



E-Newsletter

November 2015

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President's Point of View



Mr. George Anderson
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President
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“It was the best of times, it was the worst of times”¹

The awning is down and the acorns are falling in droves forecasting that we are in for a heavy winter. The snow blower is prepared for easy deployment with shear pins, starting fluid, required operating tools and conditioned fuel inventoried and ready for the first incapacitating snowstorm.

Herds of deer visit my neighborhood moving in groups of 6 or 8 in daytime and eating every plant and bush in sight. Lyme disease is common in our neighborhood and the

predators, the foxes, owls, and hawks have generally moved out. Squirrels and feral cats remain behind in small numbers being badly mauled by the foxes over the summer.

We at the Chesapeake Chapter are busy tallying up our performance score for this year and see both good and bad, opportunity taken and missed, and misfortune vs. seemingly undeserved success. All who see these scores in their final form are usually amazed that so much has been done and how well



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This is the monthly newsletter for INCOSE Chesapeake, a local chapter of INCOSE International. We are a not-for-profit organization dedicated to providing a forum for professionals practicing the art and science of Systems Engineering in the Northern & Central Maryland & Southern Pennsylvania area.

**Join
INCOSE
Today**

The Chesapeake Chapter is always looking for volunteers to speak at our upcoming

¹ It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us.....// [Charles Dickens](#), *A Tale of Two Cities*

the events and accomplishments seem to be reported. When we report our scores to INCOSE International, we must provide proof of our claims. This consists of pictures, documents, receipts, attendance rosters, and calculations of metrics that show our path to meeting a listing of INCOSE defined goals so there is little room for spurious claims.

Although we are far from finished scoring ourselves, I want to share what I think may be the most important data items that will affect our future mission success. These would be the answer to the questions:

- How many of us were in the Chapter in January 2015.
- How many of us were in the Chapter in December 2015
- How many new members joined the Chapter in 2015
- And last, how many left the chapter and for what reason in 2015- either adverse or normal attrition.

We are trying to answer each of these questions and are crippled by a discouraging lack of accurate data from the INCOSE International membership database. Errors appear to be present in all aspects of the data. For instance, chapter members are double booked. Dues are not posted correctly and members who have left are still posted as active. The SEP database has errors as well. Clearly the inaccuracies will also affect our biannual payments that we receive from new member dues and renewals.

So how are we managing with this discovery? First, we are working closely with International to help clear up errors that we can identify and, second, we are estimating our membership in spite of the inaccuracy so that we at least have a feel for our membership status. From my personal estimate, I would offer that our roster if known might show:

Approximately

402 members in Jan 2015

360 members in Oct 2015

23 new members as of Oct 2015

65 departed members as of Oct 2015 of which 15 moved out of the area, 25 left by non- renewal, and 24 retired.

If we accept this rough estimate, we can observe that the new member number is nearly equal to that of the non-renewals. The sky is not quite falling and we can with little extra effort influence more new candidates to visit us and consider membership in INCOSE.

meetings! Please contact our Programs Director at programs@incose-cc.org if you would like the opportunity to speak or can recommend someone.

The Chesapeake Chapter of INCOSE is proud to recognize the following organizations for sponsoring our endeavors to expanding the understanding and appreciation of Systems Engineering in the local area:

Booz | Allen | Hamilton



We already have many tools to attract these new professionals to our activities. Some of these are:

- The chapter Trifold updated and printed annually.
- The newsletter and website
- INCOSE Presentations to local groups by Directors
- Participation in Engineering Symposiums and Conferences
- Advertising using posters and new Conference Banners
- All membership meetings are open to the public

It is not enough to describe our strengths. We also should try and characterize our membership by some attribute that will allow us to efficiently plan our activities and benefits. In other words, what do our members want from the Chapter?

Based on several surveys I would present a view based on participation. If we graph member participation rates verses the number of members in each percentile we can view a continuous distribution of participation rates. To help us imagine the distribution from low to high participation, consider the skewed or inverse Gaussian family of distributions in Figure 1.

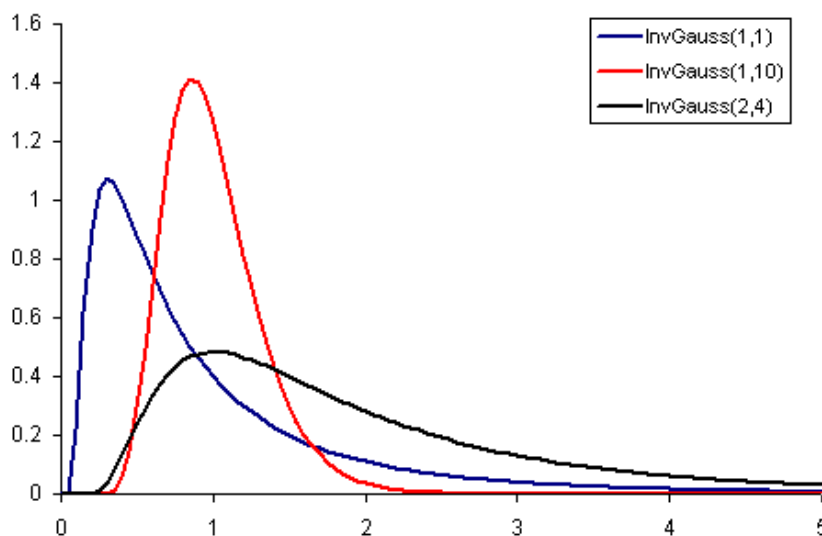


Figure 1 Chesapeake Chapter Members Distributed by Participation

Experience shows that we do have a large number of members who are involved seldom if ever in our activities but typically do use the online services.



As the three colored distributions show in Figure 1, there can be different shapes to the curve but the trend always shows the large area under a curve at the low end of participation.²

What does this distribution suggest for the Chesapeake Chapter? It may suggest that the primary customers are those who inhabit the right side of the Gaussian distribution. They are the ones who consume the major services and participate in the maintenance of the organization.

So again, let us approximate the number of members in these three broad categories:

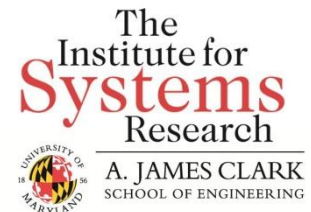
- Low participation 185
- Medium participation 130
- High participation 45

Total membership (Oct 2015) 360

The number of members is established by estimating the area under the Gaussian curve. Certainly there can be a number of other interpretations of member participation but frequency seems to be the most useful.

What can we do with this information? Most importantly, we might size our activities for the expected member turnout and carefully gauge the interests of the members who have a record of active participation. This does not mean that we ignore our low participation members. On the contrary, they have the best of material available to them in our newsletter and web site and can even view our meetings remotely or on YouTube through links on our website.

Enough math, those of you who are still reading may be interested in our activities remaining in the last two months of 2015. We have a noted expert on risk speaking at the November 18 membership meeting and in December we replace the membership meeting with the Annual Holiday Party. We really need at least 10 of our members from the right side of the curve to help us plan organize, coordinate and execute those activities that are essential to keep this event the social highlight of the year. Distinguish yourself by playing an important role!



² Curiously, this distribution is similar to the national distribution of individual income as posted by the U.S. Census Bureau.

Please contact Past President and Holiday Party Planning Chairman, Erik Devito. Erik.r.Devito@gmail.com. Your support is needed.

George Anderson - INCOSE Chesapeake Chapter President

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Help Wanted

Thank you to all of our members who continue to volunteer to make our Chapter the best in the world. We continue to need additional help in many areas. If you are interested in supporting the chapter and earning additional PDUs while doing so to maintain your certifications, then please contact the Committee Leadership listed in our [Committee List](#) and volunteer today. If you have any questions, I am happy to help answer them. Email me at: eleanoraann.gianni@jhuapl.edu.

Ellie Gianni - INCOSE Chesapeake Chapter President Elect

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Dinner Meeting on 18 November, 2015 (6:00pm - 8:00pm): Radical Risk Identification, moving Risk Management into the 21st Century

By: Laurie Wiggins, CEO and Founder, Sysenex Inc.

Presentation: Known and unknown risks can impact projects significantly if not addressed. Program risk identification is usually an ad hoc, non-comprehensive exercise. An extensive analysis of hundreds of programs has revealed a common set of program risks. By evaluating projects with a standard set of risks, projects can significantly reduce the resources required to address them. Program Risk ID is a diagnostic tool providing a ground-breaking capability to identify program vulnerabilities so they can be addressed before they cause program overruns and failures.



Click here for more details: (www.incose-cc.org)

Go to www.incose-cc.org/registration/ to register

Johns Hopkins University Applied Physics Laboratory
11100 Johns Hopkins Road, Parsons Auditorium, Laurel, MD

 [Map and Directions](#)

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BOD 2016 Chapter Elections

This is your opportunity to cast your electronic vote to elect four of our chapter members to the Board of Directors. Your vote must be submitted by 15 November 2015. Together with the incumbents currently on the BOD, these four people will form the new board. The choices that they make differentiate our chapter from all of the others. A list of primary responsibilities can be found in the [2015 INCOSE Chesapeake Chapter Operating Plan](#).

The candidates are:

President Elect – Mike Pafford or Write-in
Secretary – Craig Tyler or Write-in
Programs Director – Gundars Osvalds or Write-in
Membership Director – Mark Kaczmarek or Write-in

Bios are available for review on our web site: www.incose-cc.org

The election schedule follows:

Ballots Emailed to INCOSE-CC Membership - 20 October 2015
Ballot Submission Deadline - 15 November 2015
New Officers and Directors Announced – 18 November 2015
New Officers and Directors Sworn-In and Installed – 20 January 2016

George Anderson - INCOSE Chesapeake Chapter President

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Upcoming Events and Announcements

- **November 11, 2015:** INCOSE Chesapeake Chapter Board of Directors Meeting ¹
- **November 18, 2015:** Dinner Meeting — Radical Risk Identification, moving Risk Management into the 21st Century ^{2, 3}
- **December 9, 2015:** Holiday Party— Garrett Jacobs Mansion - Engineers Club – 5:00-7:00 PM Cocktails, 7:00 – 9:00 Dinner and Program
- **January 13, 2016:** INCOSE Chesapeake Chapter Board of Directors Meeting ¹
- **January 20, 2016:** INCOSE Chesapeake Chapter Dinner Meeting ^{2 and 3}
- **January 23, 2016:** ESEP Summit ⁴
- **February 10, 2016:** INCOSE Chesapeake Chapter Board of Directors Meeting ¹
- **February 17, 2016:** INCOSE Chesapeake Chapter Dinner Meeting ^{2 and 3}

1 = Johns Hopkins University (JHU) Applied Physics Lab (APL) Building 1 Barton Conference Room 5:30 – 8:30 PM (Free)

2 = Dinner at JHU APL Building 1 Cafeteria (Last Room on the Left) 6:00 – 7:00 PM (\$25)

3 = Lecture at JHU APL Building 1 Parsons Auditorium 7:00 – 8:00 PM (Free)

This Newsletter is to serve our members and is open to all for contributions. Do you have an interesting idea for an article? A review of a new book related to engineering? [Let us know](#). We'd love to hear about it. It may wind up in a future issue of our Newsletter.

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4 = JHU APL Building 1 Barton Conference Room 08:00 – 11:00 AM (Free – ESEPs Only)



Interested in Jobs Networking?

Contact Mark Kaczmarek at

mkaczmarekengr@comcast.net



Keep up with the latest news and events. Find out about our new Board of Directors. Explore our extensive library of previous lectures from our Monthly Dinner Meetings. Learn of the Benefits of Joining INCOSE. Check out Systems Engineering education in the local area. All this and more awaits you at our [INCOSE Chesapeake Chapter Website](#).

For any comments or suggestions about this newsletter please e-mail our [President, George Anderson](#) or our [Communications Director, Pat Williams](#). We value your feedback.

Board of Director Officers, 2015

- President: Mr. George Anderson
- Past President: Mr. Erik DeVito
- President Elect: Mrs. EleanoraAnn "Ellie" Gianni
- Treasurer: Mr. Kent De Jong
- Secretary: Mr. Mark Kaczmarek

Directors at Large

- Communications: Mr. Pat Williams
- Programs: vacant
- Membership Committee: Gundars Osvalds

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