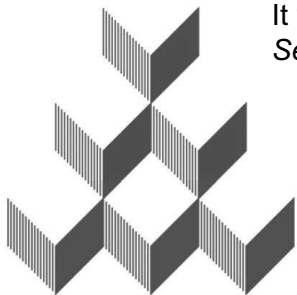


The Twenty-seventh International Conference of the System Dynamics Society

Albuquerque, New Mexico
July 26-30, 2009 (Bonus Day July 31)

Volume 4 September 2009

Conference Sponsor Notes



Amber Blocks, Ltd.

It was a great conference!
See you next year in Seoul.

Allen Boorstein
President
535 Park Avenue, Suite 4A
New York City, New York
10065 USA
Phone: +1.212.593.3110
Fax: +1.212.755.3755



e-integrate was proud to be a sponsor of the 2009 System Dynamics Conference. We look forward to participating in many more.
1170, Brussels, Belgium
Phone: +32 2 672 72 77 Fax: +32 2 672 72 77
Mail: info@e-integrate.com

FoodShouldTasteGood Inc. was pleased to be a sponsor of the 2009 System Dynamics Conference – we hope it was a great success!

With a brand name that says it all, FoodShouldTasteGood® chips are made from the highest quality, all-natural ingredients baked into the chips. All chip varieties are gluten free, cholesterol free, have no trans fats and do not use genetically modified ingredients (GMOs). They are also certified Kosher, lower in sodium and are a good source of dietary fiber.

FoodShouldTasteGood® chips are available nationally at fine grocers, as well as at specialty gourmet and natural food markets. For more information or to join our Fan Club, please visit us at www.foodshouldtastegood.com



The GoldSim Technology Group enjoyed attending this year's System Dynamics Society conference in Albuquerque.

Our software differs from traditional system dynamics approaches in that 1) it puts much greater emphasis on probabilistic simulation techniques to support representation of uncertain and/or stochastic systems; and 2) it provides a wide variety of specialized model objects (beyond stocks, flows and converters) in order to make models less abstract (and hence more transparent) and help represent processes and events that cannot easily be represented using a traditional system dynamics approach. These differences are due to the fact that GoldSim is primarily used for engineering and scientific applications where quantitative probabilistic predictions of future performance are required (e.g., by regulators and other stakeholders) in order to inform and defend policy and design decisions.

(cont next page)

Recent Applications

The software is widely used in the environmental and energy arenas. For example, Los Alamos National Laboratory is currently using GoldSim to perform probabilistic simulations of CO₂ sequestration in geologic reservoirs. Most recently, Predicus LLC was awarded a contract by the US Department of Energy to build PRISM (“Prioritization Risk Integration Simulation Model”), which will utilize GoldSim to allow DOE managers to not only track and quantify technical risks, but also gauge the relevance of budget concerns, legal and other issues. In its first deployment at Hanford, Washington, officials will utilize PRISM to evaluate how best to proceed with the remediation and environmental clean-up of the nuclear waste site. Following a successful development and implementation of PRISM, the model could be used to fully integrate all 80 of the DOE’s environmental remediation projects.

Looking for Experienced Senior Modelers

We are currently looking for simulation modelers with experience in energy, water resources or risk and reliability analysis. Please see our job description at <http://www.goldsim.com/Content.asp?PageID=24>



Yá’at’ tééh,

Sacred Wind Communications and the Huerfano Chapter of the Navajo Nation thank the System Dynamics Society for hosting the Navajo artists who sold their crafts at the Albuquerque conference. The artists were very appreciative of having this opportunity to present their art to the conference attendees and are grateful for your support.

Thank you!
Ahéhee’

2. Physical Address of Huerfano Chapter:

County Rd. 7150, Bldg. #536
Huerfano Chapter House
Bloomfield, NM 87413

3. Chapter Phone and Email:

(505) 325-1400
LJBONNEY@yahoo.com
huerfanochapter@yahoo.com

4. Huerfano E-commerce website

www.navajo-arts.com

1. Mailing address:

Huerfano Chapter
PO Box 968
Bloomfield, NM 87413



The Idaho National Laboratory would like to thank the System Dynamics Society and Sandia National Laboratories for all their hard work in putting on a very successful conference. We appreciate the opportunity to be a part of this wonderful venue. It was great to see all the great work being done throughout the world in the area of systems thinking and dynamic modeling. We were especially pleased to see the work being done in the K-12 and STEM programs. We look forward to next year’s conference and getting back together with everyone.



The International Society for the Systems Sciences

The 53rd Annual Meeting of the International Society for the Systems Sciences (ISSS) was held at the University of Queensland in Brisbane, Australia in July and was well attended by local academics and practitioners as well as those who travelled from Europe, the USA, Latin America and many other countries.

Professor Tim Allen presided over the conference during which papers debated the prospects of "Making Liveable, Sustainable Systems Unremarkable". Almost two-thirds of the conference participants took part in a participatory road trip at the start of the week to experience the problems being faced by the city of Brisbane in infrastructure, transport and other resources. On Friday, the groups formed on this

trip made presentations to the whole conference in a plenary session with local government representatives present to hear the results. This work will be carried forward in our next meeting in Canada in 2010, by our president-elect, Dr. Allenna Leonard, past president of the American Society for Cybernetics and leading expert in the use of Stafford Beer's VSM and Syntegration processes. The 54th meeting in July 2010 will be held at Wilfred Laurier University, Waterloo, Canada; July 18-23. For further information about this year's meeting, or the meeting in 2010, please consult the ISSS website:

<http://www.issss.org/conferences> or contact the ISSS office at isssoffice@dsl.pipex.com

It was a pleasure meeting and connecting with so many of you in Albuquerque. We are very appreciative of the opportunity to share and learn about the important work being done across a wide range of fields and disciplines.

This year we presented the 2009 Barry Richmond Scholarship Award to Marcus Robinson

and James Ranney, two students from Wilson High School in Portland, Oregon. For those of you fortunate enough to see Marcus and James present their work, we're sure you'll agree that their contribution and enthusiasm for tackling real-world complex issues was inspiring. Thank you to the Society for making a special effort to serve the K-12 community and providing us all opportunities for partnership.

Thank you for the feedback that continues to fuel the development of **STELLA** and **iThink** modeling software and **isee NetSim** web publishing capabilities. **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 or blog.iseesystems.com, email support@iseesystems.com or call us at (603) 448-4990.



We were pleased to be a sponsor for this year's conference and are already looking forward to next year.

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 combine system dynamics with sound financial principles to create powerful stock selection and portfolio management processes, engineered to provide outstanding long-term investment opportunities. Our objective is to provide our clients with active return at an acceptable level of asset volatility in a diversified portfolio. We aspire to do all this while being a socially responsible enterprise that is respectful of our clients' values.

This information does not constitute an offer to sell or a solicitation of an offer to buy securities.

Please see our ADV Part II for important disclosures.

JantzMorgan

Jantz Morgan LLC, 253 Pleasant Street Arlington, MA 02476
info@jantzmorgan.com 781.643.6027 www.jantzmorgan.com



Lane Press of Albany is a commercial offset printer selected by many organizations to design and print quality work. It has a full range of services and equipment available to produce 1/color to 5/color work. Above and beyond full prepress, printing and bindery capabilities, it also specializes in design services and diecutting. It has over 250 dies available for many pocket folder and diecutting designs.

Feel free to contact Sylvia Daigle at (518) 438-7834 for more information, or visit the website at www.lanepressofalbany.com.

Those of us at The Manufacturing Game® would like to thank the System Dynamics Society for the opportunity to sponsor this year’s conference in Albuquerque, New Mexico. It was a pleasure to connect with so many old friends and develop even more new ones. We hope that those of you who attended our workshop took away some new concepts on modeling and how system dynamics can fit into today’s world. The Manufacturing Game® is a perfect example of how system dynamics can be used on a regular basis in the business world.



Ledet Enterprises, Inc. (The Manufacturing Game®) has developed several other simulations. Occasionally people who have experienced one of our games develop an action plan to design their own and we have provided feedback and suggested improvements based on our experience. We have also worked with clients to develop materials and to help them consistently deliver their simulation, including training new facilitators within their organization. If you have a need for such services or know of anyone who does you may contact us at info@mfg-game.com or at (281) 812-4148. For more information on The Manufacturing Game® go to www.mfg-game.com.



Pegasus Communications, Inc.
The Systems Thinking in Action Company
 One Moody Street | Waltham, MA 02453 | 781-398-9700

New Webinar Series Launched

In July, Pegasus launched a series of webinars designed to give participants direct access to innovative thought leaders and practitioners. Our first offering was a provocative conversation with Robert Fritz about structural dynamics. This program can be purchased in recorded format on our website. Over the coming months, we’ll bring you many stimulating programs, including, among others, Robert Dickman on using stories to get heard “above the noise,” Diana M. Smith on the power of relationships, and a team of systems thinking experts on managing the complexities of the workplace to achieve your desired results.

Find Us in the Blogosphere

We are also excited to announce that we have supplemented our popular “Leverage Points” e-newsletter with a Leverage Points blog. Our goal is to focus on the practical aspects of systems thinking and organizational learning—how we can apply these tools and perspectives to make good choices and take smart, informed action. The blog allows us to foster an online dialogue and deepen our engagement with readers and conference attendees, while also reaching new audiences interested in a systems perspective. There are lots of ways to connect with other systems thinkers through Pegasus. Check out the following links to choose the connection that suits you best:

(cont next page)

Our website [<http://www.pegasuscom.com>]
 Webinar Schedule [www.pegasuscom.com/webinars/home.html]
 Leverage Points Blog [<http://blog.pegasuscom.com>]
 Leverage Points Newsletter [<http://www.pegasuscom.com/lp.html>]
 The Systems Thinker newsletter [<http://www.thesystemsthinker.com>]
 The Systems Thinking in Action Conference—Now More Than Ever: Critical Skills for Courageous Organizations; November 2–4, 2009; Seattle, WA [<http://www.pegasuscom.com/stapage.html>]

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. We enjoyed connecting with so many of you, and we look forward to working with you in the future. For more information about our SD-based simulation tools and modeling services, visit us at www.powersimsolutions.com. Hope to see you next year!




We would like to thank the System Dynamics Society for the opportunity to co-sponsor the 27th System Dynamics Conference in Albuquerque.

PROGNOZ is an innovative software solutions partner and vendor. We specialize in the delivery of Business Intelligence solutions to a wide range of sectors, including **agriculture, banking, energy, financial services, government, healthcare, tourism, transportation** and **academia**. We are amongst only a few global vendors that provide very powerful mathematical features and advanced forecasting capabilities.

We have offices around the world, including **Moscow, Beijing, Washington, Brussels, Dubai** and **Kiev**. PROGNOZ solutions help thousands of users, at organizations ranging from large corporations to government agencies and universities, to gain valuable insight into complex data and improve the efficiency of their operations.

Our unique approach enhances the value of information, data and metrics through powerful visualization and analytics ranging from **multi-layer mapping, customized reporting, ad-hoc analysis** and **dashboards** to **data integration, modeling and forecasting, information administration and security**.

More information about PROGNOZ can be found at www.prognoz.com.

Sandia National Laboratories would like to again thank the Society for the opportunity to serve as one of the sponsors of the 2009 ICSDS. In addition, as host, we would like to thank all attendees and guests for making the Albuquerque conference a success. Our goals of learning, energizing and enjoying were all met! We are especially thankful for the successful

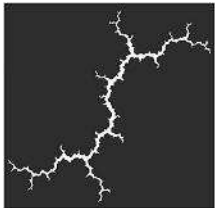
implementation of the Bonus Day and of course the participation by the system dynamics K-12 community. The conference was a great opportunity to revive old friendships and begin new ones. Someone described the conference as a reunion; if so, this family is growing ever larger. Thanks for all the kind words. Our merry band of system citizens will continue to meet each month at our informal System Dynamics Guild to hear about nascent research projects and dry-runs of presentations for the next International Conference of the System Dynamics Society. We hope to see you all again at the next reunion in Seoul, Korea.



Sandia National Laboratories

Operated By

LOCKHEED MARTIN 



Synapse

Energy Economics, Inc.

Synapse Energy Economics, Inc. specializes in energy and environmental research, testimony and regulatory support for consumer advocates, environmental organizations, regulatory commissions, state energy offices and others.

Recently, we have seen some exciting developments! For instance, in a 2008 study of the costs and benefits of energy efficiency programs across the United States, Synapse found that above and beyond the electric savings achieved by these programs, the non-electric benefits include water and heating fuel savings, avoided CO₂ costs, lower prices due to the demand-reduction-induced price effect (DRIPE), economic stimulus, job creation, risk reduction and energy security. Surprisingly, we also found that the cost of saved energy (CSE) per kWh tended to decrease as a program's energy savings increased as a fraction of annual energy sales. Thus, the larger a utility's programs, the more cost effective they were.

In other news, as part of a long-term project with the Regulatory Assistance Project and The Energy Foundation's Beijing office, Synapse is working with the Chinese Ministry of Environmental Protection and China's grid operators and planners to integrate environmental factors into energy planning. A specific focus is to help the Ministry understand U.S. and European air policy, so that it can take advantage of the positive features (such as long-term planning and adequate resources for compliance and permitting) while learning from the many lessons from 40 years of air quality management (such as focusing on multi-pollutant planning and avoiding the mono-pollutant focus that most US air agencies have had to work through). Already, China has two major policy areas that are ahead of their North American and European colleagues.

To learn more about Synapse, our staff, and our project work or to download publications, please visit www.synapse-energy.com.

transentis is a small management consultancy focused on increasing the value created in complex systems. We apply our expertise in business analytics, business simulation and business architecture to reduce complexity, find new perspectives and make better decisions.

I personally have been applying systems thinking and system dynamics to business issues for many years and I am very proud that transentis now has the opportunity to be a corporate sponsor of both the Society and the Albuquerque conference. At the conference I greatly enjoyed talking to so many of you about our ideas and experience in using system dynamics to analyse business models.

We look forward to sponsoring the next conference and seeing you again in Korea.
Oliver Grasl
Managing Director, transentis



**WILEY-
BLACKWELL**

It was a pleasure, as always, to attend this year's System Dynamics Society Conference in Albuquerque. A number of our book titles proved especially popular, including **Scenarios: The Art of Strategic Conversation** by Kees van der Heijden and Kim Warren's **Strategic Management Dynamics**. If you missed out on buying your copy during the conference, visit our website at www.wiley.com where you can purchase these and other titles.

We are very proud to publish *System Dynamics Review* on behalf of the System Dynamics Society and are thrilled with the journal's recent Impact Factor increase. To view the current issue table of contents, sign up for email alerts and for submissions guidelines, please visit

www.interscience.wiley.com/journal/sdr

See you next year! *Wiley-Blackwell*

Worcester Polytechnic Institute thanks its students, alumni, friends and the System Dynamics Society for informing people about the university's online courses and programs in system dynamics.

The 2009 conference in Albuquerque provided us with an excellent forum to meet and renew associations with WPI's past and current online students. Many members of our faculty attended the conference and enjoyed meeting their online students in person at the WPI conference reception on Monday evening. Also many conference attendees stopped by the WPI exhibit table to discuss the possibility of online studies at WPI. 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 its applications in a wide variety of organizations.

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



Additional Information

Please contact WPI Graduate Studies – Pamela Shelley, Assistant Director of Distance Studies
 online@wpi.edu – www.online.wpi.edu – 508-831-6789
 Worcester, Massachusetts, 01609, USA

Other Conference News

Post-conference greetings from the Society office!

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 Etienne Rouwette, Radboud University Nijmegen, PO Box 9108, 6500 HK Nijmegen, The Netherlands (Email: e.rouwette@fm.ru.nl) or to the Society office (Email: 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.)

A link to the Preliminary Conference Information (Call for Papers, Presentations, Workshops and Sessions) for the 2010 Seoul Conference is located on the main page of the Society website. The dates for the conference are July 25-29. More information about the conference will be sent in the coming months.

Conference Sponsor Notes

published by the

System Dynamics Society

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

www.systemdynamics.org

Sponsors, Exhibitors and Friends

Amber Blocks Ltd.

535 Park Avenue, Suite 4A
New York, New York 10065 USA

Atkins Nutritionals, Inc.

1050 17th Street, Suite 1000
Denver, Colorado 80265 USA
www.atkins.com

The Boeing Company

100 North Riverside Plaza
Chicago, Illinois 60606-1596 USA
www.boeing.com

CRA International

200 Clarendon Street, T-33
Boston, Massachusetts 02116 USA
and additional worldwide locations
www.crai.com

CSArch

Architecture | Construction Management
40 Beaver Street
Albany, New York 12207 USA
www.csarchpc.com

e-integrate

1170 Brussels Belgium
Mail: info@e-integrate.com

European Master Programme in System Dynamics

Thomas Van Aquinostraat 3, P.O. Box 9108
Nijmegen The Netherlands
www.europeansystemdynamics.eu

Evans & Peck Pty Ltd

Level 6, Tower 2, 475 Victoria Avenue
Chatswood, New South Wales 2067
Australia
www.evanspeck.com

FoodShouldTasteGood, Inc.

75 Second Ave., Suite 600
Needham Heights, Massachusetts
02494 USA
www.foodshouldtastegood.com

Forio Business Simulations

400 Spear Street, #120
San Francisco, California 94105 USA
www.forio.com

GoldSim Technology Group

300 NE Gilman Blvd, Suite 100
Issaquah, Washington 98027-2941 USA
www.goldsim.com

Huerfano Chapter (Dzil na'oodilii)

Navajo Arts and Crafts
PO Box 968, County Rd. 7150, Bldg. #536
Bloomfield, New Mexico 87413 USA
www.navajo-arts.com

Idaho National Laboratory

2525 N. Fremont Ave
Idaho Falls, Idaho 83415 USA
www.inl.gov

International Society for the Systems Sciences

47 Southfield Road
Pocklington, York YO42 2XE UK
www.iss.org/world

isee systems

Wheelock Office Park
31 Old Etna Road, Suite 7N
Lebanon, New Hampshire 03766 USA
Blog address: blog.iseesystems.com
www.iseesystems.com

Jantz Morgan LLC

253 Pleasant Street
Arlington, Massachusetts 02476 USA
www.jantzmorgan.com

Lane Press of Albany

11 Kairnes Street
Albany, New York 12205 USA
www.lanepressofalbany.com

The Manufacturing Game, Ledet Enterprises, Inc.

7702 FM 1960 East Suite 226
Humble, Texas 77346 USA
www.manufacturinggame.com

Mohaseboon

Business & Financial Consultancies
6 Omar Makram st., El Zohour District
West Omraniah, El Haram, Cairo Egypt
www.mohasboon.com

PA Consulting Group

One Memorial Drive
Cambridge, Massachusetts 02142 USA
and additional worldwide locations
www.paconsulting.com

Pegasus Communications, Inc.

One Moody Street
Waltham, Massachusetts 02453-5339 USA
www.pegasuscom.com

Ponte Consulting Group

Level 2, 14 Collins Street
Melbourne, Victoria 3000 Australia
www.ponteglobal.com

Powersim Software AS

PO Box 125 Nyborg
N-5871 Bergen Norway
www.powersim.com

Powersim Solutions, Inc.

585 Grove Street Suite 130
Herndon, Virginia 20170 USA
www.powersimsolutions.com

Sandia National Laboratories/ Lockheed Martin

Albuquerque, New Mexico USA
www.sandia.gov

SoL, the Society for Organizational Learning

PO Box 381050
Cambridge, Massachusetts USA
General Inquiries: info@solonline.org
www.solonline.org

Synapse Energy Economics, Inc.

45 State St., #394
Montpelier, Vermont 05602 USA
www.synapse-energy.com

System Dynamics Guild at Sandia National Laboratories

Albuquerque, New Mexico USA

transentis management consulting GmbH & Co. KG

Kranzplatz 5-6
Wiesbaden 65183 Germany
www.transentis.com

U.S. Department of Homeland Security Science and Technology Directorate

Washington, DC 20528 USA
www.dhs.gov/scienceandtechnology

Ventana Systems, Inc.

60 Jacob Gates Road
Harvard, Massachusetts 01451 USA
Email: vensim@vensim.com
www.vensim.com

The Whole Systems Partnership

The Old Crown
Farnham, North Yorkshire HG5 9JD UK
www.thewholesystem.co.uk

Wiley-Blackwell

The Atrium, Southern Gate
Chichester, West Sussex PO19 8SQ UK
www.wiley.com

Worcester Polytechnic Institute (WPI)

100 Institute Road
Worcester, Massachusetts 01609-2280 USA
Email: online@wpi.edu
www.online.wpi.edu

XJ Technologies Company Ltd.

Office 410, 49 Nepokorenykh Ave.
St. Petersburg 195220 Russia
www.xjtek.com