

# Registration Brochure

## Deadlines and Key Dates

- **March 18, 2015**  
Submission deadline for papers, workshops, tutorials, & session proposals
- **May 7, 2015**  
Notification of acceptance  
Scholarship applications due
- **May 14, 2015**  
Final abstracts due for web proceedings
- **June 2, 2015**  
Presenter registration deadline  
Papers of unregistered presenters removed from program
- **June 9, 2015**  
Tentative program schedule available
- **June 20, 2015**  
Hotel reservation deadline
- **June 22, 2015**  
Early registration deadline
- **July 19, 2015**  
PhD Colloquium  
Policy Council Meeting
- **July 20, 2015**  
Cambridge Conference Opening!

## Conference Contacts

### Program Chairs:

Karim Chichakly  
isee systems  
Khalid Saeed  
Worcester Polytechnic Institute

### Workshop Chairs:

Jack B. Homer, Homer Consulting  
Hazhir Rahmandad, Virginia Tech

### Conference Manager:

Roberta L. Spencer  
System Dynamics Society  
Phone: +1-518-442-3865  
conference@systemdynamics.org  
Conference tag: #ISDC15

### Location:

Hyatt Regency Cambridge  
575 Memorial Drive  
Cambridge, MA 02139 USA

The conference theme is *Reinventing Life on a Shrinking Earth*. While Earth has not changed size in absolute terms, it is definitely shrinking with respect to the activity it supports. We have all experienced the effects of the greater interconnectivity:

- global economic recession
- global business competition
- pandemics
- crowding and congestion
- depletion of natural resources
- strategic acquisition of water supplies
- rising health care costs and management
- rapid economic development in many nations, spurring resource depletion, pollution, and climate change

Complex business and societal challenges have arisen from the increasing activity on the globe that conventional institutional designs have failed to address. System Dynamics uniquely:

- provides a strategic framework to explore the challenges of a shrinking Earth
- gives a greater understanding and exposes counterintuitive insights
- allows us to reinvent our institutions and our lives

We welcome all research and documented applications of methodology to solve real world problems.

The annual System Dynamics conference brings together people from around the world to share important research and application results and to build the community of those active within the field. For 2015 we return to the Cambridge-Boston area.

## Conference Sponsorship (to date)

### Conference Partners

- Ventana Systems and Greenwood Strategic Advisors AG
- PA Consulting Group

### Champion Sponsors

- SACU

### Supporting Sponsors

- System Dynamics Group, Massachusetts Institute of Technology
- transentis management consulting
- Worcester Polytechnic Institute (WPI)

### Exhibitor Sponsors

- Allen L. Boorstein
- International Society for the Systems Sciences
- Jantz Management LLC
- Social System Design Lab, Washington University in St. Louis
- Strategy Dynamics Ltd
- The Whole Systems Partnership
- Wiley

### Welcome Reception Hosts

#### System Dynamics Group

- @ Massachusetts Institute of Technology
- @ University of Albany
- @ University of Bergen
- @ University of St. Gallen
- @ Washington University in St. Louis
- @ Worcester Polytechnic Institute (WPI)

### Friends

- BumbleBar, Inc.
- Crunchmaster
- Health Warrior
- Lane Press of Albany
- Natural Balance Foods
- Nature's Bakery

## ■ Presentations

Presentations will be grouped into sessions organized by the following topic threads:

### Threads

<i>Business</i> .....	Warren Farr and Mark Heffernan
<i>Economics</i> .....	Oleg Pavlov and David Wheat
<i>Environment</i> .....	Krystyna Stave and Nuno Videira
<i>Health</i> .....	David Lounsbury and Erik Pruyt
<i>Human Behavior</i> .....	Elise Axelrad and Camilo Olaya
<i>Information and Knowledge</i> .....	Michael Bean and Gönenç Yucel
<i>Learning and Teaching</i> .....	Stephen Alessi and Özge Pala
<i>Methodology</i> .....	Mohamed Saleh and Yutaka Takahashi
<i>Operations</i> .....	Andreas Größler and Steve Peterson
<i>Public Policy</i> .....	John Barton and Huynjung Kim
<i>Resources</i> .....	Tom Fiddaman and Brigit Kopainsky
<i>Security</i> .....	Stephen Conrad and Ignacio Martínez-Moyano
<i>Stakeholder Engagement</i> .....	Laura Black and Étienne Rouwette
<i>Strategy</i> .....	Brad Morrison and Nicole Zimmermann

### Thread Chairs



The **Conference program** will consist of invited and contributed sessions and workshops. There will be plenary presentations showcasing important work in the field, along with parallel and poster sessions, making available the most current research, applications, and work in progress. In addition, there will be interest group meetings, student colloquia, the Modeling and Publishing Assistance Workshops, vendor displays, demonstrations, skill-building workshops on Thursday, and more. The schedule will provide time for social and professional interaction as well.

All posters will be presented on Monday, July 20, at the **Poster Symposium and Light Buffet**. Attendees will have ample time to mingle and converse with the authors during a walking light buffet dinner. Guests who purchase a Social Program ticket are welcome to attend.

The conference program will include hands-on **workshops and tutorial sessions** facilitated by leading scholars in the field. These instructional workshops will run in parallel on Thursday, July 23. Separately, the **Modeling Assistance Workshop** will be held for the 15th consecutive year, pairing those with modeling questions with experienced

modelers for one-on-one coaching. New this year, the **Publishing Assistance Workshop** will bring expert mentors on hand to offer guidance aimed at navigating the publishing process for those puzzled about how to get their System Dynamics research and applications papers published. Participants should each bring a paper with them and be ready to discuss their options and next steps. Sessions will be 20 minutes.

**Other events** will include Chapter and Special Interest Group Meetings (e.g. Business; Education; Energy; Economics; Environmental; Model Analysis; Psychology) and the HPSIG Health Policy Discussion. The SD Career Link Bulletin Board and the Red Ribbon Event will link job seekers with employment opportunities. **Exhibitor demonstrations and software users' group meetings** will showcase products and services in practice.

The 16th annual **PhD Student Colloquium** is scheduled for Sunday, July 19. This is an opportunity for PhD students to present and share their research through plenary and poster sessions. Masters students with outstanding work are also welcome to submit. For information contact Sibel Eker and Jill Kuhlberg at

phdcolloquium@systemdynamics.org or visit student.systemdynamics.org. The Colloquium is free and open to everyone.

The **Newcomer Orientation Session** is a special event for newcomers, scheduled for a half hour in the afternoon on Sunday, July 19. Newcomers and guides (veteran attendees) will be brought together based on their topics of interest. The guides will answer questions and provide information to help newcomers get the most out of the conference.

If you are a newcomer and would like to participate in this program, please mark the circle on the registration form for first-time participant.

“Meet me at the **Model Expo!**” Over lunch participants will have a chance to talk with people about how their models work, get important feedback, and just show off.

## ■ Call for Nominations

Nominations are invited for the Jay W. Forrester Award, the System Dynamics Applications Award, and the Dana Meadows Award. Nominations are also invited for the Lupina Young Researchers Award, the Barry Richmond Scholarship Award, and the Frank Fisher Award. Please refer to the Society website and the conference paper submission system for complete details on all awards.

## ■ Scholarships

A limited number of partial scholarships will be available. To apply, please use the Web Portal to provide a short paragraph describing why support is needed and what special contribution you will make to the conference or take back from the conference to your home community. The deadline for applying is May 7. If you would like to help up-and-coming System Dynamicists attend the conference you may contribute this year by including a voluntary donation to the conference scholarship fund with your registration payment.

## ■ Social Program

The Social Program includes a Welcome Reception after registration on Sunday, the Poster Symposium and Light Buffet on Monday evening, and the conference Banquet Dinner and Dance on Tuesday.

The Spouses' Lounge offers a place for travel companions to meet, gather, and make plans to do fun things in the area.

**Please Note:** The conference program is subject to change.

For up-to-date information, please visit the conference website at [conference.systemdynamics.org](http://conference.systemdynamics.org).

## ■ Tentative Conference Schedule

Time	Sunday 19-Jul	Monday 20-Jul	Tuesday 21-Jul	Wednesday 22-Jul	Thursday 23-Jul	
Morning	PhD Colloquium All Day	Mon-Wed Registration/Information Desk ALL DAY		Business Day	Workshops All Day	
		Morning Announcements				
		Conference Opening and Plenary Sessions	Business Meeting Jay W. Forrester Award Ceremony	Plenary Sessions and Presidential Address		
		Refreshment Break and Meetings				
		Parallel Sessions and Modeling Assistance Workshop				
Mid-day	Policy Council Meeting  Registration and Informal Gathering	Lunch (on your own) Model Expo Roundtables • Demonstrations Committee, Chapter, and SIG Meetings			Conference Debriefing Meeting	
Afternoon	HPSIG: Health Policy Discussion and Business Meeting  Newcomer Orientation	Parallel Sessions				Workshops (continue into the afternoon)
		Refreshment Break and Meetings				
		Plenary Sessions and Award Ceremony	Plenary Sessions	Plenary Sessions and Closing Ceremony		
Evening	PhD Colloquium Poster Session Welcome Reception	Poster Symposium and Light Buffet	Banquet Dinner & Dance and Award Announcements	Public Discussion Event		

## ■ Conference Registration Process

To register and pay online (using PayPal), please visit the conference website and click on "Login/Register/Submit." Registrations may also be made by telephone with a credit card, or by submitting the form on the reverse page via post or fax. Upon receipt of the completed registration form and full payment, a confirmation will be sent.

Groups of four or more from the same organization qualify for a 10% discount on registration fees when registration and payment is submitted together.

All attendees, whether presenting or not, must register for the conference. The conference registration fee includes attendance for the registrant at all regular conference functions (all sessions, workshops, meetings, breaks, and social program events). Attendees' guest(s) must purchase a Social Program ticket.

The full proceedings, including papers, will be available after the conference on the Society website.

**Conference cancellation policy** Any cancellation or change in conference registration must be submitted in writing to the Society office. Cancellations on or before June 27, 2015 are subject to a cancellation fee of 50%. Thereafter, no refund will be given; however, a registration may be transferred to a substitute participant.

**Member discounts on conference registration fees** If you are not already a member of the System Dynamics Society, join now for the calendar year 2015. Members receive the member discount on the conference registration fee and other member benefits.

**Pre-conference Registration** The 2015 System Dynamics **Summer School** "Best Practices in System Dynamics" will be offered to beginners and experts, for up to three days in advance of the conference; more information available online.

## ■ Membership Fee Table

Income Level	Print and Electronic SD Review	Electronic only SD Review
under \$8,000	\$30	\$15
\$8,000 - \$20,000	\$45	\$35
\$20,000 - \$40,000	\$60	\$50
\$40,000 - \$70,000	\$95	\$85
\$70,000 - \$100,000	\$120	\$110
over \$100,000	\$150	\$140
Income not specified	\$150	\$140

The table above shows the levels for membership fees. Income used in the determination should be your personal gross (before tax) income converted into US dollars at the prevailing rate of currency exchange. You do not need to disclose the amount of your income to the Society. Simply select the level that is appropriate for you and whether or not you wish to receive, in addition to electronic access, printed copies of the *System Dynamics Review*. Then add the membership fee to the conference registration form (see reverse side). The System Dynamics Society is open to all individuals.

**Please complete the conference registration form on the reverse page --->**