

# Mobility Systems: Land, Sea, Air and Space



**INCOSE 14<sup>th</sup> Annual GLNC  
Regional Conference**

Detroit, MI, USA

Rescheduled for Fall of 2022

Hybrid Edition

# The International Council On Systems Engineering (INCOSE)



The International Council on Systems Engineering (INCOSE) is a not-for-profit membership organization founded (in 1990) to develop and disseminate the trans-disciplinary principles and practices that enable the realization of successful systems. INCOSE is designed to connect systems engineering professionals with educational, networking, and career-advancement opportunities in the interest of developing the global community of systems engineers and systems approaches to problems. We are also focused on producing state-of-the-art work products that support and enhance this discipline's visibility in the world.

# The International Council On Systems Engineering (INCOSE)



**18000+**  
MEMBERS



**74**  
CHAPTERS



**55**  
WORKING GROUPS

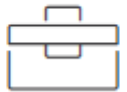


**3489**  
CERTIFIED



## VISION

A better world through a systems approach.



## MISSION

To address complex societal and technical challenges by enabling, promoting, and advancing systems engineering and systems approaches.

# The International Council On Systems Engineering (INCOSE)

## 119 INCOSE Corporate Advisory Board (CAB) Member Organizations (June 2021)

321 Gang, Inc  
Aerospace Corporation, The  
Airbus  
AM General LLC  
Analog Devices, Inc.  
ARAS Corp  
Australian National University  
Aviation Industry Corporation of China  
BAE Systems  
Ball Aerospace  
Bechtel  
Becton Dickinson  
Blue Origin  
Boeing Company, The  
Bombardier Transportation  
Booz Allen Hamilton Inc.  
C.S. Draper Laboratory, Inc.  
California State University  
Carnegie Mellon University SEI  
Change Vision, Inc.  
Colorado State University SE Programs  
Cornell University  
Cranfield University  
Cubic  
Cummins Inc.  
Cybernet MBSE Co, Ltd  
Defense Acquisition University  
Deloitte Consulting, LLC  
Denso Create Inc  
Drexel University

Eindhoven University of Technology  
EMBRAER  
ENAC  
Federal Aviation Administration (FAA)  
Ford Motor Company  
Fundacao Ezute  
General Dynamics  
General Electric Aviation  
General Motors  
George Mason University  
Georgia Institute of Technology  
IBM  
Idaho National Laboratory  
ISAE - Supaero  
ISDEFE  
ITID, Ltd  
Jacobs  
Jama Software  
Jet Propulsion Laboratory  
John Deere  
Johns Hopkins University  
KBR  
KEIO University  
L3Harris Technologies  
Leidos  
Lockheed Martin Corporation  
Los Alamos National Laboratory  
ManTech International Corporation  
Maplesoft  
Massachusetts Institute of Technology (MIT)

MBDA (UK) Ltd  
Missouri University of Science & Technology  
MITRE Corporation, The  
Mitsubishi Heavy Industries, Ltd  
NASA  
National Reconnaissance Office (NRO)  
National Security Agency Enterprise Systems  
Naval Postgraduate School  
Nissan Motor Co, Ltd  
No Magic Inc. (Dassault Systemes)  
Northrop Grumman Corporation  
Pacific Northwest National Laboratory  
Pennsylvania State University  
Peraton  
Petronas Nasional Berhad  
Prime Solutions Group, Inc  
Project Performance International (PPI)  
QRA Corp  
Raytheon Corporation  
Roche Diagnostics  
Rolls-Royce  
Saab AB  
SAIC  
Sandia National Laboratories  
Siemens  
Sierra Nevada Corporation  
Singapore Institute of Technology  
Skoltech  
SPEC Innovations  
Stellar Solutions

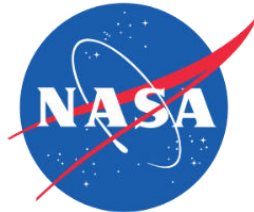
Stevens Institute of Technology  
Strategic Technical Services LLC  
Swedish Defense Materiel Administration  
Systems Planning and Analysis  
Thales  
Torch Technologies  
Trane Technologies  
Tsinghua University  
TUS Solution LLC  
UC San Diego  
UK Ministry of Defense (MoD)  
University of Alabama in Huntsville  
University of Arkansas  
University of Connecticut  
University of Maryland  
University of Maryland, Baltimore County  
University of Michigan, Ann Arbor  
University of New South Wales  
University of Southern California  
University of Texas at El Paso (UTEP)  
University of Washington ISE  
US Department of Defense (DoD)  
Veoneer  
VG2PLAY  
Vitech  
Volvo Construction Equipment  
Woodward Inc  
Worcester Polytechnic Institute- WPI  
Zuken Inc



# The International Council On Systems Engineering (INCOSE)

Alliances and Collaborations – by Memorandum of Understanding (MoU) \*

**CLICK ON THE LOGOS BELOW TO LEARN MORE**



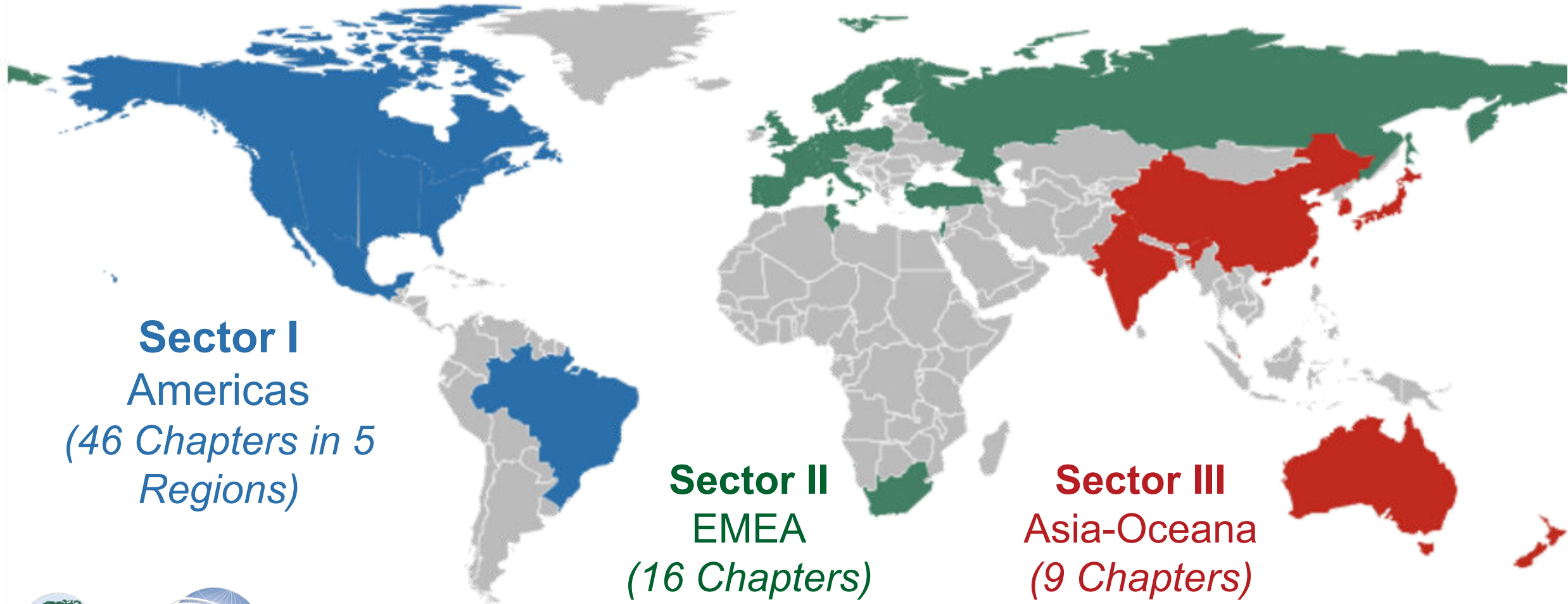
\* Not all INCOSE inter-organizational Alliances and Collaborations are shown. This is a sampling of example MoUs in June of 2021.



# The International Council On Systems Engineering (INCOSE)

## Three Sectors with 74\* Chapters in 35 Countries

\* Some emerging (new) chapters not shown below.



**Sector I**  
Americas  
(46 Chapters in 5 Regions)

**Sector II**  
EMEA  
(16 Chapters)

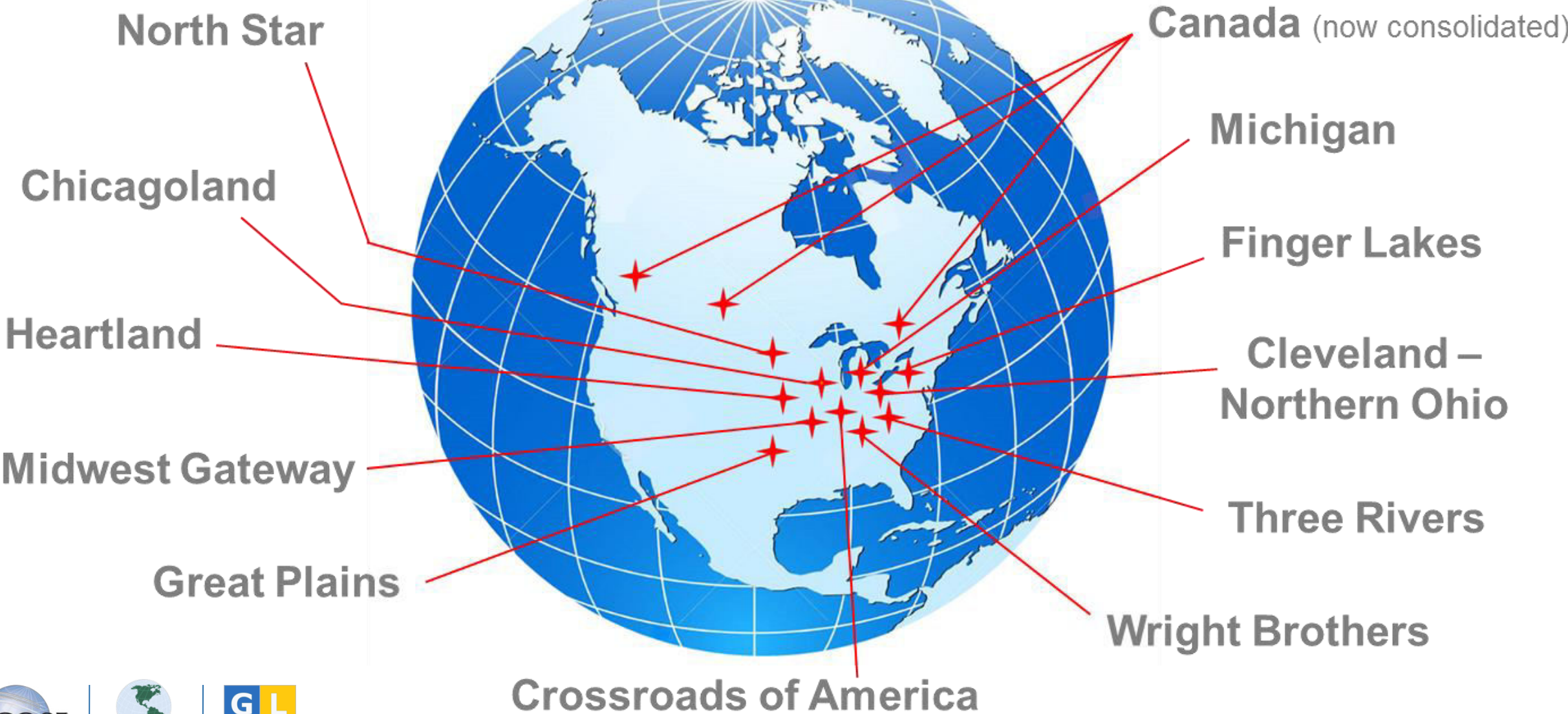
**Sector III**  
Asia-Oceania  
(9 Chapters)



AMERICAS



# The 12 Chapters of the INCOSE Americas Great Lakes / North-Central (GLNC) Region





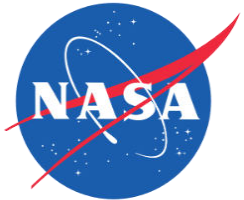
# INCOSE 14<sup>th</sup> Annual GLNC Regional Conference

Detroit, MI, USA

Hybrid Edition



## Sponsors and Partners to Date



**MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION**

**Caltech**



**MICHIGAN OFFICE OF  
FUTURE MOBILITY  
& ELECTRIFICATION**



Systems & Mission Engineering Conference  
(Complimentary Virtual Event Connections)



# The Westin Book Cadillac<sup>\*</sup>

## Historic<sup>†</sup> Luxury Hotel and Conference Center



Note: The GLNC14 planners are currently working with stakeholders and the Marriott/Book Cadillac to select new dates for the postponed Nov 30-Dec 3, 2021 event.



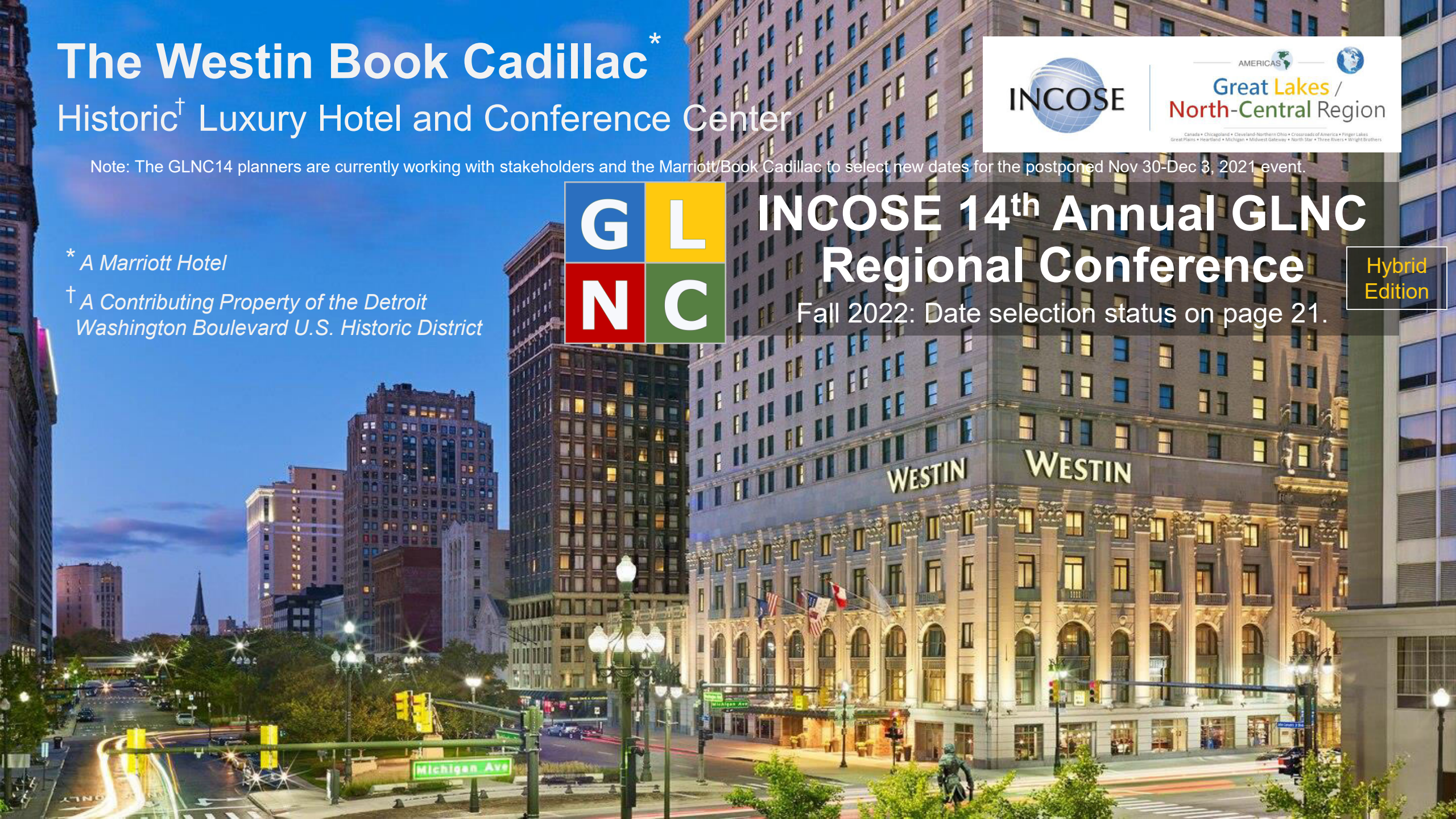
## INCOSE 14<sup>th</sup> Annual GLNC Regional Conference

Fall 2022: Date selection status on page 21.

Hybrid  
Edition

<sup>\*</sup> A Marriott Hotel

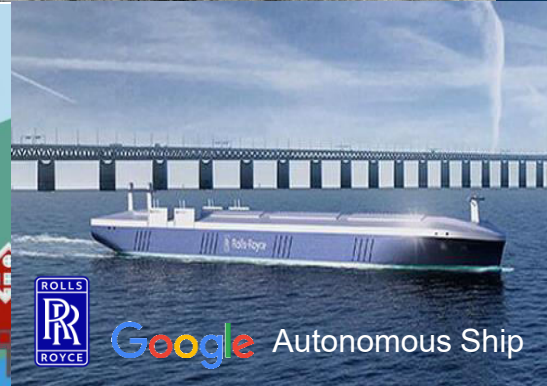
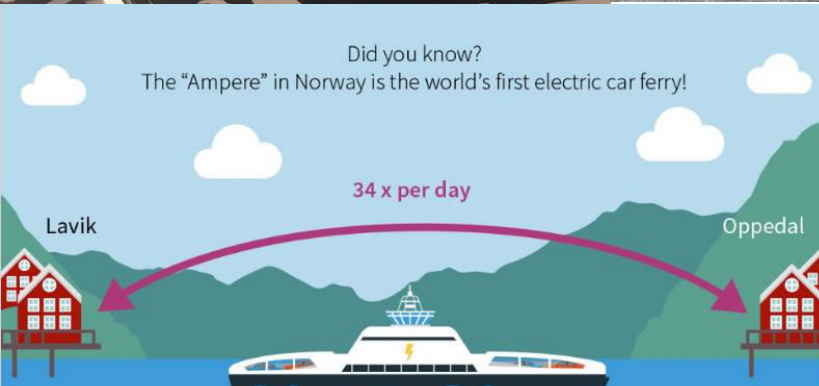
<sup>†</sup> A Contributing Property of the Detroit  
Washington Boulevard U.S. Historic District





# Vehicle Systems and Technologies

Electric Propulsion ● Autonomous Control ● Communication (V2X) ● Batteries & Charging





# Urban Planning / Smart Cities

Future Vehicles ● EV Charging ● Connectivity ● Innovation & Economic Development





# Critical Infrastructure

Electric Power Grid ● Telecommunications ● IoT ● Transportation Systems





# Keynote Speakers (with notable books)



**Dr. Tina P. Srivastava**

MIT Aeronautics and Astronautics Engineering Fellow, MIT System Design & Management Co-Chair, INCOSE PM-SE Integration WG

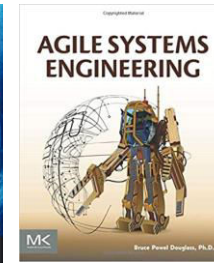
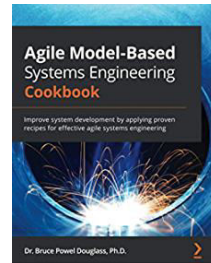


(1) Innovating in a Secret World: The Future of National Security and Global Leadership. (2) Integrating Program Management and Systems Engineering: Methods, Tools and Organizational Systems for Improving Performance (contributing author).



**Dr. Bruce Powell Douglass**

Senior Principal Systems Engineer, MITRE Chief Evangelist (SysML/UML), IBM (1995-2019)



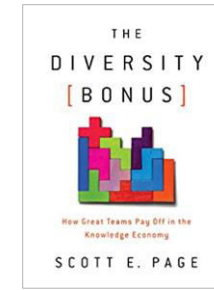
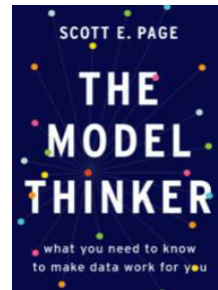
(1) Agile Model-Based Systems Engineering Cookbook. (2) Agile Systems Engineering \*

*\* Bruce has authored twenty books.*



**Dr. Scott Page**

Professor of Complexity, Social Science, and Management; Center for the Study of Complex Systems, University of Michigan



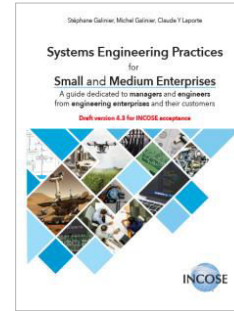
(1) The Model Thinker: What You Need to Know to Make Data Work for You. (2) The Diversity Bonus: How Great Teams Pay Off in the Knowledge Economy

# Keynote Speakers (with notable books)



## **Claude Laporte, Ph.D.**

Co-Chair, INCOSE Small Business Systems Engineering Working Group  
Professor, École de Technologie Supérieure (ÉTS), Montreal, Quebec, Canada

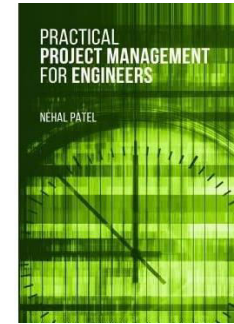


(1) Systems Engineering Practices for Small and Medium Enterprises (co-author). (2) Software Quality Assurance (co-author)



## **Nehal Patel**

Senior Global Program Manager,  
Amazon Robotics



Practical Project Management for Engineers

## Keynote and Featured Speakers



## **Dr. Rick Hefner**

Program Director,  
Center for Technology  
and Management  
Education, Caltech

Rick Hefner is the Program Director for Caltech's Center for Technology and Management Education, which designs and delivers customized professional training to technology-driven organizations. He has over 40 years of experience in systems development, research, and management, and has served in industrial, academic, and government positions. Dr. Hefner has worked with numerous companies including AeroVironment, Applied Physics Laboratory, Applied Materials, Ares Management, Boeing, DRS Technologies, Halliburton, Herbalife, Honeywell, Jet Propulsion Laboratory, John Deere, L-3 WESCAM, Maytag, Motorola, Northrop Grumman, Pacific Bell, Raytheon, Schlumberger, Southern California Edison, St. Jude Medical, Toshiba, TRW, U.S. Navy, and Xerox. Dr. Hefner is credited with over 200 publications and presentations and is a certified Lean Six Sigma Black Belt. He earned his PhD from UCLA and his MS and BS from Purdue University. He is Past-President, INCOSE Los Angeles Chapter.

# Keynote and Featured Speakers (not all shown)



## **Trevor Pawl**

Chief Mobility Officer, State of Michigan  
Michigan Economic Development Corporation  
Office of Future Mobility and Electrification

Trevor Pawl is the Chief Mobility Officer for the State of Michigan, and leads the Michigan's Office of Future Mobility and Electrification. In this position, Pawl is responsible for working across state government, academia and private industry to grow Michigan's mobility ecosystem through strategic policy recommendations and new support services for companies focused on the future of transportation.

Visit: <https://www.michiganbusiness.org/ofme/>



## **Thomas M. Doehne**

Office of Technology Incubation and  
Innovation, Technology Transfer  
NASA Glenn Research Center

The Technology Transfer Office at NASA Glenn Research Center (GRC) ensures that innovations developed for aeronautics and space exploration are made broadly available to the public – boosting the U.S. economy and maximizing the return on the nation's investment in NASA. The GRC has unique expertise in many areas, including materials and coatings, sensors, satellite and deep space communications, electrical/electronics, and power generation and storage. In addition, the office has a diverse portfolio of inventions available for licensing, especially in the categories of sensors, aeronautics, and information technology and software.

Visit <https://technology.grc.nasa.gov/> and <https://www.youtube.com/watch?v=QljEHEADX1k>



## **Kerry Lunney**

President, International Council on Systems Engineering (INCOSE)  
Engineering Director and Chief Engineer, Thales Australia

Kerry Lunney is Engineering Director and Chief Engineer of Thales Australia. In this role she provides technical leadership and governance, and participates on a number of technical boards and communities of Thales. Kerry has extensive experience developing and delivering large system solutions, including design, software development, infrastructure implementation, hardware deployments, integration, sell-off, training and on-going support. She has worked in various industries including ICT, gaming, financial services, transport, and aerospace and defense. She has worked in Australia, Asia and the USA. Her experience includes combat systems, mission systems, communication systems, road and rail ITS's, flight simulators, security systems, vehicle electronic systems, gaming systems and ICT foundation systems. Kerry is currently serving a two-year term (2020-2021) as President, International Council on Systems Engineering (INCOSE). Prior to this she served as a member of the INCOSE Board of Directors representing INCOSE's Asia-Oceania Sector, and as national president of the Systems Engineering Society of Australia (SESA). Kerry is also a member of IEEE, a Fellow of Engineers Australia with the status of Engineering Executive and Chartered Professional Engineer, and a certified INCOSE Expert Systems Engineering Professional (ESEP).



# Keynote and Featured Speakers (not all shown)



## **Brett Hillhouse**

Global Automotive Leader  
IBM AI Applications

As Global Automotive Leader for IBM AI Applications, Brett Hillhouse's responsibilities include industry and technology strategy, as well customer success for automotive companies around the world. His 25+ years of industry experience includes transformation engagements at global automotive and aerospace OEM's and Tier 1 suppliers. The scope of these engagements include transformation of product development, reuse strategy and implementation, manufacturing 4.0, supply chain management and compliance consulting. Previously, Mr. Hillhouse has held several industry and leadership positions at IBM and Siemens (formerly SDRC). Brett holds a BS in Mechanical and Aerospace Engineering from Cornell University.



## **Gavin Brown**

Chair, North American Space Summit (NASS)  
Executive Director, Michigan Aerospace  
Manufactures Association (MAMA)

Gavin Brown heads up the Michigan Launch Initiative (MLI) which is focused on establishing vertical and horizontal launch space ports in the State of Michigan. He is the executive director of the Michigan Aerospace Manufactures Association and chairs the North American Space Summit (NASS), held annually in Traverse City, MI.  
([Overview](#) - [Press Story](#))



## **Jon Mooney, PE**

Co-Chair, Smart Cities Initiative, International Council on Systems Engineering (INCOSE)  
Principal, Acoustics by JW Mooney, LLC

Jon Mooney, PE, is Co-chair of the INCOSE Smart Cities Initiative, He has an extensive career as a consultant specializing in acoustics, vibration and systems engineering, and holds an MBA from St. Ambrose University, and a B.S. in Aerospace Engineering from the University of Cincinnati. Jon is a contributing editor to Walls & Ceilings magazine, an associate editor to Noise Control Engineering Journal, and author of Inventor's Guide to Identifying Profitable Ideas, JW Mooney's Practical Architectural Acoustics Notebook, and How to Be a Good Inventor. Recent Acoustics by JW Mooney, LLC projects include Willis Tower, Old Armory Concert Hall, Nationwide Children's Hospital Data Center, Northrop Grumman Conference Center, Genesis Hospital MRI suite, Ohio Health Neuroscience Wellness Center, and ISU Sports Performance Center. As Lead Acoustics Engineer with KJWW Engineering Consultants, 2007-2017, Mr. Mooney's 400+ projects included Bettendorf Event Center, Cedar River Fine Arts, Iowa Central Bio-Science, Renaissance Chicago, University of Chicago, Argonne National Laboratory, and Chicago Athletic Association. Between 1993-2007 Jon was Acoustics Consultant for 100+ projects including Oak Ridge National Laboratory, Cincinnati Art Museum, Carnegie Theater, Curtis Studios, Ray & Joan Kroc Corps Community Center. Jon's early career with L3 KDI Precision Products and Martin Marietta, as Aerospace R&D and Co-op Engineer, included work on the Patriot Missile, Skylab and Space Shuttle.



# INCOSE GLNC14 Conference Program Schedule: Event Day 1 (Arrival / Private Tour)

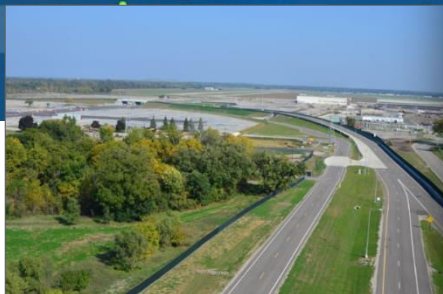
Arrival – Tour – Check-in – Set-up – Reception



**ACM Tour Time: 1pm – 4pm**



The American Center for Mobility (ACM) is a collaborative effort comprised of government, industry and academic organizations focused on accelerating the mobility industry through research, testing, standards development and educational programming. Located in Southeast Michigan on over 500-acres at the historic Willow Run site in Ypsilanti, MI.



## Smart Mobility Test Center

The ACM is a one-of-a-kind global **Smart Mobility Test Center** providing a platform for the integration of emerging mobility technologies in intentionally challenging environments. With over 500 acres of variable road systems and customizable test environments, ACM offers:

- ▶ Comprehensive Intelligent Transportation System (ITS) network
- ▶ World's first CAV specific 5G Network (AT&T Global Test Bed)
- ▶ Closed data network to support testing and product development activities
- ▶ Cloud services for high volume data transfer
- ▶ Professional engineering services
- ▶ Private vehicle laboratories

Hosted by:



**MICHIGAN ECONOMIC**  
DEVELOPMENT CORPORATION



# INCOSE GLNC14 Conference Program Schedule:

## Event Day 2 (Main Program)

Plenary Track (Live-Streamed) – Breakout Track (Zoom Hybrid) – Virtual/Live Exhibit Hall / Student Career Fair

Morning Plenary Track: 9:00am–12:30pm EST

### Future Mobility

- Complex Systems of Systems
- Land, Sea, Air and Space
- Electrification, Autonomy, Connected
- IoT / AI / Telecommunications / GPS
- Infrastructure (local and global)
- Charging Stations / Infrastructure
- Smart Cities / Urban Planning
- Smart Mobility / Smart Intersections

Afternoon Plenary Track: 1:30pm – 5pm EST

### Accelerating Innovation

- Start-up, Tech-Transfer, Small Business Programs (NASA, MEDC, other)
- Resources for Research, Development, Testing & Education/Training (Federal, State, Local, Private)
- Systems Engineering for rapid innovation, Start-ups, Small Business, Incubators, Lean/Agile projects in large organizations.

**Breakout Track:** (1) PM-SE Integration Workshop. (2) Bruce Douglass Agile MBSE Workshop.

# INCOSE GLNC14 Conference Program Schedule:

## Event Day 3 (Main Program)

Plenary Track (Live-Streamed) – Breakout Track (Zoom Hybrid) – Virtual/Live Exhibit Hall / Student Career Fair

Morning Plenary Track: 9:00am–12:30pm EST

### Engineering Systems

- Understanding, Designing and Managing Complex Systems
- Integrating Project/Program Management & Systems Engineering
- Infrastructure Systems Engineering
- SE Fundamentals and Competency
- System Thinking & Modeling
- Building Organizational SE Capability

Afternoon Plenary Track: 1:30pm – 5pm EST

### MBSE / Digital Engineering

- Model-Based Systems Engineering (MBSE) / Agile MBSE
- Modeling Languages (UML, SysML, etc.)
- Systems for System Modeling
- MBSE and Modeling System of Systems
- Diversity in Applications of MBSE
- Accelerating Innovation Using MBSE

**Breakout Track:** (1) No Magic MBSE Tutorial. (2) Smart Cities Workshop – Part 1. (3) NASA Tech-Transfer Program Workshop .

# INCOSE GLNC14 Conference Program Schedule: Event Day 4 (Workshops & Tour)

Tours

–

Breakout Tracks (Zoom Hybrid & Virtual)

–

Student Career Fair

Workshops (Hybrid/Virtual): 8:30am–5pm EST

## Smart Cities Workshop

- Part 2 of 21. Hosted by INCOSE Smart Cities Initiative with in-person and virtual participation from Urban Planning schools and cities worldwide.

## Other Workshops/Tutorials

- Smart/Micro Grid Systems Modeling
- Additional MBSE-related material
- Overflow Sessions: NASA / MEDC Small Business & Start-up Programs

Tours: 9am – 5pm EST

## Motown Museum

- Original Hitsville USA recording studio and offices. Amazing!
- <https://www.motownmuseum.org/>

Museum Group Discount  
Tickets Provided with  
Conference Registration



# INCOSE GLNC14 Conference Program Schedule: Date Selection Information (Status on 19Jan2022)

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The GLNC14 event scheduled for Nov 30-Dec 3, 2021 was postponed due to number of factors related to the COVID-19 pandemic, including a sudden unexpected surge in cases and hospitalizations in Michigan and the Detroit area just prior to the event. The following date options are currently available for rescheduling at the Book Cadillac venue. All 4 options support the event program and floor plan layout “as designed” for the postponed Nov 30 – Dec 3, 2021 event.

## **Tuesday (Day 1) – Friday (Day 4) Date Options \***

October 4-7, 2022: Reserved with the venue / Option #1 / Most preferred.

November 1-4, 2022: Option #2 / Alternate to Option #1 (if necessary).

November 15-18, 2022: Option #3 / Not preferred due to closeness to holidays.

December 13-16, 2022: Option #4 / Not preferred due to closeness to holidays.

*\* Mon-Thur dates (in the same week) are also available for all 4 of the above options.*



## INCOSE 14<sup>th</sup> Annual GLNC Regional Conference

# INCOSE GLNC Quartely Virtual Student Systems Engineering (SE) Career Fairs



**INCOSE Chapter  
Sponsorship  
Opportunity**

## Fall/Winter 2021-22 Virtual Student SE Career Fair<sup>\*</sup>

Nov 22 – Feb 4



Explore the World of  
Opportunities in  
Systems Engineering (SE)

- Entry Level
- Internships

**FREE to all students and recent graduates.**

\* The INCOSE/XOR virtual career fair system completed successful Beta testing in April 2021. The Fall 2021 fair is a scale up that establishes the envisioned on-going semi-annual event. Much thanks to the employers, INCOSE volunteers and students who participated in April 2021!

Nov 22 – Feb 4 ( 24/7 )

- Browse Company Virtual Booths
- Use Chatbots/IT to Connect
- Visit INCOSE Welcome Center
- **Upload Your Resume**

**Live Interactions:**

- Coaching Sessions: Dec-Jan
  - Interviews & One-on-Ones
- Round 1: Jan 25–27  
Round 2: Feb 2–4

Engage with INCOSE Corporate Advisory Board (CAB) and GLNC event-affiliated systems engineering (SE) employers:



VISIT CAREER FAIR  
WEBPAGE



**BAE SYSTEMS**



*... and more!*

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**VISIT SE CAREER FAIR**

Powered by **XOR** <http://secareerfair.xor.ai/incose>

Flyer\_Student-SE-Career-Fair-INCOSE-Fall-Winter-2021-22\_v6\_134Nov2021

# Virtual SE Student Career Fair Call for Employers

Annual Booth Subscriptions | Next Fair: Fall/Winter 2021-22



Fill entry-level and internship positions. Promote your organization.

Connect with Top Systems Engineering (SE) Talent:

- INCOSE-Affiliated SE Schools
- INCOSE Student Members

Booth purchase includes Fall/Winter 2021-22, Spring & Summer 2022 Fairs

\* The INCOSE/XOR virtual career fair system completed successful Beta testing in April 2021. The Fall 2021 fair is a scale up that establishes the envisioned on-going semi-annual event. Much thanks to the employers, INCOSE volunteers and students who participated in April 2021.

## How the Fair Works

- Register for a Virtual Booth
- Set up virtual booth & chatbot
- Monitor chat & resume uploads
- Connect with best-fit candidates

## Fall/Winter 2021-22 Fair

- Booth Set-up (takes 2-4 hrs)  
Dec 2021– Jan 21, 2022
- Live Interactions / Interviews  
Round 1: Jan 25–27  
Round 2: Feb 2–4

Applicants seeking internship & entry-level SE positions are recruited from over 20 INCOSE-affiliated SE schools.



VISIT CAREER FAIR  
WEBPAGE



PURDUE  
UNIVERSITY



STEVENS  
INSTITUTE OF TECHNOLOGY  
THE INNOVATION UNIVERSITY



THE UNIVERSITY  
OF ARIZONA

JOHNS HOPKINS  
UNIVERSITY

... and more!

View Booth Options / Register

Powered by XOR <http://secareerfair.xor.ai/incose>

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Flier\_Employer\_SE-Career-Fair-INCOSE-2021-22\_v4

# Virtual Student Systems Engineering Career Fair\*

**Employer Virtual  
Booth Set-up is  
continual and now in  
process.**

**Employer  
Virtual Booth  
Opportunities**

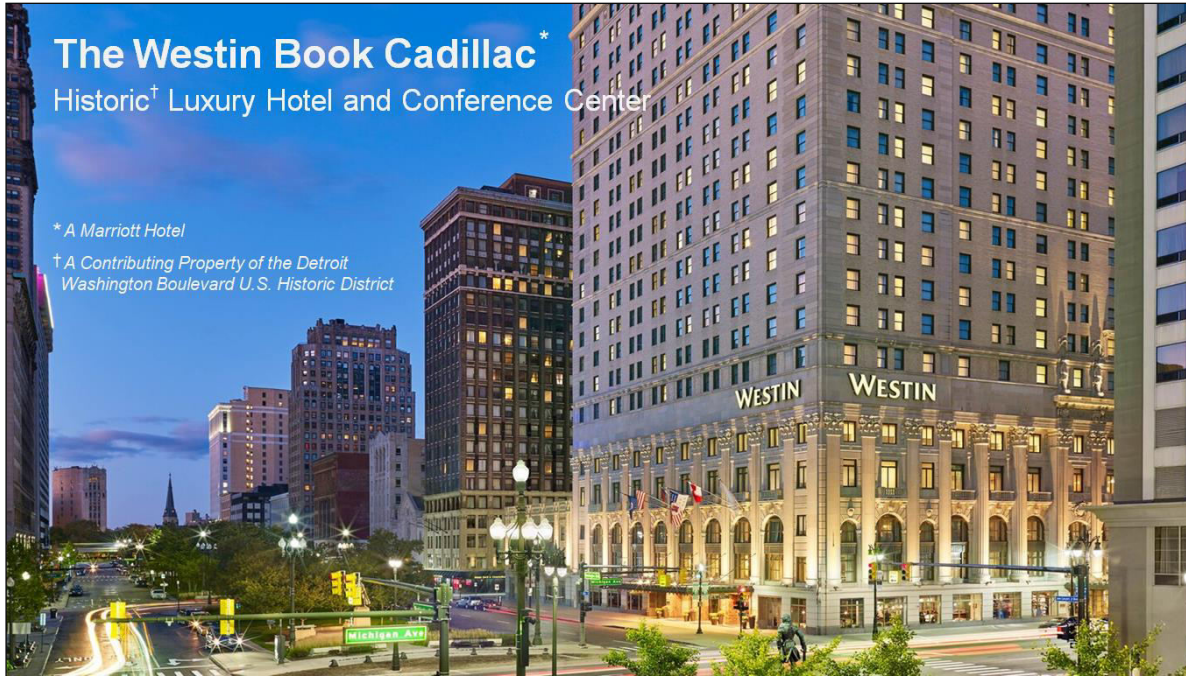


\* There are 4 Fairs each year. The Fall/Winter 2021-22 Fair is setting up at this time. The Fall 2022 Fair will coincide with GLNC14. Booth purchases are on an annual basis.

<https://secareerfair.xor.ai/incose>



# The Conference Venue \* – A Landmark Hotel Rich in History



**The Westin Book Cadillac \***  
Historic<sup>†</sup> Luxury Hotel and Conference Center

\* A Marriott Hotel

† A Contributing Property of the Detroit  
Washington Boulevard U.S. Historic District

## The Westin Book Cadillac

Historic Luxury Hotel and Conference Center

*1114 Washington Boulevard, Detroit, MI 48226*

**Antoine de la Mothe Cadillac** (1658–1730) was a French explorer and adventurer in New France, which stretched from Eastern Canada to Louisiana on the Gulf of Mexico. In 1701, he founded Fort Pontchartrain du Détroit, which became the city of Detroit. He was commandant of the fort until 1710. Between 1710 and 1716, he was the governor of Louisiana,



**Cadillac** was born Antoine Laumet on March 5, 1658, in the small town of Saint-Nicolas-de-la-Grave in the province of Gascony (today in the Tarn-et-Garonne, Occitanie). His father, Jean Laumet, was born in the village of Caumont-sur-Garonne, and was a lawyer in the Parliament of Toulouse. Jean was appointed lieutenant to the judge of Saint-Nicolas-de-la-Grave in 1652 and judge in 1664. Antoine's mother, Jeanne Péchagut, was the daughter of a merchant and landowner. La Mothe's youth included rigorous study at a Jesuit institution where he learned theology, the law, agriculture, botany and zoology. He enlisted in the military as a cadet at the age of 17 and within a few years became an officer in the Clérambault regiment. In 1683, at the age of 25, he departed from France to the New World.



**Hotel Cadillac – 1888**



**Book-Cadillac – 1924**



**Westin Book Cadillac – 2008**





On the "Fifth Avenue of the Midwest" – 1924

Announcing the MAGNIFICENT, NEW

# Book-Cadillac

in DETROIT

Opening the week of December 1, 1924, the new Book-Cadillac Hotel, Detroit, immediately takes rank with the finest hostelrys of Europe and America.

The Book-Cadillac rises on the site of the former Hotel Cadillac at the intersection of Washington Boulevard and Michigan Avenue. Towering twenty-nine stories above the street, with twelve hundred rooms and bath, it is the tallest hotel structure in the world.

Under the personal direction of Mr. Roy Carruthers, nationally recognized authority in hotel management, every facility is provided for extending maximum courtesy and comfort to guests.

BOOK-CADILLAC HOTEL COMPANY, DETROIT

ROY CARRUTHERS, *President*

R. J. TOMPKINS, *Resident Manager*





# The Book-Cadillac Hotel 1924



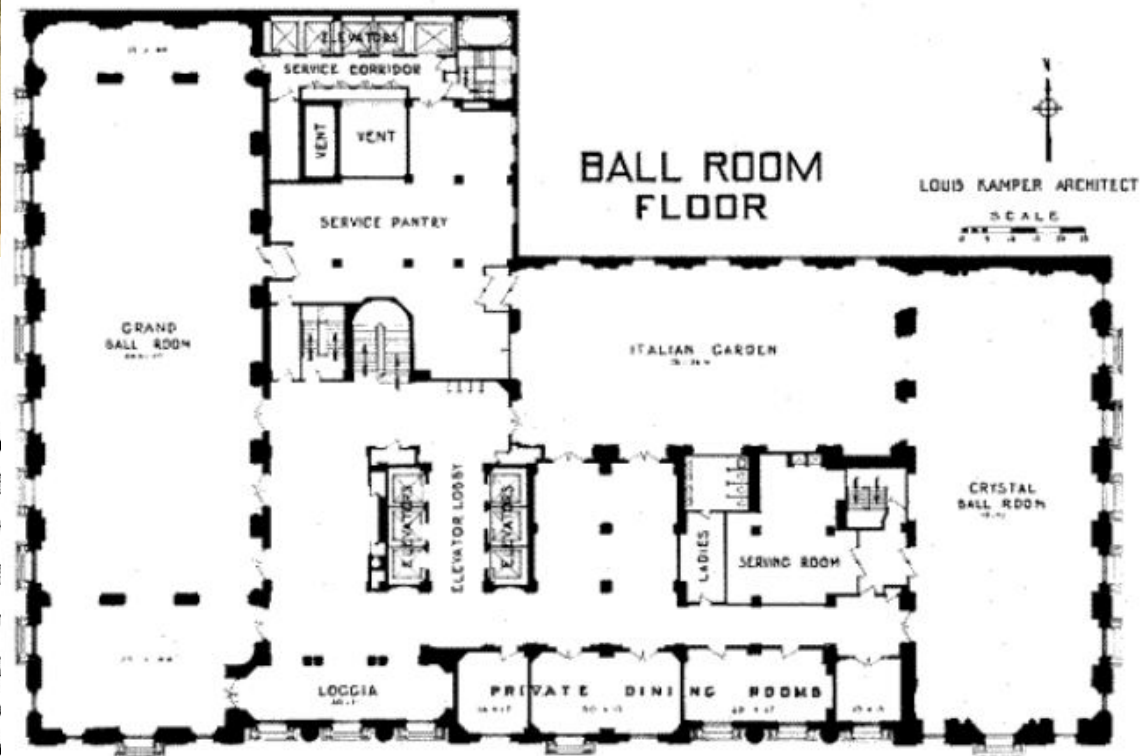
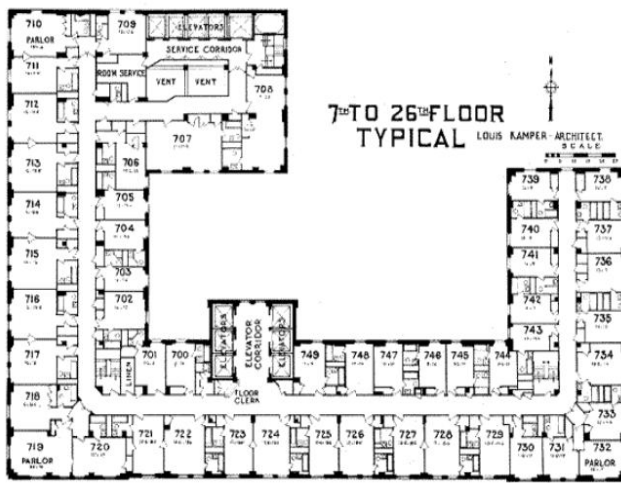
VIEW OF THE MAIN LOBBY, BOOK-CADILLAC HOTEL, DETROIT, MICH.



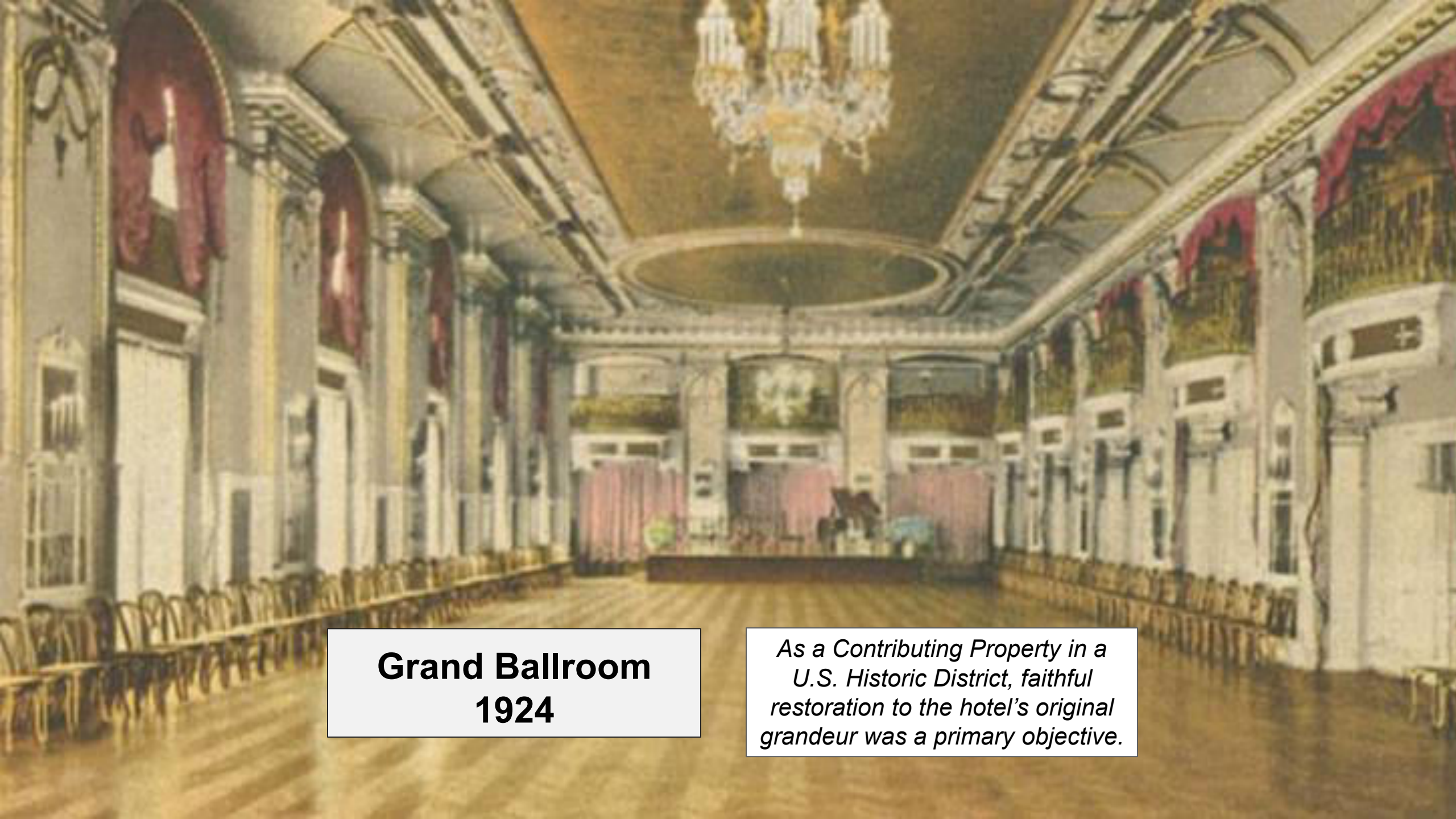
THE GRAND BALL ROOM, BOOK-CADILLAC HOTEL, DETROIT, MICH.



THE VENETIAN ROOM, BOOK-CADILLAC HOTEL, DETROIT, MICH.



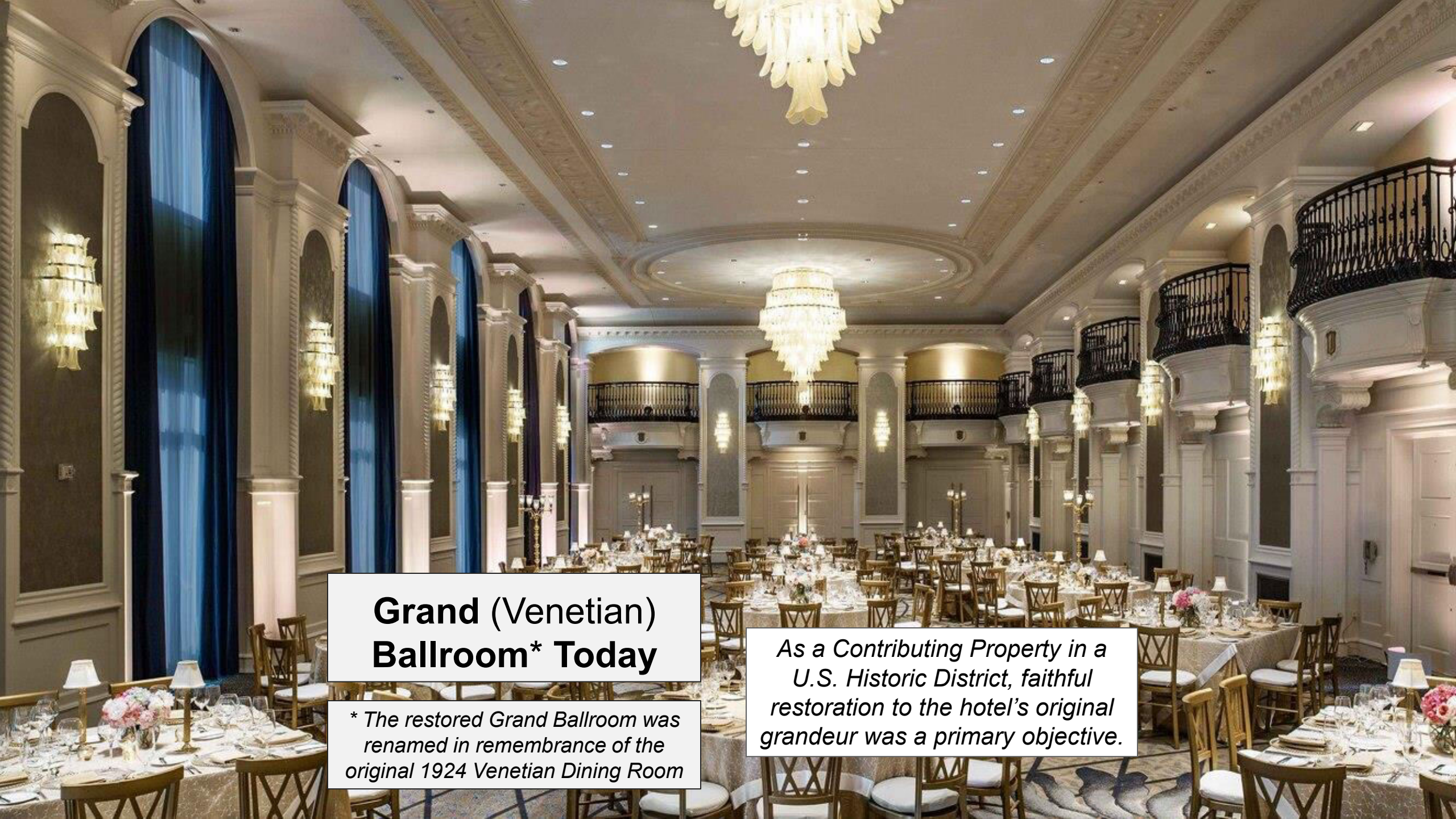




**Grand Ballroom  
1924**

*As a Contributing Property in a  
U.S. Historic District, faithful  
restoration to the hotel's original  
grandeur was a primary objective.*





## **Grand (Venetian) Ballroom\* Today**

*\* The restored Grand Ballroom was renamed in remembrance of the original 1924 Venetian Dining Room*

*As a Contributing Property in a U.S. Historic District, faithful restoration to the hotel's original grandeur was a primary objective.*





**Woodward Ballroom**  
(Conference Plenary Room)



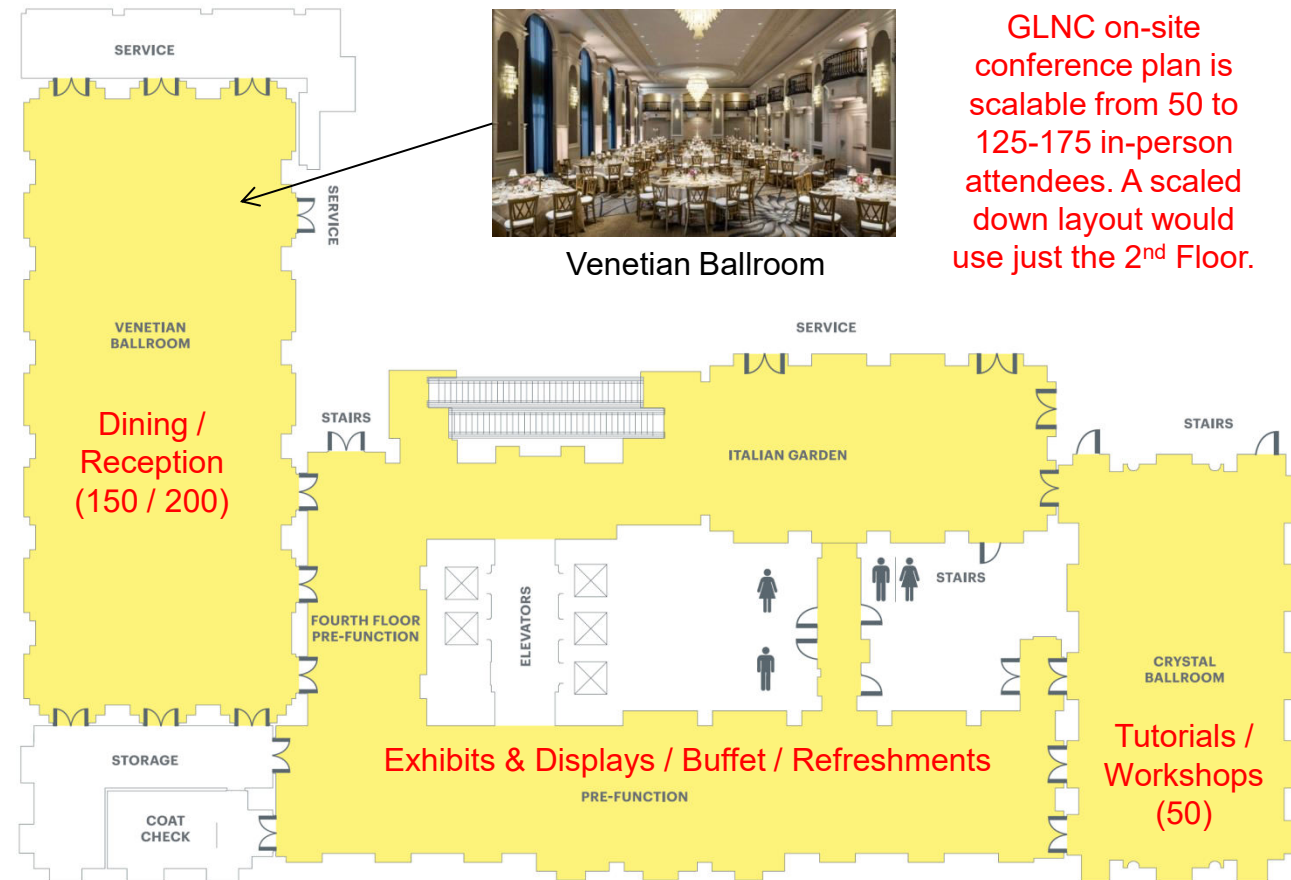
# General Layout: Function Rooms – Book Cadillac

## Fourth Floor



Venetian Ballroom

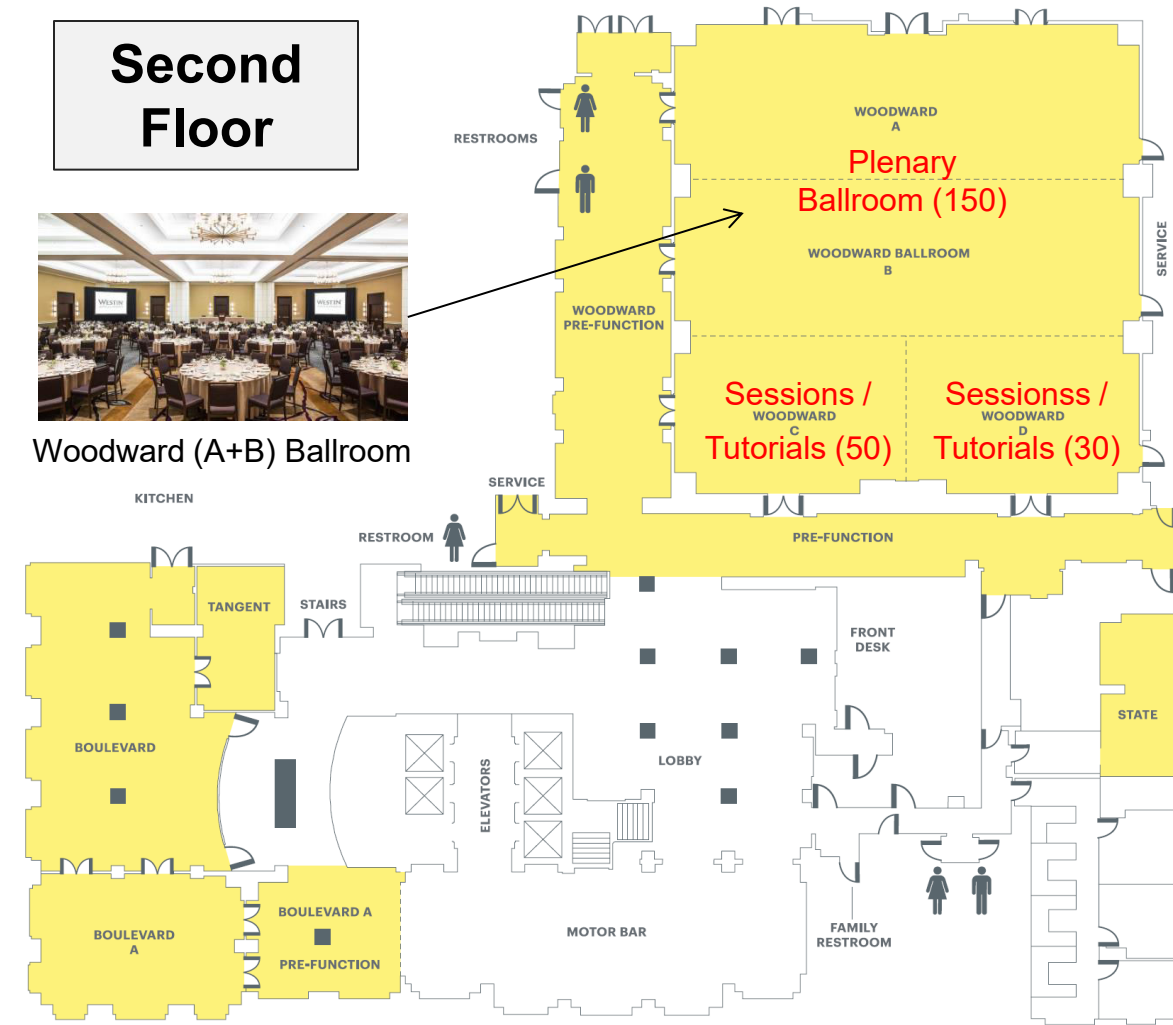
Due to the uncertainties related to COVID-19 the GLNC on-site conference plan is scalable from 50 to 125-175 in-person attendees. A scaled down layout would use just the 2<sup>nd</sup> Floor.



## Second Floor



Woodward (A+B) Ballroom



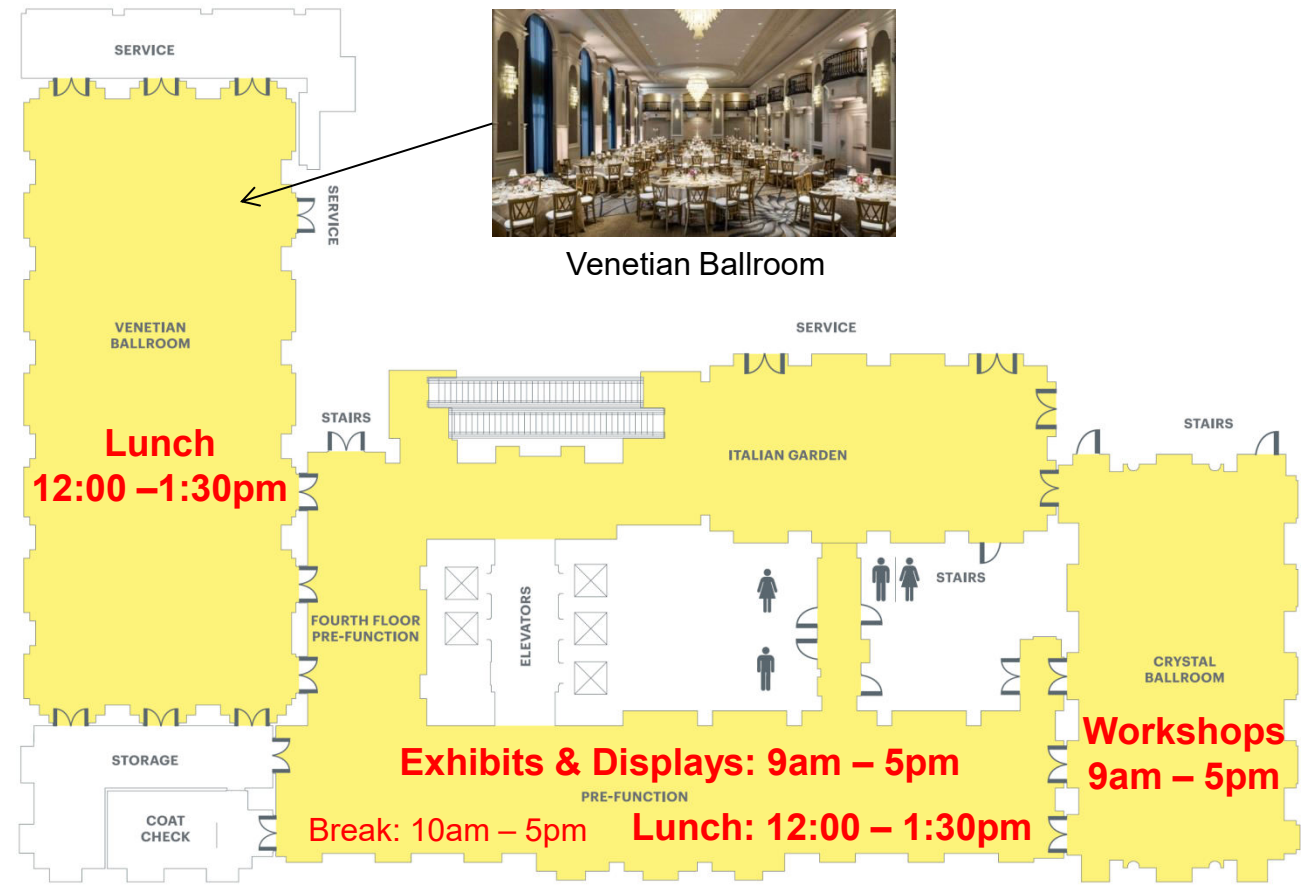
The GLNC14 is a hybrid (virtual + in-person) event with on-site AV/IT by Marriot provider Encore Global and Virtual Platform by INCOSE provider KMD Events, Toulouse, France.

# Main Conf. (Day 2 and Day 3): Room Schedule – Book Cadillac

## Fourth Floor



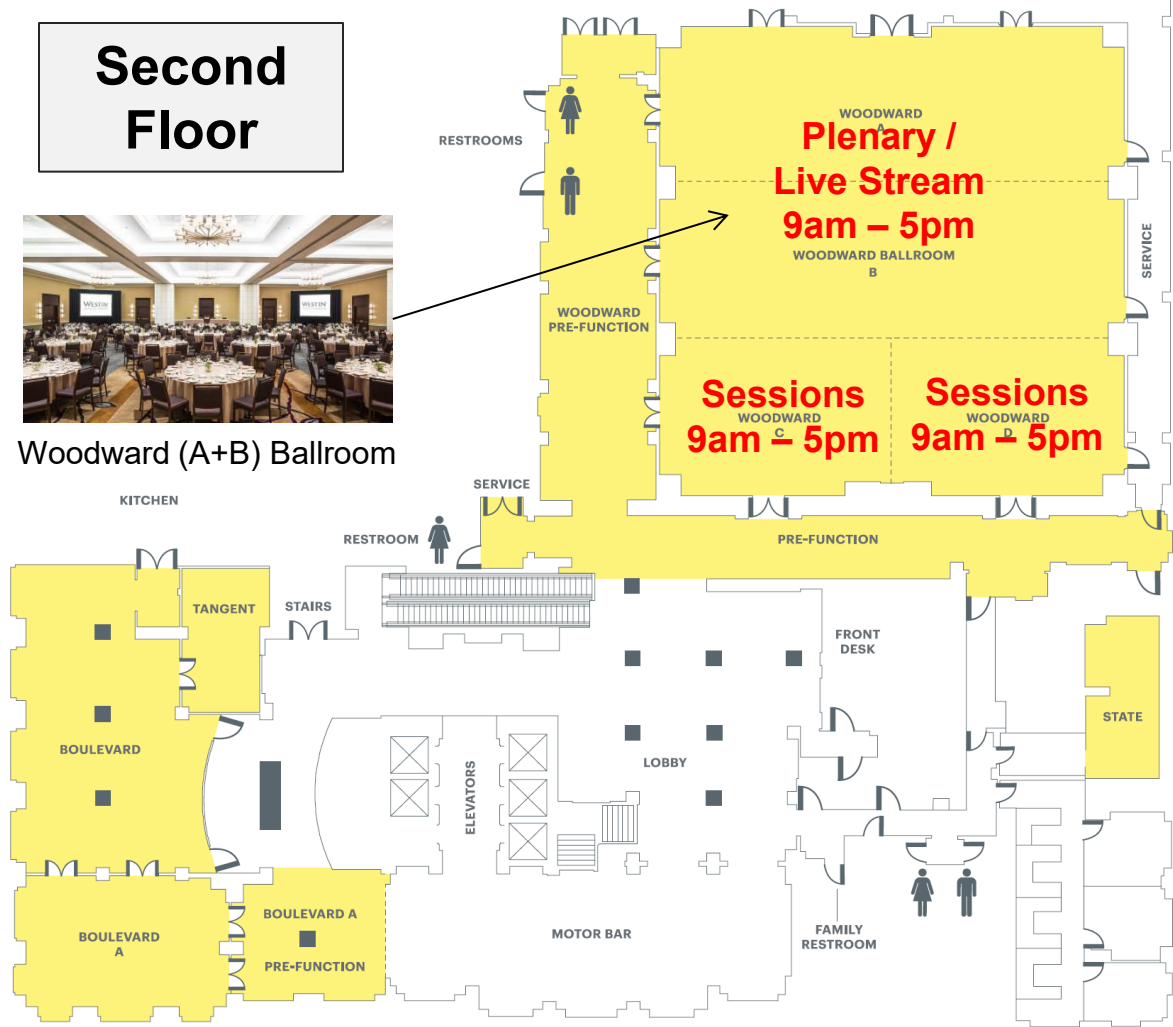
Venetian Ballroom



## Second Floor



Woodward (A+B) Ballroom



The GLNC14 is a hybrid (virtual + in-person) event with on-site AV/IT by Marriot provider Encore Global and Virtual Platform by INCOSE provider KMD Events, Toulouse, France.





## Standard Guestroom 1924



**Conference Registration**  
(Expected to open July-Aug 2022)

## Standard Guestroom 2021



The expected special room rate for  
GLNC14 is \$187 - \$204.