



Executive Director's Summary
Winter Policy Council Meeting January 2005
MIT, Cambridge, Massachusetts
by Roberta L. Spencer

Summary

Graham W. Winch
President

Michael J. Radzicki
President Elect

Robert L. Eberlein
Past President

Jay W. Forrester
Founding President

David W. Packer
Secretary

David F. Andersen
V.P. Finance

Deborah Lines Andersen
V.P. Publications

Ginny Wiley
V.P. Member and Chapter Activities

Robert Y. Cavana
V.P. at Large

James M. Lyneis
V.P. Meetings

Brian C. Dangerfield
System Dynamics Review

Policy Council

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

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

Henk A. Akkermans
Scott T. Johnson
J. Bradley Morrison
James P. Thompson
2005-2007

Chapter Representatives

Rohita Singh-*Australasia*
Pierre J. Ehrlich-*Brazil*
Qifan Wang-*China*
Walid S. Badr-*Egypt*
Emmanuel D. Adamides-*Hellenic*
Habib Sedehi-*Italy*
Michiya Morita-*Japan*
Namsung Ahn-*Korea*
Isaac Dyner-*Latin America*
Birgit Kopainsky, Silvia Ulli-Beer-*Switzerland*
Brian C. Dangerfield-*UK*
Oleg V. Pavlov-*Economic Dynamics*
Birgitte Snabe-*Student*

Annual Report

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

2004 Oxford Conference (and some 2005 Boston information)

- Highest income conference to date
 - Net Gain approximately \$89,000, up from NYC at \$9220
- 388 participants, down from NYC at 460

Membership Services and Recruitment

- 2004 membership: 977 in 57 countries, only 2.5% increase (21% students)
 - New countries include Pakistan and Slovenia. Lost our one member in each: Bahrain, Bermuda, Cyprus, Jamaica, Kenya, Thailand, Tunisia and Uruguay
- 5,301 records in database at the end of 2004, up from 4,391 in 2003
- Membership ownership and membership retention

Sales

- Beer Game sales \$113,897, up 40% from 2003
- Proceedings and back issues sales \$6,962, down 15% from 2003
- Forrester Seminar Series \$9240, up 28% from 2003
- MIT SDG Literature Collection DVD \$8340, new for 2004
- Bibliography updated through *Review* Winter 2004 and Oxford Proceedings, update will be uploaded to the web soon

Society Sponsorship

- 2004 Society Sponsorship: \$37,000, up 57% from 2003
 - 17 new sponsors, 5 in-kind sponsors
- Pledges to date for 2005 \$32,000
 - 5 new sponsors, 5 in-kind sponsors

Website

- Hits for 2004 average 2,976 per month, peaking at 3,100 in October
 - Site is being continuously updated, staff doing more web work
 - System Dynamics Listserve has move to Albany
 - Conference submission/review system is being upgraded, more automated

Home Office Physical Space

- Space and physical facilities

Allocation of Effort

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

Finances

- Refer to VP - Finance Reports (Unaudited) Net Gain: (\$195,000)

Executive Director: Roberta L. Spencer, Milne 300 – Rockefeller College
University at Albany – State University of New York, Albany, New York 12222 USA
Phone (518) 442-3865 Fax (518) 442-3398 E-mail: system.dynamics@albany.edu