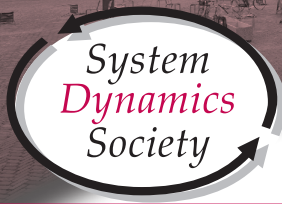


CONFERENCE SPONSOR NOTES



August 2014
Volume 9

32nd International Conference of the System Dynamics Society
Delft, Netherlands
July 20-24, 2014

From Our Sponsors

The TU DELFT team greatly enjoyed hosting the conference at our premises, in particular at the Aula and at the Technology, Policy and Management Faculty. Our special thanks go out to the Society Office headed by Roberta Spencer, and to the Program Chairs, Pål Davidson and Étienne Rouwette who were key in putting together a great conference. We also thank all those who made the conference an unforgettable event by their presentations, posters, and participation in the discussions.



The team enjoyed meeting old friends and making new friends. We appreciated everybody's positive and constructive feedback very much.

We look forward to meeting again next year in Boston!

Erik Pruyt, Els van Daalen, Monique van der Toorn, Wil Thissen, and many, many others from the TU Delft team.

The 2014 International System Dynamics Conference in Delft was a meeting-point for current and former students of the **EUROPEAN MASTER IN SYSTEM DYNAMICS (EMSD)** and faculty lecturing in this master programme. About ten staff members and twenty-five students from different cohorts were present. They presented papers and posters, acted as session chairs, and worked as conference volunteers. In addition, the participants took the opportunity to organize five successful master thesis defenses and celebrated their reunion at an EMSD reception. Staff and students were delighted that the Outstanding Service Award 2014 was given to Prof. Pål Davidson and Prof. Jac Vennix, for their important work for the System Dynamics Society, its journal (*The System Dynamics Review*), and in particular for their work in the foundation and coordination of the European Master in System Dynamics.



It was a pleasure to see so many friends at the System Dynamics Conference in Delft and to make new ones. **STRATEGY DYNAMICS** genuinely appreciates the support, feedback and encouragement that was given.

Agile System Dynamics

We recorded Kim Warren's "Agile System Dynamics" workshop and the video is now on YouTube—see sdl.re/AgileDelftWS. The video is about 1 hour 15 minutes after exclusion of group sessions and the software tutorial section.

Kim's parallel session presentation, "Agile SD: Fast, Effective, Reliable," is also available at sdl.re/AgileDelft.

Sysdea—Substantial upgrade is coming soon

We had some great feedback on the new version of Sysdea that we demonstrated at our booth. We look forward to going live to a wider audience when a substantial update is released this autumn.

Remember—if you hold a faculty post and want to use Sysdea in teaching, you can apply for a free account at sysdea.com/signup-teacher.

Online Business simulations

Our suite of "Microworld" business simulations are now going online: "White Label Restaurants" (aka "Beefeater") is now available and will shortly be followed by Professional Services and People Express. Find us at sdgamesonline.com.

For more information on any of our activities email us at contact@strategydynamics.com.

Christina Spencer | Director Strategy Dynamics Ltd; strategydynamics.com or www.sysdea.com; +44 1844 275518 (UK office hours)

Find us on YouTube: youtube.com/strategydynamics | youtube.com/sysdeavideos.



The **WHOLE SYSTEMS PARTNERSHIP (WSP)** was pleased to participate in the Delft conference and wants to thank the team for their efforts in making this a highly successful meeting—well done. We were encouraged in renewing old acquaintances and making new ones and are excited about the energy and new insights being driven by System Dynamics, aided by the Society.



WSP featured its new *Collaborative Simulation Portal*, developed in partnership with isee systems and Brunel University. It is an add-on to isee Netsim that enables comparative outputs from different applications of the same model to be viewed and compared in a collaborative environment. This portal has been driven by client need and is currently being used within our UK based Workforce Modelling Collaborative. If you see potential for this in your own area of work, please get in touch with us to discuss licensing arrangements. There is a paper in the conference proceedings that explains the tool and its benefits in more detail.

We'd also like to hear from anyone interested in collaborating about how we handle what are currently labelled as 'intangibles' in System Dynamics. We are about to embark on a 2½ year research project with Leeds University School of Healthcare Studies to explore how we measure Relational Values with the goal of making their contribution more explicit and material to the behaviour of the systems we explore and seek to manage.

We look forward to making our own small contribution to the life and impact of the Society.

The **GEORGIA HEALTH POLICY CENTER (GHPC)** was pleased to sponsor this year's System Dynamics conference and to meet and connect with so many of you.



For those of you who were not able to stop by our booth or attend our panel presentation and workshop, we welcome opportunities for you to learn more about the Center and our System Dynamics work. We would also value learning about your techniques for engaging decision-makers on important policy issues using System Dynamics tools.

The Georgia Health Policy Center is a research center within the Andrew Young School of Policy Studies at Georgia State University that is working to improve health at the community level. We provide evidence-based research, program development, and policy guidance locally, statewide, and nationally.

The GHPC has been leading efforts in the U.S. to engage with policymakers on important health policy issues using conversational systems thinking skills, stock and flow maps, and simple and complex models. Our goal is to move policymakers into evidence-based, more collaborative decision-making. For more information on our program and to watch a video on this unique program, please visit our website at ghpc.gsu.edu.

In conjunction with our System Dynamics partners, we continue to explore ways to engage decision-makers and improve research translation into policy and practice, using System Dynamics tools. For more information, please contact Rachel Ferencik at rachel@gsu.edu.

Greetings and many thanks to all the organizers and participants at Delft! The event was again a great pleasure and an opportunity for **SEMANTUM** to connect with the community. We are looking forward to seeing you all again in Cambridge. Below is a reminder of our free modeling tools for the System Dynamics community.



Simantics System Dynamics is an open source modeling and simulation software. It is based on the Simantics platform and developed by VTT Technical Research Centre of Finland and Semantum.

This is free software with basic and advanced modeling and simulation features.

Simupedia is an addition to Simantics System Dynamics that enables creation of web-interfaces for simulations. Hosted simulations can range from small single-user models to large long running multiplayer games. The interfaces are configured within the modeling software and hosted online at Simupedia servers. Simupedia is free for public simulations hosted at www.simupedia.com.

Visit simupedia.com and give it a try! For more information, please email us at contact@semantum.fi.

We encourage you to complete the brief, online Post-conference Survey and share your thoughts. It is available on the conference website for a limited time.

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

The ANYLOGIC Company is a leading provider of dynamic software simulation tools, technologies and consulting services for business applications. It provides the only software tool that supports all the most common simulation methodologies in place today: System Dynamics, Process-centric (aka Discrete Event), and Agent Based modeling. The unique flexibility of the modeling language enables the user to capture the complexity and heterogeneity of business, economic and social systems to any desired level of detail. AnyLogic’s drag-and-drop graphical interface, tools, and library objects allow you to quickly model diverse areas such as manufacturing and logistics, business processes, human resources, consumer and patience behavior without being a programmer. AnyLogic is the choice of thousands of users worldwide including hundreds of multinational commercial and governmental organizations and universities.



Learn more about AnyLogic and the new AnyLogic 7 version at our annual conference on November 12th and 13th, 2014 in San Francisco, CA (USA) immediately following INFORMS Annual meeting. The AnyLogic Conference is an opportunity for modelers from many different industries to explore the practical applications of multimethod simulation modeling. The conference program is based on case studies and customer experiences. Engineers, analysts, managers, and researchers are all welcome to attend and learn about solutions, developed by leading commercial and research organizations, designed to assist them with the challenges of their business. The conference will cover the application of multimethod simulation in planning and the optimization of complex systems in supply chains, logistics, transportation, healthcare, marketing, manufacturing, and production. You can find details at anylogic.com/conference.

See you in San Francisco, CA!

Real Work–Real Fun–Real Results Modeling Change for the Future

Once again **THE MANUFACTURING GAME® / LEDET ENTERPRISES, INC.** appreciated the opportunity to be a sponsor for this year’s System Dynamics Conference. The Manufacturing Game® is a simulation based on System Dynamics that promotes reliability in manufacturing plants, refineries, mining sites, pharmaceuticals, pipelines, etc. The workshop shows how a microworld, like The Manufacturing Game®, can be used to change the culture at multiple industrial sites from the Reactive Domain to the Precision Domain resulting in improvements and sustainability.



Winston P. Ledet’s book, *Don’t Just Fix It Improve It*, has been followed by a second book, *Level 5 Leadership at Work*. It is a fictional work based on a compilation of the many industrial sites that he has worked with using The Manufacturing Game® to instill sustainable reliability. Both books are now available in audio and Kindle at MRO-Zone.com and Amazon.com.

Ledet Enterprises, Inc. has developed other simulations using a System Dynamics approach and is available to develop custom programs for industry, government, the military, health fields, education, etc. For information on The Manufacturing Game® or other types of simulation development call (281) 812-4148 or email info@mfg-game.com.

We hope you enjoyed Delft and the conference as much as we did. It was great seeing so many of you in person and we look forward to keeping in touch, both electronically and at future conferences. 2014 has been a year of big changes for **ISEE SYSTEMS** and we are very excited about the new product releases coming out in the fall. The enthusiasm for XMILE expressed during the conference was also encouraging and we plan to have an approved standard in place by the end of 2014 (xmile.systemdynamics.org).



Special congratulations go to Siva Muthuprakash, recipient of the 2014 Barry Richmond Scholarship award. Siva is a PhD candidate at IIT Bombay and is trying to teach the dynamics of land usage to subsistence farmers in order to improve their livelihood. His work demonstrates clearly that those doing work in System Dynamics continue to reach out to new constituents with important lessons.

We hope to see you in Boston, and would be happy to hear from you before then. Visit us at iseesystems.com for more information.

As soon as possible, we will post photographs from the conference on the website; an e-mail message will be sent when they are available. If you have photos to share, please send them to us 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 2015 Cambridge, Massachusetts Conference. Please take a look and plan to attend.

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