

System Dynamics Society
General Business Meeting
July 20, 2016, Delft, Netherlands

1. Call to Order and Announcements

President Etiënne A.J.A. Rouwette called the meeting to order at 8:35 am.

President Rouwette thanked the outgoing Officers and Policy Council Members:

- Past President: Ed Anderson
- VP Meetings: Leonard Malczynski
- Policy Council (2013-2015): Elise Axelrad, Inge Bleijenberg, and Timothy Taylor

President Rouwette welcomed and thanked the incoming, renewing, and continuing Officers and Policy Council Members and Assistant Vice Presidents

- President Elect: Leonard Malczynski (2016)
- Past President: Jürgen Strohhecker (2016)
- Vice President Chapter Activities: Martin Schaffernicht (2014-2016)
- Vice President Electronic Presence: Robert Eberlein (2015-2017)
- Vice President Finance: David Andersen (2014-2016)
- Vice President Marketing & Communications: Peter Hovmand (2016-2018)
- Vice President Meetings: Erik Pruyt (2016-2018)
- Vice President Membership: Özge Pala (2015-2017)
- Vice President Professional Practice: Ken Cooper (2016-2018)
- Vice President Publications: Pål Davidsen (2015-2017)
- Secretary: Brad Morrison (2015-2016)
- Policy Council:
(2014-2016): Jim Duggan, Elke Husemann, David Wheat, Warren Farr
(2015-2017): Stefano Armenia, Özge Karanfil, Erik Pruyt, Gönenç Yucel
(2016-2018): Sharon Els, Diana Fisher, Rebecca Niles, Yutaka Takahashi

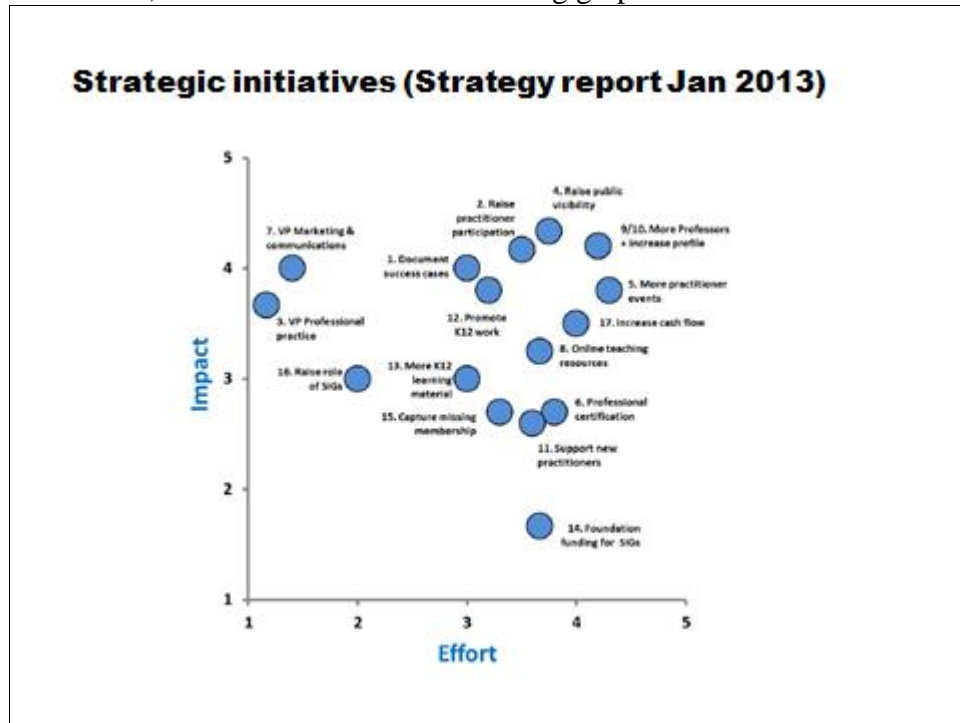
Assistant Vice Presidents:

- AVP Chapter Activities: Stefano Armenia
- AVP Electronic Presence: Onur Özgün
- AVP Finance: Eliot Rich
- AVP Marketing & Communications: Nancy Zoellner
- AVP Meetings: Özge Karanfil
- AVP Secretary: Ross Collins
- AVP Membership: Burak Guneralp

2. Motion to approve the minutes of the 2015 meeting (available on the website).
Bob Eberlein moved. (Len Malczynski seconded). Motion passed.

3. Officer Reports: “State of the Union” Summary from the President

President Rouwette summarized the current state of strategic initiatives and the activities of most of the Vice Presidents, as summarized in the following graph and table.



Business meeting July 2016 Table of strategic initiatives

#	Initiative	Person(s) In Charge/ Involved	Resort/ Committee	Action Items Completed (YTD)	Next Steps
1	Increase transparency on sources of income	David Andersen	Finance		Further clarify operating income vs. income from assets
2	Increase SDS Cash Flow	David Andersen	Finance		
3	Marketing & Communications Survey	Peter Hovmand	Marketing & Communications	Pilot survey is completed Initial results have been analysed Publication survey questions included	Additional survey questions can be formulated by PC
4	Raise public visibility	Peter Hovmand	Marketing & Communications	Important (newspaper) articles picked up and lessons for broad audiences shared via social media	

5	Commercial-Academic Partnership (CAP) Program – Forrester Internship	Ken Cooper David Andersen	Professional Practice	Concept of CAP program further refined: <ul style="list-style-type: none"> ▪ Name is now Forrester Internship/Interns ▪ Two nominations now starting 	Currently determining decision point for Autumn semester placement Still adding interns and potential organisations
6	Publications Strategy	Pål Davidsen, David Ford	Publications	Drafted vision, current conditions, introduction, incorporated feedback from PC and others Report presented to PC Executive editor SDR Yaman Barlas presented vision to POC and to attendants Delft conference	PC will formulate initiatives to implement plan Yaman welcomes more submissions to SDR
7	Regions Strategy	Martin Schaffernicht/ David Andersen/ John Richardson	Chapter Activities	2nd Asian-Pacific Conference planned for Spring 2017	Mediterranean region into one group - Led by Stefano Armenia Decide on new applications for the Field Development Fund
8	Increase Social Media Reach	Home Office	E-Presence	New “Case” format: see: http://cases.systemdynamics.org/c-roads-2/	
9	Default/New Conference Sites	Len Malczynski/ Erik Pruyt	Meetings	2016 conference action items are processed as scheduled; great team. Boston (Hyatt) determined as 2017 conference site John Sterman and Nelson Repenning program chairs	Decide on 2018 conference site: Iceland, Delft?
10	Reorganization of PhD Colloquium	Laura Black	Meetings	Phd Colloquium successfully run at the conference	
11	Increasing coaching efforts for novices/ Summer School	Erik Pruyt/ Len Malczynski	???	Summer school successfully run in Delft in 2016	Looking into the possibility of Summer School

					2017 conference
12	Increase Membership	Özge Pala (Etiënne Rouwette)	Membership	Increased understanding why people do not come back to the conferences (marketing survey)	Reenergizing the SIGs
13	Promote and Support K12 Development	Warren Farr	???	Report presented to Winter PC Initiative formulated: VP precollege education, K12 award	Determine further initiatives
14	Policy Council Officers and Members Guide	Roberta Spencer/Jim Thompson	Administrative Committee	PC Guide Book completed and presented to PC PC Guide Book updated in session at Delft conference	Keep document alive
15	Increase Diversity	Chair of Nominating Committee (Ed Anderson) Inge Bleijenbergh Peter Hovmand	Diversity Committee	Diversity Committee Report 2015 Supply Nominating Committee with proposals for candidates	Develop a Code of Conduct (connect with Özge Pala)
16	Professional Certification	Kim Warren/Jürgen Strohhecker	Presidents	Two roundtables at Delft conference	Continue fleshing out
17	SDS Strategy, Model of the Field	Kim Warren	Strategy Committee, Presidents	TOWS Results Analyzed Summary of 26 proposals to deal with SWOT VPs asked to examine the 26 proposals, review their action plan and identify the 3 big things they are going to do (end of March) Follow-up with VPs, discuss initiatives, add initiatives to this table Analyze Marketing and Communications survey analyzes	
18	SD Demand/Supply Match.com	Roberta Spencer, Ed Anderson	Presidents	First draft of a web presence	???

Vice President of Finance David Anderson presented a summary of the Society's financial status and future budget:

**System Dynamics Society
(7) 2017 Proposed Budget**

	Actual Amts	Budget	PROPOSED Budget	%
	Jan - Dec 15	2016	2017	Change
Ordinary Income/Expense				
Income				
INC Conferences	302,726.10	291,751.20	305,851.00	5%
Journal Income	85,172.71	86,398.00	85,173.00	-1%
Membership Dues	61,249.10	69,203.00	70,866.00	2%
Products	48,937.05	50,302.27	50,891.00	1%
Shipping and Handling Income	8,154.62	8,727.05	8,169.00	-7%
Sponsor Dues and Donations	46,590.00	40,188.72	42,566.00	6%
Summer School Income	9,300.00		9,300.00	
Total Income	566,905.60	546,570.24	572,816.00	5%
Cost of Goods Sold				
Cost of Goods	9,829.67	7,820.13	9,331.00	16%
Total COGS	9,829.67	7,820.13	9,331.00	16%
Gross Profit	557,075.93	538,750.11	563,485.00	4%
Expense				
Awards-Dana Meadows	2,000.00	2,000.00	2,000.00	0%
Awards-Others	9,776.00	6,000.00	6,000.00	0%
Bank & CC Fees	14,440.29	11,763.60	12,232.00	4%
Field Dev (\$20K Max)	12,500.00	20,000.00	20,000.00	0%
Contracted Expenses at UAlbany	341,827.25	382,950.64	357,084.00	-7%
EXP Conferences	142,935.62	136,882.73	145,900.00	6%
Insurance	5,312.82	5,667.91	5,666.00	0%
Journal Expense	20,000.00	20,000.00	20,000.00	0%
Ph.D. Luncheon	1,000.00	1,000.00	1,000.00	0%
Miscellaneous Expense	711.79	1,158.49	846.00	-37%
Office Expense	5,818.43	4,349.82	5,171.00	16%
Officer Expenses (=Travel CPA)	4,644.15	9,904.19	7,423.00	-33%
Professional Fees	50,096.46	45,510.85	48,956.00	7%
Summer School Expense	7,710.43		7,710.00	
Total Expense	620,773.24	647,188.23	639,988.00	-1%
Net Ordinary Income	-63,697.31	(108,438.12)	(76,503.00)	-42%
Other Income/Expense				
Other Income				
Investment Income	-23,517.12			
Budgeted wt designated funds (3 items)		27,000.00	27,000.00	0%
Unbudgeted		88,931.81	48,908.00	-82%
DM Investment Inc	2,452.20	2,923.61	2,517.00	-16%
Total Other Income	-21,064.92	118,855.42	78,425.00	-52%
Net Other Income	-21,064.92	118,855.42	78,425.00	-52%
Net Income	-84,762.23	10,417.30	1,922.00	-442%

System Dynamics Society
(8) Investments-at-a Glance

1. Investment Goals and Designated Net Assets for the System Dynamics Society

		Goal Amounts as of Jun 30, prev year		Designated Net Assets as of Dec 31st each year	
		for 2016	for 2017	2015, Actual	2016, Est.
Reserves for Rainy Day Expenses					
	Capital Reserve	500,000	500,000	241,215	329,149
	Executive Director's Salary Reserve	113,136	116,096	113,136	114,133
	Operating Surplus/ "Buffer Funds"	100,000	100,000	100,000	100,000
Sub-total Reserves-Rainy Day		\$713,136	\$716,096	\$454,351	\$543,282
Reserves Budgeted for Operating Expenses					
	Chapter/Field Development Fund	400,000	400,000	400,000	400,000
	Jay Wright Forrester Award	100,000	100,000	100,000	100,000
	Dana Meadows Award*	92,242	116,806	116,806	116,806
	PhD Luncheon/Support	20,000	20,000	20,000	20,000
Sub-total Reserves-OpExp		\$612,242	\$636,806	\$636,806	\$636,806
Fair Value of Financial Instruments at year end**		\$1,325,378	\$1,352,902	\$1,091,157	\$1,180,088

*Classed as Temporarily Restricted Net Asset. Currently designated assets exceed amount needed to fund award.

**Previously Total Assets/Equity

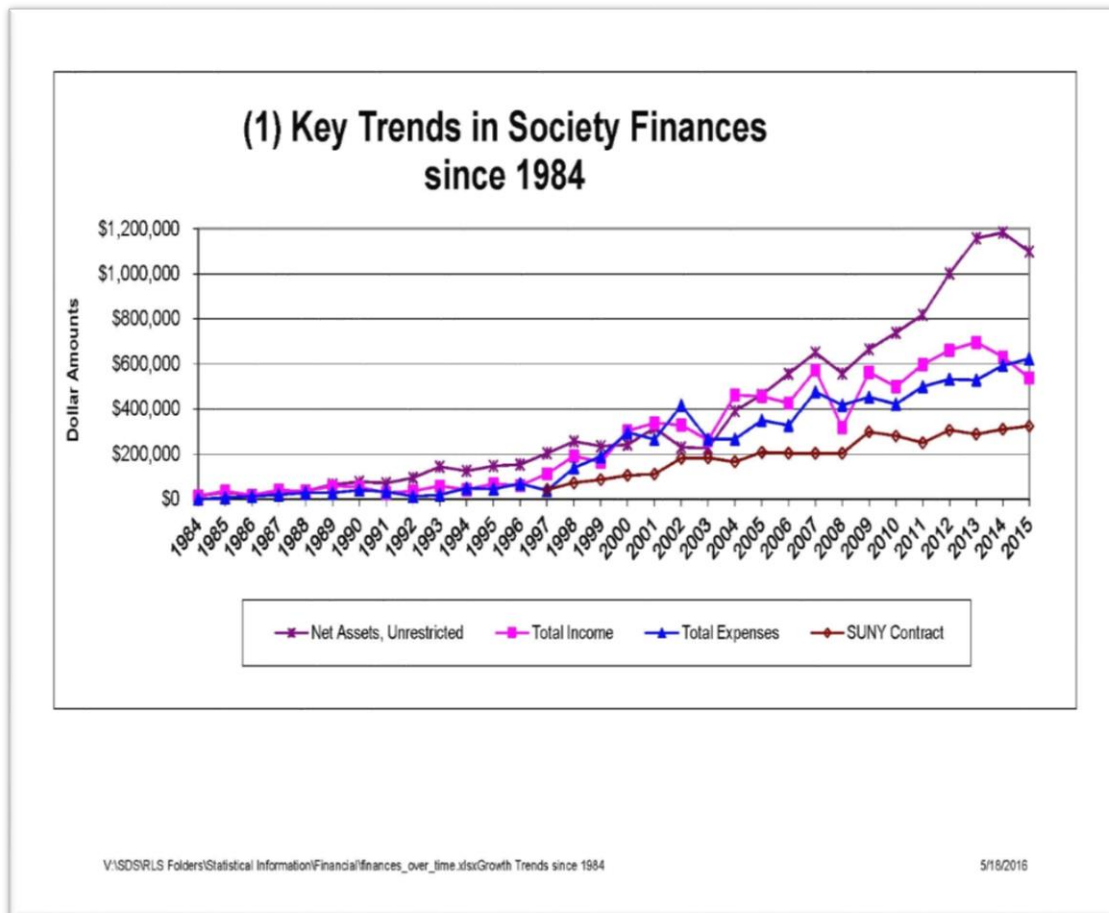
2. 2016 Budget expense items designated for support from Investment Income

Jay W. Forrester Award	\$6,000
Dana Meadows Award	\$2,000
PhD Luncheon/Support	\$1,000
Chapter/Field Development Fund	\$20,000
TOTAL	\$29,000

3. Investment Income for the year ended December 31, 2015

See CPA report, page 3--note (3)

-\$21,065



4. Proposed By-law Changes

The Policy Council of the System Dynamics Society has recommended an update to three sections of Bylaw V. Officers to reflect a change in status of Founding President, Jay Forrester. Jay continues to work closely with the Policy Council but, over the past several years, he has been moving to a more advisory position.

Proposed NEW Wording- BYLAW V. OFFICERS: a. President. The President shall preside at all meetings of the Policy Council and of the Society, performing all duties required by the Bylaws and Policies as well as any additional duties specified by the Policy Council.

Proposed NEW Wording- BYLAW V. OFFICERS: Founding President: The Founding President shall serve as a non-voting advisor to the Policy Council.

Proposed NEW Wording- Section 1. Title and Authority. The officers of the Society shall be a President; a President Elect; a Past President, one or more Vice Presidents, as specified by the Policy Council; and a Secretary.

More detailed information on the changes and their history can be found in the report of the Organization and Bylaws Committee on the Society website.

The proposed by-law changes were described and the floor was open for discussion. Following the General Business Meeting, a ballot will be held of the entire membership by electronic vote to approve or disapprove the changes.

5. Announcement of the Slate of Officers and Policy Council Members to take office in 2017

- President Elect: I. Martinez-Moyano (2017)
- Past President: Etiënne Rouwette (2017)
- President: Leonard Malczynski (2017)
- Secretary: Brad Morrison (2017-2018)
- Vice President Chapter Activities: Stefano Armenia (2017- 2019)
- Vice President Finance: David Andersen (2017-2019)
- Policy Council: Elke Husemann (partial term 2017 for S. Armenia) (2017-2019): John Pastor Ansah, Nancy Hayden, Florian Kapmeier, Nuno Videira

6. Announcement of the open positions for which nominations are being sought:

- President Elect: (2018)
- VP Electronic Presence: (2018-2020)
- VP Membership: (2018-2020)
- VP Publications: (2018-2020)
- VP Pre-College: (2017-2019)
- Policy Council (2018-2020): 4 Members

7. Open Discussion

David Anderson is seeking to step down as VP Finance in an orderly fashion. There is a committee looking at transitions on the horizon that we should anticipate due to David and also Roberta Spencer stepping down from their current responsibilities.

8. Adjourn

Kim Warren moved. (Elliot Rich seconded). Motion passed.