

# Ontario PDMA Past Events

## Codes and Standards in Product Development

**Presented by:** Gary Lee, P.Eng. Engineering Manager, Global Advantage Inc.

**Location:** Global Advantage Intl. Inc., 180 Brodie Drive, Unit 2, Richmond Hill, Ontario L4B 3K8

Standards affect nearly every electrical product and service you encounter. They may deal with safety and quality requirements, efficiency, compatibility, reliability, environmental issues, etc. Manufacturers are faced with meeting a vast array of standards. The marketplace today includes both local markets and the global marketplace. The ability to sell products in a particular marketplace often depends on the manufacturer's ability to design their product to comply with applicable standards and obtain the certifications and approvals necessary to satisfy regulatory requirements. Certification is the process for verifying compliance with the requirements or standards.

**Date:** May 27, 2008 between 6:00 pm – 8:00 pm [PDMA Flyer pdf](#)

PDMA Members & Students \$10.00 Non members \$15.00

Finger Food will be provided

Please RSVP to [info@ontariopdma.ca](mailto:info@ontariopdma.ca)

## “Listening to Customers: We know we should do it...but how?”

**Presented by:** Steve Willson P.Eng. and Megann Willson, MBA Partner, Panoptika Inc.

**Location:** MDS Analytical Technologies, 71 Four Valley Drive , Concord , Ontario L4K 4V8

One of the key factors in maintaining and growing our customer base is through incorporating their feedback on our products, our processes and our people. Megann and Steve Willson of Panoptika, a Toronto-based boutique consultancy, will share the pros and cons of various methods you can use in listening to you customers, and take us through a fun, interesting and interactive demonstration of Innovation Games®; a new approach to getting closer to your customers.

**Date:** April 22, 2008, 6:00PM - 8:00PM [PDF \(link to PDF\)](#)

*Join us, PDMA member or not, people involved in product development are welcome and encouraged to join us for our events.*

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## Outsourcing Engineering & Design Services: Local or Offshore

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**Date: October 17, 2007, 8:00AM - 12:30PM**

There has been much debate over outsourcing of engineering and design services overseas or around the corner. Is it really a threat or a benefit? Do it for the money? Do it for the skill? Don't outsource and improve your internal product design practices and see the benefit? This conference will explore whether outsourcing is the right solution for your company or not.

### Who Should Attend?

- Business owners
- Operations executives
- Business-unit executives and general managers
- CFOs and financial/asset directors/managers

- Engineering managers
- Product Development managers
- Any executive in charge of managing external partner relationships

#### Why Attend?

- Is outsourcing right for your company?
- Learn why outsourcing is not for everyone nor only for the largest companies
- Should I outsource overseas or local?
- Can I protect my IP when outsourcing?
- Can outsourcing reduce costs and increase productivity
- Gain knowledge and insight for successful outsourcing
- Educate yourself on the global vendor marketplace to gain strategic advantages over competitors

#### Main Speakers

- **Outsourcing... a “Pot of Gold” or “Pandora’s Box”?**

Jason Morsink, Global Sourcing Lead, KPMG Advisory Services Canada

Learn about recent trends regarding the outsourcing of engineering services, the types of engineering work that is being outsourced, and the emergence of various offshore countries as credible providers of engineering skill and services. Discover how to balance the benefits and risks of outsourcing with leading approaches to getting the value out of the process.

- **A Case Study: Perspectives from Both Sides of the Good, the Bad and the Beneficial**

Michael Wakim, CEO Fidus Systems Inc and Morris Hadley, COO Shieldtech Systems

Join outsourcing provider (Fidus Systems, Ottawa) and an outsourcing client (Shieldtech Systems, Maryland USA) for a compelling discussion on the benefits of outsourcing your product development. Morris and Michael will share the path that lead to the successful development of an advanced microwave communications product portfolio and a healthy and highly beneficial partnership for both companies.

- **You have made the decision to outsource. Now how do you manage the process for success?**

Ed Pacyna, Director, Sales and Business Development Nuvation

Outsourcing product development projects are often executed without doing the proper planning and due diligence normally required to ensure the successful delivery of mission critical outcomes. An approach that integrates implementation of services with process; emphasizing team cooperation, communication, knowledge sharing and roles will be discussed.

- **Engineering Services and Product Development... is there a difference?**

Richard Scheps, President, Palladium Product Development & Design Inc.

Understanding what makes some companies seem to hit home runs on the product development field and others only score base hits or strike out. Knowing the difference can mean a whole different game.

#### Panel Discussion

- Challenges of Outsourcing: Can every step of the design be outsourced?  
What are the main factors that need to be evaluated prior to making a decision about outsourcing?  
Is the ‘grass greener on the other side of the fence’ factor present?

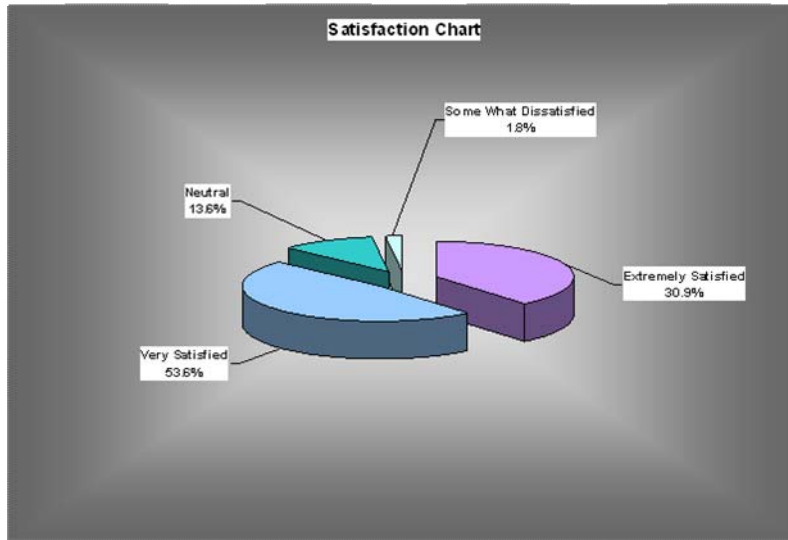
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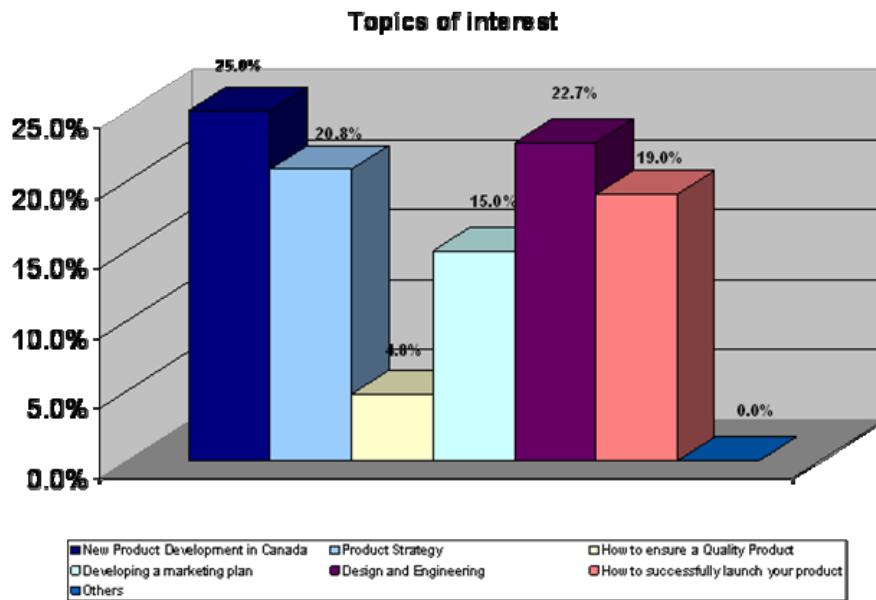
#### Survey Results from Attendees

#### Highlights:

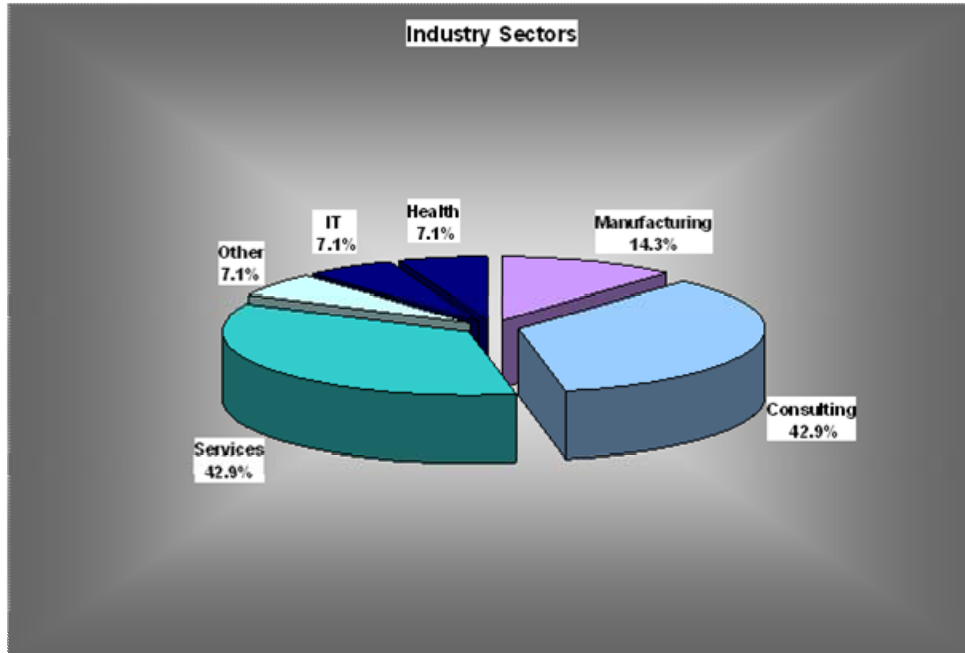
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2. Topics of interests for a future session are represented in the chart below:



3. Attendees of the conference from Industry Sectors are represented in the chart below:



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## PDMA ONTARIO WINTER MINI-CONFERENCES

### **"How to Successfully Launch Your Product"**

Presented by: Oren Levy from Value Insights  
Mina Chana and Jim Raakman from Bereskin and Parr  
Intellectual Property Law

### **"The Price is Right" – Enhancing Launch Success by Hitting the Pricing Bullseye!**

Oren Levy, Value Insights

What are the challenges/complexities surrounding the pricing of new products, where does pricing and value measurement fit within the NPD process.

### **Legal Issues that Accompany the Launch/ Development of New Products**

Jim Raakman, Bereskin and Parr Intellectual Property Law

Creation and capture of intellectual property rights during product development. Addressing patents, trademarks, industrial designs, trade secrets and copyright, with an emphasis on patents.

**Wednesday, January 24, 2007**

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## **Ontario PDMA Winter Mini-Conference - May 10, 2006**

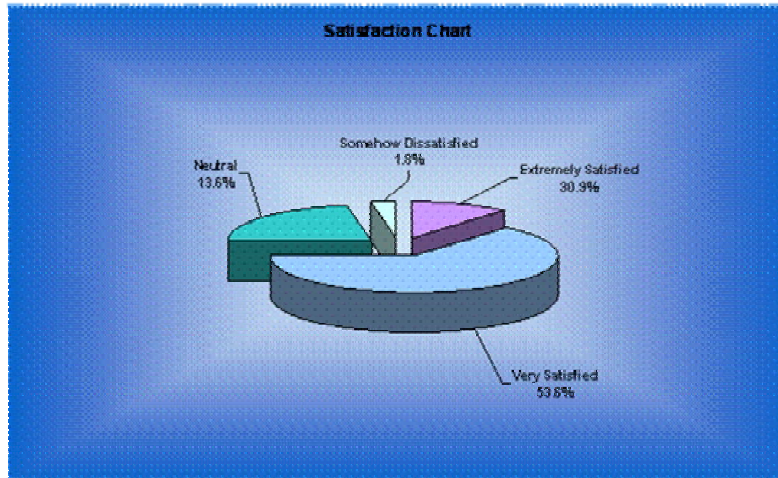
### **Survey Results**

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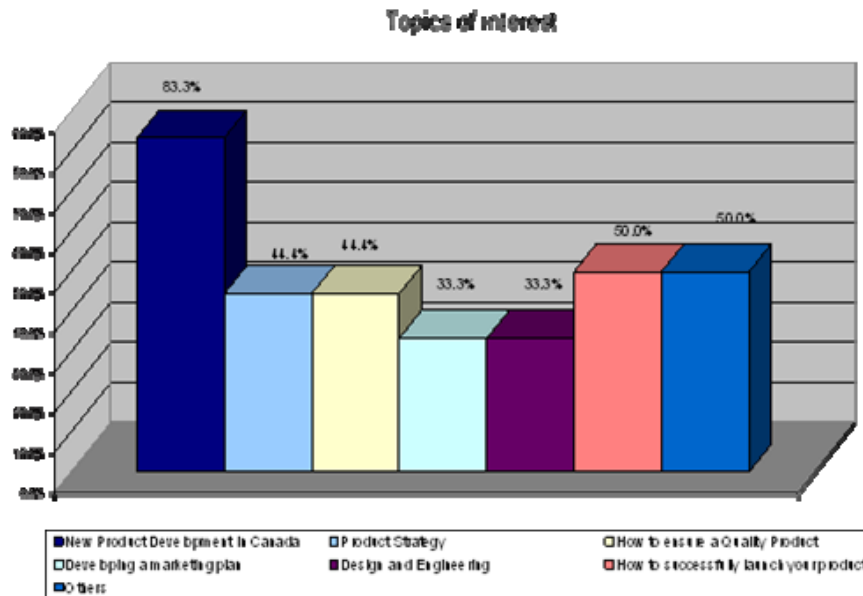
The PDMA Winter Event was found informative by 94.4% of the attendees and 66.6% of the interviewed people might be interested in attending another Chapter program.

**Highlights:**

1. From the methods used to advertise the event the most popular were: PDMA news e-mails (44.48%) and referrals (44.48%), website (5.6%) and radio (5.6%).
2. As the preferred time for a following Chapter Conference, Wednesday (72.2%), Tuesday and Thursday (61.1%). Afternoons were chosen in a percentage of 66.7%, followed by mornings (44.4%) and all day event (27.8%).
3. The conference's topics satisfaction is shown in the chart below:



4. Topics of interests for a future session are represented in the chart below:



New Product Development in Canada (83.3%)  
How to successfully launch your product (50%)  
Product Strategy (44.4%)  
How to ensure a Quality Product (44.4%)

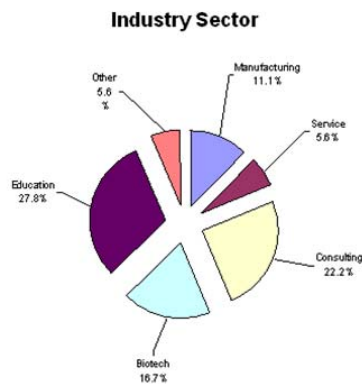
Developing a marketing plan (33.3%)  
Design and Engineering (33.3%)  
Other topics of interest (50%) are:

- Consulting and Product Development
- New Service Development

**Note:** The attendees would like to receive more information on the following subjects:

- New Product Development in Canada (83.3%),
- How to successfully launch your product; Consulting and Product Development and New Service Development (50%)
- Product Strategy and How to Ensure a Quality Product (44.4%)

5. The Conference has more success to the people from Education sector (27.8%), Consulting Sector (22.2%), Biotech Industry (16.7%), Manufacturing (11.1%) and Service industry (5.6%), but this mean that the next event Advertise should be more aggressive for the other sectors.



In other sectors were mentions: Technology Transportation.

6. The attendees would like to attend another Chapter Conference and they also would like to receive information regarding PDMA Chapter programs (66.7%).

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## PDMA MONTHLY PRESENTATIONS & NETWORKING

### “Legal Issues that accompany the Product Development Process”

Presented by: Jim Raakman  
Bereskin and Parr Intellectual Property Law

A discussion of a few of the basic legal issues and terminology that accompany the product development process in large and small organizations.

- What is IP?
- When should you do a patent search?
- When should an inventor apply for a patent? How general should the patent be?
- When should a “proof of concept” model be made? How detailed should it be?
- When should Engineering, Lawyers and Market Research be involved?

During the new product development process:

- When should outside funding be attempted?
- What are some typical avenues for funding in Ontario?
- How much should be given up to gain outside funding?
- How does the stage gate decision process

## **Thursday, June 15, 2006**

**“World Class Products and Processes with TRIZ”**  
**(TRIZ, a Russian acronym for The Theory of INVENTIVE Problem Solving)**  
**Presented by: Gunter Ladewig, President, PRIMA Performance Ltd.**

TRIZ is a product innovation methodology developed through research of over two hundred thousand of the world’s very best patents. By applying a very small number of inventive principles and strategies, TRIZ provides users with access to the knowledge of the world’s finest inventive minds.

By illustrating the use of a step by step process, a ‘tired old’ product is transformed into one with world class performance, lean cost, and brand new capabilities. A proof of concept prototype will be shown and exercised.

Numerous other real-world examples of product transformations will be given, ranging from automotive, house hold, automation, steel mill, electronic and micro-electronic industries.

## **Thursday, April 13, 2006**

**“Innovative Users as Sources of Innovation: What does the research tell us? ”**  
**Presented by: Dr. Ashish Pujari, Ph.D,Assistant Professor of Marketing**  
**DeGroote School of Business**

The ability to innovate on a continuous basis is considered as one of the critical factors for successful companies in many industries. Continuous innovation activities require a constant flow of new ideas. There are several sources of ideas and innovation but the concept of innovative/lead user is gaining attention in many engineering and manufacturing businesses. Can innovative/lead users become sources of new ideas, wisdom, and innovation? How do companies find innovative users? What are the key characteristics that differentiate innovative users from the rest of the market? Under what conditions and contexts this source of innovation may work successfully? Do ideas from innovative/lead users infact limit the diffusion of adoption by the majority (of customers)?

## **Wednesday, March 15, 2006**

**“Introduction to Robust Design”**  
**Presented by: Joe Azzopardi , Project Manager, Wardrop Engineering**

Robust Design is a technique used by world-class firms to develop products that perform according to specification first time and every time.

The guesswork that often accompanies product development is replaced with fact-based decision-making; compared to a traditional approach, companies that use Robust Design can expect lower development costs, fewer prototype iterations, and faster overall time to market.

This overview of Robust Design will be tailored to product development practitioners and managers alike and will include practical real-world examples, and a case study illustrating both the theory and practise of Robust Design.

**Tuesday, January 31, 2006**

**"Brainstorming Tools Used in Innovation Strategies"**

Presented by: **Gabriel Gorscovoz, P. Eng. PMP, Wardrop Engineering**

Brainstorming is a group technique for generating new, useful Ideas and promoting Creative Thinking.

Creative Thinking is the process that feeds Problem Solving, Joint Application Design (JAD), Process/Project Management, and New Product Development (just to name a few).

New Product Development methods can be enhanced by using Creativity Tools and Innovation Strategies like the "Six Thinking Hats".

Six Thinking Hats concept developed by Dr. Edward de Bono is more than a "strategized" approach to conduct a Brainstorming Meeting. It is a tool that actually will stimulate idea generation and encourage lateral thinking in an un-suppressed way, putting criticism "on hold", and producing a radical results and effective solutions that can be used in New Product Development.

We will explain the "role" of each of the Six Thinking Hats, and how to use them to achieve the most creative ideas and best results form your Brainstorming Session.

Thursday, December 15, 2005

**"Innovative Approaches to Design and Manufactured Integration"**

Presented by: **George Valaitis, P.Eng., Manager, Mechanical Engineering, MDS Sciex**

MDS SCIEX, a division of MDS Inc., has built a considerable reputation in the scientific instrumentation market over the past 25 years. Based out of Toronto, Ontario, the company employs more than 550 highly skilled professionals, with nearly half of them involved in the design of mass spectrometers for biomedical and elemental markets.

Due to market pressures today, multidisciplinary design teams have to work in a much more collaborative way, continually interfacing with other internal development groups and external vendors and partners to a far greater degree than in the past in getting innovative products to market in a more expedient manner.

**Tuesday, November 15, 2005**

**"Serendipity and Product Development"**

Presented by: **Peter Umanec, M.Sc. Technical Services Specialist Benjamin Moore & Co.**

Current management philosophy favors projects and endeavors that minimize risk and uncertainty. With this view it is surprising that so many notable inventions have come about by pure chance. Just as some individuals seem to be luckier than others, can the same be said for organizations? I believe that an organization's "luck" in new product development can indeed be improved and we'll discuss ways this can be accomplished.

Thursday, October 20, 2005

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# PDMA ONTARIO CONFERENCES

May 10, 2006

## Research, Innovation and Commercial Success: How to Connect the Dots

The development of new world-class technologies and innovative products & services can be attributed to the knowledge that is gathered through research. The importance of research - either in-house, at Canadian universities, colleges, and research institutions or external R&D labs - cannot be overemphasized. For many, this creates a host of questions.

- How does externally available research lead to new and innovative technologies, products and services in firms?
  - What kind of research partners you should look for?
  - How and where do you find the right research partner?
  - How can a firm manage this process effectively?
  - How does it lead to commercial success?
  - What metrics should be used to measure the success of an academic-industry partnership technology transfer?
- Answers to these and other critical questions were revealed at the PDMA Ontario Conference 2006. The Ontario Chapter of PDMA (Product Development and Management Association) is excited to be able to present our annual conference, featuring academic and industry speakers who are experts in the area of innovation research, research collaboration, technology transfer and linking research & innovation to commercial success.

## Main Speakers & Presentations

### [Intellectual Assets as a Supply Chain Problem](#)

#### [Qualifying and Managing University Partners](#)

[Dr. Phyllis Speser](#), Foresight Science & Technology

Product development cycles vary by industrial sectors, reflecting among other things, the rate of product change and the number of product families' competitors need to offer to compete given their corporate strategies.

### [Making the leap from the lab to marketplace](#)

[Dr. Rafik Loutfy](#), Xerox Centre for Engineering Entrepreneurship & Innovation

The ability to extract economic value from investments in research and development has been identified as one of the key differentiators between more innovative countries and less innovative countries.

### [The Importance of SMEs to the Canadian Economy](#)

[Dr. Peter Cashmore](#), IRAP

Dr. Cashmore will provide a short overview of the National Research Council's Industrial Research Assistance Program (NRC/IRAP) followed by a discussion on Small and Medium Enterprises (SMEs) and the challenges they face.

### [Applied Creativity as a System Interconnecting Content, Process, Process Skills, Tools and Style Connecting the Dots](#)

[Dr. Min Basadur](#), McMaster University

### [The Triple Helix](#)

#### [How This Innovation Model has Supported the Success of MDS Sciex](#)

[Dr. Bill Davidson](#), MDS Sciex

"Triple Helix" is loosely defined as a model of innovation that involves the interaction between universities, industry and government

## Panel Speakers & Presentations

### [Excelling at Public – Private Collaborations](#)

[Amy Lemay](#), Vista

There is a treasure trove of knowledge, new technologies, and expertise in our public institutions (colleges, universities, government labs and hospitals) that could be developed into new products and processes and leveraged for new market opportunities.

[20 years of Private/Government Innovation Collaboration](#)

**Dr. Peter Fransham**, President of Rotary Micropower Inc.  
Visualizing the Future of Private Sector/Public Sector Innovation Collaboration

[Abnormal Situation Management Application at Dofasco](#)

**Mike Dudzic**, General Manager of Process Automation, Dofasco

**Nick Palomba**, VP Delcan Corp.

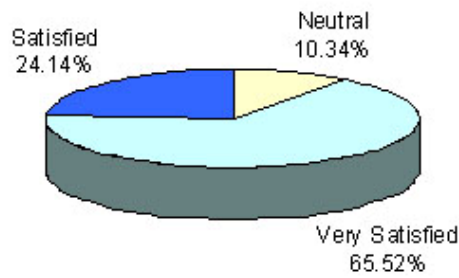
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## Ontario PDMA Conference - May 10, 2006 Survey Results

### Research, Innovation and Commercial Success: How to Connect the Dots

The PDMA 2nd Annual Conference was found informative by 89.66% of the attendees.

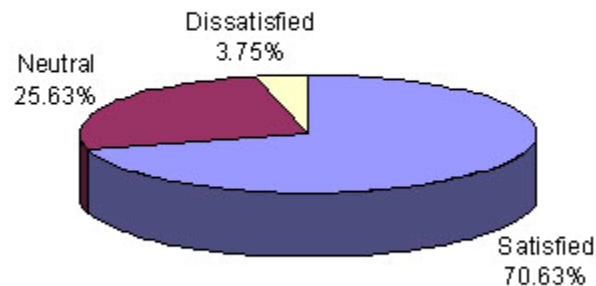
**Conference Rate**



**Highlights:**

- Attendees would like to attend another Chapter program (60%) and receive PDMA Chapter updates and newsletter (80%).
- Attendees satisfaction over the presentations is presented in the bellow graphic:

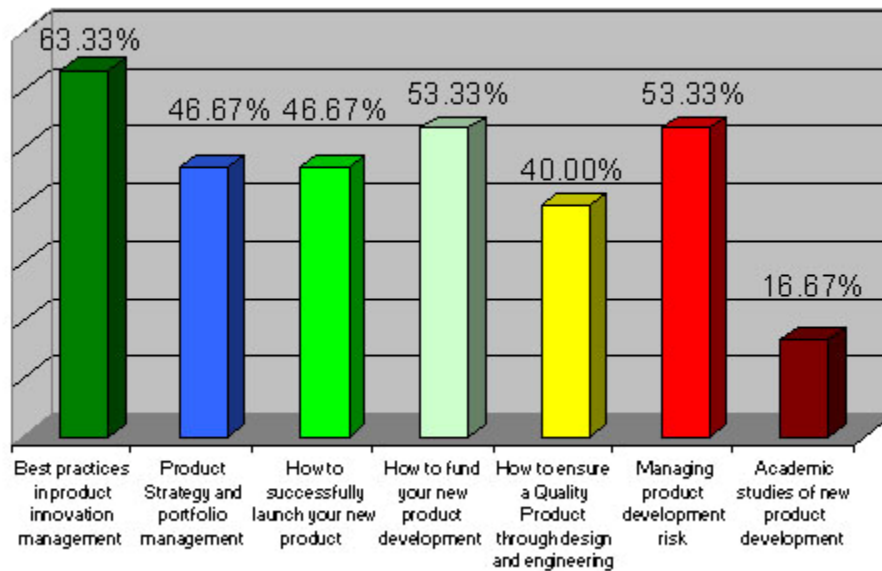
**Presentations Satisfaction Rate**



- The attendees are interested in the following topics:
  - Best practices in product innovation management (63.33%)

- Product Strategy and portfolio management (46.67%)
- How to successfully launch your new product (46.67%)
- How to fund your new product development (53.33%)
- How to ensure a Quality Product through design and engineering (40%)
- Managing product development risk (53.33%)
- Academic studies of new product development (16.67%)

### Topics of Interest



Other topics of interest are:

- IP solutions
- How to deal with small companies when the stage gate decision to stop means a loss of their employment.
- When inventors should patent and when they should spend their money on a proof of concept model.
- Consumer products/ New products information

#### Comments:

1. Bring in other disciplines for more balanced viewpoints: bankers, lawyer
2. Very professional run! I was impressed! I met interesting people.
3. Enjoyed selections & variety of speakers. Topics were interesting and engaging.
4. Well organized and put together.
5. Easy to register.

#### SR & ED Advocacy:

(info requested at the conference)

Information about white paper on the program to assist the government in understanding the importance of improvements and the priority that business gives to improvements.

[Please click here for more info...](#)

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PDMA's mission is to improve the effectiveness of people engaged in developing and managing new products - both new manufactured goods and new services. This mission includes facilitating the generation of new information, helping convert this information into knowledge that is in a usable format, and making this new knowledge broadly available to those who might benefit from it. A basic tenet of the Association is that enhanced product innovation represents a desirable and necessary economic goal for firms that wish to achieve and retain a profitable competitive advantage in the

long term.

The PDMA Ontario Chapter is to encourage and foster growth in the development of long term innovation and new products in Ontario. To support this mission, the Chapter is committed to facilitating and providing networking, knowledge sharing and overall learning opportunities and events for Ontario New Product Development Professionals. A belief of the Ontario Chapter is that innovation and new product development are necessary for Ontario's economic survival in the increasingly competitive global economy.

## Why Join the PDMA?

[Link to additional Chapter information](#)

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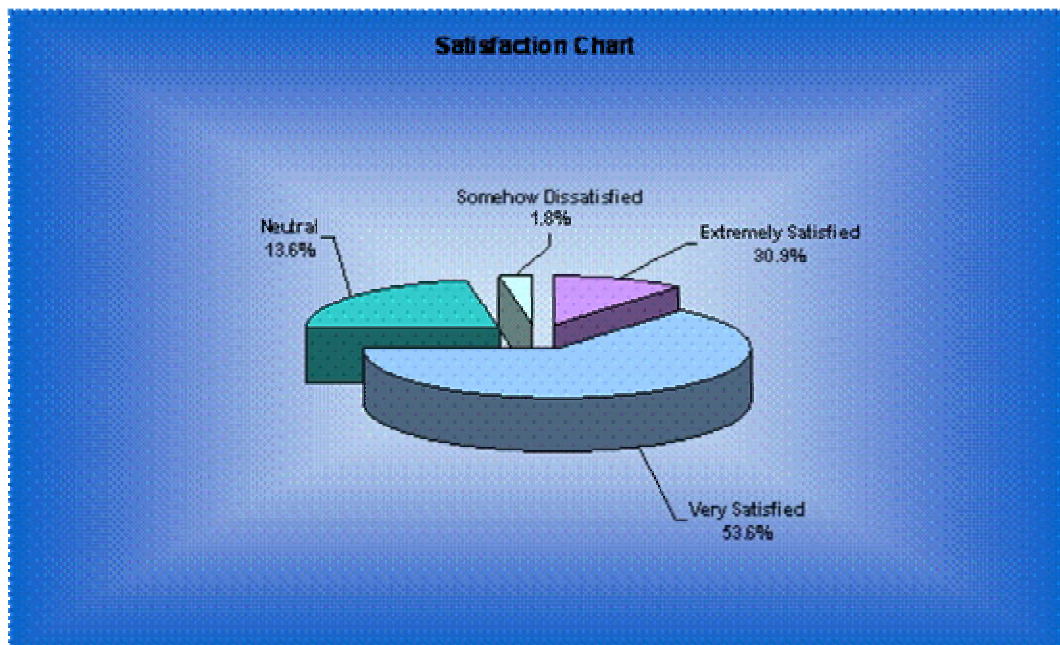
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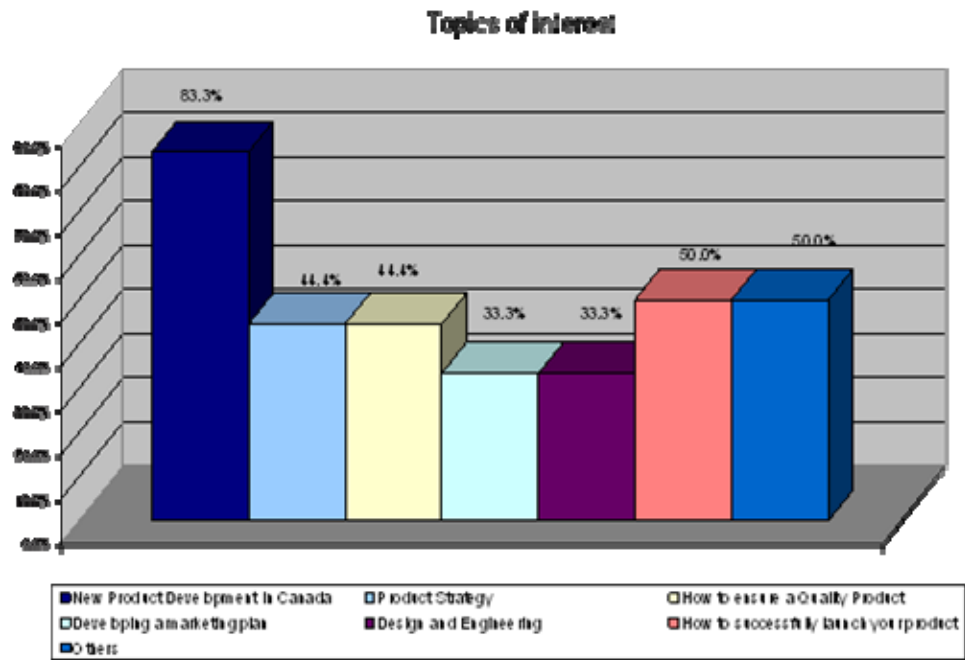
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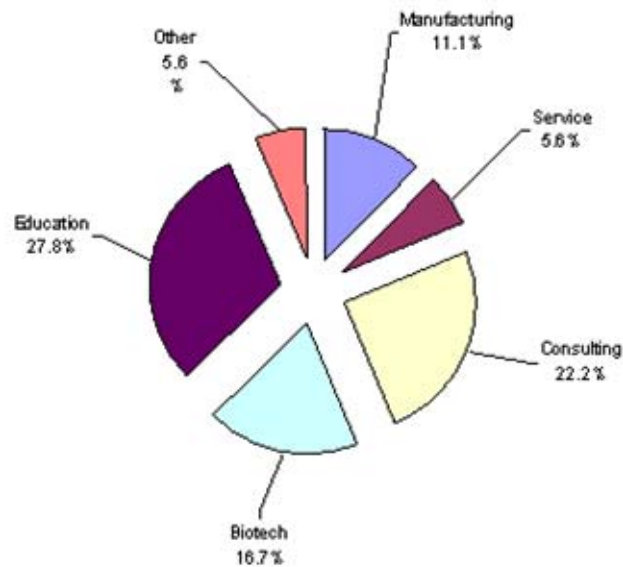
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#### [Making the leap from the lab to marketplace](#)

[Dr. Rafik Loutfy](#), Xerox Centre for Engineering Entrepreneurship & Innovation

The ability to extract economic value from investments in research and development has been identified as one of the key differentiators between more innovative countries and less innovative countries.

#### [The Importance of SMEs to the Canadian Economy](#)

[Dr. Peter Cashmore](#), IRAP

Dr. Cashmore will provide a short overview of the National Research Council's Industrial Research Assistance Program (NRC/IRAP) followed by a discussion on Small and Medium Enterprises (SMEs) and the challenges they face.

#### [Applied Creativity as a System Interconnecting Content, Process, Process Skills, Tools and Style Connecting the Dots](#)

[Dr. Min Basadur](#), McMaster University

## The Triple Helix

### How This Innovation Model has Supported the Success of MDS Sciex

Dr. Bill Davidson, MDS Sciex

"Triple Helix" is loosely defined as a model of innovation that involves the interaction between universities, industry and government

## Panel Speakers & Presentations

### Excelling at Public – Private Collaborations

Amy Lemay, Vista

There is a treasure trove of knowledge, new technologies, and expertise in our public institutions (colleges, universities, government labs and hospitals) that could be developed into new products and processes and leveraged for new market opportunities.

#### 20 years of Private/Government Innovation Collaboration

**Dr. Peter Fransham**, President of Rotary Micropower Inc.

Visualizing the Future of Private Sector/Public Sector Innovation Collaboration

#### Abnormal Situation Management Application at Dofasco

**Mike Dudzic**, General Manager of Process Automation, Dofasco

**Nick Palomba**, VP Delcan Corp.

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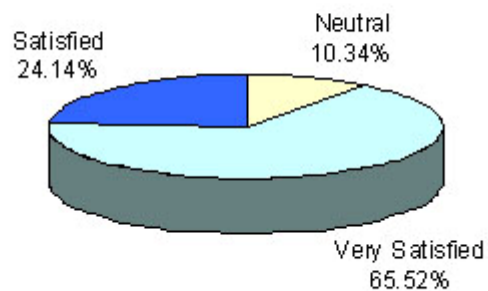
## Ontario PDMA Conference - May 10, 2006

### Survey Results

#### Research, Innovation and Commercial Success: How to Connect the Dots

The PDMA 2nd Annual Conference was found informative by 89.66% of the attendees.

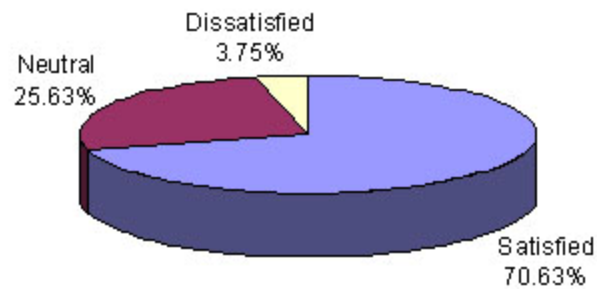
**Conference Rate**



#### Highlights:

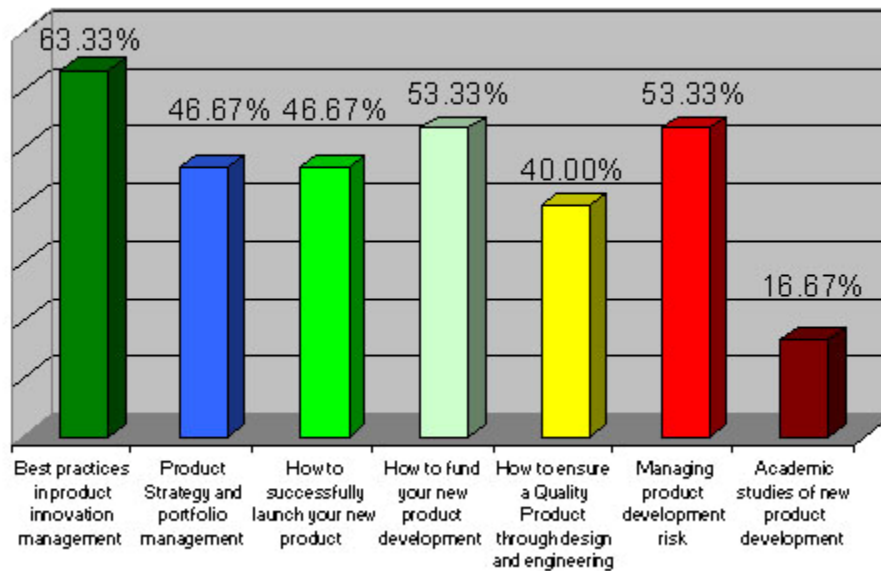
- Attendees would like to attend another Chapter program (60%) and receive PDMA Chapter updates and newsletter (80%).
- Attendees satisfaction over the presentations is presented in the bellow graphic:

## Presentations Satisfaction Rate



- The attendees are interested in the following topics:
  - Best practices in product innovation management (63.33%)
  - Product Strategy and portfolio management (46.67%)
  - How to successfully launch your new product (46.67%)
  - How to fund your new product development (53.33%)
  - How to ensure a Quality Product through design and engineering (40%)
  - Managing product development risk (53.33%)
  - Academic studies of new product development (16.67%)

## Topics of Interest



Other topics of interest are:

- IP solutions
- How to deal with small companies when the stage gate decision to stop means a loss of their employment.
- When inventors should patent and when they should spend their money on a proof of concept model.
- Consumer products/ New products information

**Comments:**

1. Bring in other disciplines for more balanced viewpoints: bankers, lawyer
2. Very professional run! I was impressed! I met interesting people.
3. Enjoyed selections & variety of speakers. Topics were interesting and engaging.
4. Well organized and put together.
5. Easy to register.

**SR & ED Advocacy:**

(info requested at the conference)

Information about white paper on the program to assist the government in understanding the importance of improvements and the priority that business gives to improvements.

[Please click here for more info...](#)

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PDMA's mission is to improve the effectiveness of people engaged in developing and managing new products - both new manufactured goods and new services. This mission includes facilitating the generation of new information, helping convert this information into knowledge that is in a usable format, and making this new knowledge broadly available to those who might benefit from it. A basic tenet of the Association is that enhanced product innovation represents a desirable and necessary economic goal for firms that wish to achieve and retain a profitable competitive advantage in the long term.

The PDMA Ontario Chapter is to encourage and foster growth in the development of long term innovation and new products in Ontario. To support this mission, the Chapter is committed to facilitating and providing networking, knowledge sharing and overall learning opportunities and events for Ontario New Product Development Professionals. A belief of the Ontario Chapter is that innovation and new product development are necessary for Ontario's economic survival in the increasingly competitive global economy.