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The Gathering Brainstorm

1st Annual INCOSE Great Lakes Systems Summit

September 10-11, 2007
Mission Point Resort
Mackinac Island, Michigan

Sponsors



Lunch Sponsor

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strategy and technology consultants to the world

The Gathering Brainstorm: How to Employ Our "Systems Thinking" Competitive Advantage to Prosper in a Global Economy

NOTE: You must set up an account to register online. Please follow this [LINK](#) to begin online registration.

If you have technical questions about the registration system, please contact Bob Hertel at 231-941-8500 x2.

Mission Point Resort



Forms & Additional Information

Click Below for Important Information

[Conference Flyer](#)

[Conference Brochure & Hard-Copy Registration Form](#)

[Sponsorship Opportunity Form](#)

[Mission Point Room Reservation Form - Complete this in addition to your conference registration](#)

[Speaker Biographies](#)

[Frequently Asked Questions](#)

[Press Release](#)

Registration

"RAGS" or Riches?

At the request of Congress, the National Committee on Prospering in the Global Economy of the 21st Century prepared and published Rising Above The Gathering Storm (RAGS): Energizing and Employing America for a Brighter Economic Future. This [2007 report](#) paints a dire picture for the USA and urges immediate action. It is no secret that Michigan and the Great Lakes are weathering the brunt of this storm. We must ask ourselves: Are we – as individuals, as organizations, as a state, and as a region – leveraging the systems knowledge and capability right at our fingertips?

The Value of Systems Knowledge

Insiders to the complex systems analysis and systems engineering (SE) fields have intuitively understood the value of the systems approach for 50 years. Recently, [hard data](#) showing the value of systems thinking and SE has become available. Increasing SE effort to just 15% of total effort can reduce schedule and cost overruns, ranging from 50% to 300%, to zero. [[Honour, Eric. The Value of SE, INCOSE 2004 IS](#)] Emerging Lean SE practices can be used to reduce cost and delivery time even further, COINCIDENT WITH breakthrough improvements in innovation and quality.

A Plan for Action

This year's theme, "The Gathering Brainstorm: How to Employ Our Systems Thinking Competitive Advantage to Prosper in a Global Economy" brings together a diverse group from industry, education, government, science, arts and engineering to formulate a strategic action plan for the upcoming year. The eight featured speakers will establish a foundation in complex systems theory, systems engineering, lean systems, breakthrough design, competitiveness, entrepreneurship, innovation and leadership. Insights and ideas (including yours!) will be developed during participative interactive panel sessions.

Registration Fees Include:

All sessions for Monday, September 10 through Tuesday, September 11. Also includes afternoon break refreshments on Monday; breakfast, breaks and lunch Tuesday

On or before August 28 After August 28

Standard Registration \$199 \$229

» [Click here for Online Registration](#)

Student Registration \$129

\$139

Links

[Shepler's Mackinac Island Ferry](#)
[Directions to Shepler's Mackinac Island Ferry](#)
[Mission Point Resort](#)
[Mackinac Island Tourism Bureau](#)
[Mackinac Island Map](#)

Attendee Checklist

Register for conference
 Make hotel reservations
 Make flight arrangements
 Make ground transportation arrangements
 Arrange ferry tickets (can be done in registration process)

Optional Fees

Monday Lunch at Mission Point - \$22 per person
 Monday Dinner at Mission Point - \$45 per person
 Adult Ferry Tickets - Round Trip (ages 13 and up) - \$19 each
 Child Ferry Tickets - Round Trip (ages 5-12) - \$9.50 each
*** Note - Ferry tickets will be at Will-Call at Shepler's in your name*
 Bike and Bike Trailer Ferry Fee - \$7.50 each
*** Note - fee is for each bike and trailer. Example: a bike with a trailer is \$15*
 Round Trip Pellston Airport (PLN) Ground Transfer - \$60 per person
 Round Trip Traverse City Airport (TVC) Ground Transfer - \$560 for up to two passengers
 Additional Passengers above two from TVC - \$70

Note: Meetings Up North will contact you for your flight information if you choose ground transfers

Lodging Rates

Special group rates have been established for INCOSE. Please use the [Hotel Reservation Form](#) to make reservations. *This must be done in addition to your conference registration.*

\$159 per room, per night, single & double occupancy
 \$199 per room, per night, single & double occupancy - Hot Tub Room

\$20 additional per person, per night
 All room rates are subject to 6% Michigan sales tax, 8% Resort Levy and a \$4 per person luggage charge

Agenda

Sunday Evening

5:00 p.m. Registration
 5:30 p.m. Reception

Monday

7:30 a.m. Registration / Cont. Brkfst
 9:00 a.m. S. Forrest
 9:45 a.m. Break
 10:00 a.m. B. Oppenheim, J. Liddy
 11:45 a.m. Lunch / Registration
 1:30 p.m. C. Simon, C. Wasson
 3:00 p.m. Break
 3:15 – 4:30p.m Interactive Panel Sessions
 5:30 p.m. Social Hour
 6:30 p.m. Dinner
 7:15 – 8:00p.m. Keynote Address

Tuesday

7:30 a.m. Continental Breakfast
 8:30 a.m. B. Kenley, B. Oppenheim
 10:00 a.m. Break
 10:15 a.m. J. Bedz, J. Gormley
 11:45 a.m. Lunch
 1:00 – 3:00p.m. Interactive Panel Sessions

Speakers & Topics

Stephen Forrest

Dr. Forrest is Vice President of Research, University of Michigan and served on the National Committee on Prospering in the Global Economy of the 21st Century. TOPIC: Transforming from a Manufacturing to a Knowledge-Based Economy: *How Industry and Academia Must Join Forces to be Competitive in the Global Marketplace.*

[RAGS Report](#)

[Dr. Forrest Bio](#)

Bohdan (Bo) W. Oppenheim

Dr. Oppenheim is Professor of Mechanical and Systems Engineering Loyola Marymount University, Director of DoE IAC, Coordinator of the Lean Aerospace Initiative (LAI), and Co-chair, INCOSE Lean SE Work Group. TOPIC: The Lean Systems Success Secret.

[Dr. Oppenheim Bio](#)

[Lean Aerospace Initiative](#)

[INCOSE Lean SE Work Group](#)

Carl P. Simon

Dr. Simon is Professor of Mathematics, Economics & Public Policy and Director of the Center for the Study of Complex Systems, University of Michigan. TOPIC: Integrating Disciplines to Solve Complex Problems.

[Dr. Simon Bio](#)

[U of M Center for the Study of Complex Systems](#)

Charles Wasson

Mr. Wasson, award-winning author and 35-year SE veteran, has captivated the SE community worldwide with his new book System Analysis, Design and Development. TOPIC: Bridging SE Gaps in Education and Application.

[Book Description](#)

[Book Review](#)

[Example Course Using Book](#)

Robert Kenley

Dr. Kenley is Secretary, INCOSE Board of Directors and President/CEO of Kenley Consulting. He has 25 years experience in aerospace and nuclear engineering. He holds a Ph.D. in Engineering-Economic Systems (Stanford), a S.B. in Management (MIT) and an M.S. in Statistics (Purdue). TOPIC: An INCOSE Regional Strategy.

[About INCOSE](#)

[INCOSE Leadership](#)

[INCOSE Intelligent Enterprise Work Group](#)

James W. Liddy

Dr. Liddy, Professor of Reliability and Statistics, Spring Arbor University and Technical Fellow, Visteon Corp. will speak to his new book featuring our region's top leaders. TOPIC: Leadership: I Know it When I Feel It.

John Bedz

Mr. Bedz, Director, Michigan Small Tech Association, is perhaps our nation's most dynamic figure in Nanotechnology business development. TOPIC: Emerging Technologies and Start-ups: How the Feds Can Help.

[Michigan Small Tech](#)

Joe Gormley

Mr. Gormley, President of GSE, Inc. and 48 year SE veteran, has been called Michigan's "Father of Systems Engineering." He began his career on the POLARIS Missile project. During his 27 years with Ford Motor Co. he established Ford's first SE department. TOPIC: Break-through System Design: Avoiding the Looming Crisis

Should You Attend?

Michigan and the Great Lakes Region are undergoing dramatic change. Economic globalization and the "Gathering Storm" has already hit most of us head on. Experts agree that one of our biggest challenges is learning how to adapt by affecting change at the personal, group, organizational and societal levels. Struggling enterprises often speak about

"cultural barriers." The ability to understand and manage complex systems, especially systems with people in them, is quickly becoming one of the most valuable assets one can possess.

Mackinac Island provides a perfect environment for reflecting, reenergizing and strategizing for a prosperous future. This summit offers one-on-one interaction with world-renowned systems thinkers and practitioners eager to share their share their deepest insights with you.

Whether you are an executive, manager, university student, systems engineer (SE), engineer thinking about advancing to SE, entrepreneur, public servant, economist, banker, investor, or educator, this summit will provide a uniquely valuable technical, networking and learning experience. Please join our "Gathering Brainstorm."

Sincerely,
Jack Stein – President, INCOSE Michigan Chapter