NEWS

From the President
Edward G. Anderson
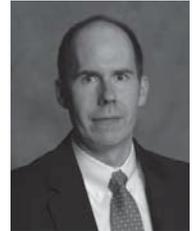
Greetings to all my fellow System Dynamics Society colleagues. It is truly a pleasure to be writing you as your President for 2014, given all the exciting developments and activities going on within the Society. Before I get into those, however, I would like to begin by thanking outgoing President Kim Warren. Kim has not only facilitated the development of a long-term strategy for the Society, but his term in office in 2013 went a long way to beginning its implementation.

I also want to thank the following outgoing members of the Policy Council for all their hard work: David Ford (Past President), Allyson Beall, and Markus Schwaninger. Thanks also to Martin Schaffernicht for his service as VP Chapter Activities, and to David Andersen for his service as VP Finance, (fortunately both have agreed to continue to serve another term.)

Please also join me in welcoming the following new officers and members to the Council: Jürgen Strohhecker (President Elect), Kenneth Cooper (VP Professional Practice), Jim Duggan, Warren Farr, Elke Husemann, and David Wheat; and returning officers in new roles: Kim Warren (Past President) and

Peter Hovmand (VP Marketing and Communications).

A number of powerful developments are taking place within the Society. Key findings from the Society Strategy Report, led so ably by Kim Warren, were (1) the Society must better publicize both itself and the field of System Dynamics as a whole; (2) the Society must reach out to provide additional services to practitioners; and (3) the Society must expand to embrace the Asia-Pacific region.

With respect to publicity, we have created a new office, the VP Marketing and Communication, which Peter Hovmand has agreed to take on. Peter's proposed strategy is to start a number of multi-pronged and mutually self-supporting initiatives, which one might almost say are systemic in nature! In particular, he is leveraging work on the Case Repository that the Society has been gathering during the past year. While much has been accomplished with the Case Repository, we still need many more cases to show how System Dynamics can impact the various aspects of the world we live and work in. So, if you have been involved in a System Dynamics consulting engagement and would like to submit your

work, please browse over to cases.systemdynamics.org. To submit a case takes literally no more than ten minutes, and it not only helps the Society and the field, it also provides a free advertisement of your capabilities.

Last summer, during the wonderful 2013 International System Dynamics Conference in Cambridge, Massachusetts we held a focus group of practitioners. From them we derived a list of wants that are driving our efforts this year in expanding services to this important group. Kenneth Cooper has agreed to spearhead this initiative by becoming the Society's first VP Professional Practice. If you have any questions, issues, or comments with respect to practitioner needs, please feel free to contact him at ken.cooper@cooperhumansystems.com.

With respect to global outreach, Atsushi Fukuda, Bob Cavana, Ignacio Martínez-Moyano, Robert Eberlein, Kaoru Yamaguchi, Akira Uchino and Yutaka Takahashi just wrapped up this year's Asia-Pacific System Dynamics Conference in Tokyo. The Society owes them a great deal of gratitude for raising our presence in this crucial region of the world.

I would be remiss at this point if I did not mention the

conference this summer in Delft, the Netherlands, hosted by the Delft University of Technology. The strong team of Pål Davidsen, Etiënne Rouwette, Erik Pruyt, Wil Thissen, C. Els van Daalen, Jack Homer, Hazhir Rahmandad, Roberta Spencer and the indefatigable home office staff promises to bring us another spectacular conference. An important part of this conference will be the new "Business Day" for those from industry or public organizations interested in System Dynamics. See conference.systemdynamics.org for details.

Finally, I ask your support to keep the momentum for all these initiatives going forward as we progress through 2014. Doing so can only increase our relevance and impact.

See you in Delft!

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.

The 2014 winter meeting opened with an electronic discussion in December 2013. The second session was a face-to-face meeting in Cambridge, Massachusetts on March 6th 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 2015, recognition of the South Africa Chapter, appointments due to VP position vacancies, appointment of standing committee members, and appointment of 2015 conference program chairs.

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

2015 Policy Council Nominations

During the 2014 Winter Policy Council Meeting, the following were nominated as officers and members of the Policy Council, to take office in 2015:

- *President Elect (2015)*
  Etiënne Rouwette

- *Vice President Membership (2015-2017)*
  Özge Pala

- *Vice President Publications (2015-2017)*
  Pål Davidsen

- *Vice President Electronic Presence (2015-2017)*
  Robert Eberlein

- *Vice President Marketing and Communications (2015)*
  Peter Hovmand

- *Vice President Professional Practice (2015)*
  Ken Cooper

- *Secretary (2015-2016)*
  Brad Morrison

- *Policy Council Members (2015–2017)*
  Stefano Armenia
  Özge Karanfil
  Erik Pruyt
  Gönenç Yücel

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

SYDIC Workshop - The First International Italian Chapter (SYDIC) Workshop was held in Rome, Italy on January 21-22, 2014. This two-day event was hosted by the Sapienza University of Rome at the premises of the Dipartimento di Ingegneria Informatica, Automatica e Gestionale Antonio Ruberti.

Around 60 attendees, including academics and students, private and public managers, practitioners, and consultants, took part in the workshop, chaired by the SYDIC president, Stefano Armenia (Sapienza University of Rome).

The primary theme of the workshop was "System Dynamics for Policy Assessment & Strategy Development." It was aimed at building both new capacity in System Dynamics modelers as well as developing the field by disseminating the culture of System Dynamics as well as its possible applications. Attendees participated in hands-on modeling sessions, teaching sessions, and a roundtable. Learn more about the workshop at: systemdynamics.it/workshop2014. *Submitted by Stefano Armenia, Italian Chapter Representative.*

Asia-Pacific System Dynamics Conference at Senshu University, Tokyo, Japan on 22-24 February 2014 - In July 2013, the Japan Chapter wrote that they would be honoured and happy to host the 2014 Asia-Pacific Conference. Six months later this event was a reality, held in Tokyo just last month.

This event was co-sponsored by the Society through the Development Fund. It celebrated the 50 year anniversary of the first publication of System Dynamics work in Japan. A number of senior System Dynamicists travelled to Japan to give a series of lectures, workshops, and to participate in such a major event.

The plenary papers were outstanding, the workshops excellent, and the parallel session papers were very interesting and stimulating, with opportunities to help students, academics, and practitioners.

Conference participants came from more than 25 countries, including Australia, Canada, Chile, China, India, Indonesia, Japan, Korea, Latvia, Malaysia, New Zealand, Nigeria, Philippines, Singapore, Taiwan, Thailand, Turkey, USA, UAE, UK, and Vietnam. There were about 95 conference participants, 7 plenary presentations, 31 parallel session papers, and 8 workshops.

The overall organization of the conference at Senshu University was extremely good and there was time to interact with colleagues and make new contacts with people from the Asia-Pacific region.

Highlights of the conference included the Welcome Reception and Conference Banquet, where superb Japanese cuisine was mixed with some formal comments celebrating 50 years of System Dynamics in Japan, and reflections on the changes in Japan since the International System Dynamics Conference was held there in 1995.

At the conference Business Meeting, it was agreed that we would try to hold a formal Asia-Pacific Conference every two years, with the next conference possibly located in Singapore in 2016. We would also like to hold some activity in the region every alternative year. Participants were enthusiastic about creating a new Society Chapter covering Southeast Asian countries, and they will be proceeding with a proposal in the near future.

Finally, we would like to thank all the people who helped make this conference an outstanding success. *Submitted by Akira Uchino, Organizing Chair and Bob Cavana, Program Co-Chair for the Asia-Pacific Conference.*

The **UK Chapter** will hold its annual conference on April 3-4, 2014 at the London School of Economics. The conference theme is *Operational Risk and Analytics*. It will include presentations on "Modelling Global Risk from Resource Scarcity," "Big Data, Analytics and System Dynamics," and "Systems Models Linking Consumer Behavioural Insights to Coherent Strategic Planning," together with an interactive workshop entitled "Collaborative Workforce Planning in the NHS."

Further details about the conference can be found at systemdynamics.org.uk/annual-gathering. *Submitted by Lee Jones, UK Chapter Representative.*

The **Economics Chapter** wants you to apply for the Frank Fisher Award, for the best paper on taxation policies of land value taxation or land value capture presented at this summer's conference in Delft. The $5000 award is sponsored by Prosper Australia. Submit your conference paper as you normally would, but nominate yourself for this award by e-mailing your submission number to frankfisheraward@systemdynamics.org.

For more information, go to conference.systemdynamics.org/frank-fisher-award. *Submitted by David Wheat, Economics Chapter Representatives.*

The **Student Chapter** would like to remind you that the 15th annual PhD Colloquium will be held on Sunday, July 20, 2014. Graduate and undergraduate students with outstanding work are warmly invited to submit their work in the form of a full paper or an extended abstract.

The colloquium aims to create an environment where students can have a fruitful discussion and receive valuable feedback on their work and challenges they face from senior researchers of the field and other students. For more information, including guidelines for submissions and deadlines, please visit student.systemdynamics.org/wp/news/2014-call-for-papers-open. *Submitted by Sibel Eker, PhD Colloquium Co-organizer.* »

MIT – UAlbany Colloquium

Students and faculty from the University at Albany, Bogaziçi University, Virginia Tech, Baruch College, University of Palermo, Worcester Polytechnic Institute (WPI), and Massachusetts Institute of Technology (MIT) held a day-long PhD Colloquium in Albany, NY on November 1, 2013. The event would not have been possible without the hard work of organizers Weijia Ran from University at Albany, Taylor Moulton from MIT, and Raafat Zaini from WPI. Please visit the Society's Activities and Resources web page for more information about this event, including abstracts and presentations. »

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www.systemdynamics.org

For the Record

Member News

Society member **Bruce Skarin** is running for elected office to represent Massachusetts in the United States Senate. Bruce tells us that he hopes "System Dynamics can be applied to create more effective and sustainable solutions to both national and global problems." Learn more by visiting the news section of the Society's home page. »

XMILE Webinar Series

XMILE is a new standard for sharing and distributing System Dynamics models. The OASIS XMILE Technical Committee is developing that standard, and leading activities that will help raise the profile of System Dynamics more broadly, including a free webinar series on *Big Data and System Dynamics*. This series showcases exemplar System Dynamics applications in areas relevant to business, healthcare, public policy, and the environment.

We have had a number of very well-received webinars, including presentations on C-Roads and ReThink Health. Upcoming webinars will explore city planning, medical applications, and business process integration. The full schedule of past recorded and upcoming live webinars, as well as links to the current draft specifications, are available at xmile.systemdynamics.org.

The proposed draft of the standard will be presented for review by the System Dynamics community in time for the Delft Conference in July. *Submitted by Karim Chichakly, isee systems.* »

System Dynamics Summer School

A three day International System Dynamics Summer School will be held July 16-18, 2014 in Delft, the Netherlands, immediately preceding the Society's conference. The school features knowledgeable, well-renown faculty, including both academics and practitioners. Attendees can choose from two tracks, basic/intermediate and intermediate/advanced. The basic/intermediate track will enable newcomers to the field to quickly acquire modeling skills and avoid common modeling pitfalls. The intermediate/advanced track will allow experienced system dynamicists to learn new skills and work closely with skilled experts. Participants will have the option to take an exam which will afford those who pass either an ECTS Credit Certificate or graduate school credits.

Summer School registration fee is 300 euros. The fee includes three lunches and one dinner. To learn more please visit conference.systemdynamics.org/summer-school. Also on Twitter #SDSS2014 . »

Program

For 2014 we return to the Netherlands, this time to Delft University of Technology. The conference theme is "Good governance in a complex world." Decision making by government, business, and the public is increasingly interdependent. In this conference we aim to address the role of models in governance in the public and private sectors, typically involving a diversity of domains, disciplines, organizations, stakeholders, policies, and goals.

The program will consist of invited and contributed sessions demonstrating the state of the art in the theory and application of System Dynamics.

To **register** visit the conference website for online registration or to download a registration form. Registration fees increase after June 23rd.

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 15th annual PhD Colloquium on Sunday (See Student Chapter News, p. 3), Newcomer Orientation Session, and post-conference Friday meetings. The SD Career Link Bulletin Board and the Red Ribbon Event will link job seekers with employment opportunities. Share your model at the Model Expo! 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 and other events.

Business Day

A business event will be organized on Wednesday, July 23, for those from industry or public organizations who would like to become familiar with the possibilities of System Dynamics for their organization. This Business Day includes admission to the System Dynamics Conference on Wednesday, lunch, and special sessions for participants. Admission also includes workshop participation on Thursday. For Business Day registration and full details, please visit the conference website and click on "Business Day" in the menu. The Business Day is sponsored by Copernicos Group and Deltares. »

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Visit the conference website:
www.conference.systemdynamics.org

Use the User Menu page of the Web Portal to:
- submit your work
- apply for scholarships
- self-nominate for awards
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Find information on these and more:
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- Hotel and travel information
- Volunteering as a Newcomer Guide
- Model Expo!
- Chapter and SIG Events

Program Chairs: Pål Davidsen, *University of Bergen* and Etiënne A. J. A. Rouwette, *Radboud University Nijmegen*

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

Conference Manager: Roberta L. Spencer, *System Dynamics Society*