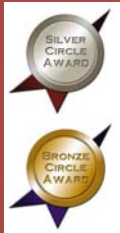




September 2012
Volume 4, Issue 3



2009-2011 Silver Chapter
Circle Award Winner

2008 Bronze Chapter
Circle Award Winner

THE PRESIDENT'S CORNER



Well the summer has certainly flown by. As I was writing my last column we were preparing for summer vacation. Now the holidays are rapidly approaching with all the hustle and bustle that entails. Time moves ever on.

On the chapter front it's been a fairly busy few months. We continue to make progress connecting with the larger technical community. You may recall we were contacted by Patrick Cleary, the chairman of the ASME Cleveland Sustainable Energy Systems Committee (SESC). In August he attended our chapter meeting and had the opportunity to meet several members of the INCOSE Power and Energy Systems Working Group. I think it was a good introduction and I look forward to seeing the two groups collaborate on future projects. We have established an elections committee to solicit candidates for chapter officers and to run the election. Look for the ballots in the coming weeks. If you have an interest in serving the chapter as an officer let me know and we'll get you on the ballot. Our chapter meetings have continued to provide opportunities to meet and interact with other systems engineering practitioners and to discuss topics across the spectrum of SE. Unfortunately we did have to reschedule the tutorial by Dr. Charles Wasson for sometime next spring. But even with that I feel like we've had a successful quarter.

On a more technical note, we all appreciate and understand the application of systems engineering techniques in both small as well as large, complex technical endeavors. Recently I've

had several discussions regarding how the classical systems “V” model might be applied to things we would not consider technical problems. One of our members, Carl Dister, has observed that the process for regulation development in the power industry follows the “V” model in some respects. When I think about this and the observation made by Chris Pestak during his talk earlier this year that systems engineering needs to consider the big picture and total life cycle of a project, I wonder if we as systems engineers could have a larger role working with our policy makers at all levels. Is there a place for modeling in the development of new laws and regulations? How about in the establishment of or revamping of agencies? Could SE add value and clarity working with the legal minds developing regulations? My feeling is yes there is a role for SE in this process. As complexity grows in anything we need to apply systems thinking in its development. This might make a good paper or chapter presentation. I encourage you all to think about this and find ways to apply systems thinking to new areas.

In closing I want to remind everyone of the upcoming IS2013 in Philadelphia next June. We will be looking at ways to boost chapter attendance such as carpooling. If you’re interested in going let us know and we’ll see what options present themselves.

Sincerely,
Joel Knapp

Are you published?

In the last newsletter, the plan to add a web page for our Chapter, to promote books, papers and other published works by our members was introduced. There have been no submissions yet, so the page has not gone live. If you have authored a book, paper, or other product that you would like to have listed, please email dennis.rohn@incose.org the bibliographical information and, if it is already publically available on a website, the web address for it.

Chapter Tri-Fold

Earlier this year the Board of Directors took on the task of creating a tri-fold brochure specific to our Chapter that can be used to promote our chapter to individuals and companies. We had a limited number printed and they have been available at Chapter Meetings for members to take to use for outreach. An electronic copy, formatted for double-sided printing, is also available for your use. It can be found on the Chapter’s [Home Page](#), [Library page](#), and [Shared Documents area](#) in Connect.

6th Annual INCOSE Great Lakes Regional Conference October 12 - 13, 2012

Schaumburg, Illinois

The 6th Annual INCOSE Great Lakes Regional Conference is being held on Friday and Saturday, October 12-13, 2012, in Schaumburg, Illinois. The INCOSE Chicagoland Chapter is hosting the event.

For more information:
<http://2012incoseregional.eventbrite.com/>

INCOSE Tutorial Webinars

John Clark is starting up a new Systems Engineering Certification Tutorial and Fundamentals webinars in October. Read more at the direct links below.

SE Certification Tutorial Webinar
<https://www.incose.org/newsevents/news/details.aspx?id=269>
SE Fundamentals Tutorial Webinar
<https://www.incose.org/newsevents/news/details.aspx?id=270>

Recent Chapter Meetings

July 17, 2012

First, many thanks to Parker Hannifin Corporation for allowing the C-NO Chapter to meet at their magnificent World Headquarters, in Mayfield Heights.

We all welcomed Chapter members Sastry Kasibhatla and Liang (Leon) Shao—Philips Healthcare engineers who develop medical imaging products, at the Philips facility in Highland Heights.

While everyone enjoyed pizza, salad, and soft drinks (supplied by the C-NO Chapter), Cody Farinacci outlined the many benefits of Systems Engineering and INCOSE membership, in a brief slideshow.

We then had an open-forum discussion ...

- Is SE spreading beyond NASA and aerospace? (A few limited, industrial examples were cited.)
- The regulated industries are essentially *forced* to perform Validation & Verification, but small manufacturing firms often don't yet know how much they could benefit from applying SE.
- The C-NO Chapter might consider ways of reaching out to local industry, to introduce smaller, struggling firms to SE principles.
- Engineering Managers want to be shown the *immediate* benefits of SE. They tend to appreciate case studies that demonstrate clear reductions in cost, or dramatic improvements in product quality and reliability.
- Modeling is a tool of growing importance and utility, in the face of increasing system complexity. (Some 200 people attended the MBSE Workshop at IW2012!)
- The SE Process must be easy to apply, in order for it to be employed at all, in many situations.

August 21, 2012

Following opening remarks by President Joel Knapp, we welcomed Patrick Cleary, who chairs the ASME Cleveland Sustainable Energy Systems Committee (SESC). Patrick had recently contacted Joel, toward possible collaboration between SESC and the INCOSE Power and Energy Systems Working Group (PESWG).

Ray Beach (PESWG Co-Chair) emphasized that the PESWG is eager to foster collaborative relationships with similar-minded organizations. For example, Ray passed out cards promoting *IEEE EnergyTech 2013*, to be held at Case Western Reserve University, next May. Ray proudly noted that PESWG will manage the “industry-track content,” while IEEE will supply the “paper-track content.”

Dan Gauntner (Past President of the C-NO Chapter) reported on the 22nd Annual INCOSE International Symposium, which took place in Rome, Italy, July 9-12, 2012.

Having experienced five INCOSE Symposia over the years, Dan observed “a changing of the guard” in 2012—as indicated by more young people present at the symposium, among the 700 total registrants.

The Technical Program offered 116 papers, organized into six to nine tracks. Most sessions were well attended. Dan walked us through a day-by-day description of the presentations he witnessed.

The Exhibition Hall was populated with 44 Exhibitor Booths and eight Academic Booths.

Throughout the symposium, the organizers published a daily online journal of events. Sumptuous receptions and breaks made for great opportunities to meet people and discuss SE topics.

During the IS Banquet, Dan was honored to accept a 2011 Silver Circle Award, on behalf of the C-NO Chapter. Congratulations to the Chapter!

September 18, 2012

During dinner, we had an informal “Open Mic” Discussion.

John Juhasz, co-chair of the INCOSE Power and Energy Systems Working Group, talked about PESWG’s developing contributions toward *IEEE EnergyTech 2013*. PESWG is also attempting to organize a Paper Session for IS2013, and expects to have a keynote speaker from the Great Lakes Energy Institute.

Cody Farinacci reported that there is some interest at the University of Akron in forming a Student Chapter (under the aegis of the C-NO Chapter).

John urged consideration of an eventual “student competition” in Systems Engineering, among students at CSU, CWRU, and UA, as a means to spur student interest and activity.

Cody displayed and described a number of SE books and papers that offer useful perspectives on SE principles and practice.

Submitted by Bill Klinger

INCOSE C-NO Chapter Secretary

Language to her work. She graduated with a BS in Industrial and Systems Engineering from the Ohio State University in June, 2011.

New Members

Please welcome these new members to our chapter.

Tyler Reed graduated from The Defiance College in 1993 with a B.S. in Mathematics and Computer Science. Since then he has worked primarily in software development and business leadership roles. He is a serial entrepreneur having started five separate companies to date. He is presently self-employed and spends much of his time building models of healthcare insurance exchanges. In October, Tyler will release a book and accompanying web application for a process framework for personal transformation that he created. In addition to INCOSE, he is a member of the Columbus Idea Foundry, American Mensa and Intertel.

Katie Trase is a Systems Engineer at NASA’s Glenn Research Center. She has supported several projects in the development of: concept of operations, system requirements, technical performance measure margin management strategies, and testing procedures. Katie has recently been applying Model Based Systems Engineering principles and the Systems Modeling

Did you know

INCOSE has collaborated with PMI and the Lean Advancement Initiative (LAI) at MIT to create a publication that includes aspects of Systems Engineering, Project Management, and Lean Product Development. This publication, entitled “Lean Enablers for Managing Engineering Programs”, identifies best practices that effective teams and organizations can use to overcome challenges. More information is available at INCOSE.org.

Like us on Facebook



If you are on Facebook, search for [Cleveland-Northern Ohio INCOSE Chapter](#) and “like” us. And of course don’t forget to check our website for information and updates.
<http://www.incose.org/cleveland/index.htm>

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Sept 2012

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