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From the President *Jürgen Strohhecker*



Greetings from Frankfurt, Germany, to all my fellow System Dynamics colleagues. It is a pleasure to write to you as President of the System Dynamics Society.

Upon taking office, I find the Society in excellent shape. Finances are sound (although 2014 net income was lower than 2013), membership is stable, last year's conference in Delft was a success, and the organization of this year's conference in Cambridge, Massachusetts, USA, is progressing splendidly. This firmly positions us to pursue the vision for the field of System Dynamics found in the Strategy Report, which is on the Governance page of our website. Let me quote its first statement here: "System Dynamics will transform society by making improvements to decision-making in government, commerce and other organizations."

Turning an ambitious vision like ours into reality needs time and a strategy. Thanks to the work of the Strategy Committee and the help of many others, significant progress has been made. However, the best strategy is useless if it is just a report and not translated into action. Execution is a big challenge in all kinds of organizations; it seems even more demanding in a not-for-

profit organization with much of our work being accomplished by geographically dispersed volunteers. Thankfully, many people in the Society are working hard on executing our strategy. Unfortunately I only have space for a few examples of the efforts underway.

Vice President Professional Practice Kenneth Cooper has developed and proposed a plan to improve professional practice. Implementation starts this year and should result in the establishment of the first commercial-academic alliances with both very intense academic mentoring and an unprecedented exposure of students to best commercial System Dynamics practice.

Vice President Chapter Activities Martin Schaffernicht reports that two new Chapters were established in 2014: Africa Regional and South Africa. Both recently carried out local activities supported by the Society's Field Development Fund.

2015 should see the implementation of the first marketing and communications survey coordinated by Vice President Marketing & Communications Peter Hovmand. Its data are expected to greatly support and further improve strategy development and execution. We will of course

ask for your input. Please help the Society by responding!

2014 President Edward Anderson has become Past President and will head the Society's Nominating Committee, which seeks volunteers for leadership positions. If you are interested, please contact him. The Society is striving to increase diversity in its leadership. We encourage expressions of interest for volunteering from women and members from Africa, Asia-Pacific, and South America.

Past President Kim Warren has left the Policy Council but will continue to support the Strategy Committee. He will lead the committee's efforts to ground the strategy in the field of System Dynamics. Your contributions regarding the Society's vision and strategy are welcome.

Please share your thoughts, ideas, and data with us by clicking the SDForum button on the Society home page. I look forward to working with you all in further moving the Society forward towards its vision.

Welcome to the following new members of the Council: Étienne Rouwette (President-Elect), Özge Pala (VP Membership), Pål Davidson (VP Publications), Stefano Armenia, Sharon Els, Özge Karanfil, Erik Pruyt, and Gönenç Yucel.

Thanks to Bob Eberlein (VP E-Presence) and Brad Morrison (Secretary), who have agreed to serve another term. I am grateful to the outgoing members of the Policy Council and Vice Presidents for their service: George Richardson (VP Publications), Paulo Gonçalves, Roderick MacDonald, Lees Stuntz, Sylvia Ulli-Ber, and Nicole Zimmermann.

In the summer ahead, the experienced team of Khalid Saeed, Karim Chichakly, Jack Homer, Hazhir Rahmandad, and Roberta Spencer, supported by the hardworking home office staff, promises to bring us another spectacular conference in Cambridge. See the back page of this newsletter and click on the "Conference" page on our website for more information. I look forward to seeing you in Cambridge. »

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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 2015 winter meeting opened with an electronic discussion in December 2014. The second session was a face-to-face meeting in Cambridge, Massachusetts on February 9th 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 2016, appointment due to Policy Council Member position vacancy, to increase the Dana Meadows Award to \$2000, and to approve past meeting minutes.

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

2016 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 (2016)*
Len Malczynski
- *Vice President Meetings (2016-2018)*
Erik Pruyt

- *Vice President Marketing and Communications (2016-2018)*
Peter Hovmand
- *Vice President Professional Practice (2016-2018)*
Ken Cooper
- *Policy Council Members (2016-2018)*
Sharon Els
Diana Fisher
Rebecca Niles
Yutaka Takahashi

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 **Africa Chapter** held its 1st International Workshop in Nairobi, Kenya, January 11-13, 2015. The workshop focused on System Dynamics, Big Data, and Cloud Computing with a theme of

Transformation for Sustainable Development.

Coming only one year after the Chapter formed, the workshop built capacity and fostered connections among the over 30 participants. The workshop attracted researchers, practitioners, and students. There were three keynote speeches and 14 plenary papers presented, as well as a panel discussion. The 2nd International Workshop is scheduled for January 11-12, 2016, in Nairobi. Submitted by Ddembe



Williams, Africa Chapter Representative.

The **Biomedical SIG** seeks to develop an understanding of biomedical sciences via "inside the skin" modeling. Our goals are to develop a core set of Systems Thinking/System Dynamics materials to study biological dynamics and to incorporate ST/SD within clinical practice, education, and research. Please join our LinkedIn group, which can be accessed from the "Activities and Resources" link on the Society website. We welcome comments, questions, and suggested topics to discuss in webinars or at our upcoming SIG meeting at the Cambridge Conference. Submitted by Jim Rogers, Biomedical SIG Co-representative.

The **Brazil Chapter** held a simulation lab September 12, 2014, at the Federal University of São Paulo with Professor Jason Jay from MIT. Professor Jay conducted Web-Sim Fishbanks with 110 participants from 30 institutions, including government officials, faculty and students, and business consultants. On December 4, 2014, the Chapter held a symposium at the FEI University in São Paulo. Speakers included Professors Kim Warren from London Business School, Khalid Saeed from Worcester Polytechnic Institute, and Andrew Ford from Washington State University. Submitted by Erico Santos, Brazil Chapter Representative.

The **China Chapter** held the 2nd System Dynamics Academic Forum for postgraduates November 14-15, 2014. The event was hosted by the Shanghai University of International Business and Economics and offered an in-depth examination into the academics and applications of System Dynamics. The Shanghai government has funded a research proposal, "Shanghai 2050," that uses System Dynamics to look at social, economic, and environmental issues in future development. The Chapter plans a national conference in Beijing as well as Vensim training courses. Submitted by Haiyan Yan, China Chapter Representative.

The **Economics Chapter** invites you to apply for the Frank Fisher Award for the best paper presented at the Cambridge conference investigating tax policy within a housing and land use category, including taxation policies of land value taxation or capture. The \$2000 award is sponsored by Prosper Australia. For more information, go to conference.systemdynamics.org/frank-fisher-award. Submitted by David Wheat, Economics Chapter Representative.

The **Energy SIG** invites you to connect by e-mailing energy@sigs.systemdynamics.org or joining the group's LinkedIn group. The LinkedIn group, with over 300 members, is used for invitations to collaborate on projects, job postings, and modelling questions directed to our SIG community. Please find a link to the LinkedIn

group from the Energy SIG's website, sigs.systemdynamics.org/energy/index.html.

Submitted by George Matthew, Energy SIG Co-representative.

The **German Chapter** will hold its 8th annual meeting June 11-12, 2015, in Berlin, with transentis management consulting GmbH & Co. KG as the financial sponsor. The Gert-von-Kortzfleisch Prize for excellent System Dynamics work published in German, by a German, or developed in Germany will be awarded during the meeting. The Chapter will also hold a Group Model Building workshop April 20-21, 2015, in Wiesbaden. The German Chapter has an online PhD colloquium in which seven students and one supervisor meet weekly online. Learn more on the German Chapter website, which can be found by going to the "Activities and Resources" link on the Society website.

Submitted by Florian Kapmeier, German Chapter Representative.

The **India Chapter** organized the 1st of a series of one-day seminars on Business Systems Modeling at the O. P. Jindal Business School (JBS) in New Delhi, India; it was conducted by Society member Karan Khosla (EarthSafe Enterprises) with support from Dr. Saroj Koul (Dean of Supply Chain and Logistics at JBS). The Chapter plans further seminars in 2015. Also, Chapter member Prof. Ajith Kumar taught a System Dynamics course at the T A Pai Management Institute, Manipal, in 2014. *Submitted by Karan Khosla, India Chapter Representative.*

The **Korea Chapter** published a new issue of their journal, *Korean System Dynamics Review*, in December 2014. The Chapter also held their annual Spring Conference and Workshop at the Ewha Womans University on February 6-7, 2015. The Chapter has also elected a new Society Representative, Jaeho Juhn, Professor of Korea National University of

Transportation. *Submitted by Nam Hee Choi, Former Korea Chapter Representative.*

The 12th **Latin American Chapter** Conference on System Dynamics was held in San Jose, Costa Rica, December 9-11, 2014. The conference was organized by Dr. Luis López and Dr. Roy Zúñiga under the auspices of INCAE Business School, Campus Walter Kissling Gam, and attracted over 90 participants. In addition to academic presentations and workshops, the group enjoyed a robust social program, including a visit to a coffee plantation and a dinner at a re-creation of a typical village. The 2015 Latin American Conference will be held in Cartagena, Colombia, in October. *Submitted by Latin American Chapter Representative Gloria Pérez Salazar.*

The **South Africa Chapter** and Eskom SOC jointly held the 2nd Eskom Annual System Dynamics Conference on November 12, 2014, at Eskom College in Midrand, South Africa. The conference brought the South African System Dynamics network together to share experiences gained in applying System Dynamics methodology to better understand complex systems. A publication with the conference proceedings will be available soon. Learn more at the South Africa Chapter website: systemdynamics.org.za. *Submitted by Josephine Musango, South Africa Chapter Representative.*

The **Student Chapter** would like to remind you that the 16th annual PhD Colloquium will be

held on Sunday, July 19, 2015. 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 offers an environment where students receive feedback on their work from other students and senior researchers in the field.

This year the submission process, selection process, and the structure of the Colloquium have changed to address the needs of students from diverse fields, with varying levels of System Dynamics support at their institutions, and at different points in their studies. For more information please visit student.systemdynamics.org/wp/news/2015-colloquium-call-for-papers-open. *Submitted by Sibel Eker, PhD Colloquium Co-organizer.*

The **UK Chapter** will hold its annual conference March 26-27, 2015, at the London School of Economics. The conference theme is *Public Policy for Innovation and Finance*. The Chapter welcomes submissions for the student prize for best paper and best poster as well as for the Geoff Coyle Prize. Further details about the conference and all awards can be found at systemdynamics.org.uk/annual-gathering. The Chapter also plans occasional informal networking events throughout the year; register to join the UK Chapter on their website: systemdynamics.org.uk. *Submitted by Douglas McKelvie, UK Chapter Representative.* »



Case Repository

The System Dynamics Case Repository provides a collection of projects that delivered real-world value, either by consultants or an organization's internal staff. The Cases website currently features 45 cases, and we are keen to increase this number - a lot! Visit the website to browse through cases!

If you have been involved in a System Dynamics project and would like to submit a case, please see the submission page for instructions. We hope you take this opportunity to share your experiences, outline your client's challenges or opportunities, highlight best practices, and promote the value that System Dynamics delivers when tackling challenging issues. *Submitted by Kim Warren, Cases Keeper.* cases@systemdynamics.org. Web: cases.systemdynamics.org »

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MIT – UAlbany Colloquium

Students and faculty from the University at Albany, University of Hull, Worcester Polytechnic Institute, and Massachusetts Institute of Technology held a PhD Colloquium in Cambridge, Massachusetts, on December 5, 2014. The biannual event provides System Dynamics graduate students with feedback and networking opportunities. It would not have been possible without the hard work of organizer Mohammad Jalali. Please visit the Activities and Resources page of the Society's website to learn more. »



Program

The annual System Dynamics conference brings together people from around the world to share important research and application results and to build the community of those active in the field. The conference theme is “Reinventing Life on a Shrinking Earth.” While Earth has not changed size in absolute terms, it is definitely shrinking with respect to the activity it supports. Complex business and societal challenges have arisen from the increasing activity on the globe that conventional institutional designs have failed to address.

We welcome all research and documented applications of methodology to solve real world problems using System Dynamics.

To **register**, visit the conference website for online registration or to download a registration form. Registration fees increase after June 22, 2015.

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. The **Publishing Assistance Workshop** will bring expert mentors on hand to offer guidance aimed at navigating the publishing process.

Other events

Other events include the 16th annual PhD Colloquium on Sunday (See Student Chapter News, p. 3), Newcomer Orientation Session, and the University Hosted Welcome Reception. 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 for other events.

Business Day

A business event will be organized on Wednesday, July 22 for those from industry or public organizations who would like to become familiar with the possibilities of System Dynamics for their organizations. Watch the conference website for more details. »

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www.conference.systemdynamics.org

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- submit your work
- apply for scholarships
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- Awards/Scholarships
- MAW/PAW/Model Expo!
- Hotel & travel information
- PhD Colloquium

Program Chairs: Karim Chichakly, *isee systems* and Khalid Saeed, *Worcester Polytechnic Institute*

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

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