

Revitalizing Innovation in America

Michigan State University, Management Education Center, Troy, MI

June 10-11, 2009



Organized by Strategy Research Institute with the Society of Concurrent Product Development



Today all businesses are faced with the demand for more innovation using fewer resources to generate better products and services of compelling value for your customers faster than the competition.

At **The Conference on Revitalizing Innovation in America**, you will learn from companies that have successfully achieved organic sales growth through innovative new products and services. You will hear about and discuss actionable ideas and practices on: **Organizing for Innovation and Intrapreneurship; Strategies for Leading Innovation Transformation; and Integrating Product and Process Innovation.** You will take away a plan to revitalize innovation in your organization to make a tangible difference in your company's performance!

Your Conference Registration includes:

- Access to all sessions and a breakout session track of your choice
- All Conference meals (continental breakfasts, breaks, lunches)
- Networking Reception and Dinner on Wednesday, June 10
- Conference proceedings

A Practical Conference for Challenging Times!

The Conference on Revitalizing Innovation in America features industry and thought leaders from organizations including:

- American Specialty Cars
- Tesla Motors
- Toyota
- Lockheed Martin
- 3M
- Teledyne
- The Stanley Works
- Rensselaer Polytechnic Institute
- Michigan State University
- University of Washington
- Cass Business School, London
- The Lean Learning Center
- New Vectors
- Management Engineers

You will explore **three critical themes for success:**

- Organizing for Innovation and Intrapreneurship
- Strategies for Leading Innovation Transformation
- Integrating Product and Process Innovation

The Conference on Revitalizing Innovation in America enables you to experience a creative learning environment in collaboration with fellow participants. Space is very limited, so reserve your place now! Go to <http://www.acteva.com/booking.cfm?bevaaid=183600>.

Who Should Participate:

Product Development	Product Management
Manufacturing	Supply Chain
Marketing	Strategic Planning
R&D	Project Management
Finance	Quality / Six-Sigma

For More Information and the Conference Program:

1. Go to <http://sri-innovation.org> or www.scpdnet.org
2. E-mail Jerry Kardas, Conference Manager, at jerrykardas@srgtime.com.
3. Call Jerry Kardas at the Strategy Research Institute at 860-803-3959.

Register Now!

Visit <http://sri-innovation.org> for three ways to register for **The Conference on Revitalizing Innovation in America:**

1. On-line.
2. FAX – Download the registration form and FAX it to the Strategy Research Institute (860-673-3868)
3. Mail – Download the registration form and mail to the Strategy Research Institute.

**Register before June 1, 2009 for
your early bird discount**

STRATEGY RESEARCH INSTITUTE

PRODUCT DEVELOPMENT INNOVATION

Revitalizing Innovation in America

Michigan State University | Management Education Center | Troy, Michigan

June 10-11, 2009

Day 1: Wednesday, June 10

<i>Product and Process Innovation in American Industry</i>			
8:00	Welcome , Frank Hull and Paul Collins, Strategy Research Institute		
8:05	<i>Creating Breakthrough Products</i> Chris Theodore, CEO of American Specialty Cars and former Vice President of Product Development at Ford and Chrysler		
9:00	<i>Creating Alternative Automotive Products</i> Mike Donoughe, Executive VP Product Development & Manufacturing, Tesla Motors		
10:00	Break / Networking		
10:15	<i>The Toyota Production System: Lean and Concurrent</i> Rich Alloo, Toyota & University of Kentucky		
11:00	<i>Knowledge Driven Product Development Journey</i> Ron Masiglio, former President, Teledyne Benthos		
11:30	<i>Panel Discussion:</i> John Miller, Michigan State University, Moderator		
Noon	Lunch		
<i>Leadership: Organizing and Transforming Product Creation</i>			
12:45	<i>Lean Thinking: Implications for Leadership and Entrepreneurship</i> Jamie Flinchbaugh, Partner, The Lean Learning Center		
1:45	<i>Leadership for Transforming your Enterprise</i> Rick Martin, former Vice President, Lockheed Martin		
2:30	Break / Networking		
2:45	<i>Leading Indicators of Innovation Performance</i> Frank Hull, Cass Business School, and Paul Collins, University of Washington		
3:00	<i>Panel Discussion:</i> John Miller, Michigan State University, Moderator		
3:30	<i>Breakout I Session: Innovation Challenges in Your Company</i>		
	<u>TRACK A:</u> <i>ORGANIZING FOR INNOVATION</i>	<u>TRACK B:</u> <i>STRATEGIES FOR LEADING INNOVATION TRANSFORMATION</i>	<u>TRACK C:</u> <i>INTEGRATING PRODUCT & PROCESS INNOVATION</i>
4:30	Breakout Reports and Discussion		
5:15	Networking Reception		
6:30	Dinner		

STRATEGY RESEARCH INSTITUTE

PRODUCT DEVELOPMENT INNOVATION

Day 2: Thursday, June 11

<i>Organizing for Innovation</i>				
8:00	Welcome, Paul Collins and Frank Hull, Strategy Research Institute			
8:05	<i>Organizing for Breakthrough Innovation</i> Gina O'Connor, Rensselaer Polytechnic Institute			
9:00	<i>Finding the Value Proposition in Targeted Innovation</i> Kevin Bates, Partner, Management Engineers			
9:45	Break / Networking			
9:15	<i>Building Social Networks to Support Business Transformation</i> Mitch Fleischer, New Vectors			
11:00	<i>Supply-Chain Innovation</i> Tom Phelps, New Vectors			
11:30	<i>Panel Discussion:</i> John Miller, Michigan State University, Moderator			
Noon	Lunch			
<i>Implementing Viable and Sustainable Practices for Innovation</i>				
12:45	<i>Increasing Innovation through Concurrency</i> Peter Fritz, 3M & President, Society for Concurrent Product Development (CPD)			
1:15	<i>Metrics for Your Innovation Vitality Index</i> Will Hill, former VP, Engineering & Technology, The Stanley Works			
1:45	<i>Mapping Your Innovative Transformation</i> Paul Collins, University of Washington, and Frank Hull, Cass Business School			
2:00	<i>Panel Discussion:</i> Vince Matrisciano, US ARDEC, Moderator			
2:30	Break / Networking			
2:45	<i>Breakout Session II: Planning Actions for Innovation</i>			
	<table border="1"> <tr> <td><i><u>TRACK A: ACTION PLAN</u></i></td> <td><i><u>TRACK B: ACTION PLAN</u></i></td> <td><i><u>TRACK C: ACTION PLAN</u></i></td> </tr> </table>	<i><u>TRACK A: ACTION PLAN</u></i>	<i><u>TRACK B: ACTION PLAN</u></i>	<i><u>TRACK C: ACTION PLAN</u></i>
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3:45	Breakout Reports and Discussion			
4:30	Plenary Session & Wrap-up			
5:00	Departures			

Reserve your place at *Revitalizing Innovation in America* by registering on-line
<http://www.acteva.com/booking.cfm?bevaaid=183600>.

Space is limited – REGISTER NOW TO PARTICIPATE!

Sponsors:

- **Strategy Research Institute** is a network of practical academic researchers and experienced practitioners who seek to make a difference in American competitiveness (www.sri-innovation.net).
- **Society of Concurrent Product Development** is a non-profit organization promoting proven best practices of concurrency for product development (www.scpdnet.org).
- **Michigan State University**, Broad Graduate School of Management (www.bus.msu.edu).

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