



System Dynamics NEWSLETTER

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FROM THE PRESIDENT *David C. Lane*



Greetings from London. On behalf of the Society, I will start by thanking Rogelio Oliva, the outgoing President. He brought to the office the energy and commitment for which he is well known. I would also like to thank the outgoing members of Policy Council: Tim Haslett (VP Chapter Activities), Erling Moxnes (Past President), Joel Rahn (VP at Large), and Enzo Bivona, Burak Guneralp, Imrana Umar, and Lars Weber. I am pleased to welcome the following new members of Council: David Ford (President Elect), Martin Schaffernicht (VP Chapter Activities) and Allyson Beall, Peter Hovmand, Len Malczynski, Markus Schwaninger, and Burcu Tan.

Various activities are taking place and I would like to mention just a few of them here. The first concerns the work of the Home Office. In February I made a visit to Albany to chat with the Society's staff. A lot of paddling under the waterline is required to keep the Society's stately swan going, and their work is an important factor when it comes to the Society's finances and the opportunities that exist for new initiatives. This may seem a slightly inward-looking subject for the Newsletter but it is important that members are aware of how their

money is spent and of the efforts being undertaken daily in their name. I would like to take this opportunity to thank all of the Society's staff for their work.

Whilst a visit to the Home Office is normally done by the President, I feel that doing a visit earlier would be a good thing. Bringing this about has its challenges so I was very pleased that David Ford took the trouble to come to Albany too. I hope that this 'President-elect visit' can continue in the future.

February also brought the Winter Policy Council meeting. These meetings provide an important opportunity to reflect on the work of the Society and to think about the contribution it can make to spreading and strengthening the field of System Dynamics. Full details of the topics discussed are available online but two developments merit a mention here.

The first concerns publications. Today all journals are attempting to increase their impact, their influence, their reputation. The Society must be aware of how the *Review* is perceived and ensure that the research in our field is presented in the most advantageous way. There have been considerable successes. Nevertheless this is a Lewis Carroll 'red queen's race'; "it takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least

twice as fast." The Publications Committee is now addressing this challenge.

A second development concerns Chapters. Policy Council has approved the creation of two new chapters, Brazil and Benelux. We wish them every success. Chapters have a key role to play in strengthening the field and enlarging our membership. Policy Council is working on making sure that there is a shared understanding of what is going on across all of the different Chapters and is looking increasingly to work with Chapters to generate new activities. There is a willingness to fund key activities and a proposed budget for so doing. Other developments are in train. Some will be reported on at the Summer Policy Council, others will play out over longer timescales. However, all have the aim of improving the benefits that you get for being a member of the Society. Please keep in contact with Policy Council members. Tell them your ideas. Whilst the field has a rich literature, the quality of the discipline is very much stored within its membership. Only via a feedback loop involving local and central activities can things be taken forward.

Thank you for giving me the opportunity to serve as President of the System Dynamics Society. I look forward to seeing you in Washington this summer.

Policy Council Report

As the governing body of the System Dynamics Society, the Policy Council meets twice a year, during the annual conference and again in the winter.

The 2011 winter meeting opened with an electronic discussion in early January. The second session was a face-to-face meeting in Cambridge, Massachusetts on February 14th to discuss administrative and open policy issues as well as to develop and propose motions. The third session, spanning approximately five weeks after the face-to-face meeting, is an online discussion session and voting on proposed motions.

2012 Policy Council Nominations

During the 2011 Winter PC Meeting, the following were nominated as officers and members of the Policy Council, to take office in 2012:

•*President Elect (2012)*
Kim Warren

•*Vice President Electronic Presence (2012–2014)*
Robert Eberlein

•*Vice President Publications (2012–2014)*
George Richardson

•*Policy Council Members (2012–2014)*
Rod MacDonald
Lees Stuntz
Sylvia Ulli-Ber
Nicole Zimmermann

The Nominating Committee submits a single nomination for each position to be filled in the pending election. However, members may submit other nominations for these offices and positions, provided that: (1) each such nomination is accompanied by a petition signed by twenty-five members in good standing; (2) each nominee is a member in good standing; (3) written evidence is submitted to the effect that each nominee has agreed to stand for election; and (4) such nominations reach the Secretary within five weeks after publication of nominations

received from the Nominating Committee. If no nominations are received by the Policy Council from the membership at large, the slate of candidates submitted by the Nominating Committee, and approved by the Council, will be deemed elected. For more information on nominations and elections go to “Activities/Governance” on the drop-down menu of the Society’s website, then go to “Policies.” *Submitted by J. Bradley Morrison, Society Secretary*

MIT – UAlbany Colloquium

Students and faculty from the University at Albany, Massachusetts Institute of Technology (MIT), McGill University, and University at Buffalo held a daylong PhD Colloquium in Albany on October 29, 2010.



The event would not have been possible without the hard work of organizers Junesoo Lee from University at Albany and David Keith from MIT. Following introductory remarks, five presentations ensued, each inspiring a lively question and answer period. Please visit the Society’s Activities web page for more information about this event and others like it, including a summary, abstracts, and presentations.

This event is organized twice a year by students from MIT and University at Albany. Since 2000, students from well over a dozen universities have participated. If you have news about a similar event that you would like to

share in the Society newsletter, please contact the Society office.

Chapter News

The organizers of the **Benelux Chapter** hosted their first meeting on December 2, 2010 at Delft University of Technology in The Netherlands. Erik Pruyt, Els van Daalen and Etiënne Rouwette convened the meeting, called “System Dynamics and Healthcare,” which was attended by over 85 participants. In the first parallel session, Bobby Milstein and Jack Homer presented and facilitated the HealthBound Policy Simulation Game. In the second session, guest speakers presented healthcare systems-related system dynamics work.

A second event is planned at Delft University of Technology on April 14, 2011, called “Complexity, Uncertainty, and Ethics.” This event will include a bonus day on April 15th. For more information on both events, including video links, please visit: <http://simulation.tbm.tudelft.nl/BeneluxChapter/Events.html>. *Submitted by Etiënne Rouwette, Benelux Chapter member*

The **Brazil Chapter** in conjunction with the **Latin American Chapter** plans to hold its annual conference in Brasilia, November 16-18, 2011. For more information, including paper submission deadlines, please visit www.sdsbrazil.org. *Submitted by Ricardo Matos Chaim, Brazil Chapter Representative*

The **India Chapter** will hold its first conference May 6-8, 2011 at the Symbiosis Institute of Computer Studies and Research in Pune, Maharashtra. The theme of the event is “Visioning a Resilient Future for India through System Dynamics.” The conference will cover topics in education, governance, and industry. For more information, please visit www.systemdynamics.co.in. *Submitted by Karan Khosla, India Chapter Representative*

News and Notes

New PhDs & Publications

Meg Fryling successfully defended her PhD dissertation, "Total Cost of Ownership, System Acceptance and Perceived Success of Enterprise Resource Planning Software: Simulating a Dynamic Feedback Perspective of ERP in the Higher Education Environment," in April 2010. It was approved by the University at Albany, State University of New York. Dr. Fryling is continuing her work as Associate Director in ITS Client Support – Messaging and Collaboration Services at the University at Albany. Congratulations, Meg!

Anastássios Perdicoulis has authored a new book, *Systems Thinking and Decision Making in Urban and Environmental Planning* (Edward Elgar, 2010). The book offers a timely and innovative contribution to planning literature that goes well beyond the classical systems theory. More information on this book can be found on Edward Elgar's website at www.e-elgar.co.uk.

The UN Environmental Programme has just released a ground-breaking report titled "Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication." **Andrea Bassi** is lead author of the modeling chapter, and the modeler and coordinator of all the modeling work, which is largely based on system dynamics. An advance copy online release can be read at: www.unep.org/greeneconomy/v2/GreenEconomyReport/tabid/29846/Default.aspx.

Chapter proposals are invited by the editors of a new book titled *Higher Education Management and Operational Research: Demonstrating New Practices and Metaphors*. The book will encompass all hierarchical levels of higher education

management, including the strategic issues facing higher education institutions, faculties, and departments, as well as issues relating to management of the student experience, student engagement, pedagogy, and student support. The deadline for submissions is March 30, 2011. For more information, please contact **Dr. Gary Bell** at [<g.bell@lsbu.ac.uk>](mailto:g.bell@lsbu.ac.uk).

Member News

Dr. Susan Howick was promoted to Professor Susan Howick in November 2010, having been given a Chair in the Department of Management Science at the University of Strathclyde, United Kingdom. Congratulations, Susan!

In cooperation with the AMC Centre, **Oscar Bull** is investigating partnership opportunities for developing an Asset Management Control Master of Science program based on systems dynamics. Asset Management Control (AMC) is designed to exploit current asset management methods by bringing large assets under control. The first step in this new approach will be the incorporation of a new leading university to lead the program. For more information, please visit http://academy.amccentre.nl/document/s/IMS_Partnering_Concept_2011.pdf.

In Memoriam

We are sorry to report that **Dr. Thomas D. Clark, Jr.** passed away October 9, 2010 at the age of 69. Tom joined the System Dynamics Society in 1985 as a young professor at the Air Force Institute of Technology. He moved to Florida State University where he served as chair of Information and Management Sciences. Tom later moved to Louisiana State University where he was the Ourso Distinguished Professor of Business Administration and Dean of the College of Business Administration.

Tom served for 18 years as an Associate Editor for the *System Dynamics Review*.

Tom's research focused on technology management and strategy, strategic management, and corporate governance. His research appears in the *System Dynamics Review*, *MIS Quarterly*, *Communications of the ACM*, and *Decision Sciences*. Above all, Tom Clark will be remembered for his devotion to education and mentoring of students and new faculty. Tom always encouraged those around him to strive to be the very best they could be at whatever they did. Submitted by *Mary Jones, University of North Texas* and *Andy Ford, Washington State University*

Call for Bibliography Updates

The System Dynamics Bibliography is updated quarterly. Please help us keep it up to date by sending your new references to the Society office at [<office@systemdynamics.org>](mailto:office@systemdynamics.org). To access the Bibliography visit the "Publications" section of the Society website.

Upcoming Conferences

The **New England Complex Systems Institute's** eighth conference will be held June 26-July 1, 2011 at the Boston Marriott, Quincy, MA. The goals of the conference are to investigate those properties or characteristics that appear to be common to the very different complex systems now under study, and to encourage cross-fertilization among the many disciplines involved. For more information, please visit <http://necsi.edu/events/iccs2011/>.

The **European Operations Management Association's** annual conference will be held July 3-6, 2011 in Cambridge, UK and features a track on empirical modeling and simulation. For more information, please visit www.euroma2011.org/.

**2011 Conference
Washington, DC
July 24-28, 2011**

Program: The conference will benefit from its location in the Washington, DC area by including plenary, parallel, and poster sessions that focus on applications and impact in governance in the United States and worldwide. Of special interest will be sessions on health dynamics and policy; conflict, defense, and security; sustainability, including energy and climate; diverse issues in public and corporate policy; and K-12 education. We look forward to combining our international scope with the presence and contributions of people working in state and federal governments in the United States, including the U.S. Congress, the military and security branches, and administrative agencies.

Hands-on **workshops and tutorial sessions** facilitated by leading scholars in the field will run in parallel on Thursday. Separately, the **Modeling Assistance Workshop** will be held, pairing those who have modeling questions with experienced modelers for one-on-one coaching.

Other events include Roundtables for Business, Education, Energy, Economic Dynamics, Information Science and Information Systems, Psychology, and Conflict, Defense and Security; the HPSIG Health Policy Discussion; the Peer Review Dialog; the Chapter and Special Interest Group Poster Session; and the Newcomer Orientation Session. The SD Career Link Job Fair will link job seekers with employment opportunities. Exhibitor demonstrations and software users' group meetings will showcase products and services in practice.

K-12 Education Developments: The conference will showcase exemplary K-12 work, offer a forum to present maturing systems education programs, provide hands-on workshops for attendees to experience classroom curricula, and include an extended

session containing both papers and invited speakers.

PhD Colloquium: The 12th annual PhD Student Colloquium is scheduled for Sunday, July 24th. For more information, including guidelines for submissions and deadlines, please visit the Student Chapter's website by going to www.systemdynamics.org and clicking on "Activities/Chapters," then "Student." This year's organizers, David Keith and Onur Ozgun, can also be reached at [<phdcolloquium@systemdynamics.org>](mailto:phdcolloquium@systemdynamics.org).

The State of System Dynamics Consulting Survey: In preparation for this year's conference, aggregate data are being compiled on the 'state of consulting' among system dynamics practitioners. If you were paid, by a client or as a part of your job, to conduct system dynamics work during 2010, please complete this survey. It should take about 10 minutes. No individual or company data will be made public and all information will be kept confidential. To participate, please visit www.surveymonkey.com/s/SDG598L. To be included in the results, responses must be completed by March 14th.

Society and Outside Awards: The *Jay Wright Forrester Award* is given annually to the best publication in system dynamics during the previous five years.

The *Applications Award* is awarded for the best "real world" application of system dynamics.

The conference paper awards listed below are self-nominated, and review processes are conducted independently. You may apply for these awards using the conference submission system and also may submit more than one paper for each award.

The *Dana Meadows Award* and honorable mentions are awarded to outstanding conference papers authored by students.

The *Barry Richmond Scholarship Award* is presented to a deserving system dynamicist or systems thinker whose work demonstrates a desire to expand the field or who applies it to current social issues.

The *Lupina Young Researchers Award* will be awarded to outstanding conference paper(s) dealing with health-related topics, authored by students or recent (past 5 years) graduates.

The *Environmental SIG is sponsoring a scholarship award* for students and new researchers whose paper is about promoting carbon neutral practices.

A limited number of partial **conference scholarships** will be available. To apply, please use the conference paper submission system. The deadline for applying is May 11th.

Deadlines and Key Dates:

- March 21st - all submissions due
 - May 11th - notifications of acceptance sent; scholarship applications due
 - May 18th - final abstracts due
 - June 1st - presenter registration deadline
 - June 20th - early registration deadline
 - June 27th - hotel reservation deadline
- Please refer to the conference webpage for additional deadlines.

Watch for future announcements regarding the 2011 System Dynamics Society Conference.

Visit the conference page of our website: www.systemdynamics.org

Use your "User Menu" page of the web-based submission system to:

- submit your work
- apply for scholarships
- self-nominate for awards
- register online

Find information on these and more:

- Awards, Society scholarships
- Carbonfund.org
- Conference registration, hotel, and travel information
- Volunteering as a Newcomer Guide