



Virtual Regional
Conference and Workshop
April 9-17, 2021
Systems Engineering
Capability and Competency



Sponsor-Exhibitor Prospectus

INCOSE NC-GLRC14 Spring Virtual Conference & Workshop

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14th Annual Americas
North-Central and
Great Lakes Regional



**Virtual Conference
and Workshop**

April 9-17, 2021

Systems Engineering
Capability and Competency

12 Chapters in the Americas North (NC-GL) Region *

Canada - Chicagoland - Cleveland–Northern Ohio (C-NO) - Crossroads of America (COA)
Finger Lakes - Great Plains - Heartland - Michigan - Midwest Gateway (MGC)
North Star - Three Rivers (TRC) - Wright Brothers

** Participation by additional INCOSE Chapters (not just those above), and
INCOSE members and SE colleagues worldwide, is welcome!*

Theme: **Spring** Virtual Conference & Workshop

Systems Engineering Capability and Competency

with *featured content* on

Mobility Systems: Land, Sea, Air and Space*

* Note: (1) The majority of conference content is of a generally applicable SE nature and useful in any area or industry. (2) Most all domains involve mobility. For example: Medical (e.g., hospital beds, air and ground ambulances). Manufacturing (e.g., conveyers, supply chain delivery). Other (e.g., warehouse robotics, inspection drones, agriculture equipment, home food delivery, on-line shopping).



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Virtual Conferencing IT Platform – KMD Events (INCOSE Provider)

Examples: IS2020, IW2021, IS2021, INCOSE WSRC, SCER, etc.

The screenshot displays the website for the 2021 Annual INCOSE International Workshop Virtual Event, running from January 29 to 31, 2021. The interface features a blue sidebar on the left with a navigation menu containing icons and labels for Home, Program, Program Highlights, Working Group Showcase, Sponsor Showcase, About INCOSE, Social Wall, and C@fé. The main content area has a dark blue header with a globe icon, the event title, and dates. A notification bar at the top right states 'You are not connected, please connect to the platform to enjoy all the capabilities' with 'Login' and 'Register' buttons. Below this is a large banner image of a world map with glowing blue nodes and orange connecting lines. The banner text reads: 'Join us for the Annual INCOSE International Workshop Premier Systems Engineering Workshop'. At the bottom of the banner is a button labeled 'How to navigate on the platform'.

2021
Annual INCOSE
International Workshop
Virtual Event
January 29 - 31, 2021

You are not connected, please connect to the platform to enjoy all the capabilities [Login](#) [Register](#)

Home

Program

Program Highlights

Working Group Showcase

Sponsor Showcase

About INCOSE

Social Wall

C@fé

Join us for
the Annual INCOSE International Workshop
Premier Systems Engineering Workshop

How to navigate on the platform

Virtual Conferencing IT Platform – KMD (E.g., Showcase Area)



5 Keynote Speakers and Sigma Theta Mu Lecture:

Conference (and SE-PDD) Opening Keynote – Friday April 9 – 9:00 AM EDT

- Alan Harding
- BAE Systems, UK / INCOSE President, 2016-17 / Co-Chair, INCOSE System of Systems WG
- “From the Roads to the Skies - Transferring Insights Between Systems of Systems (SOS) Domains”

System Honor Society Sigma Theta Mu Lecture (SE-PDD) – Friday April 9 – 11:45 AM EDT

- Ryan A. Noguchi
- Director, Space Architecture Department, The Aerospace Corporation
- “Evolving Lessons Learned and Recommended Best Practices from MBSE Pilot Projects”

Day 2 Opening Keynote – Monday April 12, 2021 – 9:00 AM EDT

- David Long
- Founder and President, Vitech Corp. / INCOSE Fellow / INCOSE President
- “The 6 Vs and 3 Ts of Systems Engineering”

Day 2 Afternoon Keynote (also part of Student Program) – Monday April 12, 1:30 PM EDT

- Randall C. Iliff
- Founder and Principal, Eclectic Intellect, LLC / INCOSE Lead, PMI-INCOSE-MIT Alliance Team
- “Unlimited Potential: Leveraging the Power of Mind in Design”

Day 3 Opening Plenary Keynote #1 – Friday April 16, 9:00 AM EDT

- Jon Mooney
- INCOSE Smart Cities Initiative
- “Spectacular Views of the City”

Day 3 Opening Plenary Keynote #2 – Friday April 16, 9:45 AM EDT

- Zane Scott
- VP, Vitech Corp. / Past Chair, INCOSE Corporate Advisory Board (CAB)
- “There is No Such Thing As Non-model-based Systems Engineering”



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The virtual event platform (including Showcase areas) will remain open for On-Demand viewing of conference content through May 17, 2021.

**40+ Technical Presentations
10+ Keynotes & Featured Speakers
10+ Tutorials and Hands-on Workshops
SE Student Program and Virtual Career Fair
16+ Hours of Keys to Effective Chapters Workshops
5th Annual SE Professional Development Day Livestream (8 PDUs)**

Model Based Systems Engineering (MBSE) - Lean- Agile-SAF e - Safety-Security-Risk Mgmt
Space Systems - Automotive Systems - Soft Skills/Leadership - Smart Cities
Complex Systems-of-Systems - V&V - Automotive Spice / STPA / ISO 26262 - and More!

Advanced Program Schedule: March 21, 2021



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J. Stein / 21March2021 / jack.stein@incoe.org

NC-GLRC14 Advanced Program Schedule / March 21, 2021

FYI ---- The SAE WCX Digital Summit is on these 3 days --- April 13-15, 2021

To avoid conflict, in general, these days are reserved for (a) student career fair support, sponsored presentations and (b) tutorials.

Advanced Schedule Please do not forward or distribute.

EDT	FRI April 9	SAT April 10	SUN April 11	MON April 12	TUES April 13	WED April 14	THUR April 15	FRI April 16	SAT April 17	EDT
7:00	SE-PDD Livestream	2 Tracks each day that use INCOSE Zoom accounts (However, that have hyperlinks in the KMD Platform Program Schedule)		2 KMD Managed Tracks		2 Tracks each day that use INCOSE Zoom accounts		2 KMD Managed Tracks	1 Track that uses an INCOSE Zoom account (that have hyperlinks in the KMD Program Schedule)	2 Tracks that use an INCOSE Zoom account that have hyperlinks in the KMD Program Schedule
7:15	1 KMD Managed Track								1 KMD Managed Track	
7:30				24 - The 6 Vs and 3 Ts of Systems Engineering - David Long				42 - Spectacular Views of the City - Jon Mooney		
7:45				11 - Outcome: Rules-Based Training and Development for System Modelers Michael Vinarich (SAIC)				31 - There is No Such Thing As Non-model-based Systems Engineering Zane Scott		
8:00	300 - From the Roads to the Skies: Transferring Insights Between Systems of Systems (SOS) Domains - Alan Harding (BAE Systems)			18 - Automotive Component Supplier Use of SysML Modeling to Support Collaboration Development David Hoffmann, Andrew Babin and Erik Conter	26 - The Beginner's Guide to Model-Based Systems Engineering (MBSE) David Long			6 - Space Resource Management: A Study of the Impact of Space Exploration on Earth and Near Earth Environments - A. Pateros (Dassault Systèmes)	16 - Lean Startup Method (LSM) and Agile for Mobility System Solution Initial Project Planning (IPP) Michael Pafford	
8:15	19 - An MBSE Approach to Assessing Modularity in System Architecture - Benjamin Stogard (Boeing)			30 - With a Little Help From Our Friends: The Family of Systems Engineers and What We Can Learn From Our Ancestors - Zane Scott				300 - Using ModelAR for Faster, Easier Editing of SysML Models - B. Mohan & P. Goossens		
8:30	15 - An MBSE Approach to Assessing Modularity in System Architecture - Benjamin Stogard (Boeing)			13 - ModelCenter MBSE: The next generation MBSE to Analyze Integration Tool (Subodh Choudhary)	46 - The True Value of Creating a Failure Resume - T. Boyd & M. Grundmann (Caltech)			7 - Apollo 13: A Cautionary Tale Curtis Pottersveld (Boeing)	47 - Risk, Opportunity, or ...? Paul Heintger	
8:45	Break - 30m			45 - The Unforeseen Impacts of Cognitive Bias - Tim Boyd (CalTech)				51 - 50 Methodology & Ontology - Key Cornerstones for 50 Digitization - B. Johnson (BAE)		
9:00	501 - Sigma Theta Mu Lecture Ryan A. Inguish (The Aerospace Corp.)							54 (44) - Towards Automotive Model-Driven Development with Feature-based Product Line Engineering - Charles Krueger, A. Trossel & C. Tull	39 - How to Improve Software Reliability? - Few easy answers - David Gargano	
9:15								50 - Using Cloud Engineering to Improve the Resiliency of Transportation (Plan Physical Systems: A Road Approach to the Test and Evaluation of Complex Systems - Bob Pateros (Dassault Systèmes)		
9:30								53 (20) - Virtual Author and Graphical Interface System Safety Evaluation using System Transient Process Analysis (ETRA) - M. Verma and J. Johnson		
9:45								40 - Key Issues of Organizational Structure and Processes with Feature-based Product Line Engineering - William Krieger and Peter Krieger		
10:00								57 - Usage of AUTOSAR2.0/2.1 for the Validation and Verification for ADAS/Autonomous Vehicle Systems - Jack Allen		
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NOTES: (1) The numbering of the Presentations and Tutorial/Workshop text boxes in the above schedule (1-99) corresponds to the EasyChair submission number (see "EasyChair Export Tab). (2) The (100s level) numbering for Invited Keynote and Featured Presentations, the (200s level) numbering for Sponsored Presentations, and the (300s level) numbering for Sponsored Tutorials/Workshops are NOT in EasyChair. But are added in the Spreadsheet Tab that contains the EasyChair export.

40+ Technical Presentations (45 minutes each, including Q&A)

10+ Tutorials and Workshops (90m to Full Day)

10+ Keynotes and Featured Speakers (45 minutes each, including Q&A)

15+ INCOSE Internal Workshops, Tutorials and SE Student Career Sessions

Student:

49: (1 of 9) Keys to Effective Chapters Workshop

49: (2 of 9) Keys to Effective Chapters Workshop Jack Stein and Mary Maliet

49: (3 of 9) Keys to Effective Chapters Workshop Maliet

49: (4 of 9) Keys to Effective Chapters Workshop Jack Stein and Mary Maliet

49: (5 of 9) Keys to Effective Chapters Workshop Maliet

49: (6 of 9) Keys to Effective Chapters Workshop Jack Stein and Mary Maliet

49: (7 of 9) Keys to Effective Chapters Workshop Jack Stein and Mary Maliet

49: (8 of 9) Keys to Effective Chapters Workshop Jack Stein and Mary Maliet

49: (9 of 9) Keys to Effective Chapters Workshop

38: Chapter Leaders Membership Roundtable Jack Stein

103: TBD Presentation Barclay Brown

INCOSE NC-GLRC14 Sponsorship Levels

Sponsorship Levels	Available	Price
Platinum	1	\$4,000
Gold	4	\$2,500
Silver	6	\$1,500
Bronze	6	\$1,000
Education and Non-Profit		
Level 1	2	\$750
Level 2	6	\$350

**Purchase
Sponsorship**



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Sponsor-Exhibitor Spring Virtual Event Benefits (Tailorable)

Sponsorship Level	Special Mention *	Time during breaks (per 30m)	Co-Chair – Plenary	Co-Chair – Tech Session	Workshop, Tutorial & Presentation Time in Program **	Pause Time in Scroll Bar	Virtual Booth - # of Videos	Virtual Booth - # of Flyers	Registrations
Platinum	*	5-6m	1	1	6-7 hrs	L	4	4	5
Gold	*	3-4m	--	1	4-5 hrs	L	4	4	4
Silver	*	1-2m	--	--	2-3 hrs	S	2	2	3
Bronze	*	30s	--	--	1 hrs	S	2	2	2
EDU & Non-Profit – Level 1	*	3-4m	1	1	4-5 hrs	L	4	4	3
EDU & Non-Profit – Level 2	*	1-2m	--	1	2-3 hrs	S	2	2	2
EDU & Non-Profit SSP's	X	+ 1-2m	--	+1	+ 1-2 hrs	--			+1

* Special mention (of appreciation) is provided for sponsors (at any level) who have purchased the Sustaining Partner sponsorship package.

** Workshops, tutorials and presentations require advanced planning and scheduling, however, every effort will be made to accommodate last minute additions, or provide compensating benefits if scheduling milestones are missed.

**Purchase
Sponsorship**

KMD Events (Deliverables and Approx. Timeline)



1. Draft Program available D - 30
2. Virtual Platform ready for review D - 21
3. Platform user guides available D - 20
4. Sponsor portal open D - 16
5. Demo sessions for presenters, session chairs, hosts D - 15
6. Pre-recorded presentations submission deadline D - 14
7. Virtual platform open D - 7
8. Scheduled News content D - 5
9. Event D - Event day(s)
10. Virtual platform closed D + 30
11. Archive video content link D + 40



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Sector
Americas ★
NC-GLRC

*INCOSE Chapters
Regional Conference*

