

The System Dynamics Society

The President's Letter

It is one of the most pleasant duties of the President to write the opening lines of this Letter to the members of the System Dynamics Society. As in previous years, the Society observes a continuing interest in all its areas - a field which is much broader than the now frequently used term Systems Thinking. We have to thank our past president, John Sterman, and all the other officers for their efforts. The prospects for the future development of our discipline are bright. The complexity of real world problems forces business, government and other institutions to look for appropriate means to deal effectively with their challenges.

An intrinsic difficulty of an international society is to keep alive communication between its widespread membership. Our Society has three institutionalized media to monitor this flow of information. The System Dynamics Review provides the academic platform of a professional journal. It requests from all contributions rigorous standards and defines our understanding of high quality research. The annual International Conferences create opportunities for the participants to see each other personally and to exchange ideas directly. Stimulating presentations combine with the flair of an international meeting to form an atmosphere of creativity and familiarity.

Supplementing these two more formal means of communication, the President's Letter fulfills its own mission. It addresses internal matters. It provides--now in its sixth edition--brief news about society affairs, officers, activities, and solicits input from all members for upcoming elections and nominations. This letter reports about several important changes and new developments. We appreciate your feedback!

- Peter Milling

The System Dynamics Review

Three issues of The Review are scheduled for 1993 and four for 1994. Our publisher, John Wiley and Sons, Ltd., England is working with George Richardson and his committee to produce and distribute a high-quality journal. Special thanks to George for his continuing efforts on behalf of the journal.

The Wiley staff is also handling the membership billing and information. Membership dues for 1993 are \$70. for regular and \$35. for supported members. To join the Society (and thereby subscribe to the Journal) send payment directly to:

John Wiley & Sons, Inc.
Periodicals Division
P.O. Box 7247-8491
Philadelphia, PA 19170-849
or

John Wiley and Sons, Ltd.
Subscription Dept.
Baffins Lane, Chichester
West Sussex, PO 19 1UD
England.

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 issues of the journal may be ordered from John Wiley.

Current officers of the Society

President - Peter Milling
President-elect - Andy Ford
VP Finance - Jack Pugh
VP Meetings - Mike Radzicki
VP Membership - Janet Gould-Kreutzer
VP at Large - Jim Hines
Secretary - Bob Eberlein

Policy Council Members: Brian Dangerfield, Peter Galbraith, Ulrich LaRoche, Jac Vennix, Douglas Franco, Jack Homer, Saburo Kameyama, Juan Rego, Jim Lyneis, Julia DiStefano, Pål Davidsen and Enrique Zepeda.

Executive Editor-George Richardson

Executive Director-Julie Pugh

The officers and Policy Council met at MIT on February 11 as guests of Professor Jay Forrester, and will next meet at the Mexico Conference.

Election of officers

Candidates for the 1993 election at our Mexico Conference who will take office in 1994 are:

President elect - Khalid Saeed
VP Publications - David Lane

Policy Council (to serve through 1996) - Tarek Abdel-Hamid, Lou Alfeld, Erling Moxnes and Sauwakon Ratanawijitrasin.

Under the Society's constitution, these people will assume office unless alternative candidates are nominated by a petition signed by ten members of the Society before June 15, 1993. If alternatives are nominated, a ballot will be mailed to all members. Send nomination petitions to

Bob Eberlein
149 Waverly St.
Belmont MA 02178
fax: 617/489-5316.

Election results will be announced at the conference and in our next President's letter.

The Jay Wright Forrester Prize

The 1992 Forrester Award was presented to Peter Senge for his book, "The Fifth Discipline, The Art and Practice of The Learning Organization". This award is given for the best contribution to the field of System Dynamics published in the preceding five years. The prize consists of a commemorative inscription and \$1,000.

Papers articles, books, research or consulting reports, theses or other written material that has been published or is in publishable form in the English language in the original or after translation are eligible for consideration. The material should have contributed significantly to the basic knowledge, application or education in the field of System Dynamics; maintain a high standard of scientific integrity; and be the first publication of the author's own original work.

Beginning in 1992, winners of the award are expected to present an address at the annual conference as well as submit a copy of that address for publication in The System Dynamics Review.

Nominations for the award are invited from all members of the Society. Nominations should include the title of the work, author, publisher, publication date, a brief description of the contribution, and the nominator's name and address. They may optionally carry the signatures of supporting members. Nominations for the 1993 award must be postmarked no later than March 31. Nominations should be sent to: John Sterman, MIT, Sloan School of Management, 50 Memorial Drive, Cambridge, MA 02139; fax 617 258-7579 e-mail/jsterman@mit.edu.

Conferences

The 1993 International System Dynamics Conference (ISDC) will be held July 19-23 in Cancún, Mexico, chaired by Enrique Zepeda, I.T.E.S.M. C.E.M. Registrations should be sent to:

Moses Cantu Guizar
I.T.E.S.M. C.E.M.
Apdo. Postal 15
Módulo de Servicio Postal,
52926 Atizapán, Edo. de México
México
Fax: (525) 326-5607;
Phone and Fax (525) 326-5608.

In 1994 our ISDC will be at Stirling University in Scotland, June 19-24. Eric Wolstenholme is making the arrangements. The Japanese Chapter of the Society will be hosting the 1995 Conference

in Tokyo, July 16-20. Proposals for future conferences are welcome. Contact

Mike Radzicki

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Worcester, MA 01609-2280

fax: 508/831-5483; e-mail: mjradsz @wpi.edu.

ORSA/TIMS is holding its 1994 Spring National Meeting in Boston, April 24-27. John Sterman has agreed to organize a cluster (4-6 sessions each with 4 speakers,) and is looking for SDS members who will help organize sessions, tutorials and workshops. All of our members are encouraged to attend. Our Society will organize a dinner or special event for our members. Please contact John to present or to volunteer as session chairperson. e-mail: jsterman @ mit.edu.

Management Science

John Sterman has been appointed an associate editor in the simulation department of Management Science. This is one of the top journals in the field of modeling and management. He welcomes high-quality papers dealing with any aspect of system simulation that is relevant to the practice or theory of management science. The decision to publish a paper will be based on three criteria: (a) importance of the problem to be solved, (b) originality and effectiveness of the proposed solution, and (c) accuracy and clarity of the exposition. John encourages our members to submit papers. Contact him for additional information.

Bibliography of System Dynamics

The Society continues to sell to its members 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 to our members for \$35. per copy, plus postage (\$.75 USA or \$2.50 other) from Julie Pugh. Please specify MAC or DOS format. Also send citations for new publications or corrections to her (fax 617 259-0969).

The Beer Game

The "Beer Game" is a teaching tool developed at MIT to demonstrate the dynamics of production and distribution. The society offers a Beer Game kit, consisting of a vinyl game board, the MacNeil-Lehrer videotape of John Sterman leading the game at MIT, and instructional materials to our members for \$95 plus postage (\$5 USA; \$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.

Sponsors

We are pleased to report that MicroWorlds is a new sponsor of the Society. We are also grateful to our continuing sponsors, the MIT System Dynamics Group, SUNY-Albany, Apple Computer, High Performance Systems, Pugh-Roberts Associates, Ventana Systems, Jay Forrester and Frank Davidson. Additional sponsors are always welcome.

Society Logo

The Policy Council is looking for a society logo. Members are encouraged to submit their ideas for this logo to

Bob Eberlein

149 Waverly Street

Belmont, MA 02178

fax 617/489-5316.