

**Proposal**  
**2007 Conference of the System Dynamics Society**  
**50<sup>th</sup> Anniversary Celebration**  
**Boston Massachusetts, USA**

Organizing Committee: Bob Eberlein, Ventana Systems, Inc. (Conference Chair)  
Jim Lyneis, Worcester Polytechnic Institute  
Mike Radzicki, Worcester Polytechnic Institute  
Nelson Repenning, Massachusetts Institute of Technology  
Khalid Saeed, Worcester Polytechnic Institute  
John Sterman, Massachusetts Institute of Technology (Program Chair)

Jay Forrester went to MIT's Sloan School of Industrial Engineering in the fall of 1956. His goal was to apply the principles of servomechanism and digital computer design to important business and social problems. In 1957 he did the work that led to the seminal *Harvard Business Review* article "Industrial Dynamics: A Major Breakthrough for Decision Makers" published in 1958. Join us in celebrating 50 years of work in System Dynamics by Jay and all of us that have followed at the 2007 Conference of the System Dynamics Society to be held in Boston.

Boston is a good location for Society conferences, being a major port of entry with excellent air connections to the rest of the world, and providing a wealth of academic, cultural, natural, and other attractions. Since it was founded in 1983 the Society has had good experiences with conferences in Boston holding them in 1983, 1990, 1996 and 2005 and many of the people involved in the organization of those conferences are included in the organizing committee for 2007. We propose to organize the conference in much the same way as we are doing for 2005, with changes based on what we learn from the 2005 experience. Roberta reports that a Boston conference will minimize the load on her office, freeing up resources to organize special events to celebrate the half-century mark for our field.

### ***Program Considerations***

The program creation would follow the same basic format as we have been using with some emphasis given to activities that celebrate the anniversary. The inclusion of Plenary, Parallel, Poster, Workshop and Research (as appropriate based on this years experience) sessions would follow the 2005 example. The Program Committee will again include a series of Thread Chairs and a Workshop Chair. Some consideration will be given to decreasing the number of Workshop sessions and extending the more formal program by as much as one-half of a day. We can provide more details on this for discussion during the 2006 Policy Council meeting.

In addition to the conference program, we are working with Brian Dangerfield to publish a special issue of the *System Dynamics Review* for the 50<sup>th</sup> anniversary that will be available at the conference.

## **Venue**

We are currently considering three venues for the 2007 conference. All are hotels that are large enough to handle the number of attendees we expect (each has about 500 guest rooms) and all have the meeting space available for a first rate conference. Availability in 2007 for these venues dictates the time at which each would be used and they are listed chronologically:

July 22-26, 2007 the Hyatt Regency Cambridge. Located on Memorial Drive at the southern end of the MIT campus. They have offered us a room rate of \$159/night though they will likely be willing to negotiate on this. Roberta Spencer and Bob Eberlein will be visiting the hotel just before the PC meeting and may have more information. The dates seem good. The Hyatt is a little bit far from restaurants which may make lunches somewhat difficult. It is also a little bit away from other hotels in case rooms fill up.

July 29-August 2, 2007 the Seaport Hotel. This is where the 2005 meeting is and the facilities are excellent. They have offered a \$145/night room rate and it is unlikely we could do much better than that. There are a limited number of restaurants nearby. It is a little bit away from other hotels and the room block did fill up this year.

August 5-9, 2007 The Royal Sonesta Hotel. This hotel is located quite close to MIT's Sloan School. They have offered a \$159/night room rate though it is likely this could be negotiated. The hotel is right across the street from a large shopping center with lots of food choices. The Cambridge Marriott is nearby and it is a modest walk from the Kendall square subway station that serves MIT. Timing is later than we usually do, though not outside of what we have done in the past. The banquet capacity is 500 and this might be an issue if we decide to invite a number of additional guests for the banquet.

While we would propose that final venues selection be left to the organizing committee, we would very much like to get the input of the Policy Council on these venues, especially with respect to timing.

## ***Budget Considerations***

Budget management will follow fairly closely that for 2005 with the Society contracting directly with the hotel and Roberta negotiating the details. It is likely, however, that we will want to organize a number of special events to which larger numbers of people are invited, such as a special opening ceremony and the banquet. Since these events would entail additional costs without generating the registration revenue we propose to find special sponsorship funding for these activities so that the registration fees could remain largely unaffected. Thus we would expect registration fees approximately the same as for 2005, though some increase will likely be necessary to accommodate increases in central office, catering and audio visual costs.

## ***Additional Input***

In addition to the organizing committee listed a number of others including John Morecroft, Brad Morrison and Scott Rockart have committed their support in the organization of events and activities as required. We welcome any input on the types of special sessions that might be organized and other ways in which we can celebrate our 50<sup>th</sup> anniversary. The names on the organizing committee are in no way set in stone and if you would like to actively participate in the organization of the conference we welcome you.

---

Given the location and theme we expect very high attendance, significant sponsorship and widespread assistance in preparation and execution. The conference will be a great success!