NEWSLETTER

INCOSE LOS ANGELES

Gold Circle Award
2002, 2004-10

Silver Circle Award
2003

2009 President's Award for Most Outstanding Chapter

INCOSE
International Council on Systems Engineering

The Town Hall Meeting and Strategic Planning Meeting
A Report on the Plans for the Chapter

By Jorg Largent

On Tuesday, January 11, 2011, the Chapter hosted a "town hall" meeting followed, on Saturday, January 15, 2011, by a strategic planning meeting which was attended by the Board of Directors and interested members.

The town hall meeting, facilitated by Al Hoheb of Aerospace, focused on learning from the members their assessment of the strengths and potential improvements of both the Chapter and the international organization. Representatives of the international organization (Christine Kowalski and Amy Wang from the administrative office and Marsha Weiskopf, the INCOSE Treasurer) were in attendance and several people participated virtually, including a representative of the Hampton Roads Area chapter. The town hall meeting focused on six questions:

1. What does the Chapter (and/or INCOSE) currently do well for its members?
2. How can the Chapter (and/or INCOSE) improve the value to its members?
3. What opportunities have you had to network with systems engineering professionals from our local Chapter or from outside the Los Angeles Chapter (for example, in working groups)?
4. What makes, or would make, the systems engineering topics and presentations provided by Chapter meetings (for example speaker meetings, tutorials, mini-conferences, etc.) of interest and of value?
5. What makes, or would make the Chapter *Newsletter* and INCOSE publications (quarterly *Insight*, *Systems Engineering*, the Journal of INCOSE, et al.) helpful and informative?
6. How and for what purpose do you use the INCOSE-LA Chapter website, and is it helpful?

Some of the strengths noted included the diversity of speakers, the inclusion of perspectives from industries other than aerospace, presentations addressing increasingly complex systems, and the balance of topics between solutions and applications on the one hand and theoretical systems engineering on the other. Other strengths noted were the quality of the mini-conference and the conference on systems engineering research (CSER) and the diversity of the Board of Directors. INCOSE was also complimented for many of these attributes, with the publications and the interface to collateral fields such as economics receiving particular praise.

Several suggestions were made regarding areas in which the Chapter and the international organization could increase their value to the members. Suggestions included collaborating with other chapters during speaker meetings, recording events for playback over the web, leveraging the capabilities of the international organization at the chapter level to facilitate the web cast of local events, and increasing Chapter involvement and access to the working groups. Other suggestions were to propose products that could be used at the international level, to increase public awareness of the systems engineering profession in general, to increase the outreach to academia and colleges, and to collaborate more with other professional societies, and more professional networking events in the local area.

CSER 2011 — Registration is now live! Go to the web site below:
http://www.incose-la.org/events/conferences/cser-2011/cser-2011-registration.html

UPCOMING EVENTS

February 2-Day Tutorial
Model-Based Systems Engineering/SysML
Presenter: Sanford Friedenthal
When: Friday-Saturday, February 4-5, 2011
Where: The Aerospace Corporation, El Segundo
Details on page 4

February Speaker Meeting
"Advancing the Systems Engineer's Career"
and "OSD DDR&E Future Planning"

Speaker: John Thomas, Senior Vice-President and
Lead Systems Engineer, Booz Allen Hamilton
(and President-Elect, INCOSE)
When: Tuesday, February 8, 2011, 5:30—8:30 p.m.
Where: The Aerospace Corporation, El Segundo
plus remote sites in Huntington Beach and the Mojave Desert
Details on page 3

March Speaker Meeting
A work in progress
Watch for a Reflector Notice
More information in the March edition of the Newsletter

SAVE THE DATE

CSER 2011: Conference on Systems Engineering Research
When: April 15-16, 2011
Where: Crowne Plaza Hotel, Redondo Beach, CA
Details on page 5

INCOSE Systems Engineering and Architecting Doctoral Student
Network (SEANET) 2011 Workshop
When: Thursday, April 14, 2011
Location: USC Campus (transportation provided from CSER)
Details on page 7

Volunteer Opportunities: The *Newsletter*!

The team that produces the Newsletter needs your help. Could you contribute a few hours per month in one of the following areas?

- Reporting
- Writing
- Editing
- Proofreading
- Coordinating the printing of the *Newsletter* (the actual printing is done by a professional printer)
- Coordinating the mailing of the *Newsletter*.

The Newsletter is one of the products of the Chapter that has contributed to the awards and honors for excellence given to the Chapter. Last year's sudden loss of a team member and the changing workload of the current teammembers means we need your help to maintain the quality of this product. If you are interested, please contact the Chapter's Director of Communications Edie Ung, at ma1teez@yahoo.com .

INCOSE-LA Chapter Leader to assume Leadership Role at the International Level
By Jorg Largent

Eric Belle, the current INCOSE Region II Member Board Representative, has been elected by the Member Board to become the Co-Chair effective as of the upcoming International Workshop in Phoenix. In taking on this position, Eric will will assume the reins as INCOSE Member Board Chairman next year.

Eric, who recently served on the INCOSE-LA Board of Directors as the President (2009) and Past President (2010), is looking forward to applying the many lessons learned from his rewarding experience with the many talented members of the INCOSE-LA Chapter and its Board of Directors. He is looking forward to taking the tradition of excellence that has become the hallmark of the Chapter and applying the same energy and enthusiasm to the international organization. He will bring to the Board not only his recent experience with the Los Angeles Chapter, but also multi-lingual abilities and many years of international experience in Europe and Asia, which should serve him well in his new duties.

In his new role Eric is looking forward to the opportunity to champion the interests of the members of INCOSE. As one who has worked many years in with Hughes Aircraft and Raytheon in the aerospace and defense industry, he is keenly aware of the need to ensure that the traditional core of INCOSE continues to view their association with the organization as a value-adding experience. At the same time, his significant time spent in the automotive and oil industries have also impressed upon him the fact that the principles of systems engineering are applicable to a wide range of industries, and he will actively support the campaign to continue reaching out to them.

The Chapter congratulates Eric as he assumes his leadership role at the international level of INCOSE.

NEW CORPORATE ADVISORY BOARD MEMBER

Past-president Rosalind Lewis has been selected to be the INCOSE Corporate Advisory Board representative from the Aerospace Corporation. Congratulations Roz!

Stay Connected
Get the latest on
INCOSE-LA happenings
in the Reflector e-mails
If you wish to be placed on our e-mail distribution,
contact Susan Ruth
susan.c.ruth@aero.org

FEBRUARY SPEAKER MEETING
"Advancing the Systems Engineer's Career"
and
"OSD DDR&E Future Planning"

Presenter: John Thomas, Senior Vice-President and
Lead Systems Engineer, Booz Allen Hamilton,
INCOSE President-Elect

PARTICULARS
When: Tuesday, February 8, 2011, 5:30—8:30 p.m.
Where: The Aerospace Corporation
200 North Aviation Blvd., Building D8, room 1010, El Segundo
*Remote sites will be available at Boeing Huntington Beach and in
the Antelope Valley.*
Cost: Members-*FREE*; Non-members-*$10.00*

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 at remote site locations.)*

ABSTRACT: The presentation this evening will cover two major topics.

The first topic will be related to advancing the system engineer's career – noting that career advancement can be frustrated, at times, by the lack of interest in the application of the process, often indicating that the systems engineering voices do not seem to count. To advance one's career requires employing the attributes of leadership in everything the systems engineer does.

The second topic will be perspectives on the OSD DDR&E (the Office of the Secretary of Defense Director of Defense Research and Engineering) future planning initiative in which the DDR&E seeks greater efficiencies through enterprise engineering, for which reusing platforms may harbor improved solutions.

BIOGRAPHY: John Thomas is a Senior Vice President and Lead Systems Engineer at Booz Allen. He leads teams that plan and execute multi-million dollar complex system programs. His clients include the U.S. government and industries worldwide. John's current focus is supporting complex systems development activities for the U.S. Federal Government. With John's Systems Engineering and Integration (SE&I) stewardship, Booz Allen (a $5 billion strategy and technology consulting firm) has invested in its systems engineers and systems engineering methodologies for the purpose of enhancing the systems engineering profession and its practitioners.

John's assignments span leadership roles encompassing both program and engineering activities. He is experienced in conducting strategic planning, communications strategy development, conflict management, business process analysis and leading decision making processes. Additionally John, has worked across the full systems development lifecycle of programs (from concept development through deployment) and led activity-based costing estimates versus technical baselines of programs.

John is a business coach and mentor to a number of Booz Allen's senior technical and management professionals. He is a spokesperson for Booz Allen, speaking to groups and media to help raise the relevance and importance of Booz Allen's systems engineers and SE&I services. John is an INCOSE member (since 1998) and currently is serving as President-Elect. John has also served as Program Director and President of the Maryland Chesapeake Chapter.

To read more go to*:*
http://www.boozallen.com/about/40026730/thomas

R.S.V.P.: R.S.V.P. by registering online at http://www.incose-la.org or by sending an email to registration@incose-la.org (please include "INCOSE-LA February Speaker Meeting" in the subject line). Please provide your full name, title, company, phone number, and email address. Please indicate the site at which you will be attending. State whether you are a US Citizen, resident alien, or foreign national, and members must include your INCOSE member number. US Citizens and resident aliens must R.S.V.P. by Friday, February 4, 2011. Foreign Nationals wishing to attend must R.S.V.P. by Tuesday, February 1, 2011. Please bring your picture identification (driver's license, passport or green card) to the meeting.

If you are uncertain whether or not you'll be able to attend, DO make a reservation and indicate that you're uncertain.

You MUST R.S.V.P. to attend at the Aerospace and Boeing sites. NO EXCEPTIONS.

DIRECTIONS TO AEROSPACE: From the 405 Freeway, head west on El Segundo Boulevard. Turn right on Aviation Boulevard (north). Building D8 is the third building on the right, just past the bakery. There is an Aerospace sign on the fence. Turn in and park in any parking spot other than "Reserved" or "Carpool." Enter through the lobby in the center front of the building, near the flagpole. A guard will verify your identification and issue a badge to you. The meeting room, room 1010, is adjacent to the lobby.

Site contact: Susan Ruth, phone: 310.336.6765, email: susan.c.ruth@aero.org.

REMOTE SITES:
Boeing, Huntington Beach: R.S.V.P. by February 4. 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, email elizabeth.l.o'donnell@boeing.com.

Antelope Valley/Palmdale: Open to all. **Site contact:** Mike Wallace, phone: 661.540.0290, email: m.wallace@ngc.com.

FEBRUARY TWO-DAY TUTORIAL
Systems Modeling Language (SysML) and Object-Oriented Systems Engineering Method (OOSEM)

Presenter: Sanford Friedenthal, Lockheed Martin Co.

PARTICULARS

When: Friday-Saturday, February 4-5, 2011
8:30 am to 5:30 pm each day
Where: The Aerospace Corporation
200 North Aviation Blvd., Building D8, room 1010, El Segundo
Cost: Members-*$240*; Non-members-*$290;*
Students/Retired/Unemployed: $190
(*proof of designated status will be required*)
Cost includes presentation materials, continental breakfast, lunch, and afternoon snacks
R.S.V.P. deadline: January 31, 2011

OVERVIEW: This two-day tutorial is targeted toward practicing systems engineers and others who are interested in applying the model-based approach to systems engineering. Participants will learn about the growing area of Model Based System Engineering (MBSE), Object-Oriented Systems Engineering Method (OOSEM), and Object Management Group (OMG) Systems Modeling Language (OMG SysML™)

Students may want to order the following book, as a reference - *A Practical Guide to SysML*, by Sanford Friedenthal, Alan Moore, and Rick Steiner. The book also includes a chapter on OOSEM.

ABSTRACT:

Day 1—Friday, February 4, 2011

"An Introduction to the OMG Systems Modeling Language (OMG SysML™)"

Tutorial Objectives: This introductory course should provide the student with an understanding of:

- Benefits of model-based approaches for systems engineering
- SysML diagrams and language concepts
- The role of SysML in a model-based SE process

Tutorial Description: The OMG SysML™ is a general purpose graphical modeling language for specifying, analyzing, designing, and verifying complex systems that may include hardware, software, information, personnel, procedures, and facilities. In particular, it provides graphical representations with a semantic foundation for modeling system requirements, behavior, structure, and constraints that support a broad range of engineering analyses. SysML represents a subset of Unified Modeling Language (UML) 2.0, with extensions needed to satisfy the requirements of the UML for Systems Engineering Request for Proposal. For more information on SysML, including articles, tool vendor and related links, and the specification, go to http://www.omgsysml.org.

This tutorial provides an introduction to how SysML can address the needs of the systems engineer. It includes background and motivation, and an overview of the SysML diagram types and language concepts. A class exercise is included to help solidify the student's understanding of the language.

Prerequisites: Background in systems engineering. Exposure to UML is helpful, but not required.

Students are encouraged to bring their laptops if they wish. Students should download the 'Model-Based Systems Engineering with the SysML' Tutorial from the APL Technology Transfer website: http://www.jhuapl.edu/ott/Technologies/Copyright/SysML.asp.

Please download this prior to the SysML Tutorial and bring a soft copy on your computer if you wish. Each participant will need to sign a typical license for using this material. The web site also has a full course that is available for download.

Day 2—Saturday, February 5, 2011:

"An Introduction to the Object-Oriented Systems Engineering Method (OOSEM)"

Tutorial Objectives: This introductory course would provide the student with an overview of OOSEM activities, modeling artifacts, and concepts.

Tutorial Description: This tutorial will introduce an OOSEM, which integrates a top-down systems approach with object-oriented concepts and modeling techniques. This method uses SysML as the modeling language. OOSEM brings to systems engineering a technique for leveraging some of the expressiveness of SysML and some of the advantages of OO to help architect more flexible, extensible, and upgradeable systems with new, evolving technology. Another major goal of OOSEM is ease of integration with object-oriented methods for software engineering, and integration with hardware engineering and other disciplines. The tutorial will provide an overview of the model-based method for needs analysis, requirements analysis, logical design, physical design, and supporting activities. OOSEM is described in more detail in chapter 16 of "A Practical Guide to SysML".

Prerequisites: Background in systems engineering. Introductory Course in SysML or previous experience with SysML.

BIOGRAPHY: Sanford (Sandy) Friedenthal is a Lockheed Martin Fellow and currently leads an effort to enable Model Based Systems Development (MBSD) and other advanced practices across the company. His experience includes the application of systems engineering throughout the system life-cycle from conceptual design, through development and production on a broad range of systems in aerospace and defense. He has been a systems engineering department manager, and a lead developer of advanced systems engineering processes and methods including the Lockheed Martin Integrated Enterprise Process and the Object-Oriented Systems Engineering Method (OOSEM).

Sandy was a leader of the Industry Standards effort through

CSER 2011

CONFERENCE ON SYSTEMS ENGINEERING RESEARCH

An International Conference

Conference Announcement

Ninth Annual Conference on Systems Engineering Research
April 14-16, 2011 Redondo Beach, California
Crowne Plaza Redondo Beach & Marina Hotel
http://www.incose-la.org/cser2011/

CSER Collaboration

Professor Azad Madni, Director of Systems Architecting and Engineering Program, USC
Professor Dinesh Verma, Dean of Systems and Enterprises School, Stevens Institute of Technology

CSER '11 Organization

Conference Honorary Chair: George Friedman, USC
Conference General Co-Chairs: Azad Madni (USC) and Elliot Axelband (RAND)
Conference Management Chair: Terry Rector (COM-DEV)
Technical Program Co-Chairs: Roger Ghanem (USC) and Marilee Wheaton (Aerospace Corporation)

Plenary Speakers / Leadership Panel

Plenary Speakers: Dr. Ron Sugar (CEO & Chairman Emeritus, Northrop Grumman Corp.), **Charles Bolden** (Administrator, NASA), **Dinesh Verma** (Dean, School of Systems and Enterprises, Stevens Inst. of Technology), **George Friedman** (Prof., Epstein School of Industrial & Systems Engineering, USC) , **Yanni Yortsos** (Dean, Viterbi School of Engineering, USC), **Azad Madni** (Prof., Epstein School of Industrial & Systems Engineering, USC), **Donna Rhodes** (Senior Lecturer and Principal Research Scientist, MIT)
Leadership Panel: Kristen Baldwin (Principal Deputy, SE, OSD/DDR&E), **Stephen T. O'Neill** (Pres., Boeing Satellite Systems Int'l), **John A. Thomas** (Sr. Vice Pres., BAH), **Chris Cool** (Sector VP, Northrop Grumman Aerospace Sys), with **Elliot Axelband** (Rand Corporation) as Panel Chair

Banquet Speaker

Steve Welby, Director of Systems Engineering, OSD/DDR&E

Technical Program / Breakout Speakers

Over 110 presented papers in seven (7) tracks, plus poster sessions from abstract reviews and PhD candidates from the April 14 SEANET meetings.
See the CSER 2011 Technical Program website page for the latest information.

SEANET

SEANET is an INCOSE sponsored network of doctoral student researchers working in the field of systems engineering and architecting. A SEANET workshop will be conducted on Thursday April 14 at USC. One technical track at CSER'11 will be devoted to papers by doctoral candidates. Please visit the CSER 2011 web site (annotated above) for more information.

The University of Southern California, in collaboration with Stevens Institute of Technology, presents the 9th annual Conference on Systems Engineering Research.

The primary conference objective is to provide practitioners and researchers in academia, industry, and government a common platform to present, discuss and influence Systems Engineering research, with the intent to enhance Systems Engineering practice and education.

Organized by:
the University of Southern California (USC)

in collaboration with
Stevens Institute of Technology

managed by
the Los Angeles Chapter of the International Council on Systems Engineering (INCOSE).

CSER 2011 also welcomes the INCOSE Board of Directors on Friday-Sunday, April 15-17, and SEANET researchers.

General Information

For information about registration, hotel, location, financial support and other subjects, see the CSER 2011 web site at http://www.incose-la.org/cser2011
Early registration fees (before Feb 19) are as follows:
• INCOSE Members - $500
• Non-INCOSE members - $575
• Students (F/T) / Seniors / Military - $350

USC
UNIVERSITY
OF SOUTHERN
CALIFORNIA

STEVENS
INSTITUTE of TECHNOLOGY
THE INNOVATION UNIVERSITY

INCOSE
LOS ANGELES

AEROSPACE
Assuring Space Mission Success

COM DEV USA

Call for Participation

INCOSE Systems Engineering and Architecting Doctoral Student Network (SEANET) 2011 Workshop

INCOSE seeks to foster and accelerate doctoral research in the field of systems engineering, and one means to do this is by connecting student researchers through a network. The purpose of SEANET is to advance systems engineering research by providing a collegial support network, research resources, and industry contacts that will enable the completion of doctoral dissertations related to systems engineering. The INCOSE SEANET invites **current** and **soon-to-begin** doctoral students to participate in a 1-day workshop at University of Southern California. This event will precede the CSER 2011.

The **SEANET Workshop** will feature speakers, panel sessions, and working sessions on the process of completing doctoral education and research.

Date:	Thursday, April 14, 2011
Time:	8:30 AM – 4:00 PM (doctoral workshop)
Location:	USC Campus (transportation from Crown Plaza Redondo Beach provided)

Option to Exhibit a Research Poster at the CSER Opening Reception

Date:	Thursday, April 14, at Crown Plaza in Redondo Beach
Time:	5:00PM
Location:	Crown Plaza in Redondo Beach, CA

WORKSHOP: Registration Information

Students are encouraged to discuss their interest in participating with their academic advisor. Students are expected to have their own funds for travel costs. **There will be a $22.50 registration fee for attending the workshop. As space is limited**, we ask interested students to register via the CSER registration site as soon as possible.
http://www.incose-la.org/events/conferences/cser-2011/cser-2011-registration.html

Transportation from the CSER conference hotel (Crown Plaza, Redondo Beach) to the USC campus will be provided; if you do not need transportation please let us know by emailing seanet@incose.org

Students do not need to attend the conference to participate in the workshop. **In addition to registering,** please email the organizers that you plan to attend, along with your school name and if possible, the working title for your research topic: email to seanet@incose.org

OPTIONAL: Student Research Posters

We encourage doctoral students to create a research poster to describe their work, and present the poster during the social event the evening of 14 April following the workshop. During this event, students should make themselves available near their poster to discuss the research with attendees at the social event – including leaders from government, industry, and academia.

If you plan to exhibit a poster, send an email to seanet@incose.org no later than March 14.

Guidelines for Poster submission:

Students should design their posters based on the following guidelines:

- Posters should be formatted to approximately 30x40 inches, or A0 size. Posters may describe completed research or work that is underway. The poster may represent any aspect of the researcher's work, proposal, theoretical framework, methodology, findings, etc.
- Participants should not depend on laptops for their poster presentation. The message should be self-contained in the poster.
- Posters should be printed and brought with you. Push pins will be provided to attach the posters to the panel or board.   Alternately, students can post individual Power Point slides as a 'virtual poster' if they are unable to create a poster.

Questions on SEANET may be forwarded to Dr. Donna Rhodes, Dr. Ricardo Valerdi or Dr. Cecilia Haskins, CSEP (seanet@incose.org).

Report on the Town Hall Meeting and the Strategic Planning Meeting

Both the Chapter and the international organization could help the members by providing avenues to employment opportunities. Similarly, the local and international organization could help the members of the Corporate Advisory Board by providing an avenue to potentially available systems engineers. It was suggested that the Chapter make the presentation slides used in speaker meetings be made available to the members soon after the event and that speaker bureaus be established.

The International Symposium and the International Workshop were cited as opportunities to learn more about the profession and to present papers for a critical review by one's colleagues. An added benefit was the opportunity to network with other professional systems engineers.

There were few strengths or improvements that were uniquely applicable to the Chapter or to INCOSE at the international level as many were applicable to both levels of the organization.

The Board of Directors met the following Saturday. The meeting was open to the general membership.

The meeting was opened by President Beth O'Donnell. Beth reviewed the agenda and facilitated the meeting. The Board addressed an agenda of topics, from reviewing the calendar for the year, to programs, operations, and Chapter finances. A major topic of the meeting was to review the data from the town hall meeting held the preceding Tuesday. The feedback from the town hall meeting was an underlying consideration throughout the meeting.

Expanding the Chapter's outreach to schools and colleges in the area was discussed, with the challenge of helping students of all ages better appreciate the definition of and the role of systems engineering.

A call for volunteers was made with respect to the *Newsletter*: the Chapter needs people who can help with the creation of and publication of the *Newsletter*. If you have a talent and an interest in these areas, please contact the Chapter's Communications Director, Edie Ung (ma1teez@yahoo.com).

Speaker meetings and tutorials were discussed, including the goal of insuring that the quality of both were continued. One concept discussed was to not have speaker meeting in a month in which the Chapter is conducting a tutorial. The Board will investigate how to improve the lead time on tutorials so that member can schedule attendance with their employers.

The Board discussed the strategic plan for the Chapter and the strategic direction of the international organization. One observation was that in order for systems engineering to be successfully executed, a project needs management to actively, not passively, support the systems engineering process.

One obligatory function addressed at the meeting was training the new members of the Board on their responsibilities.

In conclusion, a lot of information was provided and is being used by both the INCOSE leadership and the Los Angeles Chapter Board of Directors. The board wishes to thank all who took the time to participate.

the OMG and INCOSE to develop the Systems Modeling Language (OMG SysML) that was adopted by the OMG in 2006. He is co-author of *A Practical Guide to SysML*.

February Tutorial

R.S.V.P.: *(Note that tutorial is subject to cancellation if a minimum attendance is not met.)* R.S.V.P. by registering online at *http://www.incose-la.org* or by sending an email to registration@incose-la.org (please include "Feb 2011 Tutorial, SysML and OOSEM" in subject line); advance payment by check will be requested if online payment with PayPal is not made. *Registration deadline is Monday, January 31, 2011.*

If you have any questions, please contact Shirley Tseng at 714.832.5373, shirleytseng@earthlink.net.

DIRECTIONS: From the 405 Freeway, head west on El Segundo Boulevard. Turn right on Aviation Boulevard (north). Building D8 is the third building on the right, just past the bakery. There is an Aerospace sign on the fence. Turn in and park in any parking spot other than "Reserved" or "Carpool." Enter through the lobby in the center front of the building, near the flagpole. A guard will verify your identification and issue a badge to you. The meeting room, room 1010, is adjacent to the lobby.

Listen up, Stand up, and be Counted!
Conference on Systems Engineering Research: Opportunities to Help
By Terry Rector

We have a huge opportunity to really make a difference and we need your help to make it happen. CSER 2011 is our INCOSE Chapter's opportunity to make a difference for our profession — having the opportunity to provide the premier platform for open discussion and innovation. However, our small team cannot make it happen without help. We need your help in several different ways.

First, we need you to work within your company to promote the conference. You can do this by downloading the flyer, printing it, and posting it in open areas to generate discussion and to encourage attending at the conference. Talk the conference up amongst your co-workers and friends. Let's get the word out. Registration is open and ready to accept inputs.

Next, we need your help to work within your company to locate funding for sponsorship. There are many opportunities for your company to be a sponsor — either with cash or with-in kind contributions — so as to promote the conference and to market your company. If you prefer not to solicit funding yourself, then provide us a contact and we will call, discuss the benefits of being a sponsor, and encourage the company to be a sponsor. Either way you will be a big help to the conference as well as to our INCOSE Chapter. For more information regarding sponsorship or exhibiting, contact Terry Rector at terry.rector@comdev-usa.com, Jose Garcia at jose.s.garcia-jr@boeing.com, and/or Shirley Tseng at shirleytseng@earthlink.net.

Membership Renewal Reminder

INCOSE-LA would like to thank all of its active members for renewing their memberships. In the last two months, thirty-two members have renewed; in addition, we have gained twenty-nine new members.

If you are still considering whether or not to renew, consider the benefits that the INCOSE membership provides. An INCOSE membership can help expand your view of the engineering of complex systems and your knowledge of the many aspects of the practice. Project managers, software and hardware engineers and product developers are joining INCOSE to learn how to the use the systems engineering process and apply it to their industries. INCOSE is a network of over 7,000 systems engineers world-wide, and with your membership renewal, you will continue to receive our monthly newsletter and INCOSE electronic publications, among other benefits.

If you are currently an active member but not getting INCOSE E-Notes, 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).

We look forward to having you as an active INCOSE member all year. Check out all of the INCOSE benefits or renew your membership now – on-line at *http://www.incose.org*.

Listen Up, Stand Up and be Counted

Last, we need volunteers for a variety of conference positions. We are very excited and we invite you to join us. If you share our enthusiasm and would to help, contact Harvey Soldan (harvey.soldan@jpl.nasa.gov) to learn more about volunteer opportunities.

CSER 2011 is giving us so many opportunities to work together with our conference partners — the University of Southern California, Stephens Institute of Technology, and the SEANET planners and managers from Massachusetts Institute of Technology. If you are excited about what this event means to systems engineering and to the INCOSE-LA Chapter, please come join us at CSER 2011 — it is shaping up to be a well attended, international research conference at which everyone will learn something. Come join us!

Helping the next generation of engineers and leaders – Be a mentor!

The Conrad Foundation is a non-profit organization named in honor of astronaut Charles "Pete". Although Pete passed away in 1999, his legacy continues through the Conrad Foundation's rich programs that combine science, education, and entrepreneurship in a revolutionary model of incentivized competition. The foundation gives talented young students their moon shot. By providing students the opportunity to design, develop, and commercialize innovative products using science and technology that solve 21st century problems, the foundation connects the most creative students with real-world entrepreneurial ventures.

Be a Mentor. Their activities for this year are well underway, and, after the finalist teams are selected, each team will be matched with three team mentors: Technical Mentor (from their entry category), Business Mentor, and Presentation Mentor. These mentors will work with the team to review documents, provide feedback, and assist with the team's Innovation Summit presentation. These mentors will work with the team's coach to set deadlines and encourage students to create a project schedule for deliverables. There is one conference call required but most of the communications will take place online. This is a rare opportunity for these students to access your expertise and learn how to articulate their concepts to a larger audience.

Note: They are especially in need of team mentors for the Cyber Security (students create a smart phone app to protect themselves or their information) and Aerospace Exploration challenge categories. They are also recruiting volunteers with a background in business or marketing to assist as team mentors.

For more information on the program, please click on this link to find out more about this competition: http://www.conradawards.org/. To be a mentor, please click on: Team Mentor Signup Form.

Name	Title	Company
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.		
Maggie Bradshaw	Sr. Program Manager	Medtronic Diabetes
Hannelore Hansen	Systems Engineering Manager	ATK
Patrick Leong	Principal System Engineer	Medtronic Diabetes
Ian Robinson		

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:

2011 Board of Directors and Appointed Positions

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Past President:	Rosalind Lewis	rosalind.lewis@aero.org	or	pastpresident@incose-la.org
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Membership:	Paul Cudney	paul.cudney@incose.org	or	membership@incose-la.org
Programs:	Michael Kim	michael.kim@jhuapl.edu	or	programs@incose-la.org
Systems Engineering Education:	Shirley Tseng	stseng@ieee.org	or	setraining@incose-la.org
Ways and Means:	Michael Maar	michael.c.maar@boeing .com	or	waysandmeans@incose-la.org
Communications:	Edie Ung	ma1teez@yahoo.com	or	communications@incose-la.org

Appointed Positions

Newsletter Editor:	Jorg Largent	Largent_atpmd@msn.com	or	newletter@incose-la.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	michael.kim@jhuapl.edu		
Professional Networking Chair:	Nehal Patel	nehal_p1_patel@raytheon.com		
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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.