



Presenting a Regional Conference

on

OPEN INNOVATION

Building Your Innovation Network

*Learning to Connect & Collaborate with
Suppliers, Customers and Partners*

September 28, 2006

9:00 AM to 4:00 PM

NKU Mets Center

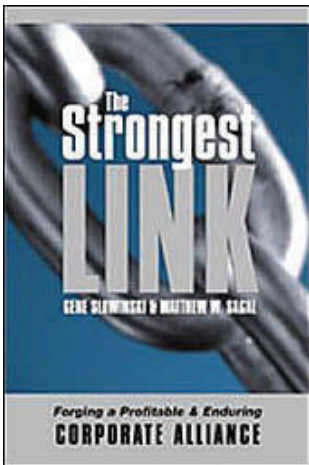
Member Price: \$150 early registration (\$195 after 9/8)

Nonmember Price: \$175 early registration (\$220 after 9/8)

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| **Speaker Information**



Open Innovation is a proven cornerstone of success for companies and inventors alike. The increasingly competitive global environment – not only for products but also resources and ideas – has prompted many leading companies to cross organizational and geographic boundaries to expand their growth. Building strong networks with suppliers, customers, partners and technology scouts, facilitates collaboration and promotes rapid co-development within new product growth programs and manufacturing initiatives. The Open Innovation process with a dynamic **INNOVATION NETWORK** - has a strong success record.

Keynote Speaker

Dr. Gene Slowinski

“Reinventing Corporate Growth”

Director, Strategic Alliance Research at Rutgers University Graduate School of Management
Managing Partner, Alliance Management Group

Additional Conference Speakers

Nationally Renowned Speakers from DuPont, GE Aviation, Ethicon Endo-Surgery, and NineSigma

Please join the Tristate Chapter of the Product Development & Management Association (PDMA) for this important exploration into building your **INNOVATION NETWORK** on September 28th, 2006 in Erlanger, Kentucky at the NKU Mets Center. Conference speakers are nationally recognized experts from Fortune 500 companies, best-in-class firms as well as major universities. Their insights and this opportunity for you to connect with hundreds of professionals will have an immediate and positive impact on your business as you drive to harness the power of your new and expanding **INNOVATION NETWORK**.

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Conference Location: NKU Mets Center
3861 Olympic Blvd.
Erlanger, KY 41018

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CONFERENCE REGISTRATION



NKU METS Center
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Speaker Information

KEYNOTE ADDRESS

Dr. Gene Slowinski

Director, Strategic Alliance Research, Rutgers University Graduate School of Management & Managing Partner, Alliance Management Group (a PRTM affiliate)

Reinventing Corporate Growth:

Road Warrior or Road Kill, It's Your Choice

The "Invented Anywhere Approach" is effectively replacing the "Not Invented Here" syndrome in today's business environment. With extensive experience in the unique complexities of technology-based alliances, Dr Slowinski will share best practices as well as powerful management tools and metrics designed to increase the value of both the alliances as well as their results. This business framework is especially applicable across industries and applications.

Frank Evan

Director of Business
Development at NineSigma

Connecting with External Technology Partners Using Open Networks

Connecting with the best partner is a key challenge to successful Open Innovation. Mr. Evan will share a practical approach, proven methodologies and case histories relative to the basic process of identifying the best "not so obvious" external technology partners in a global environment. With over 20 years of expertise, Mr. Evan has led many firms to higher levels of growth and success.

Ed Jenkins

Director, International
Development at Ethicon-
Endo-Surgery, Inc., a
Johnson & Johnson company

Fueling External Innovation

Everyone dreams of developing the proverbial "better mousetrap." Mr. Jenkins' litmus test will enable you to effectively evaluate and identify external ideas more quickly. And by doing so, your company will become an innovation magnet – educating and attracting inventors on a continual basis while creating an extensive center of new ideas for your firm. Mr. Jenkins is an award winning product developer and innovator.

Dr. Robert R. Gruetzmacher

Director, Technology
Commercialization at the
DuPont Center for
Collaborative Research and
Education

The Growing Evolution of the University/Company Interface

Across the globe, universities and colleges are a tremendous resource of intelligence, capabilities and new technologies. Although the academic setting presents unique challenges, alliances have proven to deliver incredible results as well as a future source of high performance employees. Dr. Gruetzmacher, an international technical advisor and author, will present a set of guidelines to help you build an effective academic program.

David Linger

Manager, Technology
Marketing and Licensing at
GE Aviation

A Technology Transfer Process for Driving Organic Growth

Cultivating an Open Innovation culture within an operations focused business can be an extreme challenge. Through rigorous application of their technology transfer process, the GE Aviation team has successfully collaborated with external partners to develop and translate new technologies. From the resulting new opportunities, GE has realized tremendous organic growth and a growing dominance in the market. Mr. Linger, an award winning product development leader, will share their hard won learnings and best practices .