

**Altshuller  
Institute**  
*for TRIZ Studies*

with

**GENERAL DYNAMICS**  
Land Systems

present

# TRIZCON2011

OUR 13<sup>th</sup> ANNUAL INTERNATIONAL CONFERENCE

Location:

**“TRIZ for Tomorrow’s Innovations”**

===== **28 - 29 November 2011** =====



**Genrikh Saulovich Altshuller**  
**Father of TRIZ**

15 October 1926-  
24 September 1998

*Генрих Саулович*

# Preliminary Agenda

Subject to modification and change

## MONDAY — 28 November 2011 TUTORIALS

**7:00 AM** Registration & Continental Breakfast **Foyer Area**

**Room:** **Innovation Zone 1**

**Innovation Zone 2**

**Track 1**

**Track 2--Advanced**

**8:00 TRIZ Introduction**  
Jack Hipple, TRIZ Provider  
Principal in Innovation-TRIZ

**Sufield Modeling, Functional Modeling and Root Cause Analysis**  
Mansour Ashtiani, President  
Altshuller Institute for TRIZ Studies

The participants will learn the basic concepts of the TRIZ methodology. Excellent training for beginners.

**10:00** \* \* \* **BREAK** \* \* \* **Foyer** -- refreshments

**10:15 TRIZ Technology for Innovation**  
Isak Bukhman, TRIZ Master  
TRIZ Solutions, LLC

**12:15 LUNCH --- Buffet in Foyer**

**1:15 Continue - TRIZ for Beginners**

**Resources: Key Elements in Problem Solving**  
Ralph Czerepinski Ph.D.  
Cz Innovations

**3:15** \* \* \* **BREAK** \* \* \* **Foyer** -- refreshments

**3:30 Continue - TRIZ for Beginners**

**Exploring the Application of Ideation TRIZ Software**  
Alla Zusman, TRIZ Master  
Ideation International

**4:30 Invention Road (training for kids)**  
Cal Halliburton, Guided Brainstorming LLC

**Using Invention Machine Goldfire to Implement TRIZ**, Global Trainer,  
Invention Machine Corp

**5:30** There will be a tour of the GDLS facility commencing at 5:30 PM. Come see innovation in application! Participation is optional.

# TUESDAY — 29 November 2011

## SYMPOSIUM

- 7:00 AM** Continental Breakfast **Foyer**
- 7:15** **Business Meeting — members only Innovation Zone 1 & 2**
- **President’s remarks**
  - **Financial Report**
  - **Election of Officers: Vice President & Secretary**
- 8:15** **Opening Address — Mansour Ashtiani, Chuck Roe**
- 8:30** **Keynote — Sonya Sepahban**, GDLS senior vice president of Engineering, Development and Technology, **Topic: “Innovation at GDLS”**
- 8:45** **Keynote — Joanne Cavanaugh**, Director of the MC<sup>2</sup>
- 9:00** **Keynote — Bill Hessler**, Inventor and TRIZ user with over 20 years of product design with over 32 Patent Disclosures during his four and half year tenure at GE

\* \* \* **BREAK** \* \* \* **Foyer** refreshments

	<b>TRACK A</b>	<b>TRACK B</b>	
<b>Room:</b>	<b>Innovation Zone 1</b>	<b>Innovation Zone 2</b>	<b>GDLS Projects</b>
<b>10:00</b>	Using TRIZ for Innovation and Patent Design in the Chemical Industry <b>Peter Hanik</b> presented by <b>John Borza</b>	Improving Patents and Designing Around Blocking Patents Using Patent Deconstruction® Method <b>V. Proseanic</b> , S. Vinepolschi	<b>Enterprise Collaboration Room</b> <small>By Invitation only</small>
<b>11:00</b>	New Methods for Teaching TRIZ to the Use of Resources <b>R. Czerepinski</b> , E. Domb, J. Miller	Next Step in Reduction of TRIZ Entry Barriers <b>Don Coates</b> , S Malkin, G Frenlach, G Malkin	

**12:00**      **LUNCH**      **BREAK**      **Buffet in Foyer**

<b>1:00</b>	STEV1: Solar Thermal Electric Vehicle-based on Ideal Final Result <b>Prof. Noel Leon</b>	Creative Application of de Bono Methods in the Manufacturing Sector <b>Jean Angus, James (Pat) Carlisle</b> (2 hour)
<b>2:00</b>	Chemical Process Development of Sorel Cement from Seawater Bitterns using TRIZ <b>Charles Lipp</b>	> > >
<b>3:00</b>	* * * <b>BREAK</b> * * * <b>Foyer</b> refreshments	
<b>3:15</b>	R-TRIZ on Telescoping Rail Failures <b>Howard Cooper</b>	FAST Diagrams: The Foundation for Creating Effective Function Models <b>John Borza</b>
<b>4:15</b>	Determining Motivation and Strategy by Using the TRIZ MATRIX <b>Jack Hipple</b> , Stephen Young	Knowledge Based Tools for Software Supported Innovation and Problem Solving <b>Alla Zusman</b> , B Zlotin

**13th International Conference for TRIZ is concluded.**

**“Go out and change the world. If you don’t, someone else will.”**

**# On 30 November, there will certification tests for Associates and Practitioner at the Incubator. Visit website for more details. #**

**Backup papers for Symposium**

TRIZ for Human Factors and  
Ergonomics  
**Jack Hipple**, S. Kaplan, M. Tschirhart

The Psychology of Team Oriented Problem  
Solving: What makes a Team Successful?  
**Dr. Paul Johnson**