



Executive Director's Summary
Winter Policy Council Meeting February 2004
MIT, Cambridge, Massachusetts
by Roberta L. Spencer

Summary

Robert L. Eberlein
President

Graham W. Winch
President Elect

Pål I. Davidsen
Past President

Jay W. Forrester
Founding President

David W. Packer
Secretary

David F. Andersen
V.P. Finance

John D. W. Morecroft
V.P. Publications

Ginny Wiley
V.P. Chapter Activities

Robert Y. Cavana
V.P. At Large

James M. Lyneis
V.P. Meetings

Brian C. Dangerfield
System Dynamics Review

Policy Council

Andreas Groessler
Taehoon Moon
Kevin O'Neill
Qing Rui Xu
2002-2004

Deborah Campbell
David C. Lane
Scott F. Rockart
Étienne A.J.A. Rouwette
2003-2005

Allen L. Boorstein
David Exelby
Tim Haslett
Gianliborio G. Marrone
2004-2006

**Chapter
Representatives**

Rohita Singh-*Australasia*
Pierre J. Ehrlich-*Brazil*
Qifan Wang-*China*
Walid Badr-*Egypt*
George Papaioannou-*Hellenic*
Habib Sedehi-*Italy*
Akira Uchino-*Japan*
Nam Sung Ahn-*Korea*
Isaac Dyner-*Latin America*
Özge Pala-*Student*
Brian C. Dangerfield-*UK*

Annual Report

- A full Annual Report on Home Office Operations will be presented at the Summer Policy Council meeting at the Oxford conference.

2003 New York City Conference

- Largest conference to date with respect to registrations – 460
- Net Gain approximately \$12,000

Website

- Hits for 2003 average 2,863 per month, peaking at 3,100 in October
 - (2002 – 2,646; 2001 – 2,576; 2000 – 2,073; 1999 – 1,173; 1998 - 812)
- Site is being continuously updated, staff doing more web work

Membership Services and Recruitment

- 2003 membership: 953 in 65 countries (21% students)
 - (2002 – 883 in 63 countries; 2001 – 835 in 62 countries; 2000 – 814 in 55 countries)
 - New countries include Jordan, Ukraine, Jamaica, Virgin Islands, and Uruguay
- Approximately 4,905 records in contacts database
 - (2003 – 4,391; 2002 – 3,700; 2001 – 2,676)

Sales

- Beer Game boards sales \$81,284, down 13% from last year (2002 – \$92,916, 2001 – \$115,295)
- Proceedings and back issues sales \$8,200 surprisingly up 143% from last year (2002 – \$3,382)
- Forrester Seminar Series \$7,222 up 2% from last year \$7,108 (new product in 2002)
- Bibliography updated through *Review* Vol. 19 – 3, Fall 2003 and New York City Proceedings (over 7,400 entries)

Society Sponsorship

- 2003 Society Sponsorship: \$21,000
 - 6 new sponsors, 5 in-kind sponsors
 - (2002 – \$19,494; 2001 – \$28,922; 2000 – \$17,909; 1999 – \$12,738; 1998 – \$11,000; 1997 – \$4,000)
- Pledges for 2004 \$37,000
 - 18 new sponsors, 5 in-kind sponsors

Allocation of Effort

- Cost centers are Core, Sales, Conference, Web, and Publications

Finances

- Refer to VP - Finance Reports (Unaudited) Net Loss: (\$1,995)

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