



Twenty-fourth International System Dynamics Conference
Nijmegen, The Netherlands July 23-27, 2006

Volume 1 August 2006

Dear Conference Participants:

It is hard to believe that over a month has passed since the Nijmegen conference. It was a genuine pleasure to see you all at the conference last month. Thank you for attending; we hope you enjoyed the conference.

About 450 attendees invaded Radboud University and the historic city of Nijmegen. Our participants traveled from all over the world—from 44 countries. Student registrations totaled 26% of the conference population.

This special publication, the *Conference Sponsor Notes*, contains follow-up information for you from our conference sponsors (in alphabetical order). You will find details on special offers, contact information, and upcoming events. Additionally, at the end of the *Conference Sponsor Notes*, please find other important conference-related information.

Thanks again for your participation in the conference. See you next year in Boston!

Best regards,

The Nijmegen Conference Organizing Committee

Jac Vennix, Etienne Rouwette, Andreas Größler, Jack Homer and Roberta Spencer

CONFERENCE SPONSOR NOTES

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The missions of government and business affect the well-being of millions of people. Leaders must make critical decisions and deliver results—

whether you're producing goods while protecting our environment... harvesting and using energy intelligently... developing drugs and ensuring their safety... or moving people and goods safely from place to place. Doing this well requires both keen strategic insight and deep technology expertise. It requires both a commitment to the greater good and the courage to make tough choices.

Booz Allen Hamilton has served private and public interests for over 90 years. We understand your mission and challenges—and have the capabilities and experience to help you solve your critical problems. It was our pleasure to meet so many of you at Nijmegen this year, and we look forward to serving you in the future.

Booz Allen Hamilton, a global strategy and technology consulting firm, works with clients to deliver results that endure. For more information, please contact: Fred Affeldt

Phone: +1 703 902 5694

E-mail: affeldt_fred@bah.com



It was a pleasure to meet so many friends old and new at Nijmegen. If you talked to us or browsed our materials and have any questions about our Microworlds, simulation software or other teaching materials we would be happy to hear from you—no obligation!

Global Strategy Dynamics creates and distributes business simulations for academic and corporate use. We also distribute the mystrategy™ strategy planning software, which is an entry-level system dynamics software, and other materials that support the use of System Dynamics in Strategy.

Our business games include: Beefeater Restaurants Microworld, Brands Management Microworld, and Professional Services Microworld. Additionally, we are worldwide distributors for John Sterman's ever-popular People Express. We also have other materials and publications available that support the approach. Visit us at www.strategydynamics.com or email us.

Robert Klottrup Robert@strategydynamics.com
Christina Spencer Christina@strategydynamics.com



We enjoyed connecting with so many of you at the conference in Nijmegen. Since we've last seen you, isee systems has announced the availability of STELLA® and *iThink*® **Version 9.0.1** and a new online training course, *Applying Systems Thinking and Common Archetypes to Organizational Issues*.

Version 9.0.1 of STELLA and *iThink* includes a significant number of new features that further improve usability and extend overall capabilities. This important update is available for *free* to all customers with a current Technical Support Contract.

Applying Systems Thinking and Common Archetypes to Organizational Issues is an online training course developed in partnership with Innovation Associates Organizational Learning (IAOL). This self-paced course is adapted from materials originally developed by Michael Goodman, noted systems thinking consultant and author.

To learn more, visit www.iseesystems.com, email support@iseesystems.com or call us at +1 (603) 448-4990.

51st Annual Meeting, Tokyo Institute of Technology, Tokyo, Japan August 5-9 2007



The International Society for the Systems Sciences (ISSS) would like to invite papers for the 51st meeting of the ISSS which marks the beginning of another half-century history of interdisciplinary collaboration and synthesis of systems sciences. Based on fifty years of tremendous interdisciplinary research from the scientific study of complex systems to interactive approaches in management and community development, the 51st annual meeting of the ISSS will take the theme “Integrated Systems Sciences: Systems Thinking, Modeling and Practice”. The conference will attempt to promote systems sciences as an approach to complexity in a broad sense, identified in organizations,

communities and societies, and their environments, in such a holistic and integrated way that we draw on all of systems sciences from systems thinking and systems modeling to systems practice.

The deadline for panel, workshop and stream proposals is March 1, 2007. The final deadline for submission of abstracts is June 1, 2007. The deadline for submission of full papers is May 30, 2007.

For further information, please consult the ISSS website:

<http://www.iss.org/conferences/tokyo2007/> or contact the ISSS office at isssoffice@dsl.pipex.com. We look forward to meeting you in Tokyo.



About the Chamber of Commerce: Kamer van Koophandel Centraal

Gelderland: The Chamber aims to stimulate the regional economy, to lighten administrative burdens, to offer companies intensive guidance, to make more information available online and to make the knowledge of other parties accessible via the Chamber's infrastructure. These are the main outlines of the policies that the Chamber of Commerce Central Gelderland intends to pursue in the coming years.

The Chamber is *the* organisation *for* and *by* trade and industry. It is *'for'* business interests because it provides a business climate for hard-working entrepreneurs and their staff members, with optimum operations and profitability. It is *'by'* business because the Chamber works with countless entrepreneurial contacts and because the general management of the Chamber is a reflection of the regional business community, including employers and employees. In this way the Chamber of Commerce Central Gelderland operates on the ground floor, is in touch with what is going on in the companies in its area of operations and can take pro-active action in several major areas, such as internationalisation, accessibility to the knowledge economy and innovation.

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LISTO bvba is a niche consulting company active in science and technology management in the energy business sector. Our activities essentially relate to addressing energy market questions, technology foresight and roadmapping, assessment of science and technology development needs and strategic and

comparative assessment studies. Our clients include utilities, R&D labs, governments and international organizations such as EC, IAEA and OECD. Based in Belgium, we are international in scope.

LISTO bvba makes extensive use of *iThink*/STELLA/isee.NET by isee systems inc. in modeling various aspects of the energy business sector as well as in other sectors needing a systems thinking look and simulation.

As consulting and training partner of isee systems inc., we're well placed to service the needs of utilities, R&D labs and (inter)governmental organizations by providing advanced system dynamics models using *iThink*/STELLA and isee.NET.

LISTO bvba is planning to actively sponsor the Special Interest Group (SIG) on Energy which was proposed during the System Dynamics Conference 2006 (and due to be launched from September 2006) by providing secretarial and portal-site support. All participants active in the energy sector are kindly invited to consider joining this new SIG.

For further information, please contact Luc Van Den Durpel at vddurpel@listo.be, www.listo.be.



It was great to welcome you in our home country!

When you decide to become the main sponsor of an event like the System Dynamics Society annual conference you have great expectations. Now, almost a month later we are still excited about our “investment.” The presentations brought us fresh new insights, the poster sessions and SIGs delivered fruitful discussions and we have made a lot of new contacts at our little booth at the conference exhibition. As a consultant company with a number of employees who have also assignments in the academic world we are continuously bridging the gap in collaboration between these

two parties. The business day and the new initiatives in the Business SIG are concrete outcomes of the conference that help to close this gap. If you are interested in the application of system dynamics in business environments and want to exchange new ideas, applications and models, please contact us at info@minase.nl. We are looking forward to working on these subjects together and to reporting on the progress at next year’s conference.

Last but not least we would compliment Etiënne Rouwette and his team for the great job they did. Beforehand the collaboration was excellent and the conference was great, Etiënne; thanks again. To everybody: see you in Boston!!



On behalf of the Nijmegen team, thank you for attending the 2006 conference at Radboud University. We look forward to meeting again in Boston next year.

Best regards,
Jac Vennix
Etiënne Rouwette



Our gratitude to all those who attended our user group meeting; thanks for your contributions.

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SoL, The Society for Organizational Learning, Inc., is a nonprofit membership organization that connects researchers, organizations, and consultants around the world. Founded in 1997, SoL's purpose is to create and implement knowledge for fundamental innovation and change. By providing a variety of forums, projects,

SoL publishes an e-journal, Reflections, that is available by subscription or as a benefit of membership. A portion of the net proceeds from SoL publishing sales are reinvested in basic

research, leading-edge applied learning projects, and building a global network of learning communities.

More information about projects, resources, membership, and publications can be found at www.solonline.org.



Thanks to everyone for making a great conference and we hope to see you next year. If you have any questions about Vensim or any Ventana activities please feel free to contact Bob Eberlein at bob@vensim.com.

www.vensim.com



John Wiley & Sons Ltd, publisher of the official System Dynamics Society journal, the *System Dynamics Review*, would like to thank all of those who visited the stand at the recent conference. For those of you who did not manage to make it to the

Wiley stand to browse our vast range of books and journals in the field of management science, it is not too late—you can view all of our products online at www.wiley.com. If you did not take advantage of our FREE CD giveaway containing full text sample articles from all of our leading Business journals, don't miss out, simply email your full postal address to bus-cd@wiley.co.uk and we'll send you your FREE CD.



The 2006 conference was a wonderful opportunity for WPI faculty and staff to make and renew acquaintances with past and current online students. Our appreciation to the Society's staff for the enormous effort it takes to offer the conference.

There is strong interest in WPI's online System Dynamics Program which can be taken as individual courses, graduate certificate, or Master of Science degree. A number of people stopped by our exhibit to view the online demo of the ten courses now offered. **WPI offers the largest selection of system dynamics courses** and also has the only online program in this discipline. At the conference, we heard many favorable comments about the quality and depth of the courses.

Fall Semester Starts September 5. System Dynamics Foundation: Managing Complexity (SD550) is the first course in WPI's system dynamics sequence. It is being offered this Fall semester, so this is your chance to further your knowledge or pass this information to employees or co-workers. Additional information on registration is found at www.wpi.edu/+ADLN or email adln@wpi.edu.

New Business SIG. Jeff Boyer and Kim Warren (an instructor in WPI's system dynamics program) invite you to join the Business Special Interest Group to encourage the sharing of system dynamics best practices in business. Email jboyersds@yahoo.com. Additionally, WPI faculty are involved in chapters and SIGs on economics, environment and information.

Sponsors and Exhibitors

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Other Conference News

The **web proceedings'** anticipated publication date is September 15th. Once the web proceedings have been officially published to our website, we will provide a link and an ISBN number. Additionally there will be a printable .jpg file for a CD label should you decide to download the proceedings to a CD. The contents of the printed abstract proceedings book are already available on the conference website.

If you have any comments you would like to share about the conference, please feel free to complete and send in anonymously the **“System Dynamics Conference Satisfaction Survey.”** The survey (in .pdf and .doc format) can be found on the Society website. Click on the gray button “2006 Conference” and then find the link “Post Conference Survey.” The direct address is <http://www.systemdynamics.org/conf2006/survey.pdf> (or .doc). The completed form may be mailed to Etienne Rouwette, Radboud University Nijmegen, PO Box 9108, 6500 HK Nijmegen, The Netherlands or to the Society office. Additionally comments may be sent to the Society office at system.dynamics@albany.edu.

There was a merging **error in the Printed Abstract Proceedings**. To correct this error, please find enclosed a label that can be pasted on page 79 for the abstract titled “A System Dynamics Model of an ERP Application Designed to Produce a Transformation of IS Business Processes.” This abstract is associated with Michael S. Kennedy from London South Bank University; the contact information printed in the abstract proceedings book is incorrect.

Each year we have volunteer photographers wandering around the conference taking photos. In the near future, we will be posting **photographs from the conference** on the web; an email message will be sent to let you know when they are available. If you have any photos you would like to share, please send them and we will add them to the website collection. (If there is a photograph of you on the web that you would prefer us to remove, please let us know at system.dynamics@albany.edu.)

Information regarding the **2007 Boston Conference Call for Papers** and Sessions will soon be located on the Society website. The dates for the 50th Anniversary Celebration Conference are July 29 – August 2, 2007. You will be receiving more information about the conference in the coming months.

System Dynamics Society

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