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Altshuller Institute for TRIZ Studies

*with*

Pratt & Whitney
A United Technologies Company

Pratt & Whitney Rocketdyne

*present*

# TRIZCON2009

**OUR 11th ANNUAL INTERNATIONAL CONFERENCE**

**Location: HILTON WOODLAND HILLS**

## "TRIZ for Tomorrow's Innovations"

========== 16 - 18 March 2009 ==========



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

15 October 1926-
24 September 1998

Printed 3/13/2009

# Preliminary Agenda

Subject to modification and change

## MONDAY — 16 March 2009

**TUTORIALS** | **Workshop**

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

| | Room: | Room: | Workshop |
|---|---|---|---|
| | **Track 1** | **Track 2--Advanced** | |
| **8:00** | **TRIZ for Beginners**<br><br>Zinovy Royzen<br><br>The participants will learn the basic concepts of the TRIZ methodology. Excellent training for beginners. | **Creative Person Development – Jonathan Livingston Seagull**<br>Isak Buhkman, TRIZ Master | **Exploring the Application of TRIZ Software**<br>Alla Zusman,<br>TRIZ Master<br>Ideation International |
| **10:00** | * * * **BREAK** * * * **Room TBD** refreshments | | |
| **10:15** | | **Alternative System Design**<br>Sergei Ikovenko, TRIZ Master | |
| **12:15** | **LUNCH** --- **Food Court, ground level** | | |
| **1:15** | **TRIZ for Beginners** | **Creative Imagination Development Course**<br>Isak Buhkman, TRIZ Master | **Using Invention Machine Goldfire to Implement TRIZ**<br>Jim Belfiore,<br>Global Trainer,<br>Invention Machine |
| **3:15** | * * * **BREAK** * * * **Room TBD** refreshments | | |
| **3:30** | Continue - **TRIZ for Beginners** | | |
| **5:30** | | **Wrap up** | |

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# TUESDAY — 17 March 2009

## SYMPOSIUM

**7:00 AM** Registration & Continental Breakfast [**Room tbd** ]
**8:00** General Session: **Opening Address** — Mansour Ashtiani, President

**8:30** **Keynote Speaker** — **Herbert Roberts,** Principle Engineer at GE Energy
Topic: " **TRIZ at GE: Edison, Altshuller and Imagination at Work**."

* * * **BREAK** * * * **Foyer**

**10:00** **Panel Discussion – *"The Future of TRIZ "*** moderated by Mansour Ashtiani**.**
**Participants: Prof. Chechurin, Sergei Ikovenko, Jim Todhunter, Isak Buhkman**
**Alla Zusman, Zinovy Royzen, Ellen Domb, Noel Leon and Dave Conley**

* * * **BREAK** * * * **Foyer**

| | **Track 1** | **Track 2** |
|---|---|---|
| **12:00** | The Function Modeling Method for New Product Development<br>**Young-Ju Kang,** Hyundai | Improving the Fuzzy Front End of Product Development for Continuous Innovation Incorporating TRIZ<br>**Don Coates,** Kent State University |

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**1:00** **LUNCH BREAK**

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|---|---|---|
| **2:15** | The Development of a New Stirling/Brayton Engine using TRIZ Methodology<br>**Noel Leon-Rovira**, Arturo Moreno Lehman | Two Ways to Solve the Same Problem – a Comparison of TRIZ Tools in Action<br>**John Cooke,** D. Mann |
| **3:15** | Extension of USIT in Japan: A New Paradigm for Creative Problem Solving<br>**Toru Nakagawa** | Predicting new business models with TRIZ<br>**Jose Miguel Vicente Gomila** |

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

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|---|---|---|
| **4:30** | How to Use the Contradiction Matrix to Solve a Problem Formulated with Several Contradictions.<br>**Jean-Marc LeLann,** Cortes Robles, S. Negny, Barragan | Using TRIZ to UN-FUZZY the FUZZY Front End<br>**Jack Hipple** |
| **5:30** | Using TRIZ To Drive Basic Research<br>**Jim Belfiore** | Effective Organizational Integration of TRIZ<br>**David Conley** |

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**7:00** **Hors D'oeurves** –
**7:30** **Buffet Dinner** – Limited seating, signup at AI Registration Table

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# Wednesday — 18 March 2009

## SYMPOSIUM

**7:00 AM** Continental Breakfast []

**7:30** **Business Meeting — members only**

- **Presidents remarks**
- **Financial Report**
- **Election of Officers: Vice President & Secretary**
- **Certification Program Report**

**8:30** **Keynote Speaker** — **Prof. Leonid Chechurin, Ph.D.,** Head of the Innovation Theory Department at St. Petersburg State Polytechnical University.
Topic: "**Innovation/ TRIZ as an Exact Science in higher education in Russia**"

**9:45** **Certification Review** — **Victor Fey**, TRIZ Master and Certification Board will present the current developments of the AI Certification Program

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

| | TRACK 1 | TRACK 2 |
|---|---|---|
| | **Room:** | **Room:** |
| **11:00** | Quantum Innovation<br>**Herbert Roberts** | Producing "TRIZ" solutions: odds of success<br>**Alla Zusman** |
| **12:00** | Improve TRIZ Teaching by Understanding TRIZ Learning<br>**Ellen Domb** | A decision-making model to evaluate highly-valued designs based on "TRIZ thinking"<br>**Manabu Sawaguchi** |
| **1:00** | **LUNCH BREAK** | |
| **2:00** | Development of Trends of Engineering System Evolution: Trend of Coordination Increase<br>**Sergei Ikovenko** | Implementation Improved by Considering Values and Beliefs: How Can We Improve Our Solution Concepts<br>**John Terninko**, Mary Ann Kahl |
| **3:00** | The Paradox of Enabling and Limiting Structures of TRIZ<br>**Philip Samuel** | USIT Case Study: A Mom's Bicycle for Safely Carrying Two Children<br>**Dr. Hiroshi Sakata** |
| **3:45** | *** * * BREAK * * *** | **Foyer** refreshments |
| **4:00** | Systems Engineering Perspective on Computer Aided Innovation<br>**Hyman Duan,** Mike Zhao | Tributes to the Work of Victor Schauberger<br>**Wolfgang Sallaberger** |

Alternate Presenters: **Zhao Huang, Jack Hipple** and **John Cooke**

**11th International Conference for TRIZ is concluded.**

**"Go out and change the world. If you don't, someone else will."**