



THE SOURCE for
Concurrent Product Development Practices

Tuesday, February 25, 2003

6:00pm

PROJECT AND TECHNOLOGY IMPACTS: DESIGN TO SPEC vs. GENERAL MARKET RELEASE PRODUCT DEVELOPMENT

Susan Peterson will explain the differences and issues surrounding design-to spec and general release product development projects. Also, we will discuss how to get control of runaway projects.

Please visit www.socce.org/sandiego/index.htm

Location:

Acapulco Restaurant Meeting Room
8998 Miramar Rd.
San Diego, CA 92126

Registrations Due: February 21, 2003

Costs:

\$15 Advance Registration
\$20 Late registration (or at door)

Agenda

6:00 PM	Social Hour
6:50 PM	Chapter Update
7:00 PM	Sit Down Dinner and Program
8:00 PM	Questions and Adjourn

Register and send payment to:

Michael J. Staudinger

Phone: (858) 458-7408

FAX: (858) 458-7490

9190 Activity Road

San Diego CA 92126

mstaudin@alarismed.com

PROJECT & TECHNOLOGY IMPACTS:

Design to Spec vs. General Market Release
Product Development

Whether the specific customer is known or unknown, there are multiple challenges to effective project management of design and development activities. Design to spec projects require (but seldom have) clear specifications, probabilistic risk assessment, proactive change management and realistic contingency planning. General market release projects involve substantial up front market and potential customer research, competitive intelligence and government/regulatory impact assessment. Our speaker, Susan Peterson, will address these topics and others that have a marked impact on project and technology management. In addition, she will discuss an approach to rescuing "runaway" projects.

Speaker Biography

Susan Peterson manages programs and projects for individual organizations and consortia involved in diverse research and development activities. Her professional background includes engineering, information technology, strategic planning and transition management responsibilities for private and public sector clients. She is a member of the adjunct faculty at UCSD and serves on both project management and information technology curriculum committees. Susan also was awarded PMP (Project Management Professional) certification from the Project Management Institute.

SCPD Mission

SCPD's mission is to promote the application of Concurrent Engineering and Integrated Product Development.

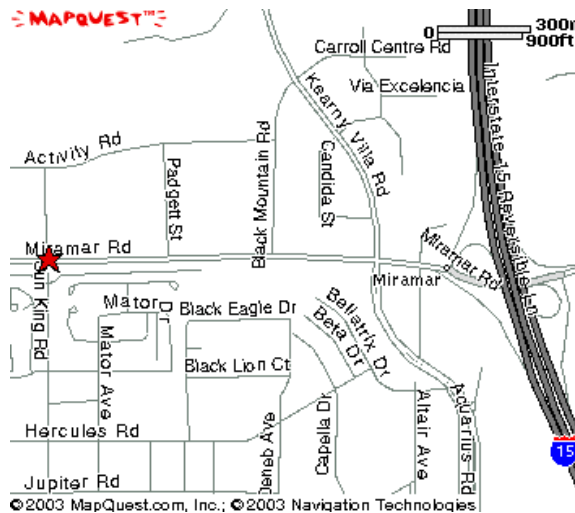
PROGRAM

The programs provide attendees with a forum to exchange approaches for addressing product development challenges. Participants should come prepared with questions on the program topic, experiences related to challenges and successes, and ideas on innovative approaches to product development. The interactive format promotes solution-oriented discussions supported by real life experiences.

AGENDA

6:00 Social Hour
6:50 Chapter Update
7:00 Sit Down Dinner & Feature Program
8:00 Questions & Adjourn

LOCATION



Program: Tuesday, February 25, 2003

REGISTRATION FORM

SCPD - San Diego Program

Please complete this form and return it with your check to:

SCPD c/o Michael Staudinger
9190 Activity Road
San Diego CA 92126
mstaudin@alarismed.com

- Yes!** Please register me for the Program on February 25th.
- No**, but I would like to obtain more information on future programs (fill in contact information only)

Program cost:

- \$15** Advanced Registration (Includes Dinner)
Registrations and payment must be received by February 21, 2003. Please register early to guarantee a seat.
- \$20** On-site registration

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

PHONE/FAX _____

E-MAIL _____

I have enclosed a check for \$ _____
made payable to SCPD.

*Payment must be received to hold your reservation.
Cancellations must be received by February 21, 2003
for a refund.*