

System Dynamics Society

The President's Letter

I am pleased to introduce the 7th edition of The President's Letter. The letter was first used in 1988 by Nathan Forrester as a way to communicate news about Society affairs and to alert you to the interesting activities in the coming year. Our goal is to provide you with societal information that does not normally appear in the System Dynamics Review or is presented at the annual meetings. It is a privilege to carry on this useful tradition.

Through your efforts, the year 1993 saw several useful conferences and an expansion of Society membership by 20%. The Society emerged from 1993 in sound financial shape; so we are well positioned for the new year. I want to thank your past president, Peter Milling, and all the officers for their efforts.

I think we all look forward to 1994. If the trends continue, we will see continued growth in formal membership, a growth in general interest and several successful conferences. Even from my distant vantage point in the wheat fields of eastern Washington, I can sense the growing interest in System Dynamics and Systems Thinking.

This letter reports news of upcoming conferences and the status of the journal. It solicits your nominations for election of Society officers and for candidates for the Jay W. Forrester Award.

Andy Ford Washington State University

The System Dynamics Review

The Spring issue for 1994 should be on your desk. It contains four main articles, one note, announcements of upcoming conferences and a publications order form. It also contains a list of electronic mail addresses. For example, you may contact me with information or questions about

the Society at my email address: FORDA@wsuvm1.csc.wsu.edu. I encourage your feedback, and I invite you to let us include your email address in our Journal and Membership Directory.

The issues for Summer and Fall will be combined in a Special Issue devoted to "Systems Thinkers, Systems Thinking." This double issue will be quite large since it will contain twelve invited papers from major figures in current systems approaches. It should arrive on your desk prior to the 1994 conference. In fact, this issue will function as part of the proceedings of the 1994 conference so I encourage you to take it with you to Scotland. The fourth and final issue of 1994 is scheduled to appear near the end of the year.

I wish to thank George Richardson for his hard work as Executive Editor of the Journal. He took on this important assignment in 1988, and the past 6 years have seen a steady growth in quantity and quality of articles and the successful transition to John Wiley and Sons. David Lane, our Vice President for Publications, is undertaking the search for the next Executive Editor. David is working with John Morecroft, last year's VP for Publications, and with members of the Publications Committee to secure a good nominee in time for ratification at the Stirling Conference. To learn more about the search, you may reach David by email: D.C.LANE@UK.AC.CITY.

Members of the Society automatically receive The Review, the Membership Directory, the President's letter and invitations to conferences. Their annual dues are \$70./regular, \$35./student or supported. An institution such as a university library may purchase an institutional subscription for \$175. The Wiley staff handles the membership billing and information.

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Orders for back issues of The Review through volume 6 and for conference proceedings should be directed to Julie Pugh, 49 Bedford Rd., Lincoln MA 01773. Later Review issues may be ordered from Wiley.

Current Officers of the Society

President - Andrew Ford
President Elect - Khalid Saeed
VP Finance - Jack Pugh
VP Meetings - Mike Radzicki
VP Membership - Janet Gould-Kreutzer
VP Publications - David Lane
VP at large - Jim Hines
Secretary - Bob Eberlein

Policy Council Members - Douglas Franco, Jack Homer, Saburo Kameyama, Juan Rego, Jim Lyneis, Julia DiStefano, Pal Davidsen, Enrique Zepeda, Tarek Abdel-Hamid, Lou Alfeld, Erling Moxnes, and Sauwakon Ratanawijitrasin

Review Editor - George Richardson
Executive Director - Julie Pugh

Election Of Officers

Candidates for election who will take office in 1995 will be presented at the Stirling Conference. They are:

President Elect - John Morecroft
Secretary - Mike Radzicki
Vice President, Meetings - Jim Hines
Vice President, At Large - Jose Machuca
Policy Council Members: Bob Eberlein, Saburo Kameyama, David Kreutzer, and Erik Larsen

The Jay Wright Forrester Prize

This award is presented as often as once annually for the best contribution to the field of System Dynamics published in the preceding five years. The recipient receives a commemorative plaque and \$1,000. Recipients of the award will be informed in advance so that they will have the opportunity to present at the annual conference and have it printed in The System Dynamics Review. Papers, articles, books, research or consulting reports, theses or other written materials that have been published or are in publishable form in the English language in the original or after translation are eligible for consideration.

Nominations are invited from all members of the Society in good standing. Nominations should include the title of the nominated work, author, publisher and publication date. Nominations should include a letter describing the contribution of the nominated work, and must include the nominator's name and address.

Send your nominations before May 15th to:

John Sterman, Chair
Forrester Award Committee
Sloan School of Management
MIT, Room E53-339
Cambridge, MA 02142
fax (617)258-7579
email: jsterman@mit.edu

Past recipients of the award were:

1993 George Richardson, Feedback Thought in Social Science and Systems Theory

1992 Peter Senge, The Fifth Discipline

1991 Dennis Meadows for participative simulation games (i.e., STRATEGEM)

1990 John Morecroft, "Rationality in Behavioral Simulation Models," Management Science

1989 Barry Richmond, Stella II

1988 John Sterman, "Modeling Managerial Behavior: Misperceptions of Feedback in a Dynamic Decision Making Experiment." Management Science

1986 Erik Mosekilde and Javier Aracil for the study of instabilities and chaos in nonlinear dynamic systems

1985 George Richardson and Alexander Pugh, Introduction to System Dynamics Modeling with DYNAMO

1983 Nancy Roberts, David Andersen, Ralph Deal, Michael Garrett and William Shaffer, Introduction to Computer Simulation

Conferences

The 1994 International System Dynamics Conference will be held July 11-15 at the University of Stirling in Scotland. The conference chair is Eric Wolstenholme. Information may be obtained from the Assistant Chair, Claire Monaghan at 0786 467378 or at the Department of Management Science, University of Stirling, Stirling, FK9 4LA Scotland.

In 1995, the Conference will be held outside of Tokyo, Japan. Our contact there is the chairman of the Japanese Chapter, Professor Toshiro Shimada, Meiji University; 2-18-16 Hachiman-cho, Fuchu-shi, Tokyo 183, Japan.

Proposals for future conferences are welcome. Contact Mike Radzicki, Worcester Polytechnic Institute, Dept. of Social Science and Policy Studies, Worcester, MA 01609-2280, fax: 508-831-5483, e-mail: mjradowpi.edu

The next meeting of ORSA/TIMS, April 25-27 in Boston will provide another opportunity for System Dynamicists to meet. John Sterman has organized a System Dynamics Cluster comprised of 12 sessions. Our members have also received notice of the conference on "Systems Thinking and Dynamic Modeling" for K-13 education, to be held June 27-29 in Concord, MA. Information may be obtained from Lisa Schleelein, Creative Learning Exchange (508) 287-0700.

Bibliography of System Dynamics

The Society continues to sell this comprehensive electronic bibliography of research and publications in System Dynamics. Thanks go to Kip Cooper and Bill Steinhurst for producing and

updating this work. The bibliography on floppy disks is available for \$35. per copy from Julie Pugh. Please specify MAC or DOS format. Also send new citations and corrections to her at the address below.

The Beer Game

"The Beer Game" is a teaching tool developed at MIT to demonstrate the dynamics of production and distribution. The Society offers to our members a Beer Game Kit, consisting of a vinyl game board, the MacNeil-Lehrer videotape of John Sterman leading the game at MIT, and instructions for \$95 plus postage (\$5./US and \$25. others.) Single game boards are available for \$75. plus postage. These can be ordered from

Julie Pugh,
Executive Director
49 Bedford Rd.
Lincoln, MA 01773

phone: 617-259-8259

fax: 617-259-0969

Sponsors

We are pleased to report that Gould-Kreutzer Associates, Inc. and Pegasus Communications, Inc. are new sponsors of the Society. They join our continuing sponsors, the MIT System Dynamics Group, SUNY-Albany, High Performance Systems, Pugh-Roberts Associates, Ventana Systems, Micro-Worlds, Jay Forrester and Frank Davidson. Additional sponsors are always welcome.

Society Logo

The Society is still looking for a logo. Members are encouraged to submit their ideas to Julia DiStephano
180 McCarthy Street
Manchester, NH 03104

Promotions and Awards

You are encouraged to send notice of our members' good news. During the past year, for example, Michael Radzicki was granted

tenure in the Department of Social Science and Policy Studies at Worcester Polytechnic Institute. John Sterman was promoted to Full Professor in the Sloan School of Management at MIT. Christian Kampmann was awarded the Zenon and Clotilde Zannetos Sloan Ph.D. Thesis Prize, MIT. His thesis is titled "Feedback Complexity and

Market Adjustment: An Experimental Approach."

Position Available

Research Associate - Public Policy, Decision Sciences, and Simulation. Ph.D. required.

Contact: Dr. Thomas Stewart, Center for Policy Research, University at Albany, State University of New York, Albany, NY 12222

The System Dynamics Society
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