



October 2011
Volume 3, Issue 3



2010 & 2009 Silver
Chapter Circle
Award Winner



2008 Bronze
Chapter Circle
Award Winner

North Coast System Engineer

THE PRESIDENT'S CORNER



by **Dennis Rohn**

Power and energy...no, I'm not going to discuss the Power and Energy Working Group, affiliated in part with our chapter, in this article. Although, that would be a worthy topic. Instead, I want to discuss maintaining your personal power and energy. What happens to a light bulb when its power source begins to run out of energy? Or worse yet, the light bulb becomes unplugged from its power source. The light bulb would gradually dim (in the first case), and eventually go out. I think the same is true about a good systems engineer (or any profession). If you don't keep that energy source "full" or

become unplugged, our skills and personal drive will begin declining and could go out. Back several years ago, I experienced this phenomenon. I would go to a systems engineering class and would come back to the office full of energy and ready to apply systems engineering, but over time, that energy dissipated and I would lose interest. I could go to another class, and had the opportunity to attend INCOSE Symposia once a year, but in between, I'd feel myself slipping again. Now with the local INCOSE Chapter, I don't have to wait as long in between and can better maintain my personal power and energy associated with systems engineering.

How about you? Are you connected and drawing energy from those systems engineers around you? There are many opportunities to do this. It can be one-on-one in your work place, at Chapter meetings, classes, conferences and symposia., and in many other opportunities. I would encourage you to find those things that give you your personal power and energy, especially associated with systems engineering, and draw upon it. One of those laws of nature is that you can't get more energy out than you put in, but in the case of organizations or groups such as INCOSE, I am a



firm believer that the more you put in the more you will get out. Don't become a useless light bulb.

If there are any ways we, the officers of the Chapter, can help you keep your light lit, please let us know.
Dennis

Public Notice About a New Outreach Plan

by Paul DeSantis

In March 2011, our Chapter BOD created a Director for Commercial Outreach position. I was the only candidate for the position, thereby winning by default. A marketing plan was written and submitted to the BOD in June for approval. In July it was decided that the existing Outreach position could dovetail their activities with the Commercial Outreach plan.

The marketing plan adopts a marketing concept called *demand management* to create new systems engineering professionals by building awareness about the discipline. Interested professionals will join INCOSE and our chapter as they attempt to advance systems engineering in their workplace and or career. If target professionals already know about systems engineering, then we will build awareness about INCOSE. If target professionals know about the discipline and INCOSE, then we will encourage

them to become members. If these knowledgeable professionals resist joining INCOSE we could endeavor to find out why. Quantifiable goals include increasing the presence of industry segments that currently have a small representation in the chapter, and represent new segments.

Estimated cost is \$300. Start date is November 2011 and end date November 2012. Currently Dr. Karen Weiland and Tony Jannette, Outreach Director, are working with me in drafting a sales letter and return postcard for approximately one hundred companies in nine different industry segments. This marketing sample should represent the demographics of the approximately 80,000 companies in the vicinity, except for non-technical organizations.

Criteria used to create the Commercial Outreach marketing list were:

- Company must build a type of system, which implies company executes all system lifecycle phases
- If company does not build a system, then it must execute most of the system lifecycle phases either through purchasing a system or consulting
- If the company is not headquartered in Northeast Ohio, then it must have an engineering facility in Northeast Ohio (e.g. no field office)

Our chapter sales' package of a sales letter, return postcard, marketing gifts (e.g. INCOSE bookmarks), and list of targeted companies will be presented to the BOD in October for formal approval. The cost committed in June will start to incur through printing services, paper, and postage.

If you would like to read detail information and see a sample of our sales package, please contact Commercial Outreach paul.desantis@incose.org or Outreach Tony Jannette. Thanks to Dr. Weiland for her kind assistance.

2011 INCOSE Great Lakes Regional Conference

The plans for the fifth Annual INCOSE Great Lakes Regional Conference, being organized and hosted by the Detroit Chapter, have been finalized. It will be held November 4-6, 2011 at the historic Dearborn Inn, in Dearborn, Michigan. Friday, November 4 will be a dinner hosted in honor of Certified Systems Engineering Professionals. There are 13 papers being presented on Saturday, November 5. And the conference wraps up on the morning of Sunday, November 6 with an Innovation Workshop and the outcome of a Model Based Systems Engineering Challenge. Registration information and additional details

can be found at
<http://2011incoseregional.eventbrite.com>.



2011 International Symposium Summary

by Joel Knapp

The 21st annual International symposium was held in Colorado Convention center in downtown Denver from June 18 through June 23. The CNO chapter was represented by 7 chapter members. There were over 800 attendees representing 22 countries and 6 continents. The symposium included 4 plenary sessions, 19 tutorials, 13 panel discussions and 41 paper sessions with over 100 papers presented. Saturday and Sunday (June 18-19) were reserved for tutorials and corporate advisory board activities. Beginning on Monday morning the 20th the technical sessions began starting

with a keynote plenary session and followed by multiple paper tracks lasting till 4pm. To keep the attendees energy up snacks and lunch were provided each day. The banquet was held at nearby Denver Center for the performing Arts and provided an excellent mean and opportunity to meet and socialize with other INCOSE members. Special events included tours of the National Renewable Energy Laboratory and the Laboratory for Atmospheric and Space Physics. Next years IS will be held in Rome Italy so if interested you can check INCOSE Connect for more details.



Figure 1 Joel Knapp giving his summary of IS2011 at the August chapter meeting.

By-laws Changes

Very shortly you will be asked to vote on changes to the by-laws for INCOSE. These are not changes to our Chapter's by-laws but at the international level. More information can be found on the INCOSE Connect site, <http://connect.incose.org/sector/default.aspx>. These will be organizational changes, the proposed changes are the result

of several years of discussion between INCOSE leaders and Members across the organization. The primary objectives are to improve the direct influence of Chapters on governance at the level of the Board of Directors (BoD) and to increase our ability to handle issues arising from our global growth.

The changes address two primary issues:

1. The direct influence of Chapters on INCOSE governance was unintentionally removed when the Member Board was formed and the Chapters Committee was dissolved. This left Chapters with no direct influence on key decisions affecting them and their Members (such as membership fees, legal issues, etc).
2. Groups of Chapters frequently require an authorized spokesperson when working with third parties (for example the European Commission or the US Department of Defense) to enable discussion and collaboration; but as of today, we have no clear roles for this.

At IW2011, the BoD decided to initiate a project to develop a proposed solution. After several iterations and involvement of many individuals and directly affected functions, the following proposal has been developed:

- Establish 3 Sectors, each containing Chapters with similar needs and status: initially one Sector for the

Chapters in the Americas; one for the Chapters in Europe, Middle East and Africa; and one for Chapters in Asia / Pacific;

- Establish positions for 3 Sector Directors, each to be elected by the Chapter leaders of their Sector. Sector Directors will be full voting BoD members responsible for bringing forward issues of Chapters within their Sector to the BoD and collecting the views of their Chapter leaders on key decisions to be made by the BoD, as well as acting as a spokesperson on behalf of INCOSE for cross-Chapter issues in their Sector. With the appointment of these Sector Directors, the current Member Board BoD positions (Member Board Chair and Co- Chair) will be eliminated;
- Establish a dedicated Chapter Support Committee, providing all existing Chapter support functions such as the Chapter Circle Awards;
- Establish a dedicated Member Support Committee, containing all functions directly supporting individual Members, primarily facilitated by the INCOSE Central Office.

We encourage your participation in this vote.

New Members

We would like you to welcome our new members.

Chuck Sheehe

Chuck has worked in communications systems for more than 30 years, everything from operations, maintenance and installation, to systems design. He has been studying different forms of martial arts for more than 30 years.

Chris McLaughlin

Chris graduated from University of Kentucky with my MBA (Finance), with an undergrad in Mathematics. He is currently employed by LeanCor, LLC. They are a third-party logistics provider, engineering the inbound and outbound materials for companies such as Caterpillar, Polaris, Saint Gobain, ZF Lenksysteme, and others. They also provide Supply Chain and Six Sigma training; and, Supply Chain consulting services. Chris works in the latter division. Chris says, "The variety of projects that I get to work on is as varied, as it is exiting (for me, at least). I design and audit warehouses, optimize transportation networks (including strategic multi-tiered inventory positions), but one of my specialties is mathematically quantifying supply chains for analysis and simulations." Outside of work he enjoys playing classical guitar and brewing craft beers.

Simon Omer

Simon is a Senior Staff Systems

Engineer at Philips Healthcare. He recently moved to the Cleveland area from Israel. Previously worked on CT (Computed Tomography) systems and now working on PET systems (Nuclear Medicine).

2011 Elections Committee – Marton Forkosh and Tony Jannette

Can you believe fall is already here? That signals chapter elections and we'd like you to consider serving on the board of directors. Please submit nomination and /or self nominate along with a short bio for the following positions: VP (2013 President Elect), Secretary, Treasurer, and Director for Commercial Outreach. Joel Knapp, our present VP, will transition to President for 2012. Per chapter by-laws, Marton and I are not eligible for elected office. Here is the timetable.

- October 10** – final deadline for nominations and self-nominations
- October 17** – deadline for candidate bios
- October 24** – elections begin (voting will be done via email thru 10/30)
- November 1** – winners announced

Congratulations to Dan Minjares

On August 15, 2011, Dan successfully completed his certification as an INCOSE Certified Systems Engineering Professional (CSEP).

Like us on Facebook

If you are on Facebook search for Cleveland-Northern Ohio INCOSE Chapter and “like” us. And of course don’t forget to check our website for information and updates.
<http://www.incose.org/cleveland/index.htm>

2011 Chapter Officers:

President:
Dennis Rohn
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Vice-President:
Joel Knapp
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Secretary:
Cody Farinacci
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Treasurer:
Alan Richard
alan.richard@incose.org

October 2011

Company Name
Number Street Address
City, State Postal Code
Country

BULK RATE
US POSTAGE
PAID
CITY, STATE
PERMIT NO. 000

ADDRESS CORRECTION REQUESTED

Subscriber Name
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