



# Midwest Gateway Newsletter

*International Council on Systems Engineering*

Volume 9 - Issue 2

<http://www.incose.org/mdwest/index.htm>

July 2007

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## *In This Issue*

### *1- President's Corner*

*1- 17<sup>th</sup> INCOSE Symposium –  
Midwest Gateway Chapter  
Member Support*

*1- Attention to Attitude – Are you  
trying to do new business with  
an old attitude?*

*2- Alberici Tour*

*4- INCOSE 2007 Symposium*

*Lessons Learned :*

*Interrelationships – Thinking  
Holistically*

## *President's Corner*

### *Dear Midwest Gateway INCOSE Members*

I am pleased to inform our Midwest Gateway membership that I have just received a letter from INCOSE announcing that the Midwest Gateway Chapter has been recognized as a Silver Circle Award Chapter based on our contributions and accomplishments in 2006. This recognition is due jointly to the participation of our chapter membership and to the efforts of our 2006 chapter officers; I congratulate you all.

Mason Myers,  
Chapter President  
Midwest Gateway INCOSE

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## *17<sup>th</sup> INCOSE Symposium Midwest Gateway Chapter Member Support*

*By Leon Long*

The Midwest Gateway Chapter of INCOSE provided a strong showing at the Seventeenth International Symposium of the International Council of Systems Engineering in San Diego, California (June 24-28) as at least 8 members

from the local chapter attended.

The symposium brought together representatives from around the world in search of new ideas, new approaches, and examples of what has proven successful as well as what needs further investigation.

The symposium set forth an environment off sharing and exchange of ideas and individual knowledge.

Midwest Gateway Chapter member, Mr. Leon Long presented (in joint authorship with Dr. C. H. Dagli), a paper titled "Knowledge Management – A Key Element of Success". Mr. Long presented to a standing room only audience with overflow standing just outside the doors. As the presentation unfolded, topic points of integrated data sources and common understanding between users interweaved with the aspects of "time interpretation" laid a foundation for modeling present and future data, information & knowledge approaches. The presentation covered relationships of past archives of data and the need for the encased knowledge to be captured as a historical record to

*(see MGC Member Support... on page 2)*

## *Attention to Attitude Are you trying to do new business with an old attitude?*

*By Douglas W. Colbert Jr.*

Webster defines attitude as, "a mental position with regard to a fact or state, a feeling or emotion with regard to a fact or state."

Attitude resonates at the core of change and leadership, without the appropriate attitude, making any desired change is unlikely.

The expense, time, and effort expended to do business in a new way could be worthless or substantially devalued when the appropriate attitude is not in alignment with the overall goal or objective. Thus, the quality, the efficiency and quantity of work is potentially diminished.

My 20 years as an Information Systems Analyst and Developer Consultant, has exposed me to the analysis and solving of system and business problems of numerous companies across various industries. I found most problems were indirectly or directly a result of inappropriate attitudes. An inappropriate attitude can sap energy away from the intuitive thinking that is required to solve complex problems.

### ***The effect attitude has on you.***

When new processes, tools, or methods are implemented by employees who are resistant or reluctant, it is a lot less effective than when those employees embrace new initiatives with

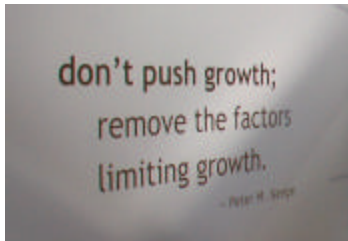
*(see Attitude... on page 3)*



### Alberici Tour

By Marcos Chu

It was a cool afternoon in St. Louis, you could see the wind power generator turbine from a distance. As I arrived on site I was excited to join the Society of Women Engineers (SWE), American Society of Civil Engineers (ASCE) and INCOSE members in the tour of Alberici Building. The tour was made possible thanks to the coordination

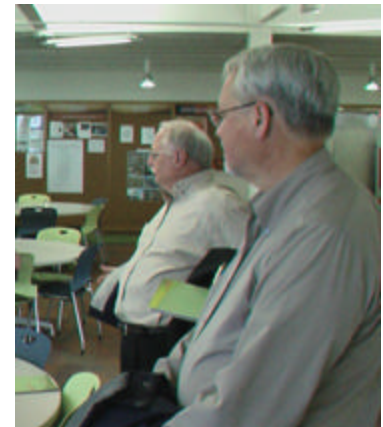


of Anne Sommer from the SWE organization. The Alberici site has achieved Leadership in Energy and Environmental Design (LEED) certification of highest level in which is Platinum. The six categories that define LEED includes :

- Sustainable Sites
- Water Efficiency
- Energy and Atmosphere
- Material and Resource
- Indoor Air Quality
- Innovation.



As I was leaving the tour, I picked up a brochure with a message from a past leader that I feel it brought it all together to me : “It taught us that a building works like a single system in which all elements-envelope, mechanical systems, lighting and interior finish - are interdependent....change one and it might affect the performance of the whole system” (Copyright 2005 Alberici Corporation).



### MGC Member Support ...

from page 1

support on going business needs. His presentation also addressed the current and future modeling that takes on a larger system engineering approach including the introduction of Data/Information/ Knowledge Lifecycle Management as an essential part of the system engineering activity and planning. Data and Knowledge Lifecycle modeling was expressed as a necessary consideration not only for today’s but in consideration of past as well as future knowledge recognition. As the essential concepts were laid out for the path forward, throughout the audience could be seen the nods of acceptance as the one concept after another struck close to the problems of many of those present. Afterwards the

questions continued to be addressed as members from many business aspects and from around the world asked for copies of the presentation.

The week was intense with meeting and discussions taking place throughout the complex. There were multiple presentations and discussions taking place at the same time. Those in attendance had to map out their respective course of attendance in order to optimize the material and ideas to be collected. As the last presentation was being made, the interest of those who were in attendance was just as intense as the first day. Each individual listened for that one final statement or insight that will help them to improve their respective system engineering position or the insight to

how to meet a specific need more effectively.

Members of the Midwest Gateway Chapter of INCOSE who attended included Leon Long, Bill Schoening, Bob Scheurer, Marcos Chu, Mike Mobley, Dr. Dagli, Sam Rudolph, and Seth Burgett



*Profile Note:*  
Mr. Long is currently nearing completion of his Master’s Degree in System Engineering and this will be his third Master’s. Now that UMR has a PHD program in System Engineering, he is considering taking that next step and extending his understanding of “Knowledge Management” through PHD studies.



**Attitude ...**

*from page 1*

enthusiasm. A positive attitude could have a profound effect on execution. Just like the new coach that brings in a new system that is not embraced by the players, the players play the game within the system but with less conviction and enthusiasm. Consequently they come up on the losing end more times than not. The lack of belief in and / or lack of enthusiasm for the new system eliminate any edge they may have otherwise had. We all know what happens when teams don't win enough; some bodies are out of the business. Guess what, this cause and effect relationship occurs not only in sport franchises but also in major corporations regardless of industry.

**The effect and perception attitude has on your customer.**

The global economy sets the stage for stiff competition. Even as individuals, we are competing for opportunities with people halfway around the world. It's called overseas outsourcing. Don't underestimate the value of understanding your customer. Many times, that's the essence of what customers buy, --your ability to understand them and their circumstance. It's human nature.

I recall years ago a major defense contractor was overly confident that they would be awarded a contract to build the next generation of fighter jets. Why wouldn't they be, they were famous for designing and manufacturing one of the greatest jet fighters of all time. Before the announcement, a celebration party was planned, a wasted effort, because the contract was awarded

*Doug Colbert's article is reprinted with permission. Originally published in INCOSE INSIGHT, OCT. 2006*

to a competitor that had far less experience building jet fighters. After the disappointing announcement, the CEO came over the intercom with an explanation of what he learned from the outcome. It amounted to not listening to or hearing the customer. One of the many requirements was a single engine jet fighter rather than a twin engine, which they built to the dismay of the potential customer. I'll never forget it, his voice resonated over the intercom with the words, "we didn't listen to our customer".

I know what you are thinking, this doesn't apply to me. Well, -- yes it does. If you do a job or provide a service you have a customer. Additionally, if your job is predicated on a deliverable from another person or department you are a customer as well. Remember no matter how respected you are for your skills and talent, it's the service you provide and the customer you serve that matters ultimately.

**Attitude can be the edge over the competition.**

Attitude can be the only edge over the competition. Let's face it, with the internet; information is abundant and readily available. There is no doubt that the global economy and technology have redefined the competitive landscape. A positive attitude may be your only sustainable competitive advantage. Here's why: Your positive attitude could cause you to "think outside the box" or incite you to have a paradigm shift that leads you to devise a solution the competition didn't think to develop. It should be comforting to know that something you have direct control over -- **your attitude**, could be your edge over the competition. Remember attitude is responsible for the culture that a company or organization thrives in.

In conclusion, people will change as their attitude evolves and action takes place. Organizations and entire corporations will change as that action happens. Attitude will be the essential element that will determine the direction and kind of action that people take. So while we go about the search for flawless execution and becoming a leaner and more efficient company, attitude will have a profound effect on the outcome and atmosphere in getting there.

**Are you trying to do new business with an old attitude? You can't.**

*"Change will take place, sooner or later. The change that will occur will be profoundly influenced by attitude. We all decide."*  
 – Douglas W. Colbert Jr.

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## INCOSE 2007 Symposium Lessons Learned : Interrelationships – Thinking Holistically

By Marcos Chu

As I lead INCOSE Midwest Gateway Chapter from the second chair, I can't help myself but think about the vision from our President Mason Myers set in the beginning of the year. His vision was one of a vibrant chapter in which the membership felt comfortable volunteering either ideas for future meeting program subjects or to participate as a meeting program presenter. It was an honor and a humbling experience for me to represent the chapter at the 2007 Symposium in San Diego.

Before my departure on Sunday to the symposium I had an opportunity to visit a new church on Saturday per the recommendation of my Pastor from my home church. The church was a large complex system in which even included a bookstore. As I was perusing the bookstore I came across the book "Leading From The Second Chair. Serving Your Church, Fulfilling Your Role, And Realizing Your Dreams." written by Mike Bonem & Roger Patterson. As I was reading the book and reflecting on my role as

an officer at INCOSE I came across the following passage in the book: "The most important concept for learning to see deep and wide, for developing second chair insights into your congregation, is system thinking", the book went on to quote passages from Peter Senge book "The Fifth Discipline".

As I was thinking about the paradox of thinking deep/wide and the implication to a professional organization at one of the lunches while in San Diego, I asked one of the founding fathers of INCOSE Midwest Gateway Chapter Sam Rudolph if he had any suggestion for a young leader like myself and he said that I should set a "battle rhythm" with a long term vision. Sam believes system not systems engineers need to be "jack of all and king of none" in a multi-discipline environment, serve as an honest broker to the development of a long-term SE vision and be able to track the progress thru metrics. This year we had good participation from INCOSE members living in the Midwest area with at least eight members from our Chapter

attending the symposium. I commend all those members that have volunteered their time to join us this year and I hope we continue to be engaged in the future with the wide vision of participating on events such as the symposium and the deep vision of volunteering in making our chapter programs relevant to all of our members.

### Deep Opportunities

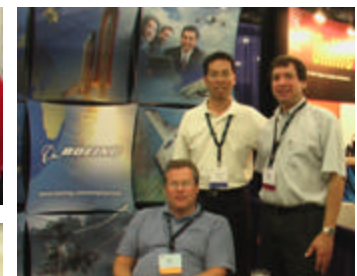
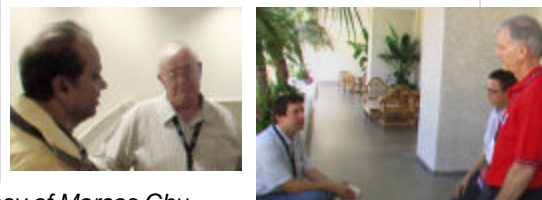
Outreach Calendar:  
<<http://www.incose.org/mdwest/outreach.htm>>

Program Calendar:  
<[http://www.incose.org/mdwest/future\\_events.htm](http://www.incose.org/mdwest/future_events.htm)>

### Wide Opportunities

2008 Symposium:  
<<http://www.incose.org/symp2008/>>

2009 Symposium:  
Singapore in July, 10 to 23



Photos of the 2007 Symposium courtesy of Marcos Chu

