CONFERENCE SPONSOR NOTES

We would like to thank the System Dynamics Society for the opportunity to sponsor this year's conference in Seoul. We enjoyed seeing old friends and making new friends, sharing ideas on modeling, and showing off some of our new AnyLogic features. We look forward to seeing you all again next summer in Washington.

AnyLogic is your one-stop shop for simulation modeling. In addition to the system dynamics modeling featured at this conference, our software also supports agent-based and discrete event modeling. We are the only tool that allows you to build hybrid models by mixing these different techniques as appropriate. AnyLogic is a modern application built in Java, so it easily runs on all platforms (Windows, Mac, Linux) and has the ability to export its models as Java applets; now your customers and colleagues can run your models in any browser!

These are exciting times for our company. Our new release (version 6.5), which came out this summer, adds a host of new features such as 3-D modeling, improved Excel input-output, automatic model documentation, and many other capabilities to the product. AnyLogic has always incorporated "getting support" directly into the software, and now we have added automatic customer feedback, which will allow us to stay even more in tune with our changing user requirements. We are continuously improving, not just the software but the overall experience, adding new resources to the website, improving our training, publishing a new book on AnyLogic, developing tutorial videos, and more. In addition to product improvements, we are improving our business models by making aggressive commercial moves such as reduced maintenance costs, special account programs for large companies, and special pricing for small, start-up companies.

Stop by the website www.anylogic.com, email grivas@anylogic.com, or call 908-735-9134 to learn more about how AnyLogic can work for you.

English is one language that people need to learn and then work on to advance their skills. Having learned the universal language, it is truly priceless being a universal conversant.

We would like to invite you to enroll in one of the prestigious online English academies. It is an organization that could help you realize your dreams to become a fluent English speaker. e4 English is where students are bound to improve their English and achieve success. We provide an innovative approach to learning through creative activities that are significant for a child's education and will surely make learning a memorable experience.

EEEELC (e4 English Learning Center) is all about children and education in a challenging, competitive, and fun environment. Our program offers the three essential requirements of parents and children: achievement, innovation, and excellence. We take learning very seriously, whether the you or your children need help with accents, grammar, or conversational skills.

E4 English online or at the EEEELC, learning is easier and faster when it is enjoyable and rewarding. It should be both stimulating as well as goal-oriented. In classes you discover not only your weak points but also your strong points in communication. You will set realistic learning goals for yourself in each class so that it will be easier for you to monitor your progress.

This is your time to shine. You can show the world that your ability to speak English is not a hindrance to socializing and meeting new people from other countries. So grab this big opportunity, as you just don't know: this may be your stepping stone to success. Hope to see you soon!

Evans & Peck would like to thank the System Dynamics Society for the opportunity to attend and be a sponsor at this year's conference in Seoul. A special mention goes out to the organising committee for carrying out such a well organised and enjoyable event.

Evans & Peck is an international infrastructure-based advisory company based in Australia, China and Hong Kong with over 20 years experience in providing strategic consulting services on systems modelling problems. We use a variety of modelling methods and techniques to suit the client, including simulation modelling (agent based, discrete event and system dynamics), portfolio optimisation, business process management, financial modelling and executive dashboards.

Our past clients come from a wide range of industries, including healthcare, defence, mining, ports, rail, road, gas, water, production, distribution and telecommunications. Evans & Peck is also a distributor in Australasia and provides software support for isee systems (iThink and STELLA) and AnyLogic. For more information, visit www.decisionmodelling.com

We hope you enjoyed this year's conference as much as we did and we look forward to seeing you all in Washington, D.C. next year.

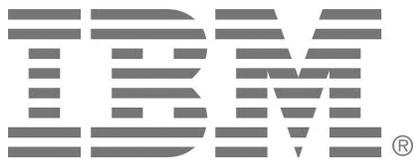Contact Details: Derek Burrows, email: dburrows@evanspeck.com, Ph: +61 2 9495 0500

Congratulations to the Society and its members on another successful conference. Forio is proud to sponsor the event and enjoyed meeting many of you in Seoul.

For those we did not meet, Forio Simulate makes it easy to create web simulations through your browser. With Simulate, you can import Vensim, iThink/STELLA, Powersim Constructor/Studio and Excel models. Use the online drag-and-drop design tools to create simulation interfaces. Set up user and administration accounts with privacy settings. Let users store, share and compare runs. And from our public simulation showcase, you can run, copy and dissect simulations created by other authors.

Visit Forio.com to explore simulations developed by hundreds of authors and to start your own free account.

IBM is proud to have sponsored the PhD Colloquium at this year's System Dynamics Conference. We would like to thank the System Dynamics Society and especially MIT's Katherine Dykes for organizing a fantastic session. At IBM, "systems thinking" is an essential part of everything we do. In fact it is one of the nine core competencies every IBMer works to develop.

Join us in building a smarter planet. Visit ibm.com/jobs

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isee systems was proud to have sponsored the 2010 System Dynamics Conference. We especially enjoyed supporting the conference again this year through the Barry Richmond Scholarship Award. This year's award was presented to Tony Phuah, a Master's student in system dynamics at the University of Bergen. Tony presented his paper, *Can people learn behaviours of stock and flow using their ability to calculate running total? An experimental study,* during a parallel session in Seoul. Congratulations Tony; we applaud your efforts to improve system dynamics education and to spread systems thinking.

Thanks to all of you who continue to provide the feedback needed 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.

(continued…)

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 look forward to seeing you in Washington, D.C.!

JantzMorgan
Socially Responsible Quantitative Value Investing

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 that are 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.

Jantz Morgan LLC, 470 Atlantic Avenue 4th Floor, Boston, MA 02210
info@jantzmorgan.com   617.273.8018   www.jantzmorgan.com

PEARSON

Pearson NZ, Bob Cavana and Kambiz Maani were delighted to be a joint sponsor for the 28th International Conference of the System Dynamics Society in Seoul, South Korea in July 2010. Bob and Kambiz attended the conference and were pleased to participate in a wide range of activities there.

We were most impressed with the organization of the conference, the quality of the presentations, including the plenary, parallel and poster sessions, and the friendliness of the conference organizers, administrators and participants. The social occasions were also a highlight at the conference, as were the opportunities to explore the areas surrounding the conference site in Seoul. We were also very grateful for the opportunity to discuss our books:

Maani KE, Cavana RY. (2007). "Systems Thinking, System Dynamics: Managing Change and Complexity". (2nd ed). Pearson Education NZ, Auckland. Web site: http://www.pearsoned.co.nz/9781877371035

Maani KE, Cavana RY. (2009). "Introduction to Systems Thinking".   Pearson Education NZ, Auckland. Web site: http://www.pearsoned.co.nz/9781442511507

Finally we would like to express our thanks to the System Dynamics Society and the conference organizers, hosts, sponsors and participants for a highly successful and enjoyable conference.

Best wishes from Bob Cavana, Kambiz Maani and Norman Mailer [Pearson Education NZ].

POWERSIM solutions

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!

Sandia National Laboratories was proud to sponsor the International Conference of the System Dynamics Society in Seoul, Korea. We eagerly anticipate attending and having an active role in the 2011 conference. We look forward to making great use of the opportunity to meet with our friends, make new friends, create opportunities for collaboration and, of course, present our work and learn from all of you. Here at Sandia Labs, we continue to meet regularly in our informal SD Guild to discuss on-going projects and collaboratively develop new modeling and simulation applications. If you find yourself in or passing through the American Southwest, we would love to hear from you and about your work. Please let us know. In any case, we hope to see you next year in Washington, D.C.

transentis helps executives move their businesses forward with services that:

-develop shared understanding of current organization, operations, processes and policies

-create business models that meet growth demands, and

-implement business and IT transformations that are aligned with corporate goals and objectives.

We increase the value of engagements by using leading-edge modeling and simulation techniques that allow clients to test options in a risk-free environment that considers details while keeping entire systems in view. Stakeholders see the reasoning behind decisions and come to productive consensus.

This year we have expanded our system dynamics activities through workshops, webinars and sponsorship of the System Dynamics Society, the System Dynamics Conference and the German Chapter of the System Dynamics Society. Our managing director Dr. Oliver Grasl will be presenting SD-related papers and case studies at the upcoming OR-Conference "Mastering Complexity" in Munich (D) and the isee systems User Conference in Rhode Island (USA).

Please check our new English language website at www.transentis.com to keep up to date with our activities and find valuable resources on modeling and simulation.

We look forward to sponsoring the next System Dynamics Conference and seeing you again in Washington, D.C.

Vanguard is a consulting firm specialising in marketing and brand strategy. We are pioneering new approaches to developing and implementing robust scenario-driven strategies for our clients. Our "Competing for Choice" methodology builds on three core competence areas: strategic brand management, market intelligence analytics and system dynamics-based scenario modelling and simulation. We have an excellent track record with Global Fortune 100 companies across several sectors and industries. Over the last year we have been able to further expand the scope of our client base geographically and move into new market sectors. We have continued to successfully apply our approach and methodology to capture new clients and develop new services for them.

We are based in Soho Square in the heart of central London, with a small operation in the USA and an agency in Japan. As a result of this, we are always looking for accomplished system dynamics professionals with an interest in applying system dynamics concepts to address some of the most challenging strategy questions for leading brands across the globe.

It was a pleasure to see many old friends and meet new ones during the conference in Seoul. Ventana was pleased to announce the release of Version 5.10, now available for both Windows and the Macintosh. For more information on Vensim go to www.vensim.com.

For those who could not attend, be sure to check out the photo gallery.

Roberta Spencer and Man-Hyung Lee dressed in the traditional Korean fashion to welcome us. It was definitely a sight worth seeing. Thanks again to the Korean team for all the work they put in to make 2010 a successful conference indeed.

The use of system dynamics modeling and forecasting is important to the economic and environmental future of the world. **Worcester Polytechnic Institute – WPI** – is proud to be one of the foremost providers of system dynamics education.

Khalid Saeed, Professor at WPI, and Souleymane Bah, a consultant and graduate of WPI's program, both attended the recent conference in Korea. They enjoyed the exchange of thoughts and ideas during and after the conference sessions. If you wish to continue conversations initiated with them or would like to begin discussions about the WPI courses and programs, please let us know.

Online courses begin in September, January and May. Students may take individual courses or apply for admission to either the graduate certificate program or the Master of Science degree.

For additional information, please contact:
> WPI Graduate Studies – Pamela Shelley, Assistant Director
> online@wpi.edu – www.online.wpi.edu – 508-831-6738
> Worcester, Massachusetts, 01609, USA

OTHER CONFERENCE NEWS

A link to the brief, online **Post-conference Survey** is now available on the conference website for a limited time. We encourage you to complete the survey and share your comments.

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 via email an ISBN and a link. Additionally there will be a downloadable version of the web proceedings. The electronic version of the abstract proceedings is available on the conference website.

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.)

Information regarding the **2011 Washington, D.C. Conference Call for Papers, Presentations, Workshops and Sessions** will soon be located on the Society website. The dates for the conference are July 24-28, 2011. More information about the conference will be sent in the coming months.

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