to attend. No refunds after May 15, 2006.

Hotel information

For the convenience of those attending the Conference, SCPD has arranged a block of rooms, at a special discounted rate, at the Sheraton Tara in Nashua, New Hampshire. The Sheraton Tara is located approximately 7 miles North of the Conference Center, just off Route 3. Call 1-800-325-3535 and identify yourself as attending the SCPD Conference. Amenities include a full bar and restaurant. The Conference rate includes breakfast and use of all hotel facilities.

Directions to the Sheraton Tara

If arriving from the South on Route 3, take the first exit after entering New Hampshire (Exit 1, Spit Brook Road).

Note: there is only one exit in each direction.

At the end of the exit road, turn left onto Spit Brook Road. Go $\frac{1}{4}$ mile on Spit Brook Road, then turn right at Tara Blvd. Turn right at the hotel entrance. Guest parking is on the terraced hill in front of the hotel.



Directions from the Sheraton Tara to the Conference Center (Tyngsboro)

Turn left from the hotel grounds onto Tara Blvd.

Turn left onto Spit Brook Road (traffic signal).

Just before the expressway, turn right onto the Route 3 South entrance ramp.

Proceed south on Route 3, for 3.4 miles, to the second exit, Westford Road (Exit 34)

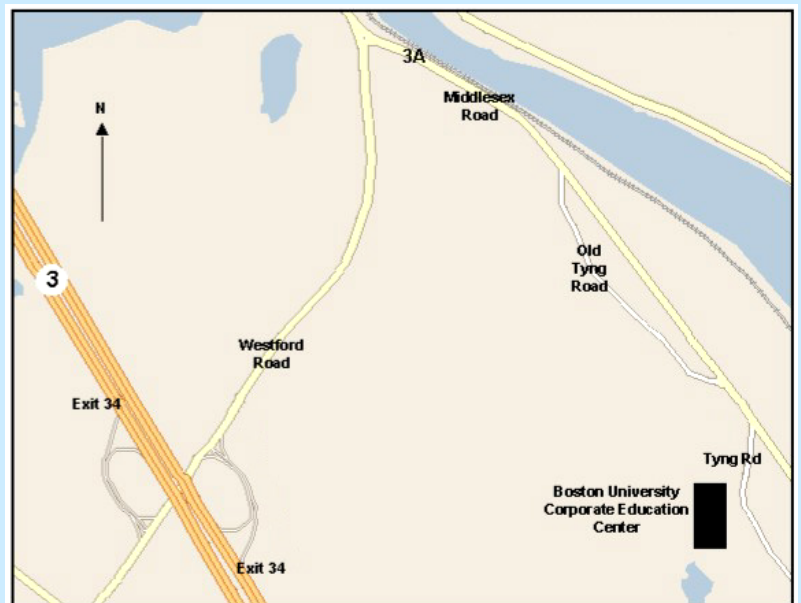
Note: there is only one exit in each direction

At the bottom of the exit ramp, turn left onto Westford Road (East)

Continue East on Westford Road for 1 mile, then turn right at the intersection with Route 3A (Middlesex Road). The Merrimack River will be directly ahead at the intersection.

Continue 1 mile on Middlesex Road, then turn right at Tyng Road; the Conference Center will be directly ahead.

Park in the lot to the right of the building. The Conference will be held in the one-story contemporary structure to the right of the main entrance.



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Hosts

- **Brad Goldense, President, SCPD Worldwide**
- **Jerry Robertson, President, SCPD Boston Chapter**

Conference Presenters and Workshop Leaders

Peter Fritz, 3M

Peter is a six-sigma certified Black Belt and Manager of Technical Training and Education for the entire 3M enterprise.

Will Hill, UltraCell

Will is Vice President of Marketing at Ultracell, an entrepreneurial venture in the San Francisco area with a mission to improve energy efficiency. He is a former Senior Vice President of Technology for Stanley Works, a global leader in tool innovation.

Roger Lundberg, DaimlerChrysler

Roger is director of the Chrysler Development System and Vehicle Engineering Operations.

Frank Hull, Professor, Arizona State University

Frank is Co-Director of the Concurrent Engineering Users Group and author of several books and articles on concurrent practices in R&D and service organizations.

John Miller, J.D. Power and Associates

John is former Vice President of the Chrysler Large Car platform that made, in less than a decade, more money than the company had earned in its entire cumulative history.

Gary Rosen, Varian Semiconductor

Gary is a Vice President responsible for new product creation. He has a Ph.D. in Physics and is also responsible for managing Varian's knowledge and its application.

Joan Cullinane, Velcro USA

Joan is Vice President of Operations. Prior to joining Velcro, she was Senior Concurrent Product Engineering Manager at Sun Microsystems' Boston Campus in Burlington.

Paul Collins, Professor, University of Washington

Paul is Co-director of the Concurrent Engineering Users Group and author of several research studies of the impact of concurrent PD practices on performance outcomes, e.g., time compression.

Learning Leaders / Breakout Session Facilitators

Integrating Strategy and People
Integrating Strategy and Process
Integrating Process and People

Integrating Strategy with
Tools & Technologies
Integrating People with
Tools & Technologies
Integrating Process with
Tools & Technologies

Helene Fine, *Bridgewater State College*
John Yannone, *ABIOMED*
Jim Lechner, *DaimlerChrysler*

Mike Burstein, *Tufts University*

Merle Kummer, *Kummer Consulting*

Chris Burkhart, *Applied Materials*