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# The 4<sup>th</sup> Annual Conference Design for Six Sigma

MAXIMIZING INNOVATION AND PROCESS EXCELLENCE AT  
ALL STAGES OF THE PRODUCT DEVELOPMENT LIFE CYCLE

## SPECIAL ADDRESS FROM:



**Kai Yang**  
Author, *Design for Six Sigma: A Roadmap for Product Development* & Professor,  
Department of Industrial and Manufacturing Engineering  
**WAYNE STATE UNIVERSITY**

## EXPERT SPEAKER PANEL INCLUDES:

- **Khoh Soo Beng, PhD, MIET, MIEEE**  
Consultant Black-Belt, Government & Public Safety (G&PS), Enterprise Mobility Solutions  
**MOTOROLA**
- **Robert G Bryant**  
Corp VP, Business Improvement/MBB, Lean/6/Human Sigma Programs Lead  
**CSC**
- **David M Cronin**  
Director, Business Development  
**COGNITION CORPORATION**
- **Ajay Dedhia**  
Sr. Manager, Operational Excellence  
**MERCK & CO., INC.**
- **Mike Ferraris**  
Continuous Process Improvement - Corporate Business Executive Office  
**NAVSEA WARFARE CENTERS**
- **Tanmay Gautam**  
Senior Manager, Operations Analysis & Continuous Improvement  
**CAPITAL ONE BANK**
- **Emil Georgiev, Ph.D.**  
Design Research Leader, Global Design  
**GE HEALTHCARE**
- **Brian J Landsberger, PhD**  
Certified DFSS Black Belt & Research Assistant Professor Department of Mechanical Engineering  
**UNIVERSITY OF NEVADA, LAS VEGAS**
- **Kathryn Lannon**  
Regional Performance Improvement Analyst  
**SISTERS OF SAINT FRANCIS HEALTH SERVICES, INC.**
- **Brian Renfroe**  
Master Black Belt  
**UNITEDHEALTHCARE**
- **Vince Sanchez**  
Senior Director of Operational Excellence (OpX)  
**UNITEDHEALTHCARE**
- **Robert Shemenski**  
CANMC Engineering, ACE Discipline Chief  
**PRATT & WHITNEY**
- **Jeff Slater**  
Operating Excellence Leader, Supply Chain and New Product Development  
**SONOCO**
- **Nathan Soderborg, PhD**  
DFSS Master Black Belt, & Member of the Office of Technical Fellow for Quality Engineering Body Interior Six Sigma, NAPD  
**FORD MOTOR CO.**
- **Chris Vanni**  
Regional Performance Improvement Manager  
**SISTERS OF ST. FRANCIS HEALTH SERVICES, INC**
- **James M. Wasiloff**  
Certified Six Sigma Master Black Belt, Chief Lean Six Sigma Deployment  
**TACOM LCMC**
- **Cary Young**  
Strategic Planning Analyst  
**TACOM LCMC**

**February 9-11 2009,  
MonteLago Resort, Las Vegas, NV**

## APPLYING DFSS IN A PRODUCT DEVELOPMENT AND SYSTEMS ENGINEERING ENVIRONMENT

As more and more organizations have embraced Lean Six Sigma, they have come to realize that there are **HUGE COST SAVINGS** to be made during the design and development phases of new products and services. Knowing **WHEN TO USE THE RIGHT TOOLS** throughout every stage of the product and service lifecycle is critical if a **COMPETITIVE ADVANTAGE** is to be achieved. Benchmark with deployment experiences and benefit from leading insights on:

- **APPLYING** design for six sigma in a **TRANSACTIONAL ENVIRONMENT**
- Effectively **INTEGRATING INNOVATION** with **DFSS**
- **TRANSFERRING** Lean Six Sigma and **DFSS** data **SIMPLY** and **EFFECTIVELY**
- **TRAINING** your team in **DIFFERENT ENVIRONMENTS**
- Turning **VOICE OF CUSTOMER DATA** into **TANGIBLE** products, services, and management practices
- **COMBINING** Lean/Six Sigma and ideation in **NEW PRODUCT DEVELOPMENT**
- Knowing how to **IDENTIFY** Lean product development **OPPORTUNITIES**
- Overcoming the **CHANGE MANAGEMENT STRUGGLE** of getting **R&D** and employees to see the **VALUE** of **DFSS**
- **MAINTAINING** project momentum

**PLUS! CHOOSE FROM 6 PRACTICAL PRE-CONFERENCE WORKSHOPS ON FEBRUARY 9 2009**

## TESTIMONIALS

"The conference was well organized and provided many examples of real world experiences."

**Lisa Shumway, LSS Black Belt, BOSE**

"Very well organized and excellent speakers. I have learned a lot and feel it was as informative as I hoped."

**Theresa Maschino, Manager CBS Global Applications, CUMMINS INC**

"Truly Excellent."

**Phil Pitner, Director, BOEHRINGER INGELHEIM**

"Always good to hear and see what others are doing in DFSS/Six Sigma. I often find methods or techniques that I can bring back and implement."

**Arthur Eshoo, VP Ops/QC, CASCO PRODUCTS**

**BRING YOUR TEAM AND SAVE 40% - see back page**

## WHO SHOULD ATTEND:

WCBF invites all professionals within Manufacturing, Services and Transactional Environments responsible for driving business processes, product development and quality.

**You will benefit from this conference if you are a:**

- Head of Technology
- Head of R&D
- VP of Process Excellence/Improvement
- VP/ Director of Quality
- Head of Operational Excellence
- VP of Business Excellence
- Head of Process Management
- Director of Operations
- VP of Manufacturing
- VP of Performance Improvement
- VP of Six Sigma
- Head/ Director of Engineering
- Senior Engineer
- Deployment Leader/Champion
- Programme Manager, Project Manager
- Six Sigma Champion, Master Black Belt and Black Belt

## VENUE INFORMATION



MonteLago Village Resort is a one of a kind luxury Las Vegas resort, located just 17 miles from the Las Vegas Strip. Set among the desert mountains of Nevada

on the shores of sparkling Lake Las Vegas, the Mediterranean-themed village offers exquisite shopping and dining, golfing, European-style gaming, and access to the championship golf and lakeside recreation of Lake Las Vegas Resort.

[www.montelagovillage.com](http://www.montelagovillage.com)

## FORTHCOMING CONFERENCES AND SUMMITS:

- **8th Annual Lean & Six Sigma and Business Improvement in Healthcare Summit**, March, 17 - 20, 2009, New Orleans
- **Green Six Sigma**, May 12 – 14, 2009, Chicago
- **5th Annual Lean & Six Sigma in Sales & Marketing Conference**, June 3 - 5, 2009, Chicago
- **6th Annual Lean & Six Sigma in Financial Services Conference**, June 16 - 18, 2009, New York
- **5th Annual Lean, Six Sigma & Business Improvement Summit**, June 23 - 26, 2009, Chicago
- **4th Annual Lean & Six Sigma in Service & Transactional Environments Conference**, August 18 - 20, 2009, Chicago
- **New to Six Sigma**, August 31 & September 1-2, 2009, Chicago
- **Lean, Six Sigma in Government & Defense Conference**, September 2 - 4, 2009, Washington
- **Lean, Six Sigma and Business Improvement for Supply Chain Conference**, September 16 - 18, 2009, Chicago
- **4th Annual Global Lean, Six Sigma and Business Process Improvement Summit & Industry Awards**, October 13 - 16, 2009, Orlando
- **Six Sigma in Innovation Conference**, November 17 - 19, 2009, Miami
- **Lean & Six Sigma in Product Development Conference**, December 8 - 10, 2009, Miami

**To register your interest early or to get involved in program development, please email [research@wcbf.com](mailto:research@wcbf.com)**

**Visit [www.wcbf.com/quality](http://www.wcbf.com/quality) for full listing**



## NETWORKING OPPORTUNITIES

The **4th Annual Design for Six Sigma Conference** will bring together product development, quality and process improvement professionals from a broad range of organizations. One of the key benefits of attending this conference is the networking opportunities you will find.

WCBF structure their events to make them as interactive as possible to maximize knowledge sharing. WCBF understands networking is a key value driver, and we make sure our events are at cutting-edge of the latest networking thinking, including recently introduced initiatives such as the "Wall of Opportunity" and "Speed Networking". Take advantage of networking opportunities over breakfast, breaks, sit down plated lunches and a drinks reception.

Sponsorship provides a unique opportunity to demonstrate your presence amongst a pre-eminent network of senior management executives. A range of sponsorship and advertising options are available, if you are a consultant or vendor and wish to take further advantage of these opportunities, you should contact Flora Hamilton of WCBF about taking an exhibition booth or sponsoring one of the lunches, breaks or evening receptions. Email: [flora.hamilton@wcbf.com](mailto:flora.hamilton@wcbf.com)

# PRE-CONFERENCE WORKSHOPS

Interactive workshops enabling participants to benefit from hands-on exercises and project walk-throughs

## WORKSHOP A: 08:30 - 11:15

### SUCCESSFULLY APPLYING DESIGN FOR SIX SIGMA IN A TRANSACTIONAL ENVIRONMENT

While the underlying principles of Design for Six Sigma (DFSS) are the same everywhere – understanding customer needs, translating needs to product/process requirements, predicting design performance early on – the details of a DFSS implementation, in order to be successful, must align with the particulars of the business. When designing transactional processes and services, the DFSS roadmap, framework and corresponding tools must be customized to fit the work at hand. This workshop will discuss strategies for deploying DFSS in a transactional environment and illustrate how UnitedHealth Group has adapted the DMADV framework to fit the needs of its business. **This workshop will:**

- Describe the basic characteristics of the DMADV methodology
- Define the distinctions - and interactions - between DMADV and DMAIC
- Identify critical questions to answer in selecting the appropriate methodology
- Discuss key differences to applying DFSS in a transactional vs. manufacturing environment
- Provide a detailed walk-thru of a DMADV roadmap for a transactional environment

**WORKSHOP LEADERS: Vince Sanchez, Senior Director of Operational Excellence (OpX), UNITEDHEALTHCARE.** Vince Sanchez is the Senior Director of Operational Excellence (OpX) at UnitedHealthcare, a UnitedHealth Group business. In this role, Vince leads the OpX program office and Master Black Belt teams, with responsibility for Lean Six Sigma deployment, recruitment, training, coaching, project and benefit tracking, and on-going business support. Vince has been with UnitedHealthcare since September, 2005. Prior to joining UnitedHealthcare, Vince was the Business Excellence Director for Seagate Technology's worldwide Quality organization. Vince spent 7 of his 10+ years at Seagate as a Black Belt, Master Black Belt or Deployment Leader, playing key roles in the on-going development of Seagate's Lean Six Sigma program. Vince was part of the original team charged with developing Seagate's Design for Six Sigma (DFSS) program, and he spent 37 years leading the implementation of DFSS within Seagate's Recording Media Operations organization. Vince's experience with DFSS spans from high-technology product development with Seagate to transactional process development with UnitedHealthcare. Vince is a certified Master Black Belt in both Lean Six Sigma and Design for Six Sigma. He has a BS in Mechanical Engineering and a MS in Manufacturing Systems Engineering from Stanford University. Vince has spoken at ASQ, ISSSP and WCBF Lean Six Sigma conferences over the past 10 years.

**Brian Renfro, Master Black Belt, UNITEDHEALTHCARE.** Brian Renfro is a Master Black Belt at UnitedHealthcare, a UnitedHealth Group business. In addition to coaching Black Belts and maintaining deployment responsibilities for parts of the business, Brian has primary responsibility for the instructional development, design and delivery of all UnitedHealthcare Lean Six Sigma training classes. These classes include: Operational Excellence Overview, Advanced Hands on Champion, Business Champion, Green Belt and Black Belt training. In 2008, Brian led the re-design and launch of UnitedHealth Group's Design for Six Sigma training curriculum. Brian has been with UnitedHealthcare since 2005. He has over 18 years of customer service, training, project management and quality business experience. Brian achieved Black Belt Certification at Honeywell in 2001 and Master Black Belt Certification at UnitedHealth Group in 2007. Brian has a BS in Business from Mankato State University, Minnesota and an MBA from Saint Mary's University of Minnesota.

Includes  
Breakfast

Choose  
A or B

## WORKSHOP B: 08:30 - 11:15

### THEORY OF INVENTIVE PROBLEM SOLVING (TRIZ)

Generating creative ideas in product development, research, and manufacturing is a vital key in gaining competitive advantage. Theory of Inventive Problem Solving (TRIZ) is an effective methodology to generate creative ideas. TRIZ method is based the research on millions of patents and it has helped many companies to gain innovation advantages. **By the end of this workshop participants will be able to:**

- Familiarize with the TRIZ methodology as a whole
- Apply inventive principles and separation principles to generate creative ideas
- Apply TRIZ functional improvement methods to improve designs
- Familiarize with TRIZ trimming method for complexity reduction

**WORKSHOP LEADER: Kai Yang, Professor, Department of Industrial and Manufacturing Engineering, WAYNE STATE UNIVERSITY.** Dr. Kai Yang is a Professor in the Department of Industrial and Manufacturing Engineering. His research areas include statistical methods in quality and reliability engineering, engineering design methodologies and lean healthcare. He is an author of five books and over 70 research papers. After joining the Department in 1990, he has been awarded over 40 research contracts from such institutions as US National Science Foundation, General Motors Corporation, Ford Motor Company, Chrysler Corporation and Siemens Corporation. Prof. Yang has written books in the areas of Design for Six Sigma, Multivariate statistical methods, and Voice of the customer. Prof. Yang's book, Design for Six Sigma: A Roadmap for Product Development is an influential book that provides a framework to integrate both innovation methods, and traditional statistical quality assurance methods into the product development process to improve the creativity, value and quality of the designed products. Prof. Yang has more than 9 years of professional consulting experience.

## Workshop C: 11:30 – 2:15

### QUALITY FUNCTION DEPLOYMENT (QFD) - TAILORING QFD TO YOUR PROJECT NEEDS, SIMPLIFYING QFDS

QFD is the guiding design process for rapid, low cost development of products that delight the customers. This versatile tool can be tailored to fit the needs of a very diverse collection of projects. A common barrier to using QFD is the perceived complexity and subsequently large time commitment required for implementation. However, project leadership and good facilitation can clarify the mechanics of QFD and significantly shorten the time required to complete the matrices of QFD. This workshop covers the steps of QFD, highlighting techniques and procedures that enhance both the project teams output using QFD and increase the relevance and value of the output to all the stakeholders in the whole product development effort. **Topics addressed include:**

- Customer needs – What to look for and how to get the real needs
- Technical responses to the customer needs – Picking measures that identify key design requirements.
- Targets for the technical responses – Making the measurements simple and relevant to product quality loss.
- QFD and communication – Making QFD output the unifying tool for communicating product design and development focus and metrics.

**WORKSHOP LEADER: Brian J Landsberger, PhD, Certified DFSS Black Belt & Research Assistant Professor Department of Mechanical Engineering, UNIVERSITY OF NEVADA, LAS VEGAS.** BJ Landsberger was a DMAIC and DMEDI Black Belt at Caterpillar and now instructs product design courses and student capstone design projects at UNLV. At caterpillar he was in the initial group of black belts during the roll out of Six Sigma. Projects completed cover a wide spectrum including engine research and development, lean implementations in manufacturing and assembly, and development of new hydraulic control systems. At UNLV he has implemented DFSS into research and development projects funded by the Department of Defense and Department of Energy. He redesigned the curriculum for engineering student's capstone design projects into the DFSS model. He has taught both graduate and undergraduate courses in product design covering QFD and Robust Design. Mr. Landsberger has a Ph.D. in Engineering from the University of Texas at Austin, a M.S. in Aeronautics and Astronautics from the Massachusetts Institute of Technology, and a B.S. in Aeronautical Engineering from the US Air Force Academy.

Includes  
Lunch

Choose  
C or D

## Workshop D: 11:30 – 2:15

### USING WEB TEMPLATES FOR YOUR DFSS PROCESS STEPS

We will introduce a new approach to make your DFSS steps accessible and easy to use by everyone in marketing and engineering. This new approach relies on Web 2.0 technology and results in an elegant web site for casual users as well as experts. The workshop will take us through the most common steps in any Systems Engineering or DFSS related Product Development Process (PDP) as we create templates and fill them in using a sample case study project.

**WORKSHOP LEADER: David M Cronin, Director, Business Development, COGNITION CORPORATION.** Mr. Cronin has been part of the product development world for 20 years. He has a Bachelor of Science in Electrical Engineering and an MBA, both from Northeastern University in Boston, MA. Mr. Cronin has worked in both the engineering and application development fields and is currently responsible for conducting applications and business development at Cognition. He assists companies who are implementing Systems Engineering, DFSS, and other product development improvement initiatives and has experience in such industries as medical devices, automotive, defense/aerospace, consumer electronics, and appliances.

## Workshop E: 2:30 – 5:15

### THE KEYS TO A SUCCESSFUL KAIZEN AND THE PITFALLS TO AVOID

Successful Kaizen events are a cornerstone of a sustainable Lean Six Sigma program. Unfortunately, there are many pitfalls that can befall these events before, during, and after their completion. Problems can range from selecting the wrong topics to team membership issues to lack of follow-up. This workshop will cover all three phases of a Kaizen – Preparation, Execution, and Follow-Up. The speaker will identify the major roles that are required during each phase of an event and outline their responsibilities. Common pitfalls and warning signs will be discussed along with strategies to be used to counteract them. **After completion of this workshop, participants will:**

- Know the roles and responsibilities required before, during, and after a Kaizen
- Learn a process and schedule to use when preparing for a Kaizen
- Identify key components to a Kaizen charter
- Gain familiarity with tools that can be applied during the event
- Learn strategies to aid in follow-up

**WORKSHOP LEADER: Mike Ferraris, Continuous Process Improvement - Corporate Business Executive Office, NAVSEA WARFARE CENTERS.** Michael Ferraris has worked for the Naval Sea Systems Command (NAVSEA) at the Naval Undersea Warfare Center (NUWC) in Newport, RI since 1995. Michael is an American Society of Quality / Department of the Navy Certified Lean Six Sigma Black Belt. He has led the Continuous Process Improvement Programs in both the Torpedo Systems Department and the Electromagnetic Systems Department at NUWC and is currently the Continuous Process Improvement Black Belt for the Corporate Business Executive for all the NAVSEA Warfare Centers. He has a BS in Electrical Engineering from Worcester Polytechnic Institute and an MS in Program Management from the Naval Postgraduate School. Prior to becoming a Certified Black Belt, he was the Lead Integration Engineer for the Heavyweight Torpedo programs and the Lead Guidance and Control Instructor for the Heavyweight Torpedo in the Torpedo Systems Department. Michael lives in southern RI with his wife, three dogs, and five cats.

Includes  
Refreshments

Choose  
E or F

## Workshop F: 2:30 – 5:15

### DESIGN AND ANALYSIS OF COMPUTER EXPERIMENTS

DFSS emphasizes the development and judicious use of "transfer functions." Often these transfer functions are computer models or simulation tools. This workshop highlights differences between classical Design of Experiments (DOE) and efficient methods that can be applied to conduct experimentation using computer models. The intended audience is anyone with knowledge of basic DOE methods. Emphasis will be more on the practical "how-to" than on theory. **Topics to be addressed include:**

- Monte Carlo simulation, including examples using Excel and Crystal Ball
- Designs for computer experiments
- Regression and response surface methods for capturing transfer functions
- Real world case study applications of these methods

**WORKSHOP LEADER: Nathan Soderborg, PhD, DFSS Master Black Belt, & Member of the Office of Technical Fellow for Quality Engineering Body Interior Six Sigma, NAPD, FORD MOTOR CO.** Nathan R. Soderborg is a Master Black Belt in Ford Motor Company's North American Product Development organization with current assignment in the Body Interior organization. At Ford since 1992, he has been a leader in the development and deployment of Design for Six Sigma since 2000. He leads a team of certified black belts in solving problems related to current and future programs. In addition, he conducts training, mentors teams, and leads institutionalization of DFSS lessons learned from across the company. Mr. Soderborg has a Ph.D. in Mathematics from the University of Michigan, a B.S. in Mathematics from Brigham Young University, and an M.S. in Engineering and Management from the Massachusetts Institute of Technology. He is a Senior Member of the American Society for Quality and a Certified Reliability Engineer and Six Sigma Black Belt. He is the author of over 25 technical papers and four patents.

PRE-CONFERENCE WORKSHOPS: February, Monday 9, 2009

**7:30 REGISTRATION AND HOT BREAKFAST****8:30 WELCOME BY THE CHAIR****8:40 THE INTEGRATION OF DFSS, LEAN PRODUCT DEVELOPMENT AND LEAN KNOWLEDGE MANAGEMENT**

Design for Six Sigma, lean product development, and lean knowledge management are three effective methodologies in improving the product development process. The performance of product development process can be measured by product value, product quality, product development lean time, efficiency, and product life cycle cost. Design for Six Sigma can greatly improve product value and quality. Lean product development and lean knowledge management can help to achieve better product development lead time and efficiency by reducing wastes. Lean knowledge management can also help to improve product value and reduce product life cycle cost by adopting better technology and practices. These three methodologies are complementary and should be integrated.

**Kai Yang**

*Author, Design for Six Sigma: A Roadmap for Product Development & Professor, Department of Industrial and Manufacturing Engineering*

**WAYNE STATE UNIVERSITY****9:20 LINK BETWEEN INNOVATION AND DFSS**

- Deploying DFSS in regulated industries (meeting FDA, ISO, and Sustainability requirements)
- Challenges of creating an environment of innovation with the structure and control of DFSS

**Jeff Slater**

*Operating Excellence Leader, Supply Chain and New Product Development*

**SONOCO****10:00 TRANSFERRING LEAN SIX SIGMA AND DFSS DATA SIMPLY AND EFFECTIVELY**

Do you believe, based on contemporary “pay for performance” strategies, that managers can predict a Major League Baseball team’s standings based on player salaries? Over the last decade, there has been plenty of information published on complex technical domain and industrial based applications of Lean Six Sigma and Design for Six Sigma resplendent with mathematical formulae complete with, statistical tools and methodologies. While seasoned practitioners may find the statistical analyses presented enlightening, accurate and tool applications useful, transferring this information to the lay person may not be so easy. By developing and leveraging practical real-world case studies using statistics that can reach ultimately, the widest audience, this information transfer can be improved. This presentation will show how analysis of “Major League Baseball” team performance may be effective in demonstrating the use of statistical tools and methods to persons without doctorate degrees in advanced statistics.

Baseball themed Lean Six Sigma / Design for Six Sigma applications of the following statistical tools and methodologies will be presented:

- Descriptive statistics and graphical data analysis
- Hypothesis development and testing
- Analysis of Variance (ANOVA)
- Pearson Correlation Coefficient
- Simple Linear Regression
- Multiple Regression and Best Fit Model
- Predictive Models
- Statistical Process Control

**James M. Wasiloff**

*Certified Six Sigma Master Black Belt, Chief Lean Six Sigma Deployment*

**TACOM LCMC****Cary Young**

*Strategic Planning Analyst*

**TACOM LCMC****10:40 MORNING REFRESHMENTS AND NETWORKING****11:10 DFSS EDUCATION THROUGH UNIVERSITY AND INDUSTRY PARTNERSHIP**

Rensselaer Polytechnic Institute and Pratt & Whitney have developed a unique educational program that enables engineers to earn Lean Six Sigma Certification along with a M.S. in Engineering Science degree. This session will examine the following key issues:

- Theory and practice of using DFSS tools effectively
- Knowing when to use the right tools at the right time in the product lifecycle
- Use of inventive design competition to provide hands-on knowledge and experience in applying DFSS tools and methods
- Rolling out DFSS as part of the ACE (Achieving Competitive Excellence) program

**Robert Shemenski**

*CANMC Engineering, ACE Discipline Chief*

**PRATT & WHITNEY****11:50 THE ROAD TO CERTIFICATION FOR PROCESS IMPROVEMENT SPECIALISTS – THE NAVSEA APPROACH**

- Continuous process improvement roles
- Value Stream Champion training and certification
- Lean Six Sigma Green Belt training and certification process
- Lean Six Sigma Black Belt training and certification process

**Mike Ferraris**

*Continuous Process Improvement - Corporate Business Executive Office*

**NAVSEA WARFARE CENTERS****12:30 FULL SERVICE PLATED LUNCH AND NETWORKING****2:00 TURNING VOICE OF CUSTOMER DATA INTO TANGIBLE PRODUCTS, SERVICES, AND MANAGEMENT PRACTICES**

- Collecting VOC data effectively
- Ensuring that DFSS improves the customer product experience

- Designing the product to fit customer needs by effective use of QFD
- Enabling fast, effective service offerings
- Getting suppliers and customers involved from the start to ensure success

**Ajay Dedhia**  
Sr. Manager, Operational Excellence  
**MERCK & CO., INC.**

**2:40 INTERACTIVE SESSION: ENSURING THAT YOUR BUSY EMPLOYEES IMPROVE THEIR WORK PROCESSES IN PRODUCT DEVELOPMENT**

- Motivating employees to fit Six Sigma into their already busy work days
- Making sure that senior management realize the savings

*Share your best practices on overcoming challenges in ensuring that change is embraced by all levels of the organization. Discuss your main concerns, and bring them to the floor in this interactive Q & A session. What have been your major achievements? How did you get senior-level buy-in? How did you manage to fit quality initiatives onto an already busy workforce?*

**3:00 AFTERNOON REFRESHMENTS AND NETWORKING**

**3:30 COMBINING LEAN/SIX SIGMA AND IDEATION IN NEW PRODUCT DEVELOPMENT**

- Integrating past learnings and customer insights into the product development process
- Ensuring an interactive, creative ideation flow within the team
- Product ideation to ensure reduced error rates
- Steps in ensuring a successful Lean event and tracking future performance

**Robert G Bryant**  
Corp VP, Business Improvement/MBB, Lean/6/Human Sigma Programs Lead  
**CSC**

**4:10 LEAN PRODUCT DEVELOPMENT**

- Characteristics of Lean product development
- Attacking waste generated within the product development process
- Learning to see Lean product development opportunities
- How DFSS can support a Lean product development process

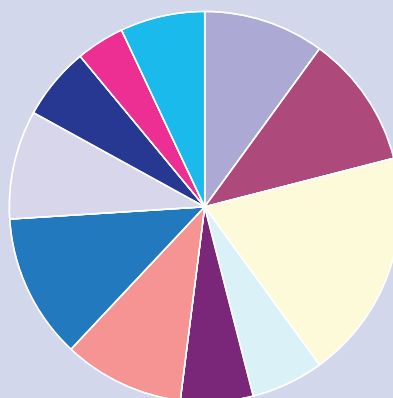
**Nathan Soderborg, PhD**  
DFSS Master Black Belt, & Member of the Office of Technical Fellow for Quality Engineering Body Interior Six Sigma, NAPD  
**FORD MOTOR CO.**

**4:50 CHAIRMAN'S CONCLUDING REMARKS**

**5:00 DRINKS RECEPTION AND NETWORKING**

**6:30 END OF DAY ONE**

**PAST ATTENDEE PROFILE**



- Black Belts and Master Black Belts
- Chief Engineers, Software Engineers, Scientists
- Directors Product Development/Engineering/Op Excellence/Quality
- Executive Directors, EVPs
- Global Quality Leaders, Group Leaders
- Lean Six Sigma Deployment Leaders, Quality Champions, DFSS Leaders
- Managers – R&D, Product Development/Engineering/Op Excellence/Quality
- Presidents & CEOs
- Principals, Process Architects, Solutions Architects
- Principals/Quality/Project Engineers
- VPs Performance, Engineering, Excellence

*"This summit is a must for anyone in the industry who uses Six Sigma, Lean and DFSS or intends to. The presentations are diverse and the speakers well prepared. I always leave with useful, actionable information and networking opportunities that are priceless."*

**Donna Powers, RN, MPA** Six Sigma Master Black Belt, Center for Learning and Innovation, **NORTH SHORE-LONG ISLAND JEWISH HEALTH SYSTEM**

**SPECIAL ADDRESS FROM:**



**Kai Yang**  
Author, *Design for Six Sigma: A Roadmap for Product Development & Professor, Department of Industrial and Manufacturing Engineering*  
**WAYNE STATE UNIVERSITY**

Dr. Kai Yang is a Professor in the Department of Industrial and Manufacturing Engineering. His research areas include statistical methods in quality and reliability engineering, engineering design methodologies and lean healthcare. He is an author of five books and over 70 research papers. After joining the Department in 1990, he has been awarded over 40 research contracts from such institutions as US National Science Foundation, General Motors Corporation, Ford Motor Company, Chrysler Corporation and Siemens Corporation. Prof. Yang has written books in the areas of Design for Six Sigma, Multivariate statistical methods, and Voice of the customer. Prof. Yang's book, Design for Six Sigma: A Roadmap for Product Development is an influential book that provides a framework to integrate both innovation methods, and traditional statistical quality assurance methods into the product development process to improve the creativity, value and quality of the designed products. Prof. Yang has more than 9 years of professional consulting experience.

### 8:00 REGISTRATION AND HOT BREAKFAST

### 9:00 WELCOME BY THE CHAIR

### 9:10 SIMPLIFYING THE DFSS PROCESS IN NEW PRODUCT DEVELOPMENT

- Six Sigma for Product Development (SSPD)
  - Differences between SSPD & SSPI (Six Sigma for Process Improvement)
  - SSPD tools and methodologies and its application in new product development
- Overcoming the change management struggle of getting R&D and employees to see the value of DFSS
  - Will SSPD limits creativity?
  - Implementing 'invisible' product development processes which ensure quality is achieved with minimal friction
- Maintaining the level of commitment once the project is completed and the methodology applied
  - How do you progress going forward?

**Khoh Soo Beng, PhD, MIET, MIEEE**

*Consultant Black-Belt, Government & Public Safety (G&PS), Enterprise Mobility Solutions*

**MOTOROLA**

### 9:50 LEAN SIGMA APPLIED TO NEW PRODUCT DEVELOPMENT AND LAUNCH

- Defining clear goals for project success
- Clear articulation of Voice of Customer and Voice of Business
- Overcoming change management of moving from classic product development to DFSS enabled product development
- Establishing success criteria for project
- The power of consistent and clear communication
- Post rollout monitoring and control
- Combining multiple Lean and Six Sigma methodologies for optimal results
- Celebrating success and transfer of knowledge

**Tanmay Gautam**

*Senior Manager, Operations Analysis & Continuous Improvement*

**CAPITAL ONE BANK**

### 10:30 MORNING REFRESHMENTS AND NETWORKING

### 11:00 IMPLEMENTING NURSE DRIVEN POINT OF CARE TESTING AS A CHEST PAIN CENTER ACCREDITED EMERGENCY DEPARTMENT

- Creation of a Bedside Lab within the Emergency Department
- Teach ED Nurse's to be Lab Technicians
- DFSS used to develop Point of Care Testing
- Financial Advantages of Point of Care Testing
- Chest Pain Center Accreditation
- Lessons Learned

**Kathryn Lannon**

*Regional Performance Improvement Analyst*

**SISTERS OF SAINT FRANCIS HEALTH SERVICES, INC.**

**Chris Vanni**

*Regional Performance Improvement Manager*

**SISTERS OF ST. FRANCIS HEALTH SERVICES, INC**

### 11:40 INTEGRATION OF DESIGN AND DFSS - A NEW POWERFUL ROUTE FOR INNOVATION AND HOLISTIC PRODUCT DESIGN

- Observational research... the missing DFSS chapter
- What is observational research and applications to Healthcare
- How observational research helps uncover unmet and non-articulated customer needs
- Going beyond the needs... ethnography elements of observational research
  - User centered innovation... the DFSS roots
- Design research approach
- Multiple customer needs data streams / consolidation and aggregation of customer needs data
- Establishing customer priorities
- Innovation workouts... where business and customer needs merge
  - Design for usability... incorporating User Interface design in DFSS
- The role of the user interface in the overall customer experience
- Merging the UCD (user centered design) and DFSS methods and toolkits
- The statistical treatment of usability data – Usability CTQ's
  - Healthcare examples

**Emil Georgiev, Ph.D.**

*Design Research Leader, Global Design*

**GE HEALTHCARE**

### 12:20 FULL SERVICE PLATED LUNCH AND NETWORKING

### 2:00 DFSS FOR SOFTWARE - IDENTIFYING THE RIGHT DFSS TOOLS TO USE IN THE SOFTWARE DEVELOPMENT LIFECYCLE PHASE

### 2:45 ROUNDTABLE DISCUSSION: WHERE IS DFSS HEADED AND WHERE DO WE ALL WANT IT TO GO?

Opportunity to discuss the key issues and challenges raised during the conference

### 3:45 SUMMING UP AND CHAIRMAN'S CLOSING REMARKS

### 4:00 END OF CONFERENCE

#### TESTIMONIALS

*"The WCBF experience brought together a stimulating group of leading edge passionate business people. The event provides a rich environment of knowledge sharing with many opportunities to gather new, actionable ideas that immediately create value and results."*

**Yvonne Tocquigny, Chief Executive Officer, TOCQUIGNY**

*"In today's volatile economy the ability to learn best practices and how others are applying process improvements successfully is critical to accelerating our individual organizations efforts. This conference is a "must attend" for anyone responsible for those efforts!"*

**Jerry L. Calvert, Senior Vice President, Enterprise Business Process Services SunTrust Banks, Inc.**

### FREE TAKEAWAYS

Every delegate will receive:



#### FREE ACCESS TO WEB-BASED SIX SIGMA TRAINING

All delegates will receive 2 weeks prior to the event by email – access to MindPro's Six Sigma Panorama. This web-based training contains over 20 videos (approximately 2 hours of viewing time) narrated by DR MIKEL J. HARRY. The training will give you an authoritative overview of Six Sigma, and is a great introduction to the Summit, particularly for those who have little or no experience. Usage of the training is limited to 2 weeks and will expire on the starting date of the Summit.



#### FREE GOALQPC SIX SIGMA MEMORY JOGGER II.

A portable teaching and reference guide for everyone in the organization, *The Six Sigma Memory Jogger™ II* explains the What, Why and How of Six Sigma. Provides a Six Sigma Overview, explains the DMAIC process and offers detailed instruction on how to perform over forty Six-Sigma analytical, decision-making and planning tools. This pocket guide provides a concise and convenient source of everything your team needs to succeed.

### WITH SPECIAL THANKS TO OUR PARTNERS

**BPM Forum** – is an elite C-level, customer organization dedicated to advancing business performance management techniques, technologies, and processes in global enterprises and government organizations. The Forum brings together nearly 500 C-level executive members representing global companies with over \$400 billion in combined annual revenues. These influential business line managers and executives oversee critical enterprise finance, operations and technology functions. Forum members collaborate in the pursuit of innovations in business performance management, the practice of enabling organizations to translate strategies into plans, monitor execution, and provide insight to improve financial and operational performance. For more information on the BPM Forum please go to: [www.bpmforum.com](http://www.bpmforum.com)

**Business Process Trends (BPTrends)** is the comprehensive source of information and analysis focused on trends, directions and best practices in business process change. BPTrends is targeted at business managers, vendors and associations. Membership in BPTrends is available FREE to everyone, and all members receive Monthly email UPDATES and ADVISORS. Sign up to become a member today. Go to [www.bptrends.com](http://www.bptrends.com) and click on the BECOME A MEMBER box and start receiving the most comprehensive and timely information on business processes available today. [www.bptrends.com](http://www.bptrends.com)

**E-ZSigma** Toronto – based e-ZSigma is Canada's leader in Six Sigma and Lean Enterprise deployment. Our completely integrated program of training, tools, methodology and technology enables you to rapidly customize and deploy a business improvement strategy that delivers the results that your shareholders and customers demand. Our strategic partnerships with some of the world's technology leaders, including SigmaFlow and Instantis, make e-ZSigma your first choice for Six Sigma and Lean Enterprise strategies. Visit [www.e-zsigma.com](http://www.e-zsigma.com) for more information.

**GOAL/QPC** offers people practical tools and organizational skills to support teamwork and continuous process improvement within their organizations. Our most popular product line, the Memory Jogger™ series of pocket guides, helps employees at all levels to acquire and perform critical skills for assuring product and service quality and effective process performance. Our newest additions to the Memory Jogger™ series – The Black Belt Memory Jogger™, The Six Sigma Memory Jogger™ II, The Lean Enterprise Memory Jogger™, The Design for Six Sigma Memory Jogger™, and The Software Requirements Memory Jogger™.

**ITtoolbox** is an online community, enabling peers to share professional knowledge about information technology. Leveraging a proprietary contextual matching system, ITtoolbox packages advertising content into the community interaction process to add value to users and deliver quantifiably superior results to vendors advertising to this community of 2 million professionals.

**ManuBiz** is an online B2B community for the delivery of technology solutions, resources and services to decision-makers in manufacturing companies. ManuBiz brings together consultants, industry experts, technology suppliers and decision-makers into a single site focused on helping manufacturers align technology with their business needs.

**Solutions-Oriented Approach:** From ERP and open controls to electronic commerce and enterprise integration, ManuBiz champions the smart use of all technologies. With information that is built around the key issues of manufacturing technology, ManuBiz intends to help its audience adapt as the technology changes.

**Quality Digest** is a total-solution media company for quality professionals. Our readership spans the spectrum of the quality industry, from top-level managers to those on the shop floor. Each month, Quality Digest delivers news, columns and feature articles covering metrology, management, service quality, standards, Six Sigma, lean, software and more. Regular e-newsletters to select readers cover the industry in real time. Our annual Quality Sourcebook, appearing each January, offers a compendium of buying resources for the quality professional in more than a dozen different categories. Quality Digest is the place quality professionals turn for the information that affects their businesses.

### ONLINE RECOMMENDED RESOURCE

# SixSigmaZone.com™

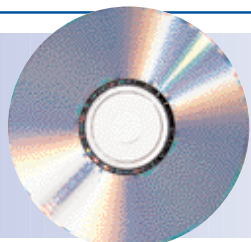
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### RE-CERTIFICATION CREDITS

#### APICS' Certification Maintenance Program (CPIM & CFPIIM):

WCBF's 4th Annual Design for Six Sigma Conference will count for points towards APICS' Certification Maintenance Program (CPIM or CFPIIM). Applicable individuals should keep a copy of the conference agenda and registration to document their continuing education activities. Contact APICS Customer Support with any questions on the maintenance program at (800) 444-2742 or (703) 354-8851, or send an email to [service@apicshq.org](mailto:service@apicshq.org). APICS' official website: [www.apics.org](http://www.apics.org)

#### SME (The Society of Manufacturing Engineers):

Earn credits toward certification as a Manufacturing Technologist, Manufacturing Engineer, or Engineering Manager. The Society of Manufacturing Engineers (SME) approved WCBF's 4th Annual Design for Six Sigma Conference for professional re-certification credits towards the SME Recertification Program. For more information contact the SME at [certification@sme.org](mailto:certification@sme.org) or (313) 271-1500, ext. 3092.



To exhibit or sponsor, please contact Flora Hamilton [flora.hamilton@wcbf.com](mailto:flora.hamilton@wcbf.com) Tel: 800-959-2614



# Design for Six Sigma

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### YES, I want to register

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- Conference & 3 Workshops A  or B  and C  or D  and E  or F
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**\*FREE!** All completed registrations received before 01/13/09 will be entitled to receive **5 GOAL/QPC Memory Joggers** worth over \$75, to be sent to you by GOAL/QPC prior to the event. If you wish to take advantage of this offer, please tick this box

#### REGISTRATION CODE FOR THIS EVENT:

Please also quote this when registering on-line or by telephone

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 Teams of 3+ receive a **15% discount** Teams of 6+ receive a **30% discount**  
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**PLEASE PHOTOCOPY THE REGISTRATION FORM BELOW FOR ADDITIONAL DELEGATES.**

Mr  Mrs  Miss  Ms  Dr  Other

Name

Position

Approx length of time personally involved in Six Sigma.      years      months

Organization

Nature of Business

E-mail Address

Address

Zipcode       Country

Telephone       Cell

Fax

Dept. Head       Title

Signature       YES, I agree to WCBF's terms

**Venue:**  
**MonteLago Village Resort**  
**30 Strada Di Villaggio**  
**Henderson, NV 89011**

**Reservations:**  
 1.866.787.1945 or 702.564.4700  
<http://www.montelagovillage.com>

**Accommodation:** Hotel and travel costs are NOT included in the conference fee. However, WCBF has negotiated special room rates for those attending the Conference starting at just \$124++ per room per night. Please note, that the group room rate cut-off is January 26, 2009 so please ensure you book early to secure the reduced rate. Quote WCBF or the "Six Sigma DFSS Conference" title when making the booking.

#### DELEGATE CANCELLATION POLICY

If you have to cancel your registration you can either send a substitute colleague in your place or claim a credit within the following time frames before the conference. To send a substitute colleague, please send an email to [reg@wcbf.com](mailto:reg@wcbf.com) with your full contact details of the current attendee and conference they are registered for, and then your full contact details, including your job title, and email address.

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For cancellations received in writing more than ten (10) working days prior to the conference you will receive a 100% credit to be used at another WCBF conference for up to one year from the date of issue. For cancellations received less than ten (10) working days prior to the event no credits will be issued.

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#### CHANGES TO THE PROGRAMME

Please note that speakers and topics were confirmed at the time of publishing, however, circumstances beyond the control of the organisers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, WCBF reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.

### How to Register



**TOLL FREE (1) 800-959-6549**  
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By Post: Complete and return the registration form together with check to  
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