



NEWS

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From the President *David N. Ford*



Greetings to all my system dynamics colleagues. It is a pleasure to write to you as President of the System Dynamics Society. Many people work very hard to keep our Society operating, improving, and expanding. Some of those who were in leadership positions have stepped aside, in some cases to take other leadership positions in the Society. The former President, David Lane, has become our Past President and one of the two program chairs for this year's conference. Rogelio Oliva, the former Past President, is now the Executive Editor of the *System Dynamics Review*. Thanks to both of these gentlemen for their work as president. I look forward to working with them in their new positions.

Special thanks also go to Brian Dangerfield for his many years of service as the Executive Editor of the *System Dynamics Review*. I am also grateful to the other outgoing members of the Policy Council for their service: Susan Howick, Birgit Kopainsky, Agata Sawicka, and Aldo Zagonel and to our continuing officers: Bob Eberlein (Vice President Electronic Presence), Etiënne Rouwette (Vice President Member Services), and George Richardson (Vice President Publications). I welcome our new Policy Council members: Kim Warren (President Elect), Florian Kapiemier, Rod MacDonald, Silvia Ulli-Ber, Lees Stuntz, and Nicole Zimmermann.

In previous years the Society's Policy Council and leaders have started many initiatives to improve and expand the Society. A primary focus of my presidency is to implement the most important of those initiatives that remain and to move others closer to full implementation, all so that the Society and its members can reap the benefits of those good ideas. I will briefly describe the status of, and my plans for, a few of these initiatives.

The tradition of the President Elect visiting the Home Office prior to the Winter Policy Council Meeting that President Lane started has continued, with Kim Warren spending a full day in Albany, New York this January getting familiar with the Home Office staff and the many various operations they perform on behalf of the Society. This tradition is part of a larger effort, which was begun during Rogelio Oliva's term and strengthened by David Lane to improve the coordination and collaboration across the one-year terms of the Society's presidents. This effort has already borne fruit in providing more perspectives, improved assessments, and garnering stronger support for new Society initiatives. I strongly support this effort and will work closely with both Past President David Lane and President Elect Kim Warren, as well as the President Elect Elect (who has not yet been approved) to extend this precedent and make this a

standard operating procedure for the Society.

The Policy Council passed a two-default-conference sites policy during Rogelio Oliva's term. Cambridge, Massachusetts has been chosen as the default site in the United States, starting in 2013. We have not yet chosen the default European site. Currently a half dozen or so Society members, led by Andreas Groessler, Vice President of Meetings, are evaluating candidate sites. The goal is to have the Policy Council make a decision in St. Gallen and to announce the European default site, which will be the location of the 2014 conference, at the Society Business Meeting at the St. Gallen conference.

The Society's Development of Capacity Fund, that was created during David Lane's term, is closely related to the default site issue and has the potential to be a major force in spreading system dynamics and expanding the Society. The Brazilian Chapter was

the first to use these funds in 2011 to develop their system dynamics capacity. We are now looking for more chapters that the Society can support in their efforts to improve and expand system dynamics in their area. I encourage any interested chapters to contact Martin Schaffernicht <Martin@utalca.cl> or me <DavidFord@tamu.edu>.

The future development of the System Dynamics Society can be greatly facilitated by a strategy to guide our journey, as David Lane pointed out in his Presidential speech at the conference in Washington, D.C. However, we have struggled for years to develop a strategy. The Strategy Committee is renewing these efforts. I will report in St. Gallen on our progress.

I hope to see all of you at our conference this year in St. Gallen, Switzerland. Thank you for this opportunity to serve the System Dynamics Society as its president. »

inside

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- 2 Policy Council Report
- 2 MIT / Albany Colloquium
- 2 Chapter News
- 3 For the Record
- 3 Upcoming Conferences
- 4 2012 Conference



Policy Council Report

Submitted by J. Bradley Morrison, Society Secretary

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 2012 winter meeting opened with an electronic discussion in December 2011. The second session was a face-to-face meeting in Cambridge, Massachusetts on January 5th 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, was an online discussion and voting on proposed motions.

The meetings included reports by officers and committees, publication reports, conference reports, and existing and new business. Motions voted on and approved included: committee member appointments on a number of standing committees, the new Biomedical Special Interest Group, the slate of candidates to take office in 2013, new term limits for awards selection subcommittees, and the recommendation to the membership that the revision to the bylaws be adopted.

Policy Council Meeting minutes can be accessed via the "Governance" page of the Society's website.

2013 Policy Council Nominations

During the 2012 Winter PC Meeting, the following were nominated as officers and members of the Policy Council, to take office in 2013:

• *President Elect*
(2013)
Edward G. Anderson

• *Secretary*
(2013–2014)
J. Bradley Morrison

• *Vice President Meetings*
(2013–2015)
Leonard Malczynski

• *Policy Council Members*
(2013–2015)
Elise Weaver
Paulo Gonçalves
Inge Bleijenbergh
Timothy Taylor

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 Society's website, then go to "Policies." »

MIT – UAlbany Colloquium

STUDENTS AND FACULTY from the University at Albany, Siena College and Massachusetts Institute of Technology (MIT), held a daylong PhD Colloquium in Albany on November 11, 2011. The event would not have been possible without the hard work of organizers Junesoo Lee from University at Albany and Özge Karanfil from MIT. Please visit the Society's Activities web page for more information about this event and others like it, including a summary, abstracts, and presentations. »

Courses in System Dynamics – Call for Information

LIST YOUR GRADUATE, undergraduate, or non-degree system dynamics courses on the Society website, where the Society maintains a list of courses that utilize system dynamics. Adding and updating your courses provides students around the globe a one-stop site for learning opportunities worldwide. The course list and a form to submit new courses can be found in the "Resources" section of our website. »



Chapter & SIG News

The **India Chapter** held its second annual conference March 19-20, 2012 at the Symbiosis Institute of Computer Studies and Research in Pune, Maharashtra. The conference covered topics in education, governance, and industry. For more information on this and other India Chapter events, please visit www.systemdynamics.co.in.

Submitted by Karan Khosla, India Chapter Representative

The **Brazil Chapter** made use of funds provided by the System Dynamics Society to promote a Capacity Development Workshop in Brasilia on November 14-15, 2011. Paulo Gonçalves, Associate Professor at the University of Lugano, Switzerland, gave an excellent two-day workshop on advanced techniques in System Dynamics, using Jay Forrester's (1968) Market Growth Model as a platform for applied learning. Participants had previous system dynamics expertise and all in attendance regarded the experience as very valuable. As stated by one of the attendees, "What I liked the most was the opportunity to work with experienced people and to learn, affordably, from a well-qualified instructor!"

Submitted by Aldo Zagonel

Over 50 people attended the annual gathering of the **UK Chapter** on February 9-10, 2012. The program included interesting talks and demonstrations of six software packages. The Steer Davies Gleave Prize was awarded to the Symmetric Partnership for their work on alcohol abuse. Information about the event can be found on the Chapter's website, www.systemdynamics.org.uk, and videos of the presentation will soon be posted there. Submitted by John Swanson, UK Chapter Representative

The Society welcomes a new Special Interest Group, the **Biomedical SIG**, established in February 2012. The SIG will focus on understanding the basic biomedical sciences: physiology, biophysics, pharmacology, biochemistry, and others. The group anticipates close collaboration with the Health Policy SIG. For contact information for the Biomedical SIG please visit the "Activities" section of the Society's website. Submitted by Etienne Rouwette, Society Vice President Member Services »



For the Record

Member News

Jorge Andrick Parra Valencia successfully defended his PhD dissertation, “Construct for Testing Cooperation in Large-scale Social Dilemmas,” in August 2011 and his degree was conferred in October 2011. It was approved by the Universidad Nacional de Colombia. Dr. Parra Valencia’s advisor was Dr. Isaac Dynner. Dr. Parra Valencia is continuing his work as a Faculty Professor in Systems Engineering at the Universidad Autónoma de Bucaramanga, Colombia. Congratulations, Jorge Andrick!

Jay Forrester has been inducted into the 2011 *IndustryWeek* Manufacturing Hall of Fame. This honor recognizes Jay’s pioneering work in digital computer development, and particularly his research that helped provide the foundation of modern supply chain management principles. The very first system dynamics model was Jay’s model of GE’s appliance supply chain, which then became the basis for his book, *Industrial Dynamics*.

Earlier this year Society member **Andrea Bassi** started KnowlEdge Srl, a consulting firm. KnowlEdge Srl specializes in energy and climate policy, natural resource utilization, disaster resilience planning and response strategies, and national and regional sustainable development plans. The firm’s headquarters is in Milan, Italy with a presence in Geneva, Switzerland. To learn more please visit www.ke-srl.com.

Dennis Meadows and Jorgen Randers made presentations in Washington, DC, on March 1st as part of a celebration of the 40th anniversary of the launching of *Limits to Growth*, the first report

to the Club of Rome. A joint symposium entitled “*Perspectives on Limits to Growth: Challenges to Building a Sustainable Planet*” was hosted by the Club of Rome and the Smithsonian Institution’s Consortium for Understanding and Sustaining a Biodiverse Planet.

David Andersen and George Richardson have been working with a team to establish a system dynamics community of practice at APPAM, the premier public policy research group in North America. In this effort, system dynamics is being grouped with other methods such as agent-based simulation, social network analysis, and data visualization to create a new cluster that is being called, “Policy Informatics.” One outcome of this larger effort is a new e-mail distribution list for scholars and practitioners interested in the area of policy informatics – including system dynamics and public policy. Those interested in strengthening ties and promoting a tighter linkage between system dynamics and main line public policy researchers are encouraged to subscribe to this list by sending a blank message to the following e-mail address: <pin-l-subscribe-request@listserv.albany.edu> »

Ways to connect

OUR ONLINE RESOURCES make it easy to connect with other members and keep up with Society news and events. **The System Dynamics Discussion Forum** hosts announcements and discussions relevant to members of our community. In response to a question about the validity of causal links, Jay Forrester recently commented, “Knowledge about the system includes an understanding of the problem that is to be understood and corrected. One does not model a system, one models the cause of a problem. The first requirement on a model is that it must show how the problem of interest is being caused. Only after understanding the cause does one move on to an improvement.” Please visit the Discussion Forum to see more on this and other topics. The Forum can be accessed from the Society’s home page. You will find easy instructions on how to set up a weekly or daily e-mail digest of recent posts in the Instructions and Questions area of the Forum. You can also connect with the Society on Facebook by visiting our website and clicking on the Facebook icon at the very bottom of the page. »



Online access to the System Dynamics Review

JOHN WILEY & SONS has implemented changes in online access to the *System Dynamics Review*. New registration instructions will be sent directly by Wiley to all Society members. Please note that this applies to all members, even those who set up their access in the past under the old system. (The old access arrangement will be discontinued soon.)

New and renewing members will receive an e-mail message from Wiley (“wileyonlineaccess”) with the subject line: “Wiley Online Library Activation Instructions for Society Membership Online Access.” In order to continue online access to the *System Dynamics Review*, each member must follow the activation instructions therein. If you have questions or any online access issues regarding the *Review*, please contact Sharon Brooker, Wiley Membership Services Specialist at <sbrooker@wiley.com> or the Society office. »



Upcoming Conferences

THE CREATIVE LEARNING EXCHANGE will host its tenth biennial Systems Thinking and Dynamic Modeling Conference for K-12 Education at the Babson Center in Wellesley, MA from June 30-July 2, 2012. The conference theme is “Critical Thinking: Using Systems Thinking and System Dynamics to address the State Common Core Standards and STEM standards.” Scholarships are available for educators. To learn more please visit www.clexchange.org/news/conference/2012conference.asp.

The 25th European Conference on Operational Research will be held July 8-11, 2012 in Vilnius, Lithuania. The conference includes a “metasession” of interest to many system dynamicists, “Modelling Sustainability in the 21st Century.” To learn more please visit www.euro-2012.lt. »



Program

The theme of the conference is “Model-based Management.” This choice highlights the role that formal models can play in the effective management of dynamic systems and how skills in modeling and simulation can contribute to organizational design, organizational learning, and policy-making. The use of models as part of formal theory-building is a central part of Jay W. Forrester’s vision of how system dynamics can contribute to management thinking, social science research and rigorous policy analysis. The theme of the conference reflects the breadth of interest in system dynamics-based modeling and encourages participation from researchers, educators and practitioners.

To **register** visit the conference website for online registration or to download a registration form. Registration fees increase after June 20th.

Workshops

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

Other events include the Peer Review Dialog, the Chapter and Special Interest Group Poster Session, the Newcomer Orientation Session and Topic

Roundtables. The SD Career Link Bulletin Board and the Red Ribbon Event will link job seekers with employment opportunities. Exhibitor demonstrations and software users’ group meetings will showcase products and services in practice.

New this year is the **Spouses’ Lounge**, which will offer a place for travel companions to gather and make plans to do fun things in St. Gallen.

PhD Colloquium

The 13th annual PhD Student Colloquium is scheduled for Sunday, July 22nd. For more information, including guidelines for submissions and deadlines, please visit the conference website. »

Watch for future conference updates:

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

<conference@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, scholarships
- Conference registration, hotel, and travel information
- Volunteering as a Newcomer Guide

CONFERENCE HOST:



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- ROCC-Responsible Corporate Competitiveness Initiative at the University of St. Gallen
- System Dynamics Group, Institute of Management, University of St. Gallen

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