



pdma · new york · new jersey

*A Community of Product Development  
and Marketing Professionals*



## Developing More Products without More Resources

Development teams are challenged to develop more products, in a shorter timeframe with the same or fewer resources. As we all know this is a difficult challenge and if not properly addressed will create a fast paced, dynamic and often chaotic, frustrating environment.

A new solution is emerging which looks at how well the organization's approach stacks up against the challenges of their development environment and introduces a new term called Product Focus.

Product Focus is the idea that organizations tend to exhibit a consistent behavior when planning and executing projects and as you would expect, organizations are most effective when their Product Focus matches their Development Environment.

All attendees will have an opportunity to complete a survey to identify your organization's Product Focus. An overview on how to interpret your Product Focus will be provided along with methods and practices to shift and change your focus to better match the environment. Recently compiled industry results will be provided to help you determine whether your organization is consistent with similar size companies.

### Event Logistics

Presenter(s): **Donald A. Borcharding**

Date & Time: Wednesday, Feb 6<sup>th</sup> 2008, 6.30 PM - 9 PM

Location: Stevens Institute of Technology, Babbio Room 122.  
Hoboken, New Jersey

Cost: Until Jan 30<sup>th</sup>, 2008: \$25 – PDMA Member, \$35 - Non-Member, and \$10 – Student  
From Jan 31<sup>st</sup>, 2008: \$ 30 – PDMA Member, \$ 40 - Non-Member, and \$15 – Student

Format: Networking & Deli Buffet / Presentation / Networking

To Register: <http://www.pdma.org/nynj>

PDH: 2 PDH

**\*\*\*PDMA Members: If you bring someone, who is not a yet a PDMA member, who registers at the above listed price, your attendance fee will be waived!\*\*\***

**Donald A. Borcharding** has BSEE from the University of Missouri at Rolla and over 20 years experience in new product development. He has successfully optimized Systems, Software, Electrical and Mechanical Engineering performance in the Medical Device, Semiconductor, Defense, Marine and Broadcast Video industries in both small and medium size organizations.

He founded NexSummit, LLC to help organizations reduce development cost and improve time to market. His primary focus has been to understand an organization's Product Focus versus their Development Environment to make improvements that provide the greatest benefit.

**Please forward this flier to any interested party**