



**WHY
JOIN THE
ONTARIO
PDMA
CHAPTER**

**JOIN A COMMUNITY OF
PROFESSIONALS DEDICATED TO
APPLYING PRODUCT
DEVELOPMENT BEST
PRACTICES**

The Ontario Chapter of the Product Development & Management Association (PDMA) provides significant value to those with a passion for product development excellence. PDMA's Ontario Chapter is the province's only professional organization that focuses exclusively on new product development and management. Our mission is to provide a vital community for networking and for sharing research and best practices. We address product development across all industries and disciplines.

When you join the PDMA, you not only join an international organization with over 2,000 members, you also become part of a local community of professionals dedicated to learning how to bring better products to market more effectively.

JOINING A COMMUNITY OF PROFESSIONALS

The Ontario Chapter is the only professional association in the province dedicated to new product development and management. The organization provides a vital community for:

- Networking and business development
- Exposure for you and your company
- Access to a community of product development experts
- Contributing to the product development body of knowledge

Members and event participants represent a broad base of industries and companies in Southern Ontario. The companies range from start-ups to large, established businesses. This mix enables a diversity of viewpoints and greater networking opportunities.

LEARNING HOW TO MORE EFFECTIVELY BRING PRODUCTS TO MARKET

PDMA Ontario's goal is to have a significant, positive impact on the successful launch of new products. This includes improving new products and providing the means for more effectively bringing them to market. The organization accomplishes this goal by:

- Identifying and addressing critical product development issues
- Arranging events where experts share experiences and viewpoints
- Providing a forum for exchanging ideas and sharing best practices
- Organizing workshops that present a "deeper dive" into relevant topics
- Providing support for New Product Development Professional Certification

BENEFITING FROM THE INTERNATIONAL ORGANIZATION

PDMA membership provides these added benefits:

- Reduced fees for all PDMA international conferences and meetings
- Complimentary subscription to the Journal of Product Innovation Management, the leading professional journal devoted to new products, published six times per year
- Complimentary subscription to Visions magazine, a quarterly, practitioner-focused publication
- Complimentary access to the members only section of the PDMA website, with an on-line membership directory, NPD abstracts, NewPro Search, and other exclusive features
- Five free job postings in the PDMA job bank, and a seven-day advance preview of newly posted jobs
- A discounted fee for the New Product Development Professional Certification exam
- Access to other professionals working in new product development, via the membership directory and networking opportunities
- Information about the latest tools, processes, and best practices from leading companies

CONTACTING THE ONTARIO CHAPTER

Contact Richard Scheps, President Elect of the Ontario Chapter, richard.scheps@wardrop.com or at (905) 673-3788 x360. For information about the Ontario PDMA, go to www.ontariopdma.ca