



# Society of Concurrent Product Development

San Diego Chapter

## "Developing Products in Half the Time"

a Presentation on Lean Product Development

**Don Reinertsen**

Reinertsen & Associates

Date:

Tuesday

January 13, 2004

Location:

Mattel Design Center  
2031 Mariposa Ave.  
El Segundo, CA 90245

Time:

5:30 to 8:30pm

### SCPD ROI

- Programs
- Facility Tours
- Networking
- Learning
- Friendships
- SCPD BOK
- Newsletters
- Journal
- SCPD Website
- WW Conference

### You don't want to miss this meeting!

Don has graciously offered us this opportunity to receive this content. Normally, his seminars cost thousands of dollars. Please tell your friends and associates about this unique chance to see Don speak in person. This information is invaluable to anyone who participates in the product development process.

### Directions:

#### From Los Angeles:

Take the 405 to the 105 West. Exit Nash St. Proceed South on Nash to Mariposa and Turn Right. Mattel is on your right.

#### From San Diego:

Take the 5 north to the 405 north to the 105 west. Exit Nash St. Proceed South on Nash to Mariposa and Turn Right. Mattel is on your right.

### Agenda

5:30 PM	Social Hour
6:30 PM	Chapter Update
6:40 PM	Introduction by Mattel's Stuart Long
7:00 PM	Dinner and Program

RSVP to [SCPD-SanDiego@alarismed.com](mailto:SCPD-SanDiego@alarismed.com) or by phone at 949 643-5046. Tickets for this event are \$15 for members, \$20 non-members. We look forward to seeing you, sharing ideas and further spreading the word about Concurrent Product Development.

