

## Twenty-sixth International System Dynamics Conference

Athens, Greece July 20-24, 2008

Volume 2 August 2008

### CONFERENCE SPONSOR NOTES



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**Allen Boorstein**  
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**It was a great Conference!**

*See you in Albuquerque.*

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## e-integrate

**e-integrate** was proud to be a sponsor of the  
2008 System Dynamics Conference.

We look forward to participating in many more.

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Evans & Peck would like to thank the System Dynamics Society and the Hellenic Chapter for organising this year's conference. It is pleasing to see that much of the work being undertaken by the Society's members is focused on those contemporary issues that are of ever increasing importance to the world; the challenge continues to be ensuring that the work we undertake is afforded the coverage that it deserves.

It was a pleasure to once again be involved in this event and we hope to continue our involvement for many years to come. We look forward to next year's conference in New Mexico, to replacing Souvlakis with Burritos, Ouzo with Tequila and the Parthenon with the Rio Grande.

*hoper edei deixai*

[www.evanspeck.com](http://www.evanspeck.com)

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As ever, it was a pleasure to meet so many friends old and new in Athens.

As Kim Warren's new book "Strategic Management Dynamics" from Wiley [[www.wiley.com/go/smd](http://www.wiley.com/go/smd)] hit the shelves at the beginning of 2008 our focus is now on helping instructors to teach with it and practitioners to use it in their professional work.

We have created a full 10-class online course to support the book, each class matching a chapter - see <http://www.strategydynamics.com/products/mastering.asp>. Each consists of about 1.5 hours of video presentation - divided into bite-size chunks - explaining the frameworks from the book. These are supported by

worksheets and simple dynamic models where students and others can increase their understanding of how the tools actually work. The exercises and models use the simple **mystrategy** mapping and modeling software - the free 'reader' is all you need.

The online course comes in two versions [a] untutored, but with live 'chat' support or [b] tutored, where you will get guidance applying the book's frameworks to issues of your own. The course is also available at a special low price to University faculty and PhD students.

Finally, for anyone wanting to gain University credit, the course is also offered through the Worcester Polytechnic Institute Distance Learning Network - see <http://cpe.wpi.edu/Individual/Distance/sysdyn.html>

Next we are off to try and get some awareness in the strategy academic and consulting communities - teacher workshops at the British Academy of Management and Strategic Management Society conferences, and links with some professional associations.

To friends, old and new, please keep in touch till we meet again in Albuquerque.

Christina Spencer | Global Strategy Dynamics Ltd

T: + 44 1844 275518 | W: [www.strategydynamics.com](http://www.strategydynamics.com)

\*\* New textbook: Strategic Management Dynamics [www.strategydynamics.com/smd](http://www.strategydynamics.com/smd)



We enjoyed meeting and connecting with so many of you in Athens. We were especially pleased to present the 2008 Barry Richmond Scholarship Award to Navid Ghaffarzadegan, a PhD student in Public Administration and Policy at the University at Albany, SUNY, for his work applying system dynamics to decision making and learning. Through this annual \$1,000 cash award, it is our

hope to encourage participation in the conference and promote expansion of the field consistent with the vision of our company founder, Barry Richmond.

The feedback and enthusiasm you shared with us about the new **STELLA** and *iThink* version 9.1 release and **isee NetSim** web publishing software is greatly appreciated. isee systems is committed to developing innovative ways to make it even easier to build, share, and learn from models of complex dynamic systems.

In conjunction with our partners, isee continues to be a resource for tools, training and teaching materials that enable people to increase their capacity to think and act more systemically. To learn more, visit [www.iseesystems.com](http://www.iseesystems.com), email [support@iseesystems.com](mailto:support@iseesystems.com) or call us at (603) 448-4990.

We look forward to seeing you in Albuquerque!

## Jantz Morgan

**Quantitative Investment Management**

Jantz Morgan LLC is a boutique investment management company founded on the premise that superior quantitative models will significantly outperform human experts over the long term.

We utilize system dynamics as the foundation of our model building approach: stressing science over art; stressing cause and effect relationships over correlations; and, stressing replicability and consistency of process without over reliance on singular events. Our investment thesis is straightforward: we identify security mis-pricings created by the market's short-term focus on current events by modeling long-run business dynamics at the individual company level. Providing our clients with total return, in a diversified portfolio with an acceptable level of asset volatility, is our objective.

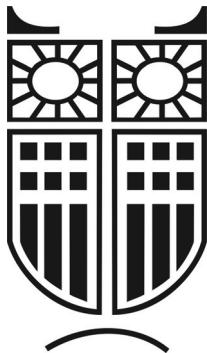
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**Jantz Morgan LLC, 253 Pleasant Street Arlington, MA 02476**  
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Feel free to contact Sylvia Daigle at (518) 438-7834 for more information, or visit the website at [www.lanepressofalbany.com](http://www.lanepressofalbany.com).



## Panteion University of Political and Social Sciences

Congratulations for an excellent, lively conference in Athens.

Hope you continue the tradition.

## PA Consulting Group

It was a pleasure to connect with so many of you at this year's conference in Athens – what a spectacular venue – and we look forward to meeting you again at the next System Dynamics Society event.

**PA Consulting Group** is an independent, employee-owned, global firm of 3,000 talented individuals, operating from offices across the world. PA has won numerous awards for delivering complex and highly innovative assignments and runs one of the most successful venture programs in our industry. We have technology development capability that few firms can match, deep expertise across key industries and government, and a unique breadth of skills in strategy, IT, HR and applied technology.

### PA and System Dynamics

PA has a strong track record of performing ground-breaking system dynamics work for over four decades of experience dating back to 1963 (via our acquisition of Pugh-Roberts Associates). At PA we use system dynamics as part of an overall strategy analysis process and focus on finding practical, executable solutions to help our clients work through difficult challenges. System dynamics is integrated into our programs in a wide-range of ways, from - developing strategic causal maps used to create a shared vision amongst a senior team - to building detailed, large models that are closely calibrated to data and used to guide major corporate and government decisions.

### Our System Dynamics Work is Growing

PA is interested in talking with sharp, well-rounded, analytical people who are committed to making a difference by solving complex problems in close cooperation with clients and colleagues. While we are hiring for a range of capability across the firm, we have a special interest in candidates with strong expertise in system dynamics who are eligible to obtain US security clearance for our Boston, Massachusetts and Washington, DC offices. If you want to be part of our growing team please contact Tamara Greenlaw at [tamara.greenlaw@paconsulting.com](mailto:tamara.greenlaw@paconsulting.com) or (617) 225-2700.

More information about PA can be found at [www.paconsulting.com](http://www.paconsulting.com).



**Opportunity at Pegasus Communications, Inc.** Pegasus Communications (Waltham, MA), a leading conference and publishing company in the fields of systems thinking and organizational learning, is seeking a president to take the company to its next stage of development. Current president Ginny Wiley will be stepping out of the position in late 2008; after more than a decade of providing inspired leadership, she seeks flexibility and more personal time. The new president will join a strong, experienced staff of nine employees in building on the successes of the recent past—including the company's most successful annual conference in a decade—while seeking new markets and business opportunities. Ginny will overlap with the new hire as needed to ensure a smooth transition and will continue to serve in an advisory role in any way that meets her and Pegasus's needs.

**The President's Role in Pegasus's Future** Pegasus's three business units—conference, newsletter, and publications—complement each other, and each is vital to the company's success. With a small staff, producing a top-notch conference while investing time and resources in the other areas requires a great deal of planning and priority setting. In addition, overseeing the company's cash flow and budget necessitates skillful financial management.

Pegasus's commitment to producing high-quality products and services while carefully managing its resources requires a competency in negotiating mutually beneficial arrangements with authors, speakers, vendors, and partnering organizations. Likewise, retaining a skilled, self-directed, and experienced staff, along with fostering a collaborative corporate culture, has been a priority. Finally, staying on the leading edge of content, delivery, and marketing with a limited ability to invest involves creativity and foresight.

For almost twenty years, Pegasus has persevered in an increasingly competitive business environment, through major developments in technology, and in the face of both internal and external changes. Much of the success has stemmed from staying true to the mission of bringing the work of systems thinking and organizational learning to ever-broader audiences. Looking to the future, we see numerous possibilities for expanding into new markets, product areas, and modes of delivery.

**Application Process** If you would like to be considered for this position, please go to <http://www.pegasuscom.com/president.html> and follow the instructions for submitting your application. No phone calls, please.



Thanks to all of you who made this year's conference a great success. We hope you found our user's group meeting and exhibitor demonstration useful in your modeling work.

For those of you who attended the Studio workshop session, please feel free to send your follow-up questions to [solutions@powersimsolutions.com](mailto:solutions@powersimsolutions.com). We enjoyed connecting with so many of you and we look forward to working with you in the future. For more information about our system dynamics-based simulation tools and modeling services, visit us at [www.powersimsolutions.com](http://www.powersimsolutions.com). Hope to see you next year!



Project performance starts with solving the right problem, and finishes with solving it right. For Project Performance International (PPI) to connect with so many of you through this exceptional conference, cementing old friendships and establishing new ones, was a great pleasure. Thank you, SDS! The leading edge training and consulting in systems engineering, that PPI delivers worldwide, promotes the use of system dynamics as a logical modeling tool in problem domain analysis and solution development. PPI's training in systems engineering – a systems approach to the engineering of systems – is delivered regularly on six

continents, via public and on-site courses. Our clients range from small start-up enterprises, to many of the largest and most well-known technology companies on the globe. Our experience spans all sectors. Lead course presenter and Managing Director of PPI, Mr Robert Halligan, having an outstanding record of leadership in this field, brings an abundance of insight, knowledge and experience to every course. For more information about how PPI can help your enterprise achieve more and more from its project endeavors, please visit our website at [www.ppi-int.com](http://www.ppi-int.com), or contact Joshua Freeman at [jfreeman@ppi-int.com](mailto:jfreeman@ppi-int.com).



Vanguard Strategy would like to thank the System Dynamics Society for giving us the opportunity to co-sponsor the 26<sup>th</sup> International System Dynamics Conference in Athens. The System Dynamics Conference was a fantastic opportunity for people from all around the world to meet and share knowledge and ideas as well as begin new collaborations.

During 2008, Vanguard Strategy has expanded its operation into new industries across the globe including the automotive and beverage sectors and we are due to open a US office in early 2009

If you are interested in applying your system dynamics modelling skills to some of the most challenging real-world growth and market strategy issues then Vanguard Strategy might be an interesting firm for you. Please visit our website at [www.VanguardStrategy.com](http://www.VanguardStrategy.com) and/or send your CV and cover letter to [rdines@vanguardstrategy.com](mailto:rdines@vanguardstrategy.com)



It was a great pleasure to see so many of you in Athens and learn all about "agape." We look forward to continued collaboration and hope to see you next year.

[www.vensim.com](http://www.vensim.com)



We were very pleased to attend this year's System Dynamics Society Conference in Athens. A number of our book titles proved especially popular, including John Morecroft's **Strategic Modelling and Business Dynamics: A Feedback Systems Approach**, as well as the recently published **Strategic Management Dynamics** by Kim Warren. A 20% discount may be available

for a while after the conference - if you are interested in purchasing any of the titles displayed at this special rate, please contact Customer Services ([cs-books@wiley.co.uk](mailto:cs-books@wiley.co.uk)) quoting the event name and the Promotion Code **20549**.

We are happy to announce that Volume 24, Issue 2 of *System Dynamics Review* is now available online at Wiley InterScience. To view the table of contents, to sign up for email alerts and for submissions guidelines, please visit [www.interscience.wiley.com/journal/sdr](http://www.interscience.wiley.com/journal/sdr).

See you next year! *Wiley-Blackwell*



**Worcester Polytechnic Institute wants to thank its students, alumni, friends, and the System Dynamics Society for informing people about our online courses and programs in system dynamics.**

The 2008 conference in Athens provided us with an excellent forum to assist our current online students. Many members of our faculty attended the conference and enjoyed meeting their online students in person.

Also many conference attendees discussed the possibility of online studies at WPI and a number of you are registered for the fall semester “Foundations of System Dynamics” course. Congratulations on deciding to further your knowledge.

Over 200 students have taken WPI’s online system dynamics courses. We look forward to an increased number of students becoming even more informed about system dynamics and it’s applications in a wide variety of organizations.

WPI offers three semesters per year starting in September, January and May.

For additional information, please contact WPI Graduate Studies – Pamela Shelley, Assistant Director of Distance Studies – [online@wpi.edu](mailto:online@wpi.edu) – [www.online.wpi.edu](http://www.online.wpi.edu) – 508-831-6789. Worcester, Massachusetts, 01609, USA.



XJ Technologies would like to thank the System Dynamics Society for the opportunity to sponsor the Athens conference.

XJ Technologies is the vendor of AnyLogic software and provider of consulting services.

AnyLogic is the only existing multi-method simulation modeling tool for business applications that supports system dynamics, discrete event and agent based modeling.

We were happy to be able to talk to hundreds of professional modelers and students at our booth in the exhibits hall, and to meet our old clients at the user group. And we especially enjoyed the audience at our workshop “Getting Started with Agent Based Modeling in AnyLogic.” We see that the interest in agent based modeling is great and we will continue promoting this modeling method and its integration with classical system dynamics.

We are looking forward to continuing our cooperation with the System Dynamics Society in the future. For more information please visit [www.anylogic.com](http://www.anylogic.com)

*Please see pages 7 and 8 for a list of all the 2008 Conference Sponsors and Exhibitors.*

## Other Conference News

The anticipated publication date of the **web proceedings** is the end of September. Once the web proceedings have been officially published to our website, we will provide a link and an ISBN number. Additionally there will be a printable.jpg file for a CD label should you decide to download the proceedings to a CD. The contents of the printed Abstract Proceedings book are already available on the conference website.

If you have any comments you would like to share about the conference, we encourage you to complete and send in anonymously the **“System Dynamics Conference Satisfaction Survey.”** The survey can be found on the conference website at: <http://www.systemdynamics.org/conferences/current/postconfsurvey.doc> (or .pdf). The completed form may be sent by post to Etiënne Rouwette, Radboud University Nijmegen, PO Box 9108, 6500 HK Nijmegen, The Netherlands (Email: [e.rouwette@fm.ru.nl](mailto:e.rouwette@fm.ru.nl)) or to the Society office (Email: [conference@systemdynamics.org](mailto:conference@systemdynamics.org)).

Each year we have volunteer photographers wandering around the conference taking photos. In the near future, we will be posting **photographs from the conference** on the web; an email message will be sent to let you know when they are available. If you have any photos you would like to share, please send them to add to the website collection. (If there is a photograph of you on the web that you would prefer us to remove, please let us know at [conference@systemdynamics.org](mailto:conference@systemdynamics.org).)

Information regarding the **2009 Albuquerque Conference Call for Papers, Presentations, Workshops and Sessions** will soon be located on the Society website. The dates for the conference are July 26-30, 2009. More information about the conference will be sent in the coming months.

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 Boston, Massachusetts 02116 USA  
 Phone: +1 617 425 3000  
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[www.crai.com](http://www.crai.com)

**e-integrate**

Rue Edouard Olivier, 20  
 1170, Brussels, Belgium  
 Phone-Fax: +32 2 672 72 77  
 Mail: [info@e-integrate.com](mailto:info@e-integrate.com)

**Evans & Peck Pty Ltd**

Level 6, Tower 2, 475 Victoria Avenue  
 Chatswood, New South Wales 2067 Australia  
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[www.evanspeck.com](http://www.evanspeck.com)

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[www.forio.com](http://www.forio.com)

**Global Strategy Dynamics Ltd.**

Two Farthings, Aylesbury Road  
 Monks Risborough, Buckinghamshire HP27 0JS  
 United Kingdom  
 Phone: +44 (0)1844 275 518  
 Fax: +44 (0)1844 275 507  
[www.strategydynamics.com](http://www.strategydynamics.com)

**Hellenic Chapter of  
the System Dynamics Society**

Athens, Greece

**International Society for the Systems Sciences  
(ISSS)**

47 Southfield Road  
 Pocklington, York YO42 2XE United Kingdom  
 Phone: +44 (0)1759 302718  
 Fax: +44 (0)1759 302718  
<http://issss.org/world>

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Wheelock Office Park  
 31 Old Etna Road, Suite 7N  
 Lebanon, New Hampshire 03766 USA  
 Phone: +1 603 448 4990  
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**Jantz Morgan LLC**

253 Pleasant Street  
 Arlington, Massachusetts 02476 USA  
 Phone: +1 781 643 6027  
 Fax: +1 703 240 0326  
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 Fax: +202 705 7053  
[www.mohasboon.com](http://www.mohasboon.com)

**Panteion University of  
Political and Social Sciences**

136 Syngrou Avenue  
 176 71 Athens, Greece  
 Phone: +30 210 9201338  
 Fax: +30 210 9220832  
[www.panteion.gr](http://www.panteion.gr)

**PA Consulting Group**

One Memorial Drive  
 Cambridge, Massachusetts 02142 USA  
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**Vanguard Strategy**

33 Soho Square  
 London W1D 3QU United Kingdom  
 Phone: +44 20 7478 3380  
 Fax: +44 20 7478 3399  
[www.vanguardstrategy.com](http://www.vanguardstrategy.com)

**Ventana Systems, Inc.**

60 Jacob Gates Road  
 Harvard, Massachusetts 01451 USA  
 Phone: +1 508 651 0432  
 Fax: +1 508 650 5422  
[vensim@vensim.com](mailto:vensim@vensim.com)  
[www.vensim.com](http://www.vensim.com)

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**Worcester Polytechnic Institute (WPI)**

100 Institute Road  
 Worcester, Massachusetts 01609-2280 USA  
 Phone: +1 508 831 6789  
 Email: [online@wpi.edu](mailto:online@wpi.edu)  
[www.online.wpi.edu](http://www.online.wpi.edu)

**XJ Technologies Company Ltd.**

Office 410, 49 Nepokorennyykh Ave.  
 St. Petersburg 195220 Russia  
 Phone: +7 812 441 3105 and +7 812 441 3106  
 Fax: +7 812 441 3107  
[www.xjtek.com](http://www.xjtek.com)

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Milne 300 - Rockefeller College  
 University at Albany  
 135 Western Avenue  
 Albany, New York 12222 USA

Phone: +1 518 442 3865  
 Fax: +1 518 442 3398  
 Email: [office@systemdynamics.org](mailto:office@systemdynamics.org)

**[www.systemdynamics.org](http://www.systemdynamics.org)**