



Join us for an evening with the Hampton Roads Area Chapter of INCOSE and a special presentation on:
Structuring for Greatness

INCOSE Hampton Roads Area Chapter Dinner Meeting Announcement

**“The Dandelion Principle; Structuring for Greatness” by Dr Joel Orr,
Orr Associates International**

DATE: Wednesday, March 26, 2003

PLACE: Golden Palace Chinese Restaurant, 2234 Cunningham Drive, Hampton Virginia

TIME: **5:15 PM - Social Networking Session**
5:30 PM - Dinner (Buffet) and General Announcements
6:00 PM - Technical Program
7:00 PM - Adjourn

PRICE: Members - \$15.00, Sponsored Guest - \$20.00, Students - \$10.00,
Non-sponsored Guest - \$25.00

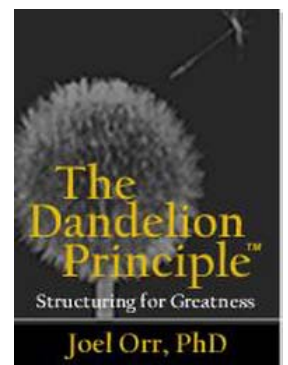
RESERVATIONS: **Please RSVP by Monday, March 24th to reserve your spot!**

Contact Kevin Topp at topp1_ko@nns.com or (757) 688-4054

The Dandelion Principle: Structuring for Greatness

Dr. Orr introduces his most recent book, *The Dandelion Principle: Structuring for Greatness*, which was published in March 2003. The book discusses the applicability of the family model to business, and addresses several intriguing concepts, such as:

- Why "dandelions" are the key to corporate, team, and individual profitability
- How "dandelions" can unleash your greatness--and how you can make it happen in your workgroup
- How to become what you were meant to be
- How to create a growth environment for you and your team members
- Why some organizations foster greatness, and others don't
- How to replace frustration with hope--for you and your teammates
- How to tap the limitless power of greatness
- How to get to the next level



An excerpt from the book's introduction follows:

“Structure is destiny. To achieve greatness, an organization must have a structure that permits greatness. This is not simply a matter of policy; it is not about saying, “we permit and desire greatness for our organization.” I believe there are structures in which the achievement of greatness is possible, and others in which it is not. The greatness allowing structure that I see as easiest to implement and most natural to maintain is that of the human family. I use a dandelion to represent it graphically. My goal is to introduce you to this “fast track to greatness” so that you can explore it in the context of your life, your workgroup, your organization.”

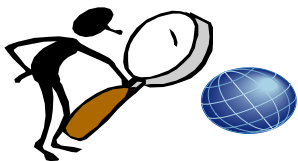
Dr. Orr is a consultant, speaker, and writer, specializing in engineering automation and computer technologies. Joel heads Orr Associates International, a consulting firm. He is a vice president and Chief Visionary of Cyon Research, a publishing and consulting firm.



Joel Orr is also co-founder and past-president of the NCGA (National Computer Graphics Association) and president of the Virtual Worlds Society. Autodesk Corporation named Dr. Orr a "Distinguished Fellow," a position he held from 1990 to 1993. In 1997, Bentley Systems made him the "Bentley Engineering Laureate." He is an editor of *EXTRANET NEWS*, a weekly email newsletter. He founded *COMPUTER GRAPHICS WORLD*, a leading magazine, and *CAD/CIM ALERT*, an industry newsletter.

Many Fortune 500 manufacturers see Dr. Orr as a major resource in the areas of business restructuring, engineering automation, and the future of technology. He counts among his clients Ford, IBM, Chrysler, Lockheed, Xerox, Apple, General Foods, Dow Corning; Becton-Dickinson, US Surgical, the US Navy, Coast Guard, Air Force, and Army; NASA; government agencies in several countries; and many other organizations.

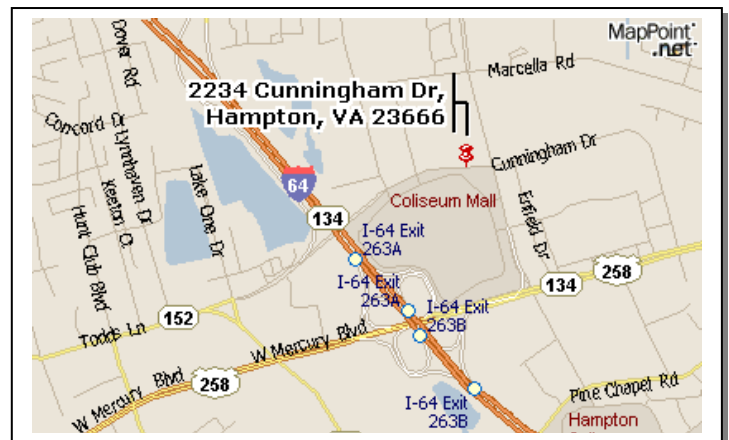
Joel serves on boards of directors and technical advisory boards for several firms, including Agorics, Inc., RCT, and others. Dr. Orr and his wife live in southern Virginia, near several of their six grown children and fifteen grandchildren



Keep an eye on the HRA-INCOSÉ website for paper abstracts, meeting announcements and schedule updates, special event announcements, and more. You can find the Hampton Roads Section on the web at:
<http://www.hra-incose.org/>

Directions to Golden Palace (825-1900)

- **Take I-64 to Hampton**
- **Exit I-64 onto Mercury Boulevard – East (Exit 263B), heading toward the Coliseum Mall.**
- **Take a left onto Coliseum Drive, then another left onto Cunningham Drive.**
- **Golden Palace will be on your right after two blocks. Look for the bright yellow sign.**



We want to hear from you! How are we doing? What other services or benefits would you like to see offered? What tours or off site meetings would you like to take? What type of papers or presentation would you like to attend? Do you like the current venue (Golden Palace)? Please comment on any of these questions or offer any other suggestions when you RSVP for the meeting. Thank you.