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# Visionary Leadership: Building Strategic Bridges toward Transition and Success



September 7-9, 2008

**Mission Point Resort  
Mackinac Island, Michigan**

2<sup>nd</sup> Annual Great Lakes Systems  
Summit on Global Competitiveness

Brought to you by the INCOSE Michigan  
and Northern Ohio Chapters



8/30/08

*“Clearly this is an extremely important conference during a time when innovation has become the key to America's capacity to compete in a hypercompetitive global, knowledge-driven economy, requiring strategic investments in human capital (education), knowledge generation (research, development, and radical innovation), and policies to encourage the transfer of new knowledge into the marketplace.”*

**Dr. James J. Duderstadt**

President *Emeritus*, University of Michigan  
University Professor of Science and Engineering  
Director of Science, Technology, and Public Policy  
Founder/Director, Millennium Project



## Gaining Momentum in 2008

Michigan and the Great Lakes region are undergoing dramatic change. Our 2nd Annual INCOSE Great Lakes Systems Summit builds on the results of our 2007 Summit, bringing us to another milestone in the 5-year Great Lakes Systems Summit series on *Competitiveness in a Global Economy*. This year, we have expanded to three tracks:

Track		Focus	Who should attend?
I	Systems 101	Introduction to complex systems, systems engineering (SE) and basic SE methods. Career transitioning. Continuing education options.	- Engineers thinking about advancing to SE. - Practitioners needing a systems/SE refresher. - Anyone with an interest in systems and/or SE.
II	Leadership	Results of NASA study. “True” leadership. Why leadership is crucial for SE success. Building great teams/organizations through leadership.	- Middle-managers, department heads, directors, senior SE team/project leaders, entrepreneurs, start-up presidents/CEOs/management teams.
III	Visionary Action!	Executive Vision Session: Collaboration between industry, academia, government & professional societies. Survey results. Envisioning prosperity. University SE programs worldwide “versus” those in the Great Lakes region. INCOSE’s (new) ABET membership. STOP THE BRAIN DRAIN! (Panel)	- Corporate executives, CEOs, VPs, Directors. - University professors, deans, department heads. - Presidents and board members of professional societies, civic, and non-profit organizations. - Government officials involved in economic revitalization and education system development.

The sessions in all three tracks are designed to be educational, interactive, and results focused. The Summit is open-forum. Attendees are welcome to mix-and-match sessions across tracks. All attendees will receive the material for all three tracks. Mackinac Island is great place for reflecting, reenergizing and strategizing for a prosperous future. We look forward to seeing you there!

Sincerely,

Jack Stein; President, INCOSE Michigan Chapter

[jack.stein@incose.org](mailto:jack.stein@incose.org); 248-890-2855

Interact with more than a dozen leading-edge experts about developments in global competitiveness, transition, visionary leadership, cultural enablers and system design & analysis:

	<p><b>John Thomas</b> Mr. Thomas, a Vice President at Booz Allen Hamilton, specializes in the delivery of large-scale SE and integration services. With 30+ years of experience, he has framed innovative techniques for SE integration with business analysis and program support, developing methods which improve planning and implementation of large-scale systems, and organizational transformation. John holds an MSEE from the Air Force Institute of Technology and a BSEE from Michigan State University. <b>TOPIC:</b> The Lost Art of Integrating Program with Technical Mgmt.</p>	
	<p><b>Pete Haniak</b> Mr. Haniak is Acting Chief SE for the U.S. Army's Program Executive Office for Ground Combat Systems. He oversees SE for major programs including the Abrams tank, the Bradley and Stryker vehicles families, and ground robots. His experience of 21 years includes systems of systems engineering, communications systems development and acquisition of weapons system software and electronics. Pete holds a BSE-EE from U. of Michigan and an MSE-EE from National Technology University. <b>TOPIC:</b> Systems Thinking and Handling Complexity.</p>	
	<p><b>John Juhasz</b> Mr. Juhasz is President/CEO of Telepath Associates, Inc. and former Adjunct MBA Professor, Baldwin Wallace College. He holds BSEE, MSEE and MBA degrees, is an INCOSE CSEP, and founder/President of the INCOSE N. Ohio Chapter. His SE experience spans four decades across the Automotive, Telecom, and Aerospace industries. He authored <i>Enterprise Engineering in the Systems Age</i> for the <i>Handbook of Technology Mgmt.</i>, 1996. <b>TOPICS:</b> Visionary Leadership and Cultural Enablers – Utilizing the NASA Pilot Benchmark Initiative Study Results.</p>	
	<p><b>Charles Wasson</b> Mr. Wasson is an award-winning author and 36-year SE veteran. He has captivated the Systems Engineering community worldwide with his textbook <i>System Analysis, Design and Development</i>. <b>TOPICS:</b> 1. SE Essentials. 2. Systems Thinking: Bridging the Divides Between and Within Education, Industry and Government.</p>	
<p><b>Lisa Mininni</b> Ms. Mininni, author of <i>Me, Myself, and Why? The Secrets to Navigating Change</i>, is President of Excellerate Associates, a consulting and developmental/business coaching firm working with profit and non-profit organizations. As a transformational expert, Lisa draws out corporate teams' motivators to impact organizational and people-positive change. <b>TOPICS:</b> 1. Toward the Vision! Building a Prosperous Michigan – A Prosperity Index. 2. Embracing Transformation! – Personal, Organizational and Societal.</p>		
	<p><b>Richard Frase</b> Dick Frase, a 45 year SE veteran, is President of GT Technical Services, Inc. and Dir. of Communications for the INCOSE MI Chapter. While with the Army, Dick developed requirements for the Army of the Future and was Senior SE to the Pentagon on SDI (Star Wars). As Principal SE at Martin Marietta, he developed requirements for classified satellite systems. In 1995 he joined Chrysler to implement SE methods in the automotive industry. <b>TOPICS:</b> 1. Requirements Engineering. 2. Leadership in SE.</p>	
<p><b>LA Scheinholtz</b> Ms. Scheinholtz, is Lead Consultant at Mithun Training &amp; Consulting in The Netherlands. Her clients include Philips, NATO and IMS. Lauri holds an M.S. in Management Information Systems, University of Nebraska. Her innovative approach of integrating traditional requirements engineering with interpersonal communication and writing skills provides highly effective training for requirements engineers. <b>TOPICS:</b> 1. Do Your Requirements Reflect Customer Expectations and Needs? 2. Understanding the Customer.</p>		
	<p><b>Joseph Kasser</b> Dr. Kasser is a principal at Right Requirement, Ltd. and Professor at Cranfield University, where he is developing the world's first immersion course in systems engineering. An SE for 36 years and academic for 10, Joe is author of <i>A Framework for Understanding SE and Applying TQM to SE</i>. He is an INCOSE Fellow, Past President of INCOSE Australia, and recipient of NASA's Manned Space Flight (Silver Snoopy) Award. <b>TOPIC:</b> The Seraswati Project: A Radical Postgraduate Immersion Course on Systems Engineering.</p>	
<p><b>Dr. James W. Liddy</b> Dr. Liddy, is Professor of Reliability &amp; Statistics at Spring Arbor University and an emerging consultant in the quality and leadership fields. Jim recently retired as a Technical Fellow, with 30+ years at Exxon Mobile and Ford/Visteon. Professor Liddy will speak to his latest book featuring interviews with our region's top leaders. <b>TOPIC:</b> <i>Leadership: I Know it When I Feel It.</i></p>		
	<p><b>Dr. Armand Ash</b> Dr. Ash is Lead Professor of Systems Engineering and Associate Prof. of Electrical and Biomedical Engineering, University of Detroit Mercy. He is President/CEO of Mechatronics Inc., a Director for the INCOSE MI Chapter, and serves on several SAE Standards/Steering Committees. <b>TOPICS:</b> 1. INCOSE's ABET Membership and Systems Engineering Programs Throughout the World. 2. STOP THE BRAIN DRAIN! – Implementing a Joint Industry-Education-Government-Prof. Society Strategy for Accelerated Flexible Cross-Industry Talent Transition.</p>	

Mr. Walden is INCOSE's Certification Program Manager and President/CEO of Sysnovation, LLC. He has 25 years of SE experience including 13 years with General Dynamics and 10 years with McDonnell Douglas. Dave has held numerous INCOSE positions and is a founder and first president of the North Star Chapter. Dave holds M.S. degrees in Management of Technology, Electrical Engineering and Computer Science. **TOPIC:** Gaining a Competitive Edge with INCOSE Certification – ASEP, CSEP, CSEP-Acq and ESEP.



**Robert Reed**

Mr. Reed has been with GE Aviation (formally Smiths Aerospace), in various SE and technical management, roles for 18 years. He is an INCOSE Certified Systems Engineering Professional (CSEP). Bob retired from the Navy in 1989 after a successful career which included tours at the Naval Air Test Center and U.S. Space Command. His current work is with the Boeing 767 Tanker Mission Control System. Bob is married and lives with his wife Vicky in Alaska – Alaska, Michigan that is! **TOPIC:** Lessons Learned in Cost-Effective SE.

Mr. Peterson, a consultant at Booz Allen Hamilton, provides clients support in Systems Engineering, Program Management and Enterprise Development. Mr. Peterson has led several technical teams on large scale complex programs. His experience stretches across academic, commercial and government sectors spanning all phases of the system lifecycle. He is an INCOSE CSEP, PMI PMP and holds a BSME from MSU and an MS in Technology Management from RPI. **Topic:** INCOSE Overview: Do You Know What You're Missing?



**Troy Peterson**



**Faris Alami**

As Executive Director, Integrated Systems Management, Inc., Mr. Alami brings visionary, dynamic practices to businesses though high workforce performance. **TOPICS:** 1. Leveraging Generational and Cross-Cultural Diversity in the Workplace. 2. Creating an Ultra-High Performance “Great Place to Work” Environment that Attracts and Retains Top-Notch “Knowledge-Worker” Talent.

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**Sept. 7-9 Schedule “At a Glance”**

**Sunday Evening**

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

**Monday**

7:30 a.m. Registration  
8:30 a.m. Opening Plenary  
9:30 a.m. Break  
9:45 a.m. General Session  
10:30 a.m. Track I, II and III Sessions  
11:45 a.m. Lunch / Registration  
1:00 p.m. Track I, II and III Sessions  
3:00 p.m. Break  
3:15 – 4:30p.m. General Session

**Monday Evening**

5:30 p.m. Social Hour  
6:30 p.m. Dinner  
7:15 – 8:00p.m. Keynote Presentation

**Tuesday**

7:30 a.m. Continental Breakfast  
8:30 a.m. Track I, II and III Sessions  
10:00 a.m. Break  
10:15 a.m. Track I, II and III Sessions  
11:45 a.m. Lunch  
1:00 – 3:00p.m. Closing Session & Plenary

**Monday September 8, 2008**

	Track I Systems 101	Track II Leadership	Track III Visionary Action!	
7:30 -				- 7:30
8:00 -	<b>Registration / Continental Breakfast</b> [7:30 - 8:30]			- 8:00
8:30 -	<b>Opening Plenary [8:30 - 9:30]</b> Welcome: Summit Overview [Stein] Applying the Results of the NASA Benchmark Study: Comments on Visionary Leadership & Cultural Enablers [Juhasz] Prosperity Survey Overview: How Will We Transition? [Mininni]			- 8:30
9:00 -				- 9:00
9:30 -	Break [9:30 - 9:45]			- 9:30
10:00 -	<b>General Session [9:45 - 10:30]</b> Introductory Remarks on Leadership & Systems [Frase] <b>Feature Presentation:</b> Systems Thinking and Handling Complexity [Haniak]			- 10:00
10:30 -				- 10:30
11:00 -	SE Essentials: 12 Keys to System Development Success [Wasson]	Visionary Leadership [Juhasz]	<b>Executive Visioning Session</b> A Facilitated Meeting of Leaders in Business, Government, Education, Professional Societies and Civic Organizations [Mininni]	- 11:00
11:30 -	The Case for Requirements Management [Frase]	Leadership: I Know it When I Feel It [Liddy]		- 11:30
12:00 -	<b>Lunch / Late Registration</b> [11:45 - 1:00]			- 12:00
12:30 -				- 12:30
1:00 -				- 1:00
1:30 -	Requirements Analysis: My Favorite INCOSE Handbook Topic [Yarger]	Do Your Requirements Reflect Customer Expectations & Needs? [Scheinholtz]	<b>Executive Vision Session (cont.)</b> [Mininni]	- 1:30
2:00 -	Understanding the Customer [Scheinholtz]	The Lost Art of Integrating Program and Technical Management [Thomas]	Lessons Learned from Developing & Delivering the World's 1st Immersion Course in Systems Engineering [Kasser]	- 2:00
2:30 -			INCOSE ABET for SE: Overview of University SE Programs Worldwide [Ash]	- 2:30
3:00 -	Break [2:45 - 3:00]			- 3:00
3:30 -	<b>General Session [3:00 - 4:00]</b> Group Discussion of Key Insights from Tracks I, II and III (15 min.) <b>Presentation:</b> Systems Thinking - Government/Industry/Academia [Wasson] (45 min.)			- 3:30
4:00 -				- 4:00
4:30 -	<b>Free Time [4:00 - 5:30]</b>			- 4:30
5:00 -	Visit the Hands-On Interactive SE Tools Display/Demo [IBM Rational] (Exhibit Room)			- 5:00
5:30 -				- 5:30
6:00 -	<b>Social Hour</b> [5:30 - 6:30]			- 6:00
6:30 -				- 6:30
7:00 -	<b>Dinner</b> [6:30 - 7:15]			- 7:00
7:30 -	<b>Keynote Presentation</b> [7:15 - 8:00]			- 7:30
8:00 -				- 8:00

**Tuesday September 9, 2008**

	Track I Systems 101	Track II Leadership	Track III Visionary Action!	
7:30 -	<b>Continental Breakfast</b> [7:30 - 8:30]			- 7:30
8:00 -				- 8:00
8:30 -	Documenting and Managing Requirements [Frase]	Lessons Learned in Cost-Effective SE [Reed]	Important "Non-Engineering" Skills for Systems Engineers [Scheinoltz]	- 8:30
9:00 -	Organizational Metrics [Labovitz]	Transformation in Teams and Organizations [Mininni]		- 9:00
9:30 -	Shift Happens: How Do I Navigate It? [Mininni]	Essentials in SE Leadership [Frase]	Leveraging Generational and Cross-Cultural Diversity in the Workforce [Alami]	- 9:30
10:00 -	<b>Break</b> [10:00 - 10:15]			- 10:00
10:30 -	INCOSE Overview: Do You Know What You're Missing? [Peterson]	Creating a High-Performance "Great Place to Work" Environment [Alami]	<b>Panel: STOP THE BRAIN DRAIN -</b> Implementing a Joint Industry-Education-Government-Professional Society Strategy for Accelerated Flexible Cross-Industry Talent Transfer [Ash]	- 10:30
11:00 -	INCOSE Certification Programs [Walden]	<b>Panel: Strategies for Leaders and Leadership</b> [Yarger]		- 11:00
11:30 -				- 11:30
12:00 -	<b>Lunch</b> [11:45 - 1:00]			- 12:00
12:30 -				- 12:30
1:00 -	<b>General Session</b> [1:00 - 2:00] Discussion of Results from Tracks I, II and III			- 1:00
1:30 -				- 1:30
2:00 -	<b>Break</b> [2:00 - 2:15]			- 2:00
2:30 -	<b>Closing Plenary</b> [2:15 - 3:00] Vision for a Prosperous Region - Visionary Action! Items			- 2:30
3:00 -				- 3:00

**Conference Registration Prices\***

- Regular (before ~~Aug. 31~~ Sept. 4)<sup>†</sup> \$199
- Age 64+ (before ~~Aug. 31~~ Sept. 4)<sup>†</sup> \$179
- Students (before ~~Aug. 31~~ Sept. 4)<sup>†</sup> \$129
- Regular (after ~~Aug. 30~~ Sept. 3)<sup>†</sup> \$229
- Age 64+ (after ~~Aug. 30~~ Sept. 3)<sup>†</sup> \$209
- Students (after ~~Aug. 30~~ Sept. 3)<sup>†</sup> \$139

\* \$290/\$260/\$160 at the door. Registration fee includes sessions, AM/PM breaks on Monday, and breakfast, AM break, and lunch on Tuesday. Single day rates of ½ price by request.

† Early Bird rate extended due to INCOSE MI internet provider server failure on Aug. 29<sup>th</sup>. Our apologies to those affected!

**Mission Point Room Rates**

- INCOSE discount room rates: \$169 and \$209 (must mention INCOSE). Government rates guaranteed INCOSE by special request.

**Fees for Optional Items:**

- Monday Luncheon \$22
- Monday Banquet Dinner \$45
- Discount Ferry Tickets
  - Adult \$22
  - Child (5-12) \$10
  - Child under 5 no charge
  - Bikes / Trailer \$7.50

**Round Trip Airport Ground Transfers**

- Traverse City (TVC) to Mackinaw City: \$710 for up to 2 passengers; \$50 for each additional passenger.
- Pellston (PLN) to Mackinaw City: \$130 per person.

**Registration Instructions:**

- For Conference: On-line (check or credit card) [www.MeetingsUpNorth.com/INCOSE](http://www.MeetingsUpNorth.com/INCOSE)
- Mission Point Room Reservations: Frances Shettel, 906-847-3013, [fshettel@missionpoint.com](mailto:fshettel@missionpoint.com)
- For registration questions: Contact Bob Hertel at 231.941.8500 ext. 2

**About INCOSE:** The International Council on Systems Engineering (INCOSE, [www.incose.org](http://www.incose.org)) is a not-for-profit membership organization founded in 1990. Our mission is to advance the state of the art and practice of systems engineering in industry, academia, and government by promoting interdisciplinary, scaleable approaches to produce technologically appropriate solutions that meet societal needs.

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### Thank You! 1<sup>st</sup> Annual (2007) INCOSE Great Lakes Systems Summit Participants: