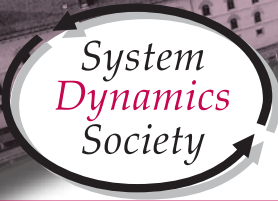




CONFERENCE SPONSOR NOTES



August 2012
Volume 7

30th International Conference of the System Dynamics Society
St. Gallen, Switzerland July 22-26, 2012

From Our Sponsors

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The System Dynamics Society organized a dynamic conference! Congratulations to the many people responsible for the week’s events in St. Gallen, Switzerland. WORCESTER POLYTECHNIC INSTITUTE is proud to be a sponsor of the Society, and pleased to have the opportunity to attend the conference and meet so many members and conference attendees.



WPI offers online graduate level courses in system dynamics. Students can enroll in individual courses and are invited to apply for admission into either the five course graduate certificate or the ten course Master of Science. These courses are developed and taught by our distinguished faculty who are experts in the field.

For additional information, please contact Jody Reis at jreis@wpi.edu or Pam Shelley at pshelley@wpi.edu.

We at THE MANUFACTURING GAME® appreciate the opportunity to be part of such a wonderful organization as the System Dynamics Society and be a sponsor for its annual conference each year.



The Manufacturing Game is an interactive board game that stresses defect elimination as a means to attain reliability of equipment and processes. The game grew out of a system dynamics model created at DuPont in the 1980’s. It is a perfect example of how system dynamics can be used on a daily basis in manufacturing, mining and refining, etc.

Ledet Enterprises, Inc. (dba The Manufacturing Game®) has developed several other simulations at the requests of our clients. Occasionally people who have experienced one of our games develop an action plan to design their own simulations and we have provided feedback and suggested improvements based on our experience. We have also worked with clients to develop materials and to help them consistently deliver their simulation, including training new facilitators within their organization. If you have a need for such services or know of anyone who does you may contact us at info@mfg-game.com or at (281) 812-4148. For more information on The Manufacturing Game® visit www.mfg-game.com.

DYNAPLAN® means dynamic planning.

There will always be an element of uncertainty relating to the future. Therefore, models and calculations can never predict exactly the effects of plans and strategies.

Dynaplan works with models that can provide pictures of future development and uncertainty. This is why our logo is inspired by the mathematical symbol for approximately equal (\approx). Our technology and services are based on multiple methods including system dynamics.

Dynaplan works with customers on strategic and operational problems, seeking quantitative answers to key management questions.

For our international solution services and customer support we are continuously increasing our team. Please contact us at contact@dynaplan.com.



It was a pleasure to connect with so many of you at this year's conference. Our special thanks go out to the Society and all of you who helped host the event. St. Gallen was a truly beautiful location to have the event!

For those we did not get to speak with, here is an update on our system dynamics work. Our strategy and modeling experts work with major organizations to help solve their most important challenges. We combine world-class analysis expertise with in-depth industry knowledge to develop practical and enduring solutions, with a particular focus on government, energy, and healthcare problems.



- Corporate strategy and market analysis -- Analyzing company and market behavior under a range of scenarios to identify actions and strategies that transform performance.
- Government policy, planning and assessment -- Addressing complex government challenges for issues such as regional stability, major program acquisition, healthcare, and energy security.
- Prioritizing major investments -- Identifying 'high leverage' strategies and actions to achieve objectives and providing a basis for rigorous review and reprioritization of investments.
- Strategic management and performance improvement on major projects -- Analyzing strategic risks and finding leverage points to improve performance on large, complex programs and project portfolios.
- Negotiation support and dispute resolution -- Using dynamic analysis to help quantify and explain issues in dispute, working with stakeholders to help reach equitable solutions in negotiations, mediations, and formal disputes including serving as expert witnesses.

Our System Dynamics Work is Growing

PA CONSULTING GROUP is interested in sharp, well-rounded, analytical people committed to making a difference by solving complex problems in close cooperation with clients and colleagues. While we are hiring a range of capability across PA, we have a special interest in candidates with strong system dynamics expertise for our Boston and Washington offices in the US, and our Frankfurt and London offices in Europe. To learn more about our team please contact Sharon Els at sharon.els@paconsulting.com or 1 (617) 225-2700. We look forward to seeing you in Cambridge, Massachusetts if not before!

SANDIA NATIONAL LABORATORIES has again had the opportunity to sponsor the International Conference of the System Dynamics Society. We continue our connections to the Society by participating in the Policy Council, Special Interest Groups, Chapters, the Newcomer Orientation, *System Dynamics Review* and conference paper reviews, and contributions to the Society website. All of us greatly enjoyed the conference and St. Gallen, our congratulations to the organizers and all who helped.



We hope to keep our SD Guild active in the coming year and of course we hope to see you all in Cambridge, Massachusetts in 2013.

A link to the brief, online Post-conference Survey is available on the St. Gallen conference website for a limited time. We encourage you to complete the survey and share your comments.

The anticipated publication date of the web proceedings is the end of September. At that time, an e-mail notice with a link to the web proceedings, will be sent. There will also be a downloadable version of the web proceedings and an option to purchase a full print version.

Other Conference News

As a consulting and IT firm, TRANSENTIS CONSULTING has consistently specialised in business transformation. We help companies to explore their current situation and to design and implement visionary business models and processes. This also includes the optimal use of suitable IT solutions.

Business prototyping is the approach we use to help our customers deal with the complexity of such transformation projects. This approach enables us to create comprehensible blueprints of an enterprise and assess the impact of new business ideas, using techniques such as system dynamics and agent-based modelling.

Our managing director Dr. Oliver Grasl will be presenting webinars in the near future:

- Webinar "Business Model Prototyping" on 21.9.2012
- Webinar "Business Prototyping Techniques" on 23.11.2012

Please check our website at www.business-prototyping.com to keep up to date with our webinar schedule.

We look forward to sponsoring the next System Dynamics Conference and seeing you again in Cambridge, Massachusetts.



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It was a pleasure meeting and connecting with so many of you in St. Gallen. We enjoyed sharing stories and learning about the important work being done across a wide range of fields and disciplines. Thanks to all of you who continue to provide the feedback needed to fuel the development of STELLA and iThink modeling software and isee NetSim web publishing capabilities. ISEE SYSTEMS is committed to developing innovative ways to make it even easier to build, share, and learn from models of complex dynamic systems.



Congratulations to Mauricio Gomez Diaz, recipient of the 2012 Barry Richmond Scholarship Award. Mauricio recently completed his Master's degree in MIT's Engineering Systems Division. His work includes a wonderful paper sponsored by the National Institute of Health titled *Unintended Effects of Changes in NIH Appropriations: Challenges for Biomedical Research Workforce Development*.

In conjunction with our partners, isee systems continues to be a resource for tools, training, and teaching materials that enable people to think and act more systemically. To learn more, visit www.iseesystems.com, email support@iseesystems.com or call (603) 448-4990.

We look forward to seeing you in Cambridge, Massachusetts!

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ANYLOGIC would like to thank the System Dynamics Society for the opportunity to sponsor this year's conference in St. Gallen and to present our case studies on the application of multi-method simulation modeling in various industries.



The conference was very successful and we would like to particularly note the high level of event planning and organization. We enjoyed meeting conference attendees and sharing our ideas of combining the system dynamics approach with agent-based and discrete-event methods in a single modeling environment.

AnyLogic is the only simulation tool which allows the user to build hybrid models by combining these different techniques as appropriate. It's a modern application built in Java, under constant development, and has the ability to export its models as Java applets so that your customers and colleagues can run your models in any browser!

Stop by the website www.anylogic.com, email vladimir.koltchanov@anylogic.fr, or call +33 (0) 6 23 92 12 34 to learn more about how AnyLogic can work for you.

Soon we will post photographs from the conference on the web; an e-mail message will be sent to let you know when they are available. If you have photos you would like to share, please send them to add 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 conference@systemdynamics.org.)

The preliminary Call for Papers is available on the Society website for the 2013 Cambridge, Massachusetts, USA Conference.

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SoL, The Society for Organizational Learning

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