



ASME PROFESSIONAL DEVELOPMENT SEMINAR

Sponsored by the ASME Santa Clara Valley Chapter and by **Applied Innovation Alliance, LLC**

SIGN UP before May 8th, 2006 & **RECEIVE:**
1) **FREE Book!** "Structured Innovation: Foundational Elements" by Dana W. Clarke, a 146 page book, a \$50 Value!
2) **FREE!** Professional Development Chair's list of useful links & problem solving resources

SEMINAR ABSTRACT

The development of new products, services, and business models has become more critical in the intense environment of global competition. This seminar covers the theory and practice of structured innovation, a new approach to solving difficult and vexing problems for engineers and business people. This powerful and flexible methodology is now being applied to technological, business, and process issues with great success. Far beyond creativity, this structured approach to innovation is a more effective and reliable technique for creating new and innovative solutions to a company's most entrenched problems. In this in-depth presentation, you will hear from Mr. Scott Burr on the tools and methods that are creating Innovation Rainmakers™.

"INNOVATION AGILITY & PROBLEM SOLVING: NEW TOOLS FOR CREATING AN UNFAIR MARKET ADVANTAGE"



All attendees will receive a catered lunch, and break snacks/drinks will be a part of your seminar experience.

SPEAKER: Mr. Scott Burr
Certified Six Sigma Black Belt
Applied Innovation Alliance, LLC,
West Coast Business Development Affiliate
Hubenthal Burr Associates, LLC

Saturday, May 13, 2006

9:00 am – 4:00 pm

Location: Santa Clara, CA

ASME or SVEC member: \$129 per person

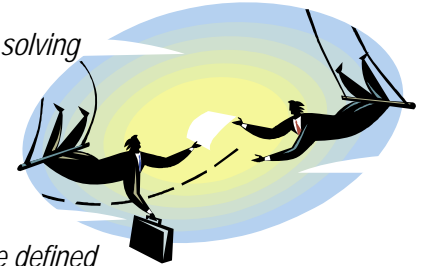
Non-Member: \$179 per person

ASME or SVEC Student or Unemployed Member: \$89

Learn advanced problem solving strategies and their application to business and technological systems!

YOU WILL LEARN...

- *The 4 separation principles that eliminate contradictions and complications in problem solving*
- *The 40 original principles of innovation*
- *The 4 step master process for structured innovation*
- *How to identify and utilize resources to solve difficult problems*
- *The 10 ways technological and business systems evolve*
- *The systems approach to solving problems*
- *The new language of innovation: "ideality, secondary problems, contradictions, etc" are defined*



ALL PARTICIPANTS WILL RECEIVE

- *A free email subscription to "Innovation Magic" that features the principles of innovation in action*
- *Free attendance to the Friday, May 12th talk: "The Future of Innovation - A survival guide for business & professionals"*

REGISTER ON OR BEFORE May 8, 2006 TO RECEIVE THESE BONUS ITEMS

- *Professional Development Chair's list of useful links and problem solving resources*
- *"Structured Innovation: Foundational Elements" by Dana W. Clarke, 146 page book only available through Applied Innovation Alliance, LLC*

WHO SHOULD ATTEND

Inventors, Technical Managers, Engineers, Technical Problem Solvers, Business Problem Solvers, Consultants, Business Owners, General Management, Intellectual Property Managers, Change Agents, Six Sigma and Lean Professionals

3 WAYS TO REGISTER

- ☎ Call Registrar: 503-999-5790
- ✉ Email Registrar: burrs@asme.org
- ✉ Mail in Form must be received on the day before the seminar.

Payment methods:

- Check
 - Money Order
 - [Credit Card \(Acteva\)](http://www.acteva.com/go/asmescvs)
- <http://www.acteva.com/go/asmescvs>

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Send payment to: ASME Professional Development Chair, P.O. Box 611865, San Jose, CA 95161-1865
Payment must be received prior to the seminar and will not be accepted at the door.

"Innovation Agility & Problem Solving", May 13, 2006

Name _____ Company _____

Address _____ Title _____

City _____ State _____ ZIP _____

Email _____ Phone _____ ASME member # _____