

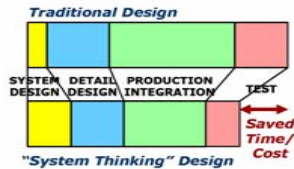
Summit Description

“RAGS” or Riches?

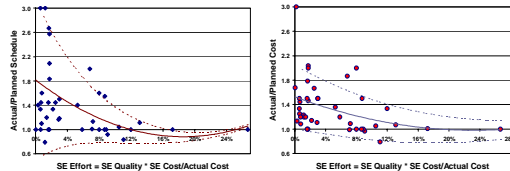
At the request of Congress, the National Committee on Prospering in the Global Economy of the 21st Century prepared and published *Rising Above The Gathering Storm (RAGS): Energizing and Employing America for a Brighter Economic Future*. This 2007 report paints a dire picture for the USA and urges immediate 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. As shown below, increasing SE effort to just 15% of total effort can reduce schedule and cost overruns, ranging from 50% to 300%, to zero.*



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 following year. The eight featured speakers will establish a foundation in complex systems theory, systems engineering, lean systems, leadership, breakthrough design, innovation, competitiveness, and entrepreneurship. Insights and ideas (including yours!) will be developed through a participative interactive panel session process.

* Honour, Eric. *The Value of SE*, INCOSE 2004 IS

Featured Speakers and Topics

Stephen Forrest

Dr. Forrest is Vice President of Research, University of Michigan. Stephan served on the National Committee on Prospering in the Global Economy of the 21st Century. TOPIC: *Rising Above The Gathering Storm: Energizing and Employing America for a Brighter Economic Future*.

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.

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.

Charles Wasson

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

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 Strategy for the Mid-West.

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.

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: Breakthrough System Design: Avoiding the Looming Crisis.

INCOSE Michigan Chapter



1st Annual Great Lakes Systems Summit

The Gathering Brainstorm

How to Employ Our "Systems Thinking" Competitive Advantage to Prosper in a Global Economy

September 10-11, 2007

*Mission Point Resort
Mackinac Island, MI*

8/3/2007



For full details, directions & on-line registration visit www.MeetingsUpNorth.com/INCOSE

Program / Should You Attend?

Sunday Evening

5 – 8 p.m. Registration & Check-in
 5:30 p.m. Reception for early arrivals

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 / Late Arriver's Check-in
 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

Should You Attend?

Michigan and the Great Lakes Region are undergoing dramatic change. Economic globalization and the "Gathering Storm" (see Summit Description) 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

Registration and Fees

Conference Registration*

- Non-Students (before Aug. 28) \$199
- Students (before Aug. 28) \$129
- Non-Students (after Aug. 28) \$229
- Students (after Aug. 28) \$139

* Includes (1) all sessions on Mon. Sept. 10 and Tues. Sept. 11, (2) afternoon break refreshments on Monday, and (3) breakfast, breaks and lunch on Tuesday.

Fees for Optional Items:

Monday Luncheon	\$22
Monday Banquet Dinner	\$45
Discount Ferry Tickets	
• Adult	\$19
• Child (5-12)	\$9.50
• Child under 5	no charge
• Bikes	\$7.50
• Bike trailer	\$7.50

Round Trip Airport Ground Transfers **

- Traverse City (TVC) to Mackinaw City for up to 2 people \$560, each additional passengers \$70
- Pellston (PLN) to Mackinaw City for up to 2 people \$130, each additional passenger \$30

** 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
- 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. 2

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

Registration Form (if not registering on-line)

Non-student	\$199 x _____ = _____
(after 8/28)	\$229 x _____ = _____
Student	\$129 x _____ = _____
(after 8/28)	\$139 x _____ = _____
Monday Lunch	\$22 x _____ = _____
Monday Dinner	\$45 x _____ = _____
Adult Ferry Tix	\$19 x _____ = _____
Child Ferry Tix	\$9.50 x _____ = _____
Under 5 Ferry Tix	\$0 x _____ = _____
Bikes & Trailers	\$8 x _____ = _____
TVC Transfer	\$560 x _____ = _____
	\$70 x _____ = _____
PLN Transfer	\$130 x _____ = _____
	\$30 x _____ = _____
Total	_____

Personal Information

Name: _____

Organization: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Credit Card Type: Visa MC AMEX Discover

Card Number: _____

Exp Date: _____

Name on Card: _____

Signature: _____