Albuquerque Conference Status Report
Winter PC Meting - Worchester, MA

Prepared by the Organizing Committee on January 25, 2008

Conference Date & Location

July 26-30, 2009 - Albuquerque, NM - USA

Conference Host & Co-Hosts

Sandia National Laboratories[1] will host the conference. (See also supplementary file containing 2-page institutional insert published in the Proceedings of the 2007 Conference.)

We have been proactive in seeking out other organizations, such as the University of New Mexico, and especially national labs in the U.S. and abroad, such as Los Alamos, Argonne, PSI (Switzerland), and DSO (Singapore) to join us as co-hosts. However, as of yet, we have not been successful.

Organizing Committee

Conference Chair:	**Leonard A. Malczynski** (Sandia)
Program Chairs:	**Andrew Ford** (Washington State University)
	David N. Ford (Texas A&M University)
	Edward G. Anderson (University of Texas)
Organizing Chair:	**Aldo A. Zagonel** (Sandia)
Workshop Chairs:	**Jack B. Homer** (Homer Consultant)
	Roderick H. MacDonald (University at Albany)
Conference Manager:	**Roberta L. Spencer** (Executive Director of the SD Society)

Conference Program

The program will be organized similar to previous conferences in North America where a large number of papers are expected. We are discussing whether to use a conference theme, such as "modeling in an interconnected world" or to operate without a theme (i.e., "bring your best work" to Albuquerque).

---

[1] Sandia is a multi-program laboratory operated by Sandia Corporation, a Lockheed Martin Company, for the United States Department of Energy's National Nuclear Security Administration under Contract DE-AC04-94AL85000

We propose to devote a **special track** focused upon <u>SD Education</u>. Sandia Education Outreach and the University of New Mexico are willing to sponsor a sequence of workshops for teachers to build local interest in system dynamics. Due to geographic proximity, we hope to attract our neighbors in Tucson, Arizona, and benefit from the work and experience of the Waters Foundation. If we find sponsorship for this specific purpose, we may even be able to attract some teachers from elsewhere by subsidizing their registration fees. (The teachers would be welcome to take advantage of the affordable lodging that will be offered to the students attending the conference.)

The normal conference schedule is Monday-Wednesday with workshops on Thursday. We are discussing the addition of Friday as a "spill-over" day. This could be very useful for groups that wish to organize informally. We could arrange for the extension of the dedicated lodging and meeting spaces to accommodate groups that wish to meet on Friday. A spill-over day has proved useful at other professional meetings, and we believe the 2009 conference could see a large attendance with a significant fraction of participants wishing to take advantage of the Friday logistics. For example, SIG members could use Friday to share information in informal talks and panel discussions, events that are not possible on the Monday-Wednesday schedule. The K-12 community could find Friday useful as well. The Friday events would be informally organized to expand the interaction and exchange of information. These events would not detract from the regular program during Monday – Wednesday.

We anticipate a strong participation by members of the national laboratories in the USA and abroad. System dynamics is in strong use at four major labs in the USA (Argonne, Idaho, Los Alamos and Sandia). At Sandia, system dynamics use is spread across multiple business areas: a) Computation, Computers, Information and Mathematics; b) Geosciences Research and Applications, and, c) systems Engineering and Analysis. System dynamics is also used at the DSO lab in Singapore and the PSI lab in Switzerland. Laboratory scientists have presented many papers at previous conferences, and we anticipate a large increase in their submissions for 2009.   We also expect many new-comers to the 2009 conference, as the clients for laboratory work take the opportunity to learn about system dynamics. The program will be designed to encourage the contributions from the laboratories. There will be special tracks devoted to key topics under study at the major laboratories, and we expect that many of these talks would be concentrated on Wednesday. This would allow first-time attendees to stay over for the workshops on Thursday.

Conference Venue and Lodging

The Conference will be held at the **Hotel Albuquerque at Old Town**. Their conference facilities are excellent, and their location is ideal:

http://www.virtualalbuquerque.com/VirtualABQ/HotelAlbuquerque/

The guest-room price is affordable (**~$140/night**). However, they have a limited capacity of 188 rooms. These will be taken on a first-come, first-serve basis. The overflow hotel is across the street (~$120/night), at a short walking distance (<0.2 miles):

http://www.riograndeinn.com/

For the students interested, we will arrange with UNM to provide inexpensive dorm accommodations (~$30/night). The Campus is not far from the conference venue (<4 miles), but those staying there will need to use public transportation.

(See also supplementary file containing 1-page fact-sheet with information about the conference venue.)
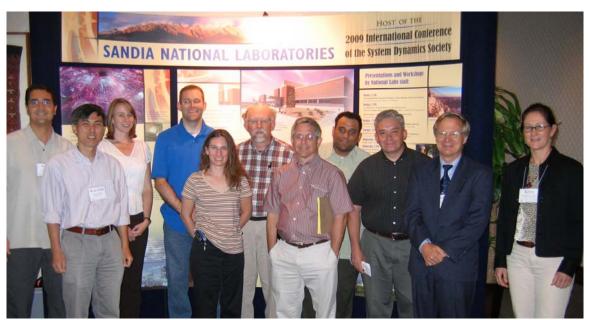
Minimum Food & Beverage Commitment

The conference space will be available to us free of charge. However, we do have a commitment to expend a minimum of **$38,000** in food and beverage. The bulk of this expense will be used to cover the Conference Banquet. The rest will probably be used in complimentary coffee breaks. Depending upon the weather, our banquet will be outdoors in the pavilion and gardens. Otherwise, it will be in the ballroom.

(The Society Office has the contract signed with the conference hotel.)

Conference Partners & "Local" Sponsorship

In order to promote the Albuquerque Conference within the SD community, **Sandia sponsored the 2007 Conference in Boston at the level of $5K**. The intent was to provide information about the host organization, our SD-based work, and about the conference site:

**Some members of the technical staff and of the 2009 Organizing Team, in front of the
Sandia National Labs display at the Boston Conference in 2007**

Unfortunately, we are unable to do this for the Athens Conference due to restrictions associated with sponsoring a conference abroad. However, **we are providing "seed" money in the form of an early sponsorship for 2009, also in the amount of $5K**.

In addition, we are seeking partners and "local" sponsors. If we are successful, this revenue will supplement the normal sponsorship that the Society Office raises every year.

Drawing upon established Sandia liaisons, we are preparing to approach:

- **Lockheed Martin Corporation**, under contract by the Department of Energy to manage Sandia National Laboratories, and
- **Intel**, with a factory in our metropolitan area with approximately 5,200 employees

In the private sector, we will look to our clients at **GM**, **BP** and **Boeing;** in government, **DHS**. We will also approach the State of New Mexico and the City of Albuquerque, as well as other business in the region.

Although this is an impressive list of organizations, we offer no certainty of success. However, we will aim to raise enough to be able to fund the **Welcome Reception** and the **Poster Symposium & Buffet**.

Social Agenda

We hope to be able to offer all of the traditional social events:

- Welcome Reception
- Poster Symposium & Buffet
- Conference Banquet

In addition, we would like put together:

- A web-based "do it yourself" guide to Old Town and the City of Albuquerque
- Free guided-tours including a pub crawl on Route 66, and a shop and stroll in Nob Hill
- An attractive portfolio of paid guided-tours offered by a local tourism agency

We would like to work with the Society Office to enable the continuation of as many of the other social, networking, and fundraising activities as possible (e.g., Talent Show, Navigator Program, Silent Auction, etc.).

(For general information on the attractiveness of the site and region, refer to the supplementary file containing the conference poster.)

Action Items

1. Upcoming formal conference announcement

What are the upcoming deadlines? How much time do we have to agree upon the program proposal and to define the organizing committee, including identifying co-hosts, partners, and special-track chairs?

2. Room block issue

Our contract with the conference hotel stipulates the following minimum room occupancies:

Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
07/22	07/23	07/24	07/25	07/26	07/27	07/28	07/29	07/30	07/31	08/01
15	15	40	150	188	188	188	188	93	40	10

We anticipate difficulty meeting this requirement for the days before and after the conference (shaded in red). Therefore, we would like to examine the following options to mitigate this problem:

a. Re-negotiate with the conference hotel the minimum occupancies for the days before and after the conference

This may result in an increase in the guest-room price or in the minimum food & beverage commitment.

b. Move the PC meeting from Sunday, July 26 to Saturday, July 25

If the PC members accept this proposal, it would help us meet the occupancy minimum for Friday and Saturday, July 24 & 25. It would also eliminate the existing conflict with the PhD Colloquium on Sunday, July 26.

If the PC meeting were held in the first part of the day, it could be followed by Satchel Stuffing, adding precious volunteers to that event. As a reward to PC members and Satchel Stuffing volunteers, we would try to provide a complimentary early-evening tour to the Sandia Peak (including transportation to and from the base, and Tram ticket):

http://www.sandiapeak.com/index.php?page=tramway

Alternatively, if our budget allows, we could offer a complimentary dinner at a traditional local restaurant such as El Pinto, including a visit to their salsa factory:

http://www.elpinto.com/restaurant/

c. Organize a "spill-over" day on Friday, July 31ˢᵗ, for any groups interested in organizing informally

The local organizing committee would arrange extension of the dedicated lodging and meeting spaces to accommodate groups that wish to meet on Friday. For example, SIG members could use Friday to hold informal talks and panel discussions, events that are not possible on the Monday-Wednesday schedule. The K-12 community could find Friday useful as well.

d. Create other incentives for attendees to arrive early and leave late

Such as organizing a pre- and post-conference paid social program, including tours of:

- Bandelier National Monument
- Hike at Tent Rocks
- Day visits to Santa Fe
- Feast Day at Santa Ana Pueblo
- A visit to the Acoma "Sky City" Pueblo
- Chaco Canyon National Monument
- A visit to Taos Pueblo
- Whitewater rafting in the Rio Grande Gorge

But it would be too much work for too little benefit to do so for only a hand-full of participants.

Another idea is to simply reduce the guest-room rates for before and after the conference to encourage attendees to come early and leave late. Of course, this would have to be offset with increased guest-room rates for during the conference.

(We attached a proposed "extended" schedule including the suggestions above, as well as a description of the paid tours.)