

## Featured Speakers and Topics\*

### John Juhasz

Mr. Juhasz is President/CEO of Telepath Associates, Inc. and an MBA Professor at Baldwin Wallace College. He holds BSEE, MSEE and MBA degrees, is an INCOSE Certified SE Professional, and is founder and President of the INCOSE N. Ohio Chapter. His SE experience spans four decades across the Automotive, Telecom, and Aerospace industries. He is author of *Enterprise Engineering in the Systems Age*, Handbook of Technology Management, 1996. **TOPICS:** *Visionary Leadership and Cultural Enablers – Utilizing the NASA Pilot Benchmark Initiative Study Results.*

### Lisa Mininni

Ms. Mininni, author of *Me, Myself, and Why? The Secrets to Navigating Change*, 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. **TOPICS:** 1. *Toward the Vision! Building a Prosperous Michigan – A Prosperity Index.* 2. *Embracing Transformation! – Personal, Organizational and Societal.*

### Faris Alami

As Executive Director, Integrated Systems Management, Inc., Mr. Alami brings visionary, dynamic practices to businesses through 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.*

### Armand Ash

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. **TOPIC:** *STOP THE BRAIN DRAIN! – Implementing a Joint Industry-Education-Government-Prof. Society Strategy for Accelerated Flexible Cross-Industry Talent Transition.*

### David Walden

Mr. Walden is INCOSE's Certification Program Manager and President/CEO of Synnovation, 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 Personal and Organizational Competitive Edge with INCOSE Certification – ASEP, CSEP, CSEP-Acq and ESEP.*

## Featured Speakers and Topics\*

### John Thomas

Mr. Thomas, a Vice President at Booz Allen Hamilton, has more than 30 years of leadership experience meeting the challenges of complex social and technical systems. His assignments and clients include the CIA, DHS, DIA, NRO, NGA, and NSA. **TOPIC:** *The Lost Art of Integrating Program with Technical Management.*

### Charles Wasson

Mr. Wasson is an award-winning author and 36-year SE veteran. He has captivated the SE community worldwide with his textbook *System Analysis, Design and Development*. **TOPICS:** 1. *Systems Engineering Essentials.* 2. *Systems Thinking: Bridging the Divides Between and Within Education, Industry and Government.*

### James W. Liddy

Dr. Liddy, is Professor of Reliability & 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. **TOPIC:** *Leadership: I Know it When I Feel It.*

### Richard Frase

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. **TOPICS:** 1. *Requirements Engineering.* 2. *Leadership in SE.*

### LA Scheinholtz

Ms. Scheinholtz, is Lead Technical Consultant at Mithun Training & Consulting in The Netherlands, where she works with clients such as Philips, NATO and IMS. Lauri holds an M.S. in Management Information Systems from the University of Nebraska. Her innovative approach of integrating traditional requirements engineering with interpersonal communication, interviewing and writing skills provides a unique, highly effective training offering for requirements engineers. **TOPICS:** 1. *Do Your Requirements Accurately Reflect Customer Expectations and Needs?* 2. *Achieving Excellence in Requirements Engineering.*

### Joseph Kasser

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 *A Framework for Understanding SE* and *Applying TQM to SE*. He is an INCOSE Fellow, Past President of INCOSE Australia, and recipient of NASA's Manned Space Flight (Silver Snoopy) Award. **TOPIC:** *The Seraswati Project: A Radical Postgraduate Course on Systems Engineering.*

\* Not all speakers are listed. See [www.MeetingsUpNorth.com/incose](http://www.MeetingsUpNorth.com/incose)

## INCOSE Michigan and N. Ohio Chapters



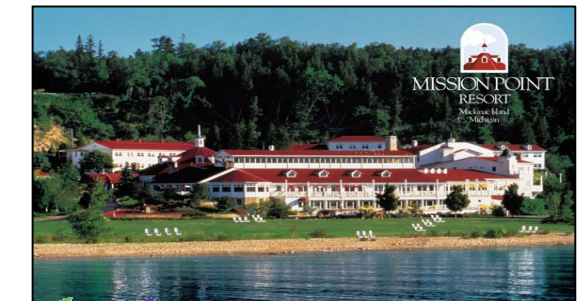
2<sup>nd</sup> Annual Great Lakes Systems Summit on Global Competitiveness

Visionary Leadership  
Building Strategic Bridges toward Transition and Success  
September 7-9, 2008  
Mission Point Resort  
Mackinac Island, MI  
8/05/2008



Executive Sponsor:

Booz | Allen | Hamilton



For full details and on-line registration visit:

[www.MeetingsUpNorth.com/INCOSE](http://www.MeetingsUpNorth.com/INCOSE)

## Summit Description / Program

## Registration and Fees

## Registration Form (if not registering on-line)

### Gaining Momentum in 2008!

Michigan and the Great Lakes Region are undergoing dramatic change. The 2<sup>nd</sup> Annual INCOSE Great Lakes Systems Summit builds on the exciting breakthrough 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:

- **Systems 101** – for those interested in systems, beginning SE
- **Leadership** – for middle-managers, directors, senior SEs
- **Visionary Action!** – for policy/decision-makers

All three Tracks are designed to be informative, educational, interactive, and results focused. The Summit is open-forum and attendees are welcome to mix-and-match sessions across Tracks. Attendees will receive the material for all three tracks.

Mackinac Island is great place for reflecting, reenergizing and strategizing for a prosperous future. Whether you are an executive, manager, student, entrepreneur, public official, educator, systems engineer (SE), or engineer thinking about becoming advancing to SE, this Summit will provide a uniquely valuable learning experience for you and your colleagues.

Sincerely,  
Jack Stein – President, INCOSE Michigan Chapter

### Sunday Evening

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

### 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  
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. General Session / Closing Plenary

### Conference Registration\*

- |                             |       |
|-----------------------------|-------|
| • Regular (before Aug. 31)  | \$199 |
| • Age 64+ (before Aug. 31)  | \$179 |
| • Students (before Aug. 31) | \$129 |
| • Regular (after Aug. 30)   | \$229 |
| • Age 64+ (after Aug. 30)   | \$209 |
| • Students (after Aug. 30)  | \$139 |

\* \$290/\$260/\$160 at the door. Registration fee includes all sessions, AM/PM breaks on Monday, and breakfast, AM break, and lunch on Tuesday.

### 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                | \$7.50    |
| • Bike 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

\*\* Meetings Up North will contact you for your flight information to arrange transfers.

### Registration Options

- Register On-line (check or credit card) [www.MeetingsUpNorth.com/INCOSE](http://www.MeetingsUpNorth.com/INCOSE)
- Complete this Form and Mail or FAX to:  
Meetings Up North, P.O. Box 386  
Traverse City, MI 49685  
FAX: 231.947.2532  
Phone: 231.941.8500 ext. 4

Make checks payable to: "Meetings Up North"  
Mission Point room reservations: 1.800.833.7711.

Regular	\$199 x _____ = _____
(after 8/30)	\$229 x _____ = _____
Age 64+	\$179 x _____ = _____
(after 8/30)	\$209 x _____ = _____
Student	\$129 x _____ = _____
(after 8/30)	\$139 x _____ = _____
Monday Lunch	\$22 x _____ = _____
Monday Dinner	\$45 x _____ = _____
Adult Ferry Tix	\$22 x _____ = _____
Child Ferry Tix	\$10 x _____ = _____
Under 5 Ferry Tix	\$0 x _____ = _____
Bikes & Trailers	\$7.50 x _____ = _____
TVC Transfer	\$710 x _____ = _____
	\$50 x _____ = _____
PLN Transfer	\$130 x _____ = _____
Total _____	

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Credit Card Type: Visa MC AMEX Discover

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_