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From the President *Kim Warren*



Dear colleagues, It is a pleasure to greet you as 2013 President of the Society.

This year could see significant progress in our aim to get system dynamics widely and deeply embedded in how organisations are managed – to the benefit of society as a whole. Widespread consultation with Society leadership suggests that we can and should aim for substantial progress, as summarised in the current Society's Strategy Report which you will find on the Governance page of our website. Thanks to the Strategy Committee and all who helped with this work. The Strategy is a living document and needs improvement, so please share your thoughts with us (click the SDForum button on the Society homepage.)

A strategy is only useful if translated into actions, so at the Winter Policy Council meeting we reviewed the main achievements of 2012, aims for 2013, and issues we need to tackle to achieve those aims. A key finding was that the expertise, demand, and successes for system dynamics are located in the distinct domains in which it is deployed – environment, healthcare, business, and so on. This implies a need for strong alliances across Chapters and Special Interest Groups (SIGs), and the Vice President Chapters and Vice President Membership are

already working to build those connections. It also implies that we must widen the aims of the Capacity Development Fund to provide financial support to any activity that develops the field, especially in regions and situations where system dynamics is at an early stage of development. Again, please tell us your views and get involved, whether through our Chapters, SIGs, administration, or leadership.

We are in a strong position going into 2013, partly due to an outstanding – and very pleasant – conference at St. Gallen, Switzerland, delivered by Markus Schwaninger, Stefan Grösser and many volunteers, with the always-reliable efforts of Roberta Spencer and the Home Office team. I am deeply grateful for the financial contribution this conference made to the Society, and for Markus' offer that some of these funds be designated to help support the Jay Wright Forrester Award and other items. The strong programme was organised by Elke Husemann and David Lane, with help from many Thread Chairs and reviewers. Our thanks go to everyone involved.

A key decision taken last summer was to establish a European default site for our conference in alternate years – Delft University of Technology, The Netherlands. Thanks to

Erik Pruyt and the folks at Delft, Andreas Größler, David Ford, and all who helped with the effort that went into this solution. I should stress that this is the default choice, as is Boston, USA for odd-numbered years, and we continue to welcome strong proposals to host the conference in other locations.

Many people work very hard to keep the Society operating and developing. Some of our leaders have stepped aside or moved to other positions. 2012 President, David Ford, has become Past President and David Lane, 2011 President, now heads our Nominations Committee, which seeks candidates for leadership positions (and welcomes approaches from those wanting to help take us forward). Thanks to both Davids for their accomplishments during their terms as President, and particularly for consolidating the "rolling team" of Past President, President, and President Elect that has helped prepare me for the current year.

Thanks also to the officers who continue into 2012, namely Brad Morrison, Secretary (reappointment); Martin Schaffernicht, VP Chapter Activities; David Andersen, VP Finance; Étienne Rouwette, VP Member Services; George Richardson, VP Publications; Bob Eberlein, VP Electronic Presence; and Jay Forrester, Founding President.

I am grateful to the other outgoing members of the Policy Council and Vice Presidents for their service: Andreas Größler (VP Meetings), Laura Black, Ignacio Martínez-Moyano, Burcu Tan, and Florian Kapmeier. Welcome to the new VP Meetings, Len Malczynski, and thanks to all continuing members. Although not an officer of the Society, can I also thank Rogelio Oliva for his work as Executive Editor of the *System Dynamics Review*. I would also like to welcome new Policy Council members Elise Axelrad, Inge Bleijenbergh, Paulo Gonçalves, and Timothy Taylor, and Ed Andersen (President Elect).

Here's looking forward to a successful and rewarding year for all our members. »

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Submitted by J. Bradley Morrison, Society Secretary

AS THE GOVERNING body of the System Dynamics Society, the Policy Council meets twice a year.

The 2013 winter meeting opened with an electronic discussion in January. The second session was a face-to-face meeting in Cambridge, Massachusetts on February 12th 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 and includes voting on proposed motions.

The meeting included reports by officers and committees, publication reports, conference reports, and existing and new business. Motions being considered for this meeting include the slate of candidates to take office in 2014, revised Policies for the Society, creation of new VP positions, appointment of standing committee members, appointment of 2014 conference program chairs, redesign of the Strengthening the Field Committee, and recognition of the great work of the St. Gallen conference team.

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

2014 Policy Council Nominations

During the 2013 Winter PC Meeting, the following were nominated as officers and members of the Policy Council,

to take office in 2014:

- *President Elect (2014)*
Jürgen Strohhecker
- *Vice President Chapter Activities (2014–2016)*
Martin Schaffernicht
- *Vice President Finance (2014–2016)*
David Andersen
- *Policy Council Members (2014–2016)*
Jim Duggan
Warren Farr
Elke Husemann
David Wheat

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 the Governance page on the Society's website, then go to "Policies." »

Chapter & SIG News

The **Latin America Chapter** held its 10th annual conference November 21-23, 2012 in Buenos Aires, Argentina. Organized by Universidad Argentina de la Empresa and ITBA, it brought together nearly 180 participants from Colombia, Chile, Argentina, Mexico, Peru, Venezuela, Bolivia, and



Spain. The academic program included plenary and parallel presentations and was honored by the electronic presence of Professor John Sterman. The next conference will take place in Mexico, November 6-8, 2013 and will be organized by Tecnológico de Monterrey. To join the Chapter distribution list please visit the Chapter website, which can be found by going to the

Activities and Resources link on the Society website. *Submitted by Gloria Pérez Salazar, Latin America Chapter Representative.*

The **German Chapter** is preparing for its 7th two-day annual meeting in May/June 2013 in Würzburg. John Morecroft will give the keynote speech on "Coordination, Complexity and Performance in Business and Society." The Gert-von-Kortzfleisch Prize for excellent system dynamics work published in German or developed in Germany will also be awarded at this meeting. Meeting organizers anticipate that about 50 people will attend the meeting that entails eight to ten presentations, a PhD Colloquium, and a modelling workshop. Further details will be available at the Chapter website, which can be found by going to the Activities and Resources link on the Society website. *Submitted by Jürgen Strohhecker and Florian Kapmeier, German Chapter Representatives.*

The **Russian Chapter** is seeking members of the System Dynamics Society to participate in joint workshops and the creation of laboratories in Russian universities in the field of system dynamics. For more information please contact Natalia Lychkina at lychkina@guu.ru. *Submitted by Natalia Lychkina, Russian Chapter Representative.*

The **Psychology SIG** held its annual business meeting and roundtable at the St. Gallen conference. Dr. Ralph Levine presented on the use of the co-flow for simulating psychological constructs. Co-chairs David Lounsbury and Ralph Levine are seeking ideas for possible symposia at the 2013 Cambridge conference. They are also searching for psychologists or other social/behavioral researchers or practitioners from outside the US who would like to help lead the SIG. Please e-mail David.Lounsbury@einstein.yu.edu for more information. *Submitted by David Lounsbury, Psychology SIG Representative.*

The **Benelux Chapter** held a conference, "Experimenting with Dynamic Systems" January 17, 2013, in Nijmegen, The Netherlands. Over 60 participants attended. Five parallel sessions were held with 18 papers on health, public policy, management of resources, education, and experimenting with the market. Interactive sessions were led by Dr. Jan Kwakkel, Dr. Erik Pruyt, and Dr. George Richardson. *Submitted by Inge Bleijenbergh, Benelux Chapter Representative.* »

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For the Record

Member News

Pascal Gambardella and L. Michael Hall have authored a new book, *Systemic Coaching: Coaching the Whole Person with Meta-Coaching*. The book was published in August 2012 by Neuro-Semantic Publications.

Lees Stuntz, Executive Director of the Creative Learning Exchange, reports that, under the guidance of Dr. Jay W. Forrester, a series of 19 lessons in five subject areas for children ages five and up have been created. The online curriculum materials illustrate the characteristics of complex systems. The simulations and lessons can be found on the Creative Learning Exchange website, www.clexchange.org, under the Curriculum tab. »

SD Career Link

List job opportunities and your company profile on the Society website. Even if you do not have job openings at the present time, a free company profile on SD Career Link allows you to highlight your company's interest in system dynamics. If you are seeking to fill a position, we provide a free resource for you to describe how system dynamics fits into your organization, including typical jobs and career paths. SD Career Link and a form to submit new company profiles and positions can be found in the Activities and Resources section of our website. »

MIT – UAlbany Colloquium

STUDENTS AND FACULTY from the University at Albany, University of Bergen, Virginia Tech, Worcester Polytechnic Institute (WPI), and Massachusetts Institute of Technology (MIT) held a day-long PhD Colloquium in Albany, NY on November 16, 2012. The event would not have been possible without the hard work of organizers Weijia Ran from University at Albany and Özge Karanfil from MIT. Please visit the Society's Activities and Resources web page for more information about this event, including abstracts and presentations. »

Member Directory

THE MEMBER DIRECTORY has been integrated into the Society's Web Portal system. To use the directory, simply login at the Web Portal and click on "Member Directory." Members can upload pictures, enter a short biographical piece and connect with other members. »

Virtual Issue Special Announcement

THE SYSTEM DYNAMICS SOCIETY is pleased to announce that we have published the first virtual issue of the *System Dynamics Review*. The first special issue was edited by David Ford and James Lyneis on "Application of System Dynamics to Project Management." In addition to a brief introduction by the editors, this issue offers a direct link to nine papers in the *System Dynamics Review* as well as a full bibliography of other resources related to the topic.



WWW Virtual Issues

Rogelio Oliva, Executive Editor of the *System Dynamics Review* stated, "I am convinced that the special issues will be a great way to increase the visibility of the journal as most readers approach the journal from a topical point of view. I've been working with the Society's Special Interest Groups to get some of these virtual issues in place as soon as possible." The issue can be accessed by visiting Wiley Online Library's *System Dynamics Review* page, which can be found by visiting the Publications link on the Society website. »

Bibliographic Updates Page Debuts

THE SOCIETY IS PLEASED to announce a new web page that lists Bibliography updates and recent publications related to system dynamics in peer-reviewed journals. This will include the most recent articles in the *System Dynamics Review* as well as articles published elsewhere.

A recent review of the bibliography entries revealed a number of journal articles in 2012. We are confident there are more articles; we would like to hear about them and publicize your work. Please visit the Bibliographic Updates page by going to the Publications link on the Society website. Please send references to office@systemdynamics.org. »

Upcoming Conferences

THE 26th EUROPEAN CONFERENCE on Operational Research will be held July 1-4, 2013 in Rome, Italy. The conference includes a "Control Theory and System Dynamics" stream. To learn more please visit www.euro2013.org.

AN INTERNATIONAL SYMPOSIUM on Modelling Sustainable Urban Transition Dynamics will be held July 3-4, 2013 in Cardiff, UK. The event will offer a platform for interdisciplinary collaborations regarding long-term urban planning. It will bring together academics and practitioners to discuss the use of system dynamics modelling approaches to investigate suitable urban transition. For more information please visit www.retrofit2050.org.uk.

THE CONFERENCE FOR ECONOMIC and Social Cybernetics "KyWi 2013" will be held July 4-5, 2013 in Bern, Switzerland. It offers a platform for interdisciplinary exchange on economic and social cybernetics. The conference focuses on a wide range of topics, including modeling and simulation of complex and dynamic systems and networks, management of socio-technical systems, and design of integral business models. To learn more please visit www.kywi2013.org. »



Program

For 2013 we return to the Cambridge-Boston area, just minutes from MIT where Jay Forrester conducted his groundbreaking work. The conference, with a theme of “Creating the Future from Within,” will emphasize prospective studies with a focus on internally generated dynamics.

The program will consist of invited and contributed sessions demonstrating the state of the art in the theory and application of system dynamics. There will be plenary presentations showcasing important work in the field, along with parallel and poster sessions.

To **register** visit the conference website for online registration or to download a registration form. Registration fees increase after June 24th.

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 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. The Spouses’ Lounge will offer a place for travel companions to gather.

PhD Colloquium

The 14th annual PhD Student Colloquium is scheduled for Sunday, July 21st. This year’s event will focus on practical problems such as problem definition, model boundaries, and conceptualization. Organizers invite all students to bring their modeling problems. For more information, including guidelines for submissions and deadlines, please visit the PhD Colloquium link on the conference website. »

Watch for future conference updates:

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

Use the User Menu page of the Web Portal to:

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

Find information on these and more:

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- Social System Design Lab, Washington Univ. in St. Louis
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Program Chairs: Robert Eberlein, astuteSD and Ignacio J. Martínez-Moyano, Argonne National Laboratory and The University of Chicago

Workshop Chairs: Jack B. Homer, Homer Consulting and Hazhir Rahmandad, Virginia Tech

Conference Manager: Roberta L. Spencer, System Dynamics Society