



Newsletter

VOLUME 48 NO. 2 OCTOBER, 2011

PDE Continues its Educational Series with Seminar on Idealized Design

Innovation and subject matter experts Dr. Jason Magidson and Gregg Brandyberry, cofounders of Wildfire Commerce teamed up to present at the PDE's September educational program, how the concept of Idealized Design can be a powerful tool in finding innovative ways to address sales issues, R&D concerns, operational improvements, and of course financial gains through the lens of innovation. Dr. Magidson described Idealized Design as a wish mode approach, originally developed by educator Russell L. Ackoff, in which customers actually develop a product, service or system. Breakthroughs are generated when customers pretend that the product or service was destroyed the night before. Starting from a clean slate, the customers then design what they would like if they could have whatever they wanted. He described this approach as being very different from starting with the existing product and making improvements or



Dr. Jason Magidson



Gregg Brandyberry

identifying deficiencies. Both Magidson and Brandyberry then presented information on how this approach was used at GlaxoSmithKline relating to eSourcing, dosage form dissolution testing, sales training, and flexible lab design.

Magidson's and Brandyberry's presentation slides can be found on the PDE website under the Education Tab. Also included is a chapter in *The PDMA Toolbook2 for New Product Development* (Edited by Paul Belliveau, Abbie Griffin, and Stephen Somermeyer. John Wiley: 2004) entitled *Shifting Your Customer into "Wish Mode": Tools for Generating New Product Ideas and Breakthroughs* along with two case studies on Sales Training and Tablet Dissolution. For more information, email info@wildfirecommerce.com.

The PDE will continue its Education series in 2012 with quarterly programs which will be announced as they are scheduled.

PDE Annual Business Meeting

The PDE will close out its sesquicentennial year with its Annual Business Meeting on November 15th at the Crowne Plaza Valley Forge Hotel beginning at 5:30 PM. Opportunities are available for our member companies to have table top presentations this year during the reception prior to dinner and the business portion of the evening. Eight slots are available on a first-come, first served basis. Contact the PDE office at 610-631-1255 or pdetrade@msn.com or visit the PDE website www.pdetrade.org to make your reservation. The dinner again is complimentary and open to all member companies and their guests.

In the past, our membership has been entertained by sports celebrities, financial experts and motivational

speakers among others. This year will be a little different. We are pleased to announce that Barrymore Award winner Tony Braithwaite will present *First Impressions*: his historical and hysterical take on the presidents. From Presidents Roosevelt, Kennedy, Reagan, Carter, Clinton, the Bush's and Obama, to Al Gore and John McCain, to Jimmy Stewart, Katherine Hepburn, Chris Rock, Kermit the Frog, and Robin Williams, Braithwaite is sure to keep the audience highly entertained. He will be joined on stage by Howie Brown, a gifted supporting actor who plays an energetic, tongue-in-cheek press corps among other roles.

Tony Braithwaite can also be seen costarring in the *Big Bang* at the Kimmel Center. You can also check out his zany performances on YouTube.

2011 PDE Social Events

Despite a spring and summer of highly unpredictable weather, the PDE managed three golf outings without a hitch. In fact, some of the best scores were shot on courses where the rough appeared to be groomed for a US Open rather than club membership play.

Each event featured a shotgun-start, team scramble. Honors at the Spring Outing, in its fifth year at the Par 72 Spring Ford Country Club, were taken by the team comprised of Gary Peterson, Tom Mayer, Ken Goldberg and Rich Eustace with a 14-under score of 58.

The Scholarship Outing, which is historically held at the beautifully manicured and difficult Olde York Country Club in Chesterfield, NJ was won by the trio from Sharp



Spring Outing winners

Corporation – Tim Lichty, Dave Luken and Bryan Monahan – with a winning score of 15 under par.

The winning ticket for the raffle prize of a one-year membership to Olde York Country Club was held by Fred Broce, GlaxoSmithKline. The raffle alone raised in excess of \$3200 for the PDE scholarship fund.

The final outing of the year was

played at the Par 72 Cedarbrook Country Club following Hurricane Irene and then even more damaging rains. Kudos to the Cedarbrook management team for having this course in superb shape in time the PDE Fall classic. Winners with a score of 61 were the team sponsored by Jim Rhodes of Vetter Pharma US and featuring Scott Fields, Craig Douglas and Ken Graham.



Fall Outing winning team

SPRING OUTING

Spring Ford CC

Gary Peterson – Gerresheimer Glass
Tom Mayer – Minnesota Thermal Sci
Ken Goldberg – Graham Packaging
Rich Eustace – Graham Packaging

Winning Score - 58

SCHOLARSHIP OUTING

Olde York CC

Tim Lichty – Sharp Corporation
Dave Luken – Sharp Corporation
Bryan Monahan – Sharp Corporation

Winning Score - 57

FALL OUTING

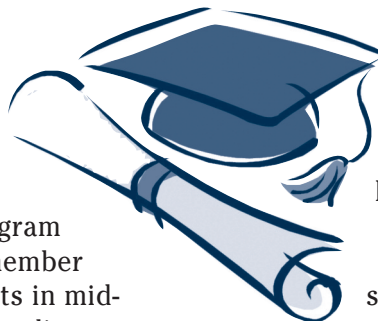
Cedarbrook CC

Jim Rhodes – Vetter Pharma
Scott Fields – Cephalon
Craig Douglas – Seigfried JCR
Ken Graham – J&J

Winning Score - 61

2012 PDE Scholarship Program

The PDE will continue its scholarship program in 2012 for the 15th year offering \$2,500 scholarship awards to college-bound high school seniors whose parent works for a PDE member company. Scholarship America, the independent management service for selection of scholarship winners contracted by the PDE, will accept up to 250 applications. Applications and brochures for the 2012 Scholarship Program campaign again will be distributed to member companies through their Correspondents in mid-December and can always be obtained on-line at www.pdetrade.org under the Scholarship tab. In



addition to this, applications will be mailed directly to the HR Departments of member companies if requested.

We ask that the materials are advertised internally either through the company's intranet, posting boards or other communications vehicles to bring as much visibility as possible to this great opportunity

This is a tremendous opportunity to help cope with increasing college costs especially in today's economy. We strongly encourage any high school senior whose parent works for a PDE member company to apply. The application deadline is March 1, 2012.

Future 2012 PDE Events

*Subject to approval of the PDE Board of Directors
at the November 2011 Board Meeting*

March 2 • SPRING GALA

The Union League
Philadelphia, PA

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May 21 • SPRING GOLF OUTING & DINNER MEETING

Springford Country Club
Royersford, PA

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July 16 • SCHOLARSHIP OUTING

Olde York Country Club
Chesterfield, NJ

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September 24 • FALL GOLF OUTING & DINNER MEETING

Cedarbrook Country Club
Blue Bell, PA

~

November 13 • ANNUAL BUSINESS MEETING

Crowne Plaza Valley Forge Hotel
King of Prussia, PA

A series of Educational programs will be held in 2012 and will be announced when scheduled.

Another Historical Fact

Common entertainment in colonial times included playing cards. However, there was a tax levied when purchasing playing cards but only applicable to the "Ace of Spades." To avoid paying the tax, people would purchase 51 cards instead. Yet, since most games require 52 cards, these people were thought to be stupid or dumb because they weren't "playing with a full deck."



CONTACT THE PDE

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In Memorium

*The PDE deeply regrets the passing of
Frederick J. Simpson,
retired Vice President of Operations,
GlaxoSmithKline in September.
Fred was a long-time friend and supporter
of the PDE, and a fixture at the annual
PDE Spring Gala for which he historically
sponsored one of the GSK tables.*

New Member Profiles

PATHEON, INC.

4721 Emperor Boulevard, Suite 200
Raleigh, NC 27709
919-226-3200 • 919-474-2269 (Fax)
www.patheon.com

Official Correspondent: Gavin Murdoch,
Account Executive
Delegate: Joseph Letizia, Account Executive

Key Product Line/Service: Patheon is a leading global provider of contract dosage form development and manufacturing services to the pharmaceutical and biotechnology industries.

REED-LANE INC.

359 Newark Pompton Turnpike
Wayne, NJ 07470
973-709-1090 • 973-709-1949 (Fax)
www.reedlane.com

Official Correspondent: George Figueroa,
Regional Sales Manager
Delegate: Joe Luke, Vice President Sales & Marketing

Key Product Line/Service: Reed-Lane provides 35 packaging suites for pharmaceutical (Rx and OTC) that include solid dose bottle filling, thermoform blisters for solid dose or semi-solid and liquids, cold form blisters, solid dose pouching, convenience vial pilling, and carded blistering, secondary packaging, compliance packaging and vial labeling, kitting and hand assembly.



P.O. BOX 734
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Published by the Public Relations Committee
as a service to member companies.

Keep In Touch
PDE Website
www.pdetrade.org

The PDE acknowledges the contributions and generosity of the following companies and individuals for their continued support of the PDE Scholarship Program and Golf Outing.

DINNER - \$500 Contribution

Sharp Corporation

LUNCH - \$300 Contribution

West Pharmaceutical Services, Inc.

RECEPTION HOUR SPONSOR -

\$300 Contribution

GlaxoSmithKline

REFRESHMENT CART - \$300 Contribution

B. Braun Medical

CLOSEST TO PIN - \$300 Contribution

ABITEC Corporation

TEE OR GREEN - \$175 Contribution

Amcor Rigid Plastics
Bilcare Research Inc.
Constantia Hueck Foils
GlaxoSmithKline
Information Age Systems
MC2
Oso Biopharmaceuticals
The Tech Group
Vetter Pharma International USA

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Emsco Scientific Enterprises, Inc.
Olde York Country Club, Corinne Eget
PDE
Pharmasource Consulting
SPI Pharma

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B. Braun Medical
Bilcare Research Inc.
Cadista
Callahan Chemical Company
Chester Springs Wealth Management
Clarence J. Venne, LLC
Comar, Inc.
Constantia Hueck Foils

Drug Plastics & Glass Company
Elko & Associates
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Genesis Packaging Technologies
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Pfizer
The Qualicaps Group
Quality Packaging Specialists, Inc.
Sharp Corporation
SolomonEdwards
SPI Pharma
SPS
The Tech Group
Univar USA
URL Pharmaceuticals
Vetter Pharma International USA.
West Pharmaceutical Services, Inc.

