

Decision Analysis Newsletter



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From The President

Craig Kirkwood



This is my first column as Decision Analysis Society President, and it was great to see many of you at the October INFORMS meeting in Pittsburgh. For those who were not able to make the meeting, the articles in this newsletter issue will give you a sense of the Decision Analysis Society activities at the meeting. I will take most of my column to thank our excellent volunteers for their good work over the past year, and to introduce you to our new leadership. I look forward to working with many of you, and to seeing our further progress during my term as President.

The Council is the governing body for the Society, and it consists of six members elected on staggered intervals for three year terms. In addition to providing general oversight, the members also participate in commit-

tee activities where key Society work is done. I want to thank Jack Kloeber and Jim Smith, who completed their terms on the Council at the Pittsburgh meeting. Manel Baucells, Jeff Stonebraker, Eric Bickel, and Karen Jenni are continuing on the Council, and they are joined by Ali Abbas and Jason Merrick who were just elected for three year terms. As I note below, Ali and Jason are already involved in important activities that they will continue as they serve on the Council.

Elisabeth Paté-Cornell has completed her term as Past President, and with that completes six years of service as President-Elect, President, and Past President. Greg Parnell has now finished his two year term as President and moves into the Past President post. I personally thank Greg for his great service to the Society. I am fortunate to be taking over the President position from someone who has been as conscientious as Greg. He has left the operation in good shape, and I will strive to do the same for Jim Smith in two years. Jim was elected as Vice President/President-Elect, and he will serve in that post for two years, after which he takes over as President. While he is Vice President/ President-Elect, Jim will also chair the Nominating Committee and serve as the Decision Analysis Society representative on the INFORMS

Subdivisions Council. That body provides oversight and governance for issues that impact all INFORMS subdivisions.

Robin Dillon-Merrill has also completed her term as Secretary-Treasurer. She served in that position for four years, and I have learned over the past two years that the key to a smoothly-running Society is to have someone like Robin in this post. She was always on top of things, and always remembered that we are stewards of the Society for its members. (Or, as Robin put it, "You have to convince me that we need to spend our members' money on this!") John Butler was elected to replace Robin, and Robin has set a high standard for the position that I am sure he will meet.

Much of the work of the Society is conducted by its committees, and the chairs of these committees play a key role in making sure that all the various activities that make us so successful are conducted with high quality in a timely manner. Ali Abbas and Eva Regnier organized the Decision Analysis Sponsored Session Cluster for the Pittsburgh meeting, and we all owe them our thanks for doing this very important task. And of course all the session chairs and speakers were

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also a vital part of making this an excellent set of sessions. Ali has agreed to also co-chair the decision analysis cluster at the 2007 annual meeting in Seattle along with Erin Baker. Plan now to attend, or better yet, present a paper or chair a session!

In his previous column, Greg Parnell recognized Dave Leonhardi, along with Bill Klimack and Jack Kloeber, for organizing the decision analysis presentations at the INFORMS Practice Conference in May in Miami. Dave, along with Bill and Greg, has also agreed to organize the decision analysis presentations at the Practice Conference this coming May in Vancouver. Greg also recognized Jamie Jia and Shouyang Wang for their work organizing decision analysis sessions at the INFORMS International Meeting in China last June. Manel Baucells is organizing the decision analysis sessions for the International Meeting this coming summer in Puerto Rico, and I know from the announcements that we have received that he is already hard at work on this.

Jason Merrick will be continuing his great service as editor of this Newsletter, and Bob Nau also continues as Information Officer, with responsibility for the Society web site. I also want to recognize Jason's contribution to revising the format for the web site. Bob and Jason will be continuing to work on fine tuning this over the next several months. If you haven't checked our web site out recently, take a look at <http://decision-analysis.society.informs.org/>. Jim Smith will continue his longtime service managing the DAList electronic mailing list.

Jack Kloeber chaired the Membership Committee this past year, and Jeff Stonebraker, assisted by Eric Bickel, will be taking over the Membership Committee for the coming year. They are planning to investigate the characteristics of our members in more detail over the next year, and you will hear more about this in future newsletters.

I also want to recognize the chairs for our various awards committees: Jim Dyer for the Ramsey Medal Committee, Kazuo Ezawa for the Practice Award, Vicki Bier for the Publication Award, and Jeff Stonebraker and Erin Baker for the Student Paper Award. These awards are an important way that we recognize outstanding achievements in decision analysis, and it takes substantial effort by the award committees to select the award winners. I encourage you to read the articles in this issue on each of the awards, and I congratulate the winners of each award. Vicki Bier has agreed to chair the Publication Award Committee again this coming year, Karen Jenni will be chairing the Practice Award Committee, and Eva Regnier will chair the Student Paper Award Committee. In addition to these volunteer service positions in the Decision Analysis Society, Jack

Kloeber has been serving on the INFORMS Practitioner & Practice Activities Committee.

Finally, I want to recognize Bob Clemen and Don Kleimuntz for their outstanding service as the Founding Editors-in-Chief for Decision Analysis, and also to thank Robin Keller for agreeing to succeed them. I was privileged to



be present in Pittsburgh when Bob and Don were recognized at the INFORMS Publications Committee meeting and also at the Decision Analysis Society business meeting. I served as chair of the Editorial Search and Review Committee for Decision Analysis, and I know from that activity that there is enthusiastic support for the journal, and that Bob and Don's efforts in getting the journal off to a successful start are greatly appreciated by our members. The Decision Analysis Society Council has reaffirmed our support for the journal by agreeing that we will continue to bundle a subscription to the journal with regular membership in the Society, and we all look forward to the journal's continued progress under Robin's leadership.

As I look back over this list of people who are working to make the Society a success, I am impressed by both the broad range of our activities and the willingness of our members to work to make our activities successful. When the Decision Analysis Society was founded over twenty-five years ago, it was with the modest purpose of making sure that we always had decision analysis sessions at the national meetings. (It may be hard to believe, but there were sometimes meetings without any decision analysis sessions before that time!) Sponsoring sessions at the INFORMS meetings continues to be an important purpose, but we have moved far beyond that into a variety of other important activities. In fact, the Decision Analysis Society is now the largest subdivision within INFORMS with a membership of 1,067 as of September 2006! I thank everyone for their contributions, and I look forward to working with you over the next two years as your President.

Craig Kirkwood

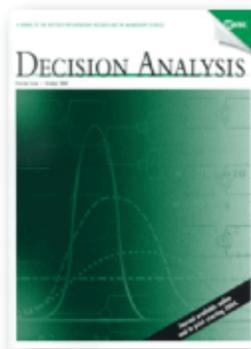
Decision Analysis Journal

Editor-in-Chief L. Robin Keller

All submissions should go to
L. Robin Keller (LRKeller@uci.edu).
Email submission is currently preferred.

If you are submitting hard copy,
please send four copies to:

Decision Analysis Manuscripts
attn: L. Robin Keller
The Paul Merage School of Business
University of California, Irvine
Irvine, CA 92697-3125



Later this year, the journal will move to the Manuscript Central website for online submission of manuscripts and referee reports. Check the journal website for the latest information on submission instructions: <http://da.pubs.informs.org/submission.html>

**Decision Analysis
should become the
journal of first choice
for authors and
readers of decision
analysis articles.**

When the first INFORMS President, John Little, strongly encouraged us to found the Decision Analysis journal, he argued that such a flagship journal would “place a stake in the ground” and claim this territory as our own. Founding Editors-in-Chief Bob Clemen and Don Kleinmuntz did a great job of staking out our ground. As I take over for them, my vision for the journal is still consistent with our founding vision.

Our vision was for the journal to serve the needs of both academics and practitioners of decision analysis, as well as potential future decision analysts and users of decision analysis. This is broader than the aim of some more narrow scholarly journals, which may not aim to serve non-academic researcher stakeholders.

Our overarching goal of advancing the field of decision analysis included sub-objectives of enhancing the stature of the field within different communities, providing intellectual substance, enhancing the careers of decision analysts, and overcoming journal implementation barriers. Now that we have founded the journal and are working to increase submissions and subscriptions, my overarching goal will be to make Decision Analysis the journal of first choice for authors and readers of decision analysis articles.

In particular, we need to continue to develop the journal to meet the needs of our stakeholders and to make sure that stakeholders know about the journal and what we are offering, and can get access to it. For example, we need to demonstrate to potential authors how publishing in our journal and serving on our editorial team will benefit young authors seeking tenure, tenured professors seeking strong international reputations, or practitioners seeking connections or prestige.

New this year is the appointment of associate editors, who will manage the review of papers within their expertise, including assigning referees and making publication recommendations to me. I hope that potential authors and readers will find someone close to their interests on our editorial team (including the editorial board members and the associate editors). This should be a good first step in moving towards the goal of Decision Analysis being “Number One.”

Decision Analysis Tracks

INFORMS 2007, Seattle
November 4th – 7th



Call for Presentations

It is time to start planning the DAS track for INFORMS 2007, in Seattle. We would like to take this opportunity to thank all of you who presented or chaired a session in the DA track in the last conference. Your efforts and participation in these sessions are what shape the future of the DAS track. Thank you all.

We would like to ask you to take a moment and think ahead to November 4-7th, 2007. We would like to get your feedback on what you liked or did not like in the last conference. Which topics are you particularly interested in hearing more about? Would like to organize a session in 2007? Present in the decision analysis track in Seattle? If so, we would like to hear from you. We welcome all inputs and suggestions to make this an enjoyable and enriching meeting for DAS.

We would also like to thank those who have already approached us and offered to organize sessions. We have received offers for sessions on medical decision making, multiattribute utility, behavioral decision making, homeland security, ethics, and decision analysis practice.

Thank you all for your time, and please respond to both of us (aliabbas@uiuc.edu, edbaker@ecs.umass.edu), and put "DAS - Session" somewhere in your title line.

Thanks again and we look forward to seeing you all in Seattle!!

Ali Abbas and Erin Baker

INFORMS International 2007

Puerto Rico

July 8th - 11th

Those interested in organizing a SESSION or giving a talk in the DECISION ANALYSIS track within the INFORMS International Puerto Rico 2007, please contact Manel Baucells (mbaucells@iese.edu). The conference will take place in July 8-11 (Sun-Wed), and the idea is to concentrate the DA sessions on Mon-Tue. The abstract Deadline is February 1, 2007. Puerto Rico is U.S. Travel.

An important detail is to reserve early for the main conference hotel, since the backup hotel is a 20 minute or more bus ride away from the main conference hotel. The main hotel, The Westin Rio Mar Beach Resort & Spa, is in a remote place, in a beautiful resort setting. The reservation requires payment of a one night deposit, but the deposit is refundable if cancelled more than 72 hours prior to planned arrival. The weblink from INFORMS, including links to hotel information, is:

<http://meetings.informs.org/PuertoRico2007/>

Manel Baucells

2007 Ramsey Award

The 2007 Ramsey Award was made to Daniel Kahneman and Amos Tversky to recognize the extraordinary impact of their work in behavioral decision making to the art and science of decision analysis. The medal will be presented to Daniel Kahneman who graciously requested that it be awarded in recognition of their joint work. The Ramsey Award Committee was made up of the previous winners of the Ramsey Award, and was chaired this year by Jim Dyer.

Jim Dyer

Publication Award

The Decision Analysis Publication Award is given annually to the best decision analysis journal article or book published in the second calendar year prior to the year in which the award is given. Thus, this year's award is for a publication during calendar year 2004. The award recognizes the best publication in decision analysis, broadly defined. This includes, but is not necessarily limited to, theoretical work on decision analysis methodology (including behavioral decision making and non-expected utility theory), descriptions of applications, and experimental studies. The award is accompanied by a plaque and a \$750 honorarium.

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There were twenty-two articles in seventeen journals nominated for this year's award. Volume one of the journal Decision Analysis was also nominated. The winner is:

Robert F. Bordley and Craig W. Kirkwood
Multiattribute preference analysis
with performance targets
Operations Research 52 (6): 823-835,
November-December 2004



Congratulations to the authors!

Vicki Bier

Student Paper Award

We received 30 submissions (a record by far!) for the 2006 INFORMS Decision Analysis Society (DAS) student paper competition from Sweden, Israel (2), France, Germany, Spain (2), Switzerland, and USA (22). The top-6 finalists were Michael Braun, Jun Zhuang, Joel Brynielsson, Steven Shechter, Antonio Villasís, and Ivy Li and winner was Michael Braun.



Michael presented his award-winning paper, "Modeling the "Pseudodeductible" in Insurance Claims Decisions,"

co-authored with P.S. Fader, E.T. Bradlow, and H. Kunreuther at the INFORMS DAS award session on Monday November 6.

Kudos for Janne Gustafsson, Kara Morgan, Elissa Ozanne, and Russ Vane for serving as judges for this competition.

Erin Baker and Jeff Stonebraker

Practice Award

We had many excellent entries for the Practice Award for 2006! The award was given to Eric Bickel, Rick Gibson, Duane McVay, Steve Pickering, and John Waggoner for their work entitled "Western GeCo Uses Decision Analysis to Communicate the Value of Seismic Surveys to Potential Clients." The award committee was particularly impressed by the analysts' use of DA as a tool for integrating work from several diverse technical fields, and by the benefits to the client company resulting from the innovative use of DA concepts.

Karen Jenni and Kazuo Ezawa



From the Winners:

Thank you statement: It is an honor to be selected for this award. All the finalists were impressive and we are thankful and humbled to have been selected. Thank you to the judges and the Decision Analysis Society.

J. Eric Bickel, Richard L. Gibson, Duane A. McVay
Texas A&M University

Stephen Pickering, John Waggoner
WesternGeco

INFORMS Pittsburgh 2006

On behalf of the Decision Analysis Society, Eva and I wish to thank all of you who have contributed to and participated in sessions and talks in the DA cluster of INFORMS 2006. This year, we had 32 sessions several of which were also cross listed with other tracks. To name some of the sessions and their session chairs, we had:

- Communicating with Decision Makers by Jim Felli,
- Decisions and Games Involving Outcomes Over Space and Time by Robin Keller,
- Ideas Relevant to Multiattribute DA by Ralph Keeney,
- Portfolio Decision Analysis by Jeff Keisler,
- Foundations of Decision Analysis in Mathematics, Science, and Engineering led by Ron Howard and participants Bob Winkler, Jim Dyer, Gordon Hazen, and Ali Abbas;
- Value of Information by Erin Baker,
- 4 DA Arcades by Robin Dillon, Robert Bordley, Lev Virine and Alessandra Cillo,
- Decision Analysis for Health Care by Anke Richter,
- Eliciting and Combining Expert Judgments by Casey Lichtendahl,
- Electricity and Climate Change by Erin Baker,
- Military decision analysis by Greg Parnell,
- Bringing Decision Skills to Youth by Ron Howard,
- Decision Models by Kara Morgen,
- 5 sessions on Counter Terrorism and Homeland Security by Henry Willis, Doug Samuelson, Susan Martonosi, Vicki Bier, Detlof von Winterfeldt,
- DA Practice Awards presentations by Kazuo Ezawa,
- MARA 2006 by Martin Schilling,
- Healthcare modeling by Elissa Ozanne,
- Health care applications by Sara Eggers,
- Risk Management by Jayavel Sounderpanian,
- Intertemporal Choice by Enrico Deicidue,
- Behavioral Decision Making by Manel Baucells,
- HyperGame Theory by Russel Vane,
- National Science Foundation Research Opportunities for DA by Ali Abbas,
- Best of Decision Analysis Affinity Group by Kazuo Ezawa.

This year, we also had our decision analysis awards session with several awards including the best publication award to Robert Bordley and Craig Kirkwood for their paper "Multiattribute Preference Analysis with Performance Targets". Ron Howard also made the announcement that Daniel Kahneman was nominated for the Ramsey Medal. We also learnt that the DA society is currently the largest membership society at INFORMS.

We thank you all again for your continued contribution

to the DA cluster sessions. I will be co chair of the DA cluster sessions for Seattle 2007 with Erin Baker, and we ask you all for your feedback, thoughts, and ideas to make this conference a richer experience for the DA society members.

OK, but the conference was not all technical sessions. I have recently learnt that some people actually did go out and have fun. For a proof, see the picture below.



Best Wishes for a Wonderful New Year and see you all in Seattle 2007.

Ali Abbas

New Decision Institute

After the completion of the applied research projects MARA 2005 in Buenos Aires and MARA 2006 in Berlin (www.projectmara.com), the organizational team of the project founded an institute to further advance the development and application of decision analysis in Germany. The Decision Institute combines the virtues of a research-oriented think tank with the dynamics of a consultancy. We aim to support strategic decision-making in the public and private sector as well as enhance the scientific knowledge base. Based on the results of the MARA projects we are currently developing research and application programs in the areas:

- Effective public resource allocation (strategy/technology/infrastructure-related)
- Effective decision support in multiple-stakeholder decisions
- Strategic investment prioritization
- R&D strategy making
- Methodological evaluation & effectiveness studies

The Institute is offering internships, research collaborations and project work for international students and researchers in the area of decision analysis as well as Young Professionals. More information can be found on www.decisioninstitute.eu.

Martin Schilling

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