



pdma

Connecting Innovators Worldwide

Welcome to
“An Evening of Innovation”

October 2008

Product
Development &
Management
Association





Sponsors





An Evening of Innovation Agenda

- **Opening: Rodel Alejo (6:00 – 6:10)**
 - Welcome
 - Introduction to PDMA
- **Speaker: Dr. Terry Boulton (6:10 – 6:45)**
 - UCCS Bachelor of Innovation
 - SBIR Grants
 - Mindstudio – Larry Hopper
- **Speaker: Richard “Dick” Lee (6:45 – 7:55)**
 - Value Innovations
- **Closing: Rodel Alejo (7:55 – 8:00)**

About PDMA

- The Product Development and Management Association (PDMA) is recognized as the premier global advocate for professionals, and organizations working in the fields of new product development, management and innovation.
- PDMA champions a global community that enables people and businesses to grow and prosper through innovation and the introduction and management of the new products and services to the world market.
- We provide resources for professional development, information, collaboration and promotion of new product development and management to our 3,100 members worldwide.

Rocky Mountain Chapter strives to increase economic effectiveness of companies in the region to make this a hub known for product and service innovation



Rocky Mountains

- Monthly meetings 3rd Thursday of the month
- Typically at the Comcast Office in the Denver Tech Center
- Special Events throughout Colorado
- Speakers relevant to the Product Development
- Publications and Education
- New Product Development Certification self study groups
- Networking
- More info available in brochures
 - Individual Membership
 - Corporate Membership



Conferences

- Annual International Conference
- Co-Sponsored Events
 - Co-Development
 - Portfolio Management
 - Service Innovation Design & Development
 - Front End of Innovation
 - Voice of the Customer
- Local Chapter Meetings and Events
- International Affiliate Meetings

Publications

- *Journal of Product Innovation Management (JPIM)*
- *Visions Magazine*
- PDMA Handbook of New Product Development (2nd Edition)
- PDMA Toolbook for New Product Development (Toolbooks 1, 2 & 3)
- New Product Development for Dummies





NPDP Certification

- NPDP Certification demonstrates a mastery of new product development principles and practices
- Benefits:
 - FOR INDIVIDUALS:
 - Enhances career opportunities
 - Increases recognition by peers, employers, and recruiters
 - Is unique... Only Certification Program for the NPD Professional
 - FOR MANAGEMENT & ORGANIZATIONS:
 - Identifies those with knowledge and experience for leadership
 - Differentiates between hiring candidates
 - Increases performance & measurable bottom-line benefits
- Rocky Mountain Chapter hosts bi-annual self-study groups
 - Achieving 100% pass rates



PDMA Foundation

- Dedicated to education and research related to the field of product development management.
- Current activities of the Foundation include:
 - PDMA Best Practices Study
 - PDMA Development Chain Standards Consortium
 - PDMA Frontier Dialogues.
- 2004 Comparative Performance Assessment Study (CPAS)



PDMA Website: www.pdma.org/rockymountains

- Provides valuable resources
 - NPDP Certification
 - Chapters
 - Upcoming Events
 - Online issues of Visions Magazine
 - The PDMA Body of Knowledge
 - Job Bank and Yellow Pages
 - Glossary and more!
- Includes a Members Only section
 - online membership directory
 - full-text articles from JPIM
- Upcoming Local Events:
 - **November 10** in conjunction with DaVinci Institute in Denver Colorado Inventor's Showcase (\$35 registration – with PDMA promo code)
 - **November 20** New Product Development workshop UI Design – Larry Marine – at Comcast Denver Tech Center