NEWSLETTER

INCOSE
LOS ANGELES CHAPTER

LOS ANGELES

GOLD CIRCLE AWARD
2002, 2004-09

SILVER CIRCLE AWARD
2003

2008 President's Award for Most Outstanding Chapter

INCOSE
International Council on Systems Engineering

UPCOMING EVENTS

June Speaker Meeting
A Systems Approach to Lower Cost Missions: Following the Rideshare Paradigm
Speaker: Linda Herrell
When: June 15, 2010
Where: The Aerospace Corporation, El Segundo
See page 2 for details

INCOSE International Symposium
When: July 11-15, 2010
Where: Chicago, IL

SAVE THE DATE

INCOSE-LA Tutorial—coming this summer
If you have any suggestions for future tutorial topics, contact Shirley Tseng, Tutorials/Education Director
shirleytseng@earthlink.net or 714-832-5373

INCOSE-LA Mini-Conference
When: October 16, 2010
Where: Loyola Marymount University
Watch for more details in upcoming newsletters!
Want to volunteer? Contact Dick Emerson at
remerson9@gmail.com

CSER 2011: Conference on Systems Engineering Research
When: April 14-16, 2011
Where: Crowne Plaza Hotel, Redondo Beach, CA
Watch for more details in upcoming newsletters!

INCOSE-LA Recognized for 2009 Accomplishments
By Roz Lewis

The International Council on Systems Engineering (INCOSE) recently recognized the Los Angeles Chapter as a Gold Circle Award Chapter based upon its contributions and accomplishments in 2009. The Gold Circle Award recognizes chapters adopting best practices and reaching the highest goals and standards, and this is the seventh time in the last eight years that INCOSE-LA has received this award. The recognition letter reads in part as follows:

"For many, chapters provide the primary day-to-day interface with INCOSE. Chapters organize technical and social programs, communicate key information about our organization and discipline, support technical activities, and enhance the member experience by facilitating an open, inviting environment where members receive valued products and services that enhance their careers. In fulfilling this mission, the Los Angeles Chapter leaders and members have committed significant time and energy to further the goals of our organization.

To honor these efforts and achievements, this Gold Circle Award will be presented at the 2010 INCOSE International Symposium in Chicago, IL. In doing so, INCOSE recognizes and celebrates the contributions and achievements of the Los Angeles Chapter, its leaders, and its sponsors.

High quality, vibrant chapters are essential in INCOSE's drive to enrich, educate, and enlighten the INCOSE membership while improving recognition of INCOSE and the systems engineering profession. The Member Board and INCOSE extend heartfelt thanks and appreciation to the Los Angeles Chapter for its contributions towards attaining these goals."

This is a well earned honor that could not be accomplished without the initiative and commitment of the chapter officers and members. I personally thank every member that contributed their time, talent and treasure to make the 2009 INCOSE-LA year another banner year.

got systems engineer?
Invite a friend or colleague to attend our June speaker meeting at half off the regular non-member price.
See details on page 2.

JUNE SPEAKER MEETING
A Systems Approach to Lower Cost Missions: Following the Rideshare Paradigm

Presenter: Ms. Linda Herrell, Jet Propulsion Laboratory

PARTICULARS
When: Tuesday, June 15, 2010, 5:30—8:30 p.m.
Where: The Aerospace Corporation
2350 East El Segundo Blvd., El Segundo
Remote sites will be available.
Cost: Members-*FREE*; Non-members-*$5.00*
Meeting Agenda:
5:30 - 6:20 p.m. Registration, networking, refreshments
6:20 - 6:30 p.m. Welcome and announcements
6:30 - 7:45 p.m. Presentation followed by questions and answers
Substantial refreshments will be provided at the host site. (Contact Remote Site POCs for more information regarding refreshments).

ABSTRACT: Small satellite rideshare capabilities and opportunities for low-cost access to space have been evolving over the past ten years. Small space launch vehicle technology is rapidly being developed and demonstrated. This technology includes the Minotaur series and the Space X Falcon, along with the lower cost launch facilities at Alaska's Kodiak Launch Complex, NASA's Wallops Flight Facility, and the Reagan Test Site in the Pacific.

Demonstrated capabilities for the launch of multiple payloads have increased, and continue to increase, significantly. This will allow more efficient and cost-effective use of the various launch opportunities, including utilizing the excess capacity of the emerging Evolved Expendable Launch Vehicle-based missions.

The challenge: Where are the users, and what is the best way to leverage from them? What is leveraged—mass, power, cost-sharing? How does one sort through these options? What policies may prevent the use of some options? Who are the "other users" that might share or leverage capabilities?

This lecture presents a systematic look at both the users and the launch options and suggests a way forward.

BIOGRAPHY: Ms. Linda Herrell is a systems engineer on Jet Propulsion Laboratory flight projects for instruments and spacecraft, both deep-space and earth-orbiting NASA missions. Extensive mission design and development experience from Pre-Phase A through launch and operations.

In addition, Ms. Herrell has prior experience in mechanical engineering and computer modeling for thermal, fluids and structural analysis.

R.S.V.P.: R.S.V.P. by registering online at www.incose-la.org or by sending an email to registration@incose-la.org (please include "INCOSE-LA June Meeting" in subject line). Please be certain to indicate the site at which you will be attending. R.S.V.P. to attend. NO EXCEPTIONS for Aerospace and Boeing sites. If you are uncertain whether or not you'll be able to attend, DO make a reservation. Additional requirements for the different locations are below.

The Aerospace Corporation, El Segundo: Please complete R.S.V.P. (U.S. citizens and resident aliens by June 11, foreign nationals by June 8). You MUST and indicate that you're uncertain. Please bring your picture identification (driver's license, passport, or green card) to the meeting.

Boeing, Huntington Beach: R.S.V.P. by June 11. Attendance at this site is limited to U. S. citizens and resident aliens; we regret that foreign nationals will not be able to attend at this site. Please bring your picture identification (driver's license, passport, or green card) to the meeting. Site contact: Beth O'Donnell, phone 714-837-6924 or email elizabeth.l.o'donnell@boeing.com.)

Antelope Valley/Palmdale: Open to all. Contact Mike Wallace, phone: 661-540-0290, email: m.wallace@ngc.com.

DIRECTIONS TO AEROSPACE: From the 405 Fwy head west on El Segundo Boulevard, turn left (south) on Douglas, left into the first gate on the left. After checking in with the guard, proceed to the stop sign and turn left. Park near the second building on your right, A8. Enter the lobby and badge in. We meet in Dining Rooms A&B, our normal meeting rooms. To get there from the lobby, proceed through the building into an open area, continue across the open area into the cafeteria (only door on opposite side of open area), proceed through the cafeteria into the next open area. Turn right and continue down the building (south) to the last door on the right of that building that you can see from the open area. We meet in Dining Rooms A&B. **Site contact:** Susan Ruth, phone 310-336-6765, email

June Special for Non-Members

Non-Members Attend for $5

Speaker Meeting Discount - June

Networking * Learning Opportunities * Refreshments

INCOSE Members Still Attend for *FREE*

Invite your colleagues to attend the June speaker meetings for half off the regular price. Each non-member pays only $5 to attend the next speaker meeting.

For up-to-the-minute event details:
- *Check future editions of the Newsletter*
- *Watch your email for the Reflector*
- *Visit the INCOSE-LA website at www.incose-la.org*

INCOSE LOS ANGELES CHAPTER (INCOSE-LA)
2010 Mini-Conference
Saturday, October 16, 2010
Loyola Marymount University (LMU), Los Angeles CA

Increasing the Value of Systems Engineering's Portfolio to Our Stakeholders

Aerospace ◆ Commercial ◆ Defense ◆ Enterprise ◆ Service

The intent underlying the theme of this conference – "Increasing the Value of Systems Engineering's Portfolio to Our Stakeholders" - is to capture the essence of the INCOSE mission and goals, while giving prospective speakers latitude to cover a wide array of relevant systems engineering domains and issues.

Key elements of this theme include:

Portfolio: We, systems engineers, provide a "portfolio" of products, processes, tools, and services to the programs we serve. Are our customers "busting down the doors" trying to get our *stuff*?

Value: Since the successful implementation of the Systems Engineering process is not universal, we need to increase the value of our products, processes, tools, and services.

Stakeholders: Our stakeholders include all who depend on us to perform systems engineering to deliver a quality product within cost and schedule, not just the program manager, or the user.

These concepts and issues are present in the commercial and service industries as well as in the traditional aerospace and defense industries. This conference presents an opportunity for practitioners in each industry to learn from the perspectives of others. This Mini-Conference will address a 'self examination' of Systems Engineering by decomposing our theme into three sub-themes.

How good is our portfolio?
Just how good are the elements of our Systems Engineering portfolio? How effective are our measurements in assessing their/our value? What is the value that our customers place on the portfolio?

How can we increase the effectiveness of our portfolio?
How can we increase the effectiveness of our portfolio performance? How can we acquire and sustain a deeper and more consistent penetration into product development and support? How can we improve the alignment, collaboration, and integration between adjacent projects and/or business segments?

How can we increase our customers' demand for our portfolio?
How can we increase our customers' perceived value of our portfolio? Is our portfolio agile and flexible enough that our customers perceive it as a 'light and easy to use' multipurpose tool? How can we create a customer *pull* for our portfolio of products and services?

The above sub-themes envelop such topics as:
- *Examining the alignment, collaboration, and integration between adjacent business segments*
- *Assessing the measurement and correlation between systems engineering performance, product, and service success*
- *Architecting the front end for optimum performance, project execution, and customer satisfaction*
- *Systems engineering for value-adding capabilities*
- *Analyzing systems engineering effectiveness in industry, government, and commercial customers*
- *Approaches to balance program cost, performance, schedule, and risk*
- *Systems engineering: learning from the private sector*

Presentations will be limited to 20-25 minutes with 5-10 minutes of Q&A, for a total time of 30 minutes. Please send a one-page or less summary of your presentation to the Technical Chair, Richard G. Cline (email: richard.g.cline@boeing.com) by **July 16, 2010**. You will be notified of acceptance by **August 06, 2010**. Your final presentation is due by **September 24, 2010**. When you are notified of acceptance, the presentation format will be provided. Ideally, all communications will be through email. If this is not possible, please advise immediately so that we can make arrangements to accommodate your needs. Should you have further questions, address them to Richard G. Cline at richard.g.cline@boeing.com.

www.incose-la.org

USC Faculty Lifetime Achievement Award

Gerald Nadler, Professor Emeritus of Industrial and Systems Engineering, IBM Chair Emeritus in Engineering Management, USC Viterbi School of Engineering, and former INCOSE-LA member, was recently honored with the *USC Faculty Lifetime Achievement Award.*

A worldwide leader in industrial and systems engineering, Gerald Nadler has made key contributions in multidisciplinary systems planning and design methodologies, and in the teaching of technological literacy to non-engineering students. His achievements as a pioneering scholar and educator in his field have earned him membership in the National Academy of Engineering and selection as a Fellow in the American Association for the Advancement of Science, the American Society for Engineering Education, and several others.

Nadler (right) accepts plaque from Vice Provost for Faculty Affairs Martin Levine.

Prolific as a scholar and prescient in his interdisciplinary approach, Professor Nadler has authored more than 225 published articles and 15 books. He has delivered more than 900 invited presentations around the world. In examining the processes used by successful managers and designers, he introduced the concept of breakthrough thinking as a way to design, develop, and improve systems and organizations. One of his books, *Breakthrough Thinking: Why We Must Change the Way We Solve Problems, and the Seven Principles to Achieve This*, has been translated into 10 languages.

Professor Nadler held five visiting professorships, four of them abroad, and he was on the faculty at Washington University in St. Louis and the University of Wisconsin, Madison, before joining USC in 1983. A mainstay in the life of the Viterbi School's Epstein Department of Industrial and Systems Engineering, which he chaired from 1983 to 1993, he was instrumental in its reinvigoration and rising stature. He also directed USC's Center on the Management of Engineering, Research, and Innovation in Technology.

Even in retirement he continues to enrich USC's intellectual vitality as an engaged and deeply admired colleague and as a mentor to students and his fellow faculty. He has also shared his expertise as a member of the Board of Directors of the USC Credit Union and the Los Angeles County Quality and Productivity Commission.

Professor Nadler has earned the USC Phi Kappa Phi Faculty Recognition Award, the Distinguished Engineering Alumnus Award from Purdue University, and the Frank and Lillian Gilbreth Industrial Engineering Award from the Institute of Industrial Engineers, of which he is a Fellow.

For his outstanding contributions as a scholar, teacher, mentor, leader, and colleague, the University of Southern California is proud to honor Professor Gerald Nadler with the USC Faculty Lifetime Achievement Award.

Membership Renewal Reminder: *SPAM – NOT!*

Your INCOSE membership is in jeopardy, if email from info@incose.org is trapped by your SPAM filter. INCOSE no longer sends renewal reminders by mail, so look for your renewal reminder in your inbox.

Your member record is the key; reminders are emailed only to the first email address in your record. If you are not getting INCOSE E-Notes, then your email address may not be valid, or your SPAM filter may be overly enthusiastic. You can verify your contact information on-line at http://www.incose.org - click on "View / Update your Member Record" (left column).

For most of us (over 200 in the Los Angeles Chapter), our INCOSE memberships expire early in June. Renewal reminders will be emailed 30 days and 15 days before your membership expiration date. A drop notice will be sent 15 days after your membership lapses.

We look forward to having you as an active INCOSE member all year. Renew your membership now – on-line at http://www.incose.org.

The Board of Directors wishes to welcome the following new members in the Los Angeles Chapter of INCOSE:

Note: The information listed below is from the member directory and is based upon your initial membership application. If the information is not correct or complete, then please access the member directory (at www.incose.org) to update your information.

Name	Title	Company
Vito A Partipilo	Associate, Global Defense Market	Booz Allen Hamilton
Joe Kiernicki	Systems Engineering Manager	Northrop Grumman
Linda Roberts	Systems Engineer	Northrop Grumman
Shannonn A. Bouldin		
Rico M. Jones	Senior Analyst	Space Engineering & Acquisition Systems, Inc
Jason Brzozowski		Northrop Grumman

Return Address:

800 S. Pacific Coast Hwy. #8-205
Redondo Beach, CA   90277

Forwarding Address Requested

The International Council on Systems Engineering (INCOSE) is an organization formed for the purpose of advancing the art and science of systems engineering in various areas of the public and private sectors. . Our mission is to advance the state of the art and practice of systems engineering in industry, academia, and government by promoting interdisciplinary, scalable approaches to produce technologically appropriate solutions that meet societal needs.

The Los Angeles Chapter meets several times per year for dinner meetings, and additionally sponsors tutorials and other activities of interest to those in the systems engineering field or related fields. L. A. Chapter officers are as follows:

2010 Board of Directors and Appointed Positions

Elected Officers

Position	Name	Email		Alt Email
President:	Rosalind Lewis	rosalind.lewis@aero.org	or	president@incose-la.org
Vice-President:	Beth O'Donnell	elizabeth.l.o'donnell@boeing.com	or	vicepresident@incose-la.org
Past President:	Eric Belle	eric_c_belle@raytheon.com	or	pastpresident@incose-la.org
Secretary:	Josh Sparber	joshua.sparber@dcma.mil	or	secretary@incose-la.org
Treasurer:	Marsha Weiskopf	marsha.weiskopf@aero.org	or	treasurer@incose-la.org

Elected At-Large Directors

Position	Name	Email		Alt Email
Membership:	Paul Cudney	paul.cudney@incose.org	or	membership@incose-la.org
Programs:	John Silvas	silvas_john@bah.com	or	programs@incose-la.org
Systems Engineering Education:	Shirley Tseng	shirleytseng@earthlink.net	or	setraining@incose-la.org
Ways and Means:	Shah Selbe	shah.selbe@boeing.com	or	waysandmeans@incose-la.org
Communications:	Edie Ung	ma1teez@yahoo.com	or	communications@incose-la.org

Appointed Positions

Position	Name	Email		Alt Email
Newsletter Co-editors:	Edie Ung, Jorg Largent	ma1teez@yahoo.com	or	Palmdalejorg@aol.com
Newsletter Production Manager:	Lee-Ann Seeling	Lee-Ann.S.Seeling@raytheon.com		
Reflector Manager:	Susan Ruth	susan.c.ruth@aero.org		
Industrial Relations Manager:	Jose Garcia, Jr.	jose.s.garcia-jr@boeing.com		
Technical Society Liaison:	Edmund Conrow	info@risk-services.com		
Chapter Recognition Manager:	Michael Maar	michael.c.maar@boeing.com		
Lead Site Coordinator:	Anna Warner	anna.warner@boeing.com		
Webcast Event Manager:	Chris Delp	cldelp@jpl.nasa.gov		
Website Technical Manager:	Michael Kim	kim_michael_l@bah.com		
Professional Networking Chair:	Nehal Patel	nehal_p1_patel@raytheon.com		
2010 Mini-Conference Chair:	Richard (Dick) Emerson	remerson9@gmail.com		
2010 Mini-Conference Technical Program Chair:	Rick Cline	richard.g.cline@boeing.com		
Representative to San Fernando Valley Engineers' Council:	Stephen Guine	Stephen.Guine@ngc.com		

Those interested in INCOSE membership please contact Paul Cudney - paul.cudney@incose.org. If you wish to be placed on our E-mail distribution, please contact Susan Ruth – susan.c.ruth@aero.org.