



## 2004 Program Chair's Message

Kenneth E. Kendall, Rutgers University



IT IS ALWAYS A PLEASURE TO FIND OUT that the track chairs you've appointed for the annual meeting follow through by recruiting the best panel speakers, workshops, tutorials, and colloquia. I certainly do appreciate and applaud all my track chairs for the Boston meeting—they've worked hard to develop these special (and many regular) sessions which possess academic integrity.

It is easy to see that the regular paper sessions, restricted to only three or four papers per session this year, are academically sound. This year there will be no "potpourri" sessions that make you ask, "Why are these papers in the same session?" Our track chairs really worked diligently to create meaningful sessions of high quality.

It is all of you, the paper authors and meeting participants, however, who will make this annual meeting truly successful. The track chairs were given a large number of good research papers to start with. There will be no table topics this year. All of you will be given an opportunity to present your research in regular paper sessions.

### The Boston Annual Meeting Will Be Large

We are blessed with an abundance of papers, panels, and workshops. The annual meeting will be one of the largest DSI annual meetings (if not the largest), and you can tell from the number of sessions—over 400! That means we'll have excitement on all four days of the annual meeting, from early Saturday, November 20, until late Tuesday afternoon, November 23.

### The Preliminary Schedule is Now on the Web

Our goal was to provide the preliminary annual meeting schedule by July 4th, and we accomplished our goal. It is now posted on the meeting Web site. You can view your schedule at <http://dsi.byu.edu/dsis/view.pl> or follow the link from the DSI homepage at <http://www.decisionsciences.org>. Now you can make your airplane and hotel reservations with confidence. No more fear that you might make a reservation for Tuesday only to find that your paper is scheduled for that afternoon. Now you know! (Boston is a fun city, so make sure you can stay and play awhile.)

### Keynote Speakers

We will be fortunate to have not one, but three keynote speakers at the Boston meeting.

Our first keynote speaker, **Cormac O'Reilly**, has been a senior international manager in some of the world's most influential corporations. By the 1980s he had played roles in computerizing Abbey National and Unilever in the UK. After four years as a board member at Costain Engineering & Construction, he returned to the U.S. as CIO and CTO for Digital and Wang Global, respectively. Cormac has won several awards for innovation, and is a highly regarded IT consultant. He was also named a Fellow of the British Computer Society and was awarded an Industrial Fellowship at Kingston University. He is a frequent speaker at conferences and has been extensively published. Cormac will speak to DSI about resetting corporate IT.

Our second keynote speaker, **Ron Swift**, is vice president of Strategic Customer Relationships for Teradata and an internationally-known consultant,

author, and strategist in the areas of Strategic Technologies for Enterprise-wide Business Decision-Making, Customer Relationship Management, Customer Knowledge, Data Warehousing, Decision Support, and E-Commerce. For more than 30 years, Ron has assisted hundreds of clients on six continents to achieve their strategies and goals. His DSI talk will address how world-class companies use customer knowledge and analytic business intelligence for increasing profitability.

Last, but certainly not least is **James Womack**, the co-author of two well-known and influential books: *The Machine that Changed the World: The Story of Lean Production* and *Lean Thinking: Banish Waste and Create Wealth in Your Corporation*. Jim will discuss lean thinking, past, present, and future, as well as its impact on practice and scholarship in operations management. He will present his thoughts on Monday, November 22nd, from 3:00 p.m. to 4:30 p.m.

### Panels, Workshops, and Tutorials

We will host a large number of panels workshops, tutorials, symposia, and colloquia. Immediately following the networking luncheon, there will be a special session on the conference theme of "Facilitating Quality Decision Making," co-chaired by Roger Schroeder and myself. There will also be special panels including many top business people, professors from non-business disciplines, and a member of U.S. Congress. Make sure you find the time to see the (official) Fellows Sponsored Session on Sunday afternoon. You won't want to miss *Operations Management History for Dummies: Some Key Developments in the Evolution of the Field*.



### Awards Competitions Dates Are Set

The reviews have been completed and the finalists have been selected for the Best Case Studies Award, Instructional Innovation Award, and Elwood S. Buffa Doctoral Dissertation Award. The finalists for the Best Case Studies Award and the Instructional Innovation Award will make presentations of their entries at the annual meeting in Boston. The **Instructional Award Competition** is scheduled for Sunday from 10:00 a.m. until noon and the **Best Case Studies Award** is scheduled on Monday from 10:00 a.m. until noon. But we'll have to remain in suspense until the **President's luncheon** on Tuesday, November 23rd, when the winners will be revealed (and rewarded)!

### Thanks for Giving Us Your Program Schedule Preferences

We thank you for identifying the sessions you plan to attend at the meeting by using the wonderful preference tool written by Scott Sampson. Scott has done a great job in developing the scheduling preference program, which allows us to schedule the different sessions and meetings throughout the meeting with a minimum of individual conflicts. Christine Roundy, Scott's able assistant, has also worked tirelessly to assist many annual meeting participants.

While I am thanking people, I must mention my energetic and qualified Associate Program Chair, Sameer Verma, for solving many problems right on the spot; and the DSI Marketing Director, Terry Williams, who has helped promote the meeting electronically. I also want to thank the home office staff, especially Executive Director Carol Latta, without whose help I certainly would be lost.

### Save Monday Evening for Some Wild and Crazy Fun with Improv Asylum

Improv Asylum, the nationally acclaimed comedy troupe, aims its satirical barbs at a variety of topics and includes audience suggestions to create a one-of-a-kind performance that can't be duplicated. Voted "Best Comedy Club in Boston," Improv Asylum's shows offer a unique blend of improvisation and sketch comedy. Their critically acclaimed performances develop comedic scenes on the spot. Every show is different, since the cast creates each show through audience input and suggestions.

Improv Asylum gives you an ideal chance to get even with this year's program chair by suggesting paper sessions more appropriate for papering your walls, panels more suited for your basement den, and workshops more at home in your garage. ■



- Improv Asylum opened its Boston theater in May, 1998. Since then, the company has produced over 2,000 shows in Boston.
- Improv Asylum has performed over 2,200 shows, for over 500,000 people. The company has generated nearly \$5 million in revenue overall and is annually a \$1 million+ company.
- Improv Asylum was named as Dewars' 2002 national winner in its "Profiles" national advertising campaign (featured in *Maxim* April 2002). Improv Asylum won the award among an initial field of 40 companies throughout the U.S.
- Improv Asylum mainstage shows feature a blend of sketch comedy and improvisation. Several of the original members remain with the cast, creating a strong chemistry that continues to grow. Many cast members have worked together on various film and commercial projects – often cast together based on their chemistry.
- Improv Asylum was named Boston's Best Comedy four years running in *The Boston Phoenix*, Boston's weekly arts and entertainment newspaper.

### 2004 Annual Meeting Coordinators

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