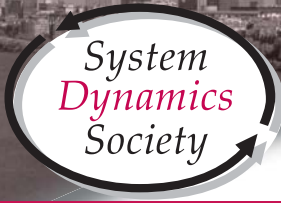




CONFERENCE SPONSOR NOTES



August 2013
Volume 8

31st International Conference of the System Dynamics Society
Cambridge, Massachusetts July 21-25, 2013

From Our Sponsors

It was a pleasure to connect with so many of you at this year's conference. Our special thanks go out to the Society and all of you who helped host the event.

For those we did not get to speak with, here is an update on our system dynamics work. Our strategy and modeling experts work with major organizations to help solve some of their most important challenges. We combine world-class analysis expertise with in-depth industry knowledge to develop practical and enduring solutions, with a particular focus on government, energy, and healthcare problems. We help clients with a range of issues such as:



- Corporate strategy and market analysis -- Analyzing company and market behavior under different scenarios to identify actions and strategies that deliver superior, sustained performance.
- Government policy, planning and assessment -- Addressing complex government challenges for issues such as regional stability, major program acquisition, smart cost reduction, healthcare, transportation, and energy policy.
- Improving performance on major projects -- Understanding strategic risks and finding leverage points to improve performance on large, complex programs, and project portfolios.
- Negotiation support and dispute resolution -- Analyzing business dynamics to help quantify and explain issues in dispute, working with stakeholders to help reach agreement in negotiations, mediations, and legal disputes including serving as expert witnesses.

PA CONSULTING GROUP is a leading management, IT and technology consulting firm, using a wide range of services to help clients around the globe from our headquarters in London and our offices in Europe, the US, the Gulf, and Asia/Pacific.

Our System Dynamics Work is Growing

We are interested in sharp, well-rounded, analytical people committed to making a difference by solving complex problems in close cooperation with clients and colleagues. While we are hiring a range of capability across PA, we have a special interest in candidates with strong System Dynamics expertise for our Boston and New York offices in the US, and our London office in the UK. To learn more about our team please contact Sharon Els at sharon.els@paconsulting.com or +1 (617) 225-2700. We look forward to seeing you in Delft if not before!

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VENTANA SYSTEMS AND GREENWOOD STRATEGIC ADVISORS thank the System Dynamics Society for another great conference in Cambridge. We enjoyed meeting new and old friends and seeing new developments in the field.

Congratulations to Greenwood's Alex Voigt for a fine plenary presentation on commodity price forecasting, and Ventana's Tom Fiddaman for the Applications Award and global modeling plenary (with Climate Interactive and MIT's John Sterman).

If you missed the Vensim Users' Group meeting, exciting things are coming, including a 64-bit release this fall and a major technology upgrade next year. Ventana and Greenwood are counting on these platform improvements to provide greater modeler productivity in support of our consulting in complex problem domains like large project management, metropolitan sustainability, energy and capital markets, insurance and health care.

Visit us at vensim.com, ventanasystems.com or greenwood-ag.com to keep in touch.

We look forward to seeing you in Delft!



Greenwood Strategic Advisors 

partnering to innovate

The **BUMBLEBAR** story starts in a tiny little bakery in the heart of Seattle in 1995. Just as the buzz of the city would start to diminish to a low hum and most people were crawling into bed, Liz Ward, founder and owner, was firing up stoves and handcrafting what would eventually become BumbleBar. By renting out bakery kitchens by night Liz combined hours of creativity, hard work and sesame seeds to create the original, organic, gluten free energy bar. Eighteen years later and a continued dedication to ethical sourcing, BumbleBar has expanded to a line of 14 flavors and just this year we introduced JunoBar, the newest member of the BumbleBar Family. With three delicious flavors, this certified organic, gluten-free, dairy-free, mostly raw bar contains absolutely zero GMO's (genetically modified organisms). Handcrafted with dates and quinoa crisp, JunoBar is high in protein and fiber. Try out Apple Crisp, Brownie Batter, or Peanut Butter Cookie today!



Visit www.bumblebar.com for more information on both BumbleBar and JunoBar.

Real Work – Real Fun – Real Results Modeling Change for the Future

Once again Ledet Enterprises, Inc./ **THE MANUFACTURING GAME** appreciates the opportunity to be a sponsor for this year's System Dynamics Conference. The Manufacturing Game® is a simulation based on system dynamics that promotes reliability in manufacturing plants, refineries, mining sites, pharmaceuticals, pipelines, etc. The workshop shows how a microworld, like The Manufacturing Game®, can be used to change the culture at multiple industrial sites from the Reactive Domain to the Precision Domain resulting in improvements and sustainability.



Winston P. Ledet's book *Don't Just Fix It Improve It* has been followed by a second book *Level 5 Leadership at Work*. It is a fictional work based on a compilation of the many industrial sites that he has worked with using The Manufacturing Game® to instill sustainable reliability. They are available at www.MRO-Zone.com and also Amazon.com.

Ledet Enterprises, Inc. has developed other simulations using a system dynamics approach and is available to develop custom programs for industry, government, the military, health fields, education, etc. For information on The Manufacturing Game® or other types of simulation development call (281) 812-4148 or e-mail info@mfg-game.com.

The **ANYLOGIC** Company is a leading provider of dynamic software simulation tools, technologies and consulting services for business applications. It provides the only software tool that supports all the most common simulation methodologies in place today: System Dynamics, Process-centric (aka Discrete Event), and Agent Based modeling. The unique flexibility of the modeling language enables the user to capture the complexity and heterogeneity of business, economic and social systems to any desired level of detail. AnyLogic's drag-and-drop graphical interface, tools, and library objects allow you to quickly model diverse areas such as manufacturing and logistics, business processes, human resources, consumer and patience behavior without being a programmer. AnyLogic is the choice of thousand users worldwide, hundreds of multinational commercial and governmental organizations and hundreds of universities.



Learn more about AnyLogic at our annual conference December 12, 2013 in Washington D.C. (USA) immediately following WinterSim. The AnyLogic Conference is an opportunity for modelers from many different industries to explore the practical applications of multimethod simulation modeling. The conference program is based on case studies and customer experiences. Engineers, analysts, managers, and researchers are all welcome to attend and learn about solutions, developed by leading commercial and research organizations, designed to assist them with the challenges of their business. The conference will cover the application of multimethod simulation in planning and the optimization of complex systems in supply chains, logistics, transportation, healthcare, marketing, manufacturing, and production.

You can find details at www.anylogic.com/conference See you in Washington D.C

The **SOCIAL SYSTEM DESIGN LAB AT THE GEORGE WARREN BROWN SCHOOL OF SOCIAL WORK, WASHINGTON UNIVERSITY IN ST. LOUIS** was delighted to support this year's conference, and to connect to old friends and new faces. Each year's conference is a unique opportunity for our students to meet the system dynamics community, get to know many of the people behind the texts they are reading for class through presentations and informal conversations, and connect with other students studying system dynamics around the world. The energy they brought back from this year's conference was exceptional and will ripple over into the next couple of years, as they continue studying system dynamics and start their careers. We are already looking forward to next year!



We encourage you to complete the brief, online Post-conference Survey and share your thoughts. It is available on the conference website for a limited time.

The anticipated publication date of the web proceedings is the end of September. At that time, an e-mail notice with a link to the web proceedings, will be sent. There will also be a downloadable version of the web proceedings and an option to purchase a full print version.

Other Conference News

It was a pleasure meeting and connecting with so many of you in Cambridge. We enjoyed sharing stories and learning about the important work being done across a wide range of fields and disciplines. Thanks for your feedback on version 10.0.3, the latest release of STELLA and iThink. Also, we are grateful for all of the feedback and enthusiasm surrounding STELLA Modeler for iPad. **ISEE SYSTEMS** is committed to developing innovative ways to make it even easier to build, share, and learn from dynamic models.



We are excited by the support for bringing forth XMILE, the common interchange language for system dynamics models, as an approved OASIS standard. Working in collaboration with Forio, IBM, MITRE, System Dynamics Society, Ventana and other members of the OASIS open standards consortium, we hope to increase sharing of models, create awareness of the field and initiate opportunities for expansion.

Congratulations to Benjamin Turner, recipient of the 2013 Barry Richmond Scholarship Award. Ben is a PhD candidate at South Dakota State University and an advocate for applying system dynamics to the field of agricultural science. He is actively engaging ranchers, farmers and communities to better understand the consequences of converting grasslands to croplands in the northern Great Plains.

In conjunction with our partners, isee continues to be a resource for tools, training, and teaching materials that enable people to think and act more systemically. To learn more, visit www.iseesystems.com, e-mail support@iseesystems.com or call (603) 448-4990.

We look forward to seeing you in Delft!

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SEMANTUM offers greetings and many thanks to the organizers and participants at Cambridge. It was our first time at the conference and a great pleasure getting to know the community. We are looking forward to seeing you all again in Delft. Below is a reminder of our free modeling tools for the System Dynamics community.



SIMANTICS SYSTEM DYNAMICS is an open source modelling and simulation software. It is based on the Simantics platform and developed by VTT Technical Research Centre of Finland and Semantum. It is free software with basic and advanced modeling and simulation features. Download the latest version from <https://www.simantics.org/simantics/download>.

SIMUPEDIA is an addition to the Simantics platform that enables the creation of web interfaces for simulation models. Hosted simulations can range from small single-user models to large on-going multiplayer games. The interfaces are configured in the modeling software and hosted online at Simupedia servers. PUBLIC SIMUPEDIA is a free web service for hosting public simulations at www.simupedia.com.

For more information, please contact us at contact@semantum.fi

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It was enjoyable to connect with everyone at this year's conference. **WORCESTER POLYTECHNIC INSTITUTE (WPI)** thanks the Society for yet another well planned opportunity to share and learn. We look forward to being a sponsor in 2014!



WPI offers online graduate level courses and programs in system dynamics. Students do not need to come to our campus in the US as all courses are completely online. You can enroll in just one or two courses to increase your understanding of SD, or apply for admission into either the five course graduate certificate or the ten course Master of Science. All our distinguished faculty are known experts in the field and have developed over a dozen system dynamics courses.

For information, please contact Amanda Keighley at maurer@wpi.edu or Pam Shelley at pshelley@wpi.edu

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It was a pleasure meeting and connecting with so many of you at this year's System Dynamics conference. We greatly appreciate the opportunity to sponsor such a dynamic and intellectually stimulating event. A special thanks to the Society and all of those who helped organize the conference.

For those of you who we did not get to speak with, **PwC Analytics** leverages agent-based modelling (ABM) and system dynamics (SD) in conjunction with other analytical techniques to address big-bet business questions across industries such as Financial Services, Manufacturing, and Healthcare. PwC Analytics combines deep functional experience across analytical techniques with strong domain experience within each industry to tackle complex issues such as market entry, product design, growth optimization, and risk mitigation.



We look forward to continuing the dialogue with members of the Society in order to identify partnership opportunities and explore the challenging issues of tomorrow. Please contact Paul Blase at Paul.Blase@us.pwc.com or Anand Rao at Anand.S.Rao@us.pwc.com for more information.

As soon as possible, we will post photographs from the conference on the website; an e-mail message will be sent when they are available. If you have photos to share, please send them to us 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.)

The preliminary Call for Papers is available on the Society website for the 2014 Delft, Netherlands Conference. Please take a look and plan to attend.

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