



# Society of Concurrent Product Development

San Diego Chapter

## SCPD ROI

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

## Directions:

### From Los Angeles:

Take the 5 south to San Diego. Take the E STREET exit# 8B. Stay straight to BAY BLVD. Turn Right on LAGOON Drive/F STREET

### From San Diego:

Take the 5 south to San Diego. Take the E STREET exit# 8B. Stay straight to BAY BLVD. Turn Right on LAGOON Drive/F STREET

## Join Us At Our Next Meeting

# "Collocating Design Teams"

Dr. Knut L. Oxnevad  
Jet Propulsion Laboratory

### Date:

**Tuesday  
March 16, 2004**

### Location:

**Goodrich  
Aerostructures  
850 Lagoon Drive  
Chula Vista, CA**

### Time:

**5:30 to 8:30pm**

Imagine an environment with state-of-the-art near-real time analysis, simulation, and design capabilities that could bring a product from concept to hardware; Such an environment exists at the Jet Propulsion Laboratory (JPL). Multi-disciplinary design teams using this environment and utilizing the "Eight Principles of Concurrent Design" have shown improved analysis accuracy and higher design maturity in the early design phases, and have managed to shrink development time by factors of four and higher. Focus of this presentation will be on the "Eight Principles of Concurrent Design" using examples from instrument, orbiters, landers, rovers design studies. Some of the latest studies include life-seeking rovers for Mars.

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

Bring your friends and associates, because design is applicable to a wide range of fields.

## Agenda

5:30 PM	Social Hour & Dinner (provided)
6:30 PM	Chapter Update
6:45 PM	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 nonmembers. We look forward to seeing you, sharing ideas and further spreading the word about product development.

## San Diego Chapter Officers

**President**  
Joe Bailey

**Vice President**  
Mike Staudinger

**Marketing & Web**  
John Duncan

**Board Member**  
Jorg Lorscheider

**Board Member**  
Andy Pattantyus

## Books to Read

*Developing Products in Half the Time*  
by Donald Reinertsen

*Managing the Design Factory*  
by Donald Reinertsen

**Society of Concurrent Product Development**  
Alaris Medical  
9190 Activity Road  
San Diego, CA 92126  
Attn: Mike Staudinger

Phone:  
(858) 458-7408

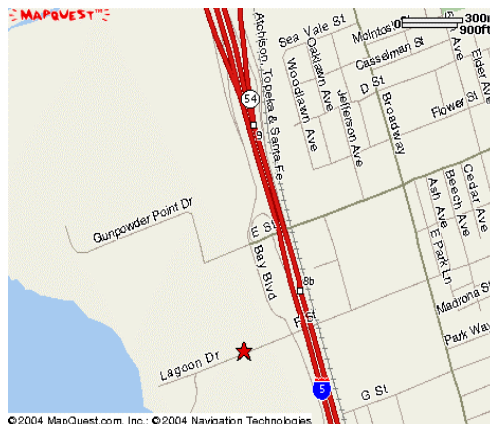
Fax:  
(858) 458-7490

E-mail:  
SCPD-SanDiego@  
alarismedical.com

We're on the Web!  
[www.scpdnet.org](http://www.scpdnet.org)

## About Goodrich Aero

Founded in 1940 as Rhor Aircraft, Goodrich Aero is the global leader in jet aircraft nacelle and pylon production. The company maintains a dominant market share through extensive use of lean management principles not only in product development, but also throughout the value chain. Goodrich Aerospace products are found on over 90% of the world's commercial aircraft.



## About our Speaker

**Dr. Knut I. Oxnevad** is a senior researcher in the Modeling and Simulation Technologies Group in the Engineering and Communications Infrastructure Section (366) at JPL. For the past five years, he has been setting up and leading state-of-the-art concurrent design teams - Next generation Project Development Teams - the NPDTs -- for space payloads, satellites, and surface/subsurface systems at JPL and at other NASA centers. Currently one of his design teams at JPL develops Mars robotic concepts for beyond 2010. Oxnevad received his Ph.D. from Old Dominion University, Norfolk, VA in 1996, where he proposed a new design approach for spacecraft. Ideas from his research were later implemented into the NPDTs. In 2000, he defined and published "The Eight Principles of Concurrent Design," enabling radical changes in current design process approaches. He is a graduate of International Space University, serves as a visiting scholar at Stanford, is Chairman and Principal of the Concurrent Design Laboratories (CDL), chairs the New Design Paradigms Workshops, and runs the Design Process Improvement (DPI) Project within the NASA Engineering Training (NET) office. He has published 10 papers, and given more than 30 talks at institutions and conferences in the USA, Europe, and Japan on the topics of concurrent design and design process improvements. He has received international awards for his work, and consults for NASA and national and international institutions on fundamental design process improvements

## Body of Knowledge



Andy Pattantyus has been working on the Body of Knowledge (BOK) project with Peter Fritz and Curtis (Dale) Hargadine. The Body of Knowledge is built upon 5 Pillars, which can be found on the national website at [www.scpdnet.org](http://www.scpdnet.org). Each of the five pillars is a chapter in the BOK, and the terms in each column are defined for the practitioner in a prescriptive format. The BOK is becoming a users guide to concurrency.

## Join SCPD

Have you attended several SCPD meetings? If so, you've hopefully enjoyed the experience enough to return. Have you considered membership? Attending our programs and meetings is but one dimension of participation. You can develop your skills and build your network by joining and contributing at the chapter or national level. To join SCPD, log onto "New Members" at [www.scpdnet.org](http://www.scpdnet.org).