



pdma · new york · new jersey

*A Community of Product Development
and Marketing Professionals*



Defining and Developing New Products that Generate Significant Growth

Developing a new product pipeline is difficult - at best. Does this sound like your world? Your competition is everywhere and both senior executives as well as Wall Street want double-digit revenue and earnings growth, now. But while your team addresses the competition and manages the next line extension, the strategic initiatives with greater potential get “back-burnered” waiting for the “right time”. Or do you have a technology that you have access to, but aren’t quite sure how to capitalize on?

Many companies use some type of concept development screening process, and yet don’t have the next breakthrough product in the pipeline. Maybe the problem is about the concepts that go into the screening process. Are they the right ideas? Join us for an exciting discussion of real life examples and success stories on how to identify the most compelling new product concepts and test them so that you select those with the most compelling value propositions. Remember the old axiom Garbage In, Garbage Out (GIGO)? Well, it certainly applies here. Our discussion will focus on two key areas:

- Key research elements to consider when developing a testing methodology
- How to develop the best, most actionable concepts for testing

The presentation provides key, actionable take-aways you can take back to your job and apply directly.

Event Logistics

Time: 6:30 - 9:30PM Date: Wednesday April 11, 2007

Location: Fordham University, Marymount Campus
Tarrytown, NY

Cost: Until April 4: \$25 - PDMA, \$35 - Non-Member, \$10 – Student
After April 4 : \$ 30 - PDMA, \$ 40 - Non-Member, \$15 – Student

Format: Networking & Deli Buffet / Presentation / Networking

PDH: 2 PDH To Register: <http://www.pdma.org/nynj>

*****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!*****

Barry Curewitz, Managing Partner, WHOLE-BRAIN Brand Expansion

Mr. Curewitz has more than 20 years of experience managing and growing brands for Fortune 100 consumer products companies. He has held senior leadership positions at Johnson & Johnson, Warner-Lambert/Pfizer, Campbell Soup and Bic where he led domestic and global brands to achieve sustainable growth. An expert in innovation and new product development, he has created numerous new products for brands such as Prego, Splenda, Lenox, Lubriderm, Neosporin, e.p.t. and Bic Shavers. Before forming Whole-Brain Brand Expansion in 2005, he

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was president of Curewitz and Associates, a Philadelphia-based new product development company.

Mr. Curewitz holds B.S. and MBA degrees from the University of Tampa. He is an adjunct professor at Temple University teaching international marketing and consumer behavior. Mr. Curewitz has been published in Chief Marketer and Marketing Daily.

Alan Sharavsky, Creative Partner, WHOLE-BRAIN Brand Expansion

Mr. Sharavsky has more than 20 years of experience as a creative director guiding advertising campaigns and conceptualizing new products. He has created advertising and branding strategies for McDonalds, Trump Plaza, Tylenol, Zany Brainy and the Philadelphia 76ers. Before founding Whole-Brain Brand Expansion, he was president of Sharavsky Communications of Philadelphia, a marketing and new product conceptualization company where he consulted on equity expansion for Johnson & Johnson and Dial among others.

Mr. Sharavsky holds a B.A. degree in Journalism from Temple University and has been published in BrandWeek, Chief Marketer, The Philadelphia Inquirer and Marketing Profs. He is also a focus group moderator for the Citizen's Voices Project of the University of Pennsylvania and the Philadelphia Inquirer.

Future Events

Here's a preview of just some of our upcoming meetings and topics!

Date	Location	Topic
January 24	Manhattan, NY	Hard Services, Soft Products – Today's Product Development Reality
February 21	Hoboken, NJ	What Product Managers need to know about Agile Product Development Tools
March TBA	Somerset, NJ	Motivating Team Members

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