



February Dinner Meeting

Date: Thursday March 16, 2006
Time: Meet & Greet: 5:30 PM
Dinner: 6:00 PM
Meeting: 6:30 PM
Speaker: 6:45 PM

Speaker: Tom Peterson
Topic: R&D Project and FDA Approval

Place: Porters Restaurant & Tap Room
123 West 14th Street
Erie, PA 16501
814-452-2787

Cost: Members - \$15
Non-members - \$20
Meeting Only - Free

RSVP: by Thursday before the meeting if possible!
Online Registration at www.pmierie.org

Upcoming Meetings & Speakers

Apr. 20 – Thursday
Speaker – Kevin Scully
Topic – Managing to Customer Expectations & Maintaining Excellent Customer Relations

May 18 – Thursday
Speaker – Jim Davis
Topic – Negotiations (tentative)

For complete information on our upcoming meetings and events, please visit our web site at www.pmierie.org.

**** Please contact Randy Long, Vice President of Programs, if you would be interested in being a Speaker! rlong@pmierie.org**

Dinner Meeting Reservations

Please visit our website at www.pmierie.org to make your dinner meeting reservations. We have to provide Porters with an expected headcount by 1 week prior to the meeting, so get your reservations in early.

You can pay for your dinner at the door. Please remember that we make reservations at Porters for a certain number of people based on the online reservations we receive. If you make a dinner reservation, and do not attend the dinner, you will be billed for your meal.



CHAPTER MEETINGS

March Speaker

Thomas Peterson

Thomas M. Peterson is the President of Cybersonics Inc. that was incorporated in 1996 as a medical device development company. He is also the Vice President of NUVO Surgical, an Operating Room equipment company.

Tom is originally from Meadville and served in Vietnam Veteran with the US Army.

He previously held a number of executive positions at AMSCO, now Steris Corporation and at Textron, Inc. He holds a B.A. from Allegheny College and an MBA from Gannon University. Tom has co authored numerous publications on ultrasonic medical instrument applications and planetary exploration drilling/sampling techniques.

He holds a number of patents on ultrasonic instruments and surgical light systems.

Tom will be speaking to our local PMI Erie group about the evolution and development of the Cybersonics Cyberwand Lithotripter. This equipment is used to remove kidney stones during minimally invasive surgery. FDA approval has been given and the instrument is in use.

Membership Matters

The Erie PMI Chapter welcomes new members - Please encourage your colleagues to get involved with our PMI-Erie. Bringing them as guests to our meetings is a great way to show the primary value provided by this growing and dynamic chapter.

Members: Be sure to welcome visitors at our meetings! We have been pleased to have several visitors at many of our meetings.

We currently have 53 members.

If you or someone you know is interested in joining the PMI Erie PA Chapter, please contact Bruce McCall, Vice President of Membership, or visit our web site at www.pmierie.org.

Officers and Committee Membership

Contact the board members if you would like to assist in any of the activities of the chapter management team.

PRESIDENT: Robert Spinelli (Bob)

Finance: Tom Rose

Education – Howard Steinfield, with Eric Podgers and Tom Rose

Communication & Publicity – Tom Blecki, David Mahoney, Diana Day (newsletter), Adam Walker and Chris Jobczynski (Webmaster)

Membership – Bruce McCall, with Andy Putnam and Jay Wingerter

Programs – Randy Long with Beth Ludwig, Karl Ludwig, Tim Milloy and Mike Angelo

If you are interested in serving on any of the committees, or serving as a future officer, please contact rsinelli@pmierie.org.

**Be grateful for the doors of
opportunity--and for friends who oil
the hinges. Author unknown**

**BRIEFING : OPPORTUNITY MANAGEMENT
EQUALS SCOPE CREEP?** [© Copyright
February 2006, David Hillson/Risk Doctor
Limited]

For many people the idea of using the risk process to identify and manage opportunities is new, since their focus has previously been on dealing with threats. As a result, people are sometimes unsure where to find opportunities. A common concern is that proactively seeking opportunities may result in scope creep, as a result of looking for extra unplanned benefits in addition to those already defined in the agreed scope. Pursuing these optional extras might distract attention and effort from the original objectives, and could even be counter-productive.

A colleague illustrated this when he set himself an objective to lose some weight, and decided to take up running. He realised that he might discover that he really enjoyed running, and might even be quite a talented runner, so that perhaps he might be able to join a club or take part in a marathon. But do these count as

opportunities, and should he be exploring them proactively? They have nothing directly to do with his original objective to lose weight, so aren't they just additional scope to the weight-loss project?

The same situation might occur at work. If while we are trying to enhance an existing product we discover a gap in the market for a completely new product, is this a genuine opportunity to be pursued or just potential scope creep?

The answer to this important question is to treat opportunities in the same way as threats. So what happens if during a project risk assessment we identify a threat where the potential negative impact would be outside the scope of the project? Do we take responsibility for addressing this threat within our project, since if we identified it we should manage it? In fact an out-of-scope threat should be escalated to someone outside the project who can decide what to do, perhaps the project sponsor or someone in another part of the organisation.

In the same way, if we identify an opportunity which is outside the boundaries of our responsibility, we cannot just decide to include it in our project. Instead we should escalate the out-of-scope opportunity to someone who is able to decide whether and how to address it.

The key to deciding whether to escalate a risk or deal with it ourselves is to remember that all risks, both threats and opportunities, must be defined in relation to objectives. So the only risks which should be managed through a project risk process are those which could affect a project objective. Any threat or opportunity where the potential impact is outside the agreed project scope should be escalated. This ensures that these types of risk do not automatically result in scope creep, although of course a positive decision could be made to change scope to include a particularly good new opportunity or to avoid a serious wider threat.

Instead of worrying about scope creep, the search for opportunities should consider anything that might help us reach the agreed objectives. We are looking for ways of working "smarter, faster, cheaper" within the existing scope, and not trying to increase the scope. My colleague needs to find creative ways to help him lose weight more quickly with less effort, and not worry about running a marathon – unless he wants to launch a new project with a different objective.

The RISK DOCTOR:

To benefit from our unique blend of leading-edge thinking with practical application, send us an email at: <contact@risk-doctor.com>. Our approach to maximising opportunity and minimising threats will ensure that you get the most from your business and projects. And check out the Publications area of our website www.risk-doctor.com for papers you can download.

Only a few more weeks of Winter!!