



PRESS RELEASE

CPDA ANNOUNCES DETAILS OF SPEAKER LINE-UP FOR PLM ROAD MAP™ 2009

Riverside, CT, For Immediate Release – Collaborative Product Development Associates (CPDA), a provider of critical analyses for Product Lifecycle Management (PLM) decisions, announces details of the speaker line-up for its PLM Road Map™ 2009 conference, to be held on September 22 & 23 at The Inn at St. John's, located in Plymouth, Michigan. Now in its sixteenth year, this highly acclaimed event offers a program that delivers expanded analysis of the year's most critical business and technology issues in PLM.

The theme for this year's conference is transforming PLM into a dynamic infrastructure for business decisions and the need to address the global transformation of product development and innovation processes. The conference kicks-off with a presentation from Mentor Graphic's Chairman and CEO, Dr. Walden C. Rhines, who will discuss a new model-driven development methodology that supports today's emerging design requirements. Automotive industry expert Glenn Mercer will offer incisive commentary on the transformation of the North American automotive industry, he will focus on the idea that only by understanding the historical roots of our current challenges can we build a future for the industry that does not fall back into the boom-and-bust cycle of the past. Qualis Corporation's Roger Herdy will show how a new tool, which captures the benefits of the Gantt and PERT charts while linking them to the power of the internet, is impacting process flow at NASA. Rounding out the opening morning, Boston Scientific's Daniel Kussman will share his experiences about what is needed to successfully transform a business system from a technology push to a market pull.

A series of conference break-out sessions will follow. Each conference track will offer a range of stimulating, in-depth presentations made by a dynamic group of speakers who will share not only their first-hand experiences in addressing key PLM issues but how they are gaining true business value from their technology investments.

The conference will conclude on Wednesday afternoon with a plenary session that will consider globalization and the future of PLM. Opening the afternoon, Pendaran Inc.'s, Dr. Hossein Nivi will share his approach on how companies must incorporate a uniquely coherent and systemic approach to determine their own transformation. Siemens PLM Software's Chuck Grindstaff will then discuss a lean operations framework that considers the people, processes, and technology that underpin operational performance. Finally, GM Powertrain's John L. Givens, Jr. will share details about a strategy that is transforming the process of engineering at GM from a dependence on physical evaluations to a reliance on engineering design and analysis.

For more information on the agenda please visit the PLM Road Map™ 2009 conference web site at https://cpd-associates.com/pdfs/agenda/include_confagenda_0909.cfm

To register for PLM Road Map™ 2009 visit our web site at: http://www.cpd-associates.com/index.cfm?content=include_conference09.cfm&subcontent=register or call 800-573-4756.

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AGENDA HIGHLIGHTS:

Opening Plenary Session: Addressing the Detail and Complexity of Multiple Domains

Dr. Walden C. Rhines, Mentor Graphics - The Paradigm Shift for Vehicle EE Design with Model-Driven Development

Glenn Mercer, IMVP - Outlook for the North American Automotive Industry

Roger Herdy, Qualis Corporation - A Paradigm Shift in Process Information Flow at NASA

Daniel Kussman, Boston Scientific - Transforming the Business System and Culture to Knowledge-Driven Development

Four interactive breakout sessions include presentations by the following speakers:

Simulation-Based Design: Embedding Simulation across the Entire Product Lifecycle

Michel Vrinat, CPDA and Dr. Keith Meintjes, CPDA

Panel Discussion with Christopher Brown, NASA; Laura Michalske, Procter & Gamble; Chris Pieper, Kimberly-Clark; Glenn Reed, Ford Motor Company; and Frank Schipperijn, General Motors Powertrain

Cliff Hutton and Ken Rasche, Whirlpool Corporation

Panel Discussion with Michael Bloor, ESI North America; Jeffrey Brennon, Altair Engineering; Richard Bush, Siemens PLM Software; Dr. Michael Engelman, ANSYS, Inc.; Shawn Freeman, SIMULIA; Dipankar Ghosh, Phoenix Integration; and Bruce Webster, MSC.Software

Supporting Effective Collaboration across Mechanical, Electrical, and Software Development

Donald H. Brown, CPDA

Craig A. Brown, General Motors Powertrain

Mark Jensen, Vector CANtech

Panel Discussion with Michael Bajc, John Deere; Antonio D'Amore, Bombardier Aerospace; Dr. Stefan Jockusch, Siemens PLM Software; and Tim Storer, Procter & Gamble

Vasco Drecun, Drecun Associates

Transforming PLM to Flexibly Reconcile Massive Detail across Diverse Functional Disciplines

Donald H. Brown, CPDA

Sanford Friedenthal, Lockheed Martin Corporation

Panel Discussion with Laurent Bernadin, Maplesoft; Lynn Bishop, Pratt & Miller Engineering and Fabrication; Roger Burkhart, John Deere; Dave McLellan, Consultant; and Dr. Brian T. Nolan, IBM Software Group

Don Richardson, Microsoft Corporation; Lee Garf, PTC; and Peter Schroer, Aras Ken Yarina, Medtronic, Inc.

Panel Discussion with John Carrillo, IBM Software Group; Michael J. Cronin, Cognition Corporation; Lee Garf, PTC; Dr. Edward Griffor, Chrysler LLC; and Mark Sampson, Siemens PLM Software

Design Approaches to Address the Increase in Product Complexity

Dr. Ken Versprille, CPDA

Frederick K. Reichert and Jamie T. Rosencrantz, General Motors Corporation

Dr. Akbar Farahani, Engineering Technology Associates and Jody Shaw, U.S. Steel

Brad Gieske, Chrysler LLC

Mike Ogden, Procter & Gamble

Mike Voth, Spirit AeroSystems

Closing Plenary Session: The Future of PLM

Dr. Hossein Nivi, Pendaran, Inc. - Flight Simulator for Lean

Chuck Grindstaff, Siemens PLM Software - An Operational Framework for Continuous Improvement

John L. Givens, Jr., General Motors - Transformation of an Engineering Process - Road to Lab to Math at GM Powertrain

About CPDA

Collaborative Product Development Associates (CPDA) is a provider of critical analyses for PLM decisions. CPDA offers the latest in-depth, objective information for assessing technology and business goals. Coordinated by a group of experienced analysts, its cohesive suite of collaborative research programs leverages the efforts of top software designers and leading-edge users. CPDA's differentiation is its specific, deep, and pragmatic approach to the market, and a hands-on understanding of the technology required to drive successful implementations. CPDA's collaborative research programs include Design Creation and Validation, Design/Simulation Council, PLM-Integration/Product Definition, and Product Value Management.