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ALTSHULLER INSTITUTE for TRIZ Studies Newsletter
TRIZ - the next Evolution in Innovation (MAY 2004)

Dear Members:

TRIZCON2004 is a pleasant memory. This annual springtime event was a spectacular success. As you read through this Newsletter you will find a review of this event and comments from some of the attendees.

If you missed this annual event, you missed an excellent gathering of TRIZ professionals and a talented and excited group of TRIZ users.

Yours truly,
Richard Langevin, Executive Director

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It just keeps getting better...

The crown jewel event of the Institute is our 3-day, annual international Conference. This year TRIZCON2004 was held in Seattle, WA., on 25-27 April. Total attendance for this conference was 86. 29 were from Boeing and the balance were from around the world. I want to congratulate the Boeing attendees for being the best group of Boeing attendees ever. Their excitement and active participation in our program was impressive. I am sure that Boeing will benefit greatly in the years to come from having so many engineers participate in this program.

Because of demand by past attendees, we have added to our 3 day Conference both PRE and POST Conference training. These highly charged workshops are designed to expand your TRIZ experience and provide maximum training value for your dollar. This year's line up of workshops is outstanding and participation was at record levels. In all, 38 people attended the 4 workshops.

Professor Toru Nakagawa has prepared an excellent and detailed review of the entire Conference and has placed it on his website. Great job Toru! If you wish to read about TRIZCON2004, visit his website by clicking the link below.

I want to thank all the members of the Institute for the effort and time they contribute to make TRIZCON2004 a spectacular success. I want to particularly recognize Jack Hipple, Ellen Domb, Victor Fey, Zinovy Royzen, Don Masingale and

Larry Smith. The Conference would not be as successful without your selfless contributions.

For the Post Conference review... >>

<http://rs6.net/tn.jsp?t=vwh4r9n6.qizjwn6.ad8jv9n6.vca8tsn6.453&p=http%3A%2F%2Fwww.osaka-gu.ac.jp%2Fphp%2Fnakagawa%2FTRIZ%2FeTRIZ>

New Item in the General Store

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Don Clausing (MIT) and our own Victor Fey have collaborated on a new book, **Effective Innovation**, that will be unveiled at TRIZCON2004. Victor Fey will have an official book signing during the Conference. (*Editor's note: See the TRIZ Journal April 2004 issue for a review of this book.*)

Based on Don Clausing's experience in technology and product development and Victor Fey's experience in the development and application of TRIZ methodology, this book combines the best innovation practices of the U.S., Japan, and Western Europe, with TRIZ, which was developed in the former USSR.

To order the new book ... >>

<http://rs6.net/tn.jsp?t=vwh4r9n6.qizjwn6.bd8jv9n6.vca8tsn6.453&p=http%3A%2F%2Faitriz.org%2Fstore-Books.html>

TRIZCON2004 -- You asked for it!!

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One of the requests made at TRIZCON2004 was to set up a TRIZ message board. Well one of our new members, Mike Lopez, has taken the initiative and has set up "The TRIZ BOARD".

It is easy to sign up and to communicate with other TRIZ users. Just follow the simple instructions and start posting your inquiries

To reach the TRIZ BOARD -- click here... >>

<http://rs6.net/tn.jsp?t=vwh4r9n6.qizjwn6.cd8jv9n6.vca8tsn6.453&p=http%3A%2F%2Fwww.trizboard.org>

Sponsors found -- but looking for more!

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To maintain the website, this E-Newsletter, and other valuable projects, the Institute has been looking for sponsors. As you can see, we have had some success in finding generous sponsors to support these efforts. I applaud their generosity and encourage our members to visit their websites and sample the products/services that are offered. However, if you wish to show your support for the Altshuller Institute and for TRIZ while gaining some publicity for minimal cost in markets that are interested in TRIZ, then send me an email.

If there is any project that you wish to become involved with or can financially support, send me an email. Let's discuss the opportunity to promote TRIZ, your business and to help the Institute move forward in developing new products and services that will enrich the value of the Institute and its membership.

Sponsorship opportunities...click >>

[http://rs6.net/tn.jsp?t=vwh4r9n6.qizjwn6.dd8jv9n6.vca8tsn6.453&p=http%3A%2F%2Fwww.aitriz.org%2Fai\\_website.htm](http://rs6.net/tn.jsp?t=vwh4r9n6.qizjwn6.dd8jv9n6.vca8tsn6.453&p=http%3A%2F%2Fwww.aitriz.org%2Fai_website.htm)

More TRIZCON2004 News

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On Monday evening, there was a social hour where attendees got a chance to mingle and exchange ideas. The hour event turned into a 3+hour marathon. Lot's of fun was had by all and the wine was from Chateau St. Michelle, a local, quality winery.

During the evening, Victor Fey and Alla Zusman took some time to sign their respective new books: Effective Innovation and Matrix 2003.

To see more pictures of TRIZCON2004... >>

http://rs6.net/tn.jsp?t=vwh4r9n6.qizjwn6.ed8jv9n6.vca8tsn6.453&p=http%3A%2F%2Fwww.aitriz.org%2F2004%2Fconference_review_2004.htm

ETRIA Conference next November

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ETRIA World Conference: TRIZ Future 2004

November 3-5, 2004

University of Florence, Florence, Italy

The proposal for 2004 is to focus the aim of the conference toward the integration of TRIZ with other methodologies/tools and the dissemination of systematic innovation practices even through Small and Medium Enterprises.

To get more information ... >>

<http://rs6.net/tn.jsp?t=vwh4r9n6.qizjwn6.fd8jv9n6.vca8tsn6.453&p=http%3A%2F%2Fwww.etria.net>

Latest TRIZ article

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Profit magazine from Oracle Publishing has released the latest TRIZ article in its November issue. This article was written by Marta Bright and reflects interviews with Larry Smith, Ford Motor Company; Zinoviy Royzen, TRIZ Consulting and Zion Bar-EL, Ideation International.

I hope that you have enjoyed this latest edition of our monthly E-Newsletter. Tell your friends to sign-up for this FREE service.

To read article click... >>

<http://rs6.net/tn.jsp?t=vwh4r9n6.qizjwn6.gd8jv9n6.vca8tsn6.453&p=http%3A%2F%2Fwww.oracle.com%2Fforamag%2Fprofit%2F03-nov%2Findex.html%3Fp43clevel.html>

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