



ORACLE



April 2003
Volume 31 Number 4
District 2, Chapter 1
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Chair Talk

David Floyd at dfloyd_dfloyd@columbia-research.com. Fellow GWAC Members, I invite you to attend a membership social on Thursday, 22 May after work from 5:00pm to 7pm. The location will be my home at 305 Russell Road in Alexandria Virginia (3 1/2 blocks from the King Street Metro Station). The purpose of this social is to welcome new members to GWAC. Please reserve this time on your calendar. Finger food, beer, wine and soft drinks will be provided. Bring your business card to enter your name to receive a door prize. To RSVP and for directions, contact me at (202) 546-1435x245 or my email at dfloyd@columbia-research.com.

MAL 2003. We had a very successful Mid-Atlantic Logistics (MAL) Conference and Professional Development Workshop this year. Held at the Woodlands Conference Center in Williamsburg Virginia from 3-5 April, MAL 2003 showed an increase in attendance and participation over last year. The three-track Technical, Education and Logistics Seminar program seemed to go over very well. There were rave reviews about the location and conference facilities. Next year promises to be even better with many of the MAL 2003 BoD members returning to help organize the 2004 event. A message from the MAL 2003 Chair, along with copies of the presentations are in the process of being posted on the MAL Web site. Contact the web site at www.mid-atlantic-log.net for more information.

GWAC Chapter Officer Nominations. The window for nominating Chapter Officers (you can nominate yourself) is closing fast and we need to fill many openings including Vice Chairs for Finance and Administration. You

are encouraged to forward a brief biography and the position you would like to run for by May 1st, 2003 to: GWAC SOLE VC-Operations at 703-617-1872/ operations@gwacsole.org.

April 30 GWAC Luncheon to be held at the Fort Myer Officer's Club from 1130 to 1300. The guest speaker will be Jerry D. Cothran, Program Director, Performance Based Logistics (PBL), at the Defense Acquisition University, Fort Belvoir, Virginia. In this capacity he has responsibility for development and continuing assessment of all PBL related courses at the University. He is currently developing the first PBL course, scheduled for offering in the fourth quarter, CY 2003. For more information see the attached Luncheon Flyer. Please remember to RSVP with Ms. Joyce McCallister, CPL at McCallister@earthlink.net!

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Chapter Officers

Chair	
Dave Floyd	202-546-1435
Immediate Past Chair	x245
Lyle Paulson, CPL	202-646-5381
Vice-Chair, Admin	Open
Vice-Chair, Finance	
Marian O'Neil	703-697-4328
Vice-Chair, Operations	
Mike Connor	703-617-1032
Vice-Chair, Programs	
Joyce McCallister, CPL	703-217-8431
Vice-Chair, Technical	
Gary Glick, CPL	703-416-4600
Executive Board Members	
Hal Berens	703-448-8044
Ken Gary	703-692-5920
Lincoln Hallen	301-460-5060
B.J. Silvey	703-860-5141
Ed Spriggs, CPL	703-560-8828

Committee Chairs

<u>Bylaws</u>	Open
<u>CPL Coordinator</u>	
Gary Glick, CPL	703-414-6773
<u>Education</u>	
Dr. Lloyd Muller, CPL	703-751-1060
<u>Elections</u>	Open
<u>Historian</u>	Open
<u>Job Referral</u>	
Linc Hallen	301-460-5060
<u>Logistics Education Foundation</u>	
John Langford	703-602-1912
<u>Membership</u>	Open
<u>Nominations</u>	Open
<u>Oracle Newsletter Editor</u>	
Dave Floyd (Acting)	202-546-0865
<u>Public Relations</u>	Open
<u>Retail Sales</u>	
Paul Watson, Jr. , CPL	703-893-7805
<u>Speaker Editor</u>	Open
<u>Training</u>	
Gary Glick	703-416-4600
<u>Other</u>	
<u>State Director</u>	Open
<u>District Director</u>	
Bill Horne	757-857-1311
<u>SOLE Headquarters</u>	301-459-8446

The ORACLE

The ORACLE is published ten times a year. The deadline for articles and announcements is the first Monday of the month to be published. Authors, please reference "Editorial Objectives and Guidelines" under the "ORACLE Newsletter" Link at: for more details. This Chapter assumes no responsibility for statements made by advertisers or for statements of fact or opinion expressed or implied in this publication.

Upcoming Events

April 30 2003, GWAC Luncheon to be held at the Fort Myer Officer's Club. Mr. Jerry Cothran, DAU Program Director, Performance Based Logistics. Presenter: Colonel Roy Peters, CFPIM. Topic: PBL. Contact www.gwacsole.org

May 21 2003, at 2:00 p.m. Presenter: Colonel Roy Peters, CFPIM. Topic: Military Logistics: Applying Planning and Execution to the Civilian World. Contact m_milroy@apicshq.org

www.gwacsole.org

May 28 2003, GWAC Luncheon to be held at the Fort Myer Officer's Club. Ms. Boyanna Mill, President Promind, Inc. Topic: SW Tool for Asset Management. Contact www.gwacsole.org

June 23-25 2003, Human Systems Integration Symposium, Tysons Corner, VA. Contact www.navalengineers.org/events

August 10-14, Annual SOLE 2003 Symposium to be held in Huntsville, AZ at the Hilton Huntsville Hotel and Von Braun Conference Center. Contact www.sole.org

Financial Report

by Marian O'Neil at mtoneil@hotmail.com

March 30, 2002

Beginning Balance:
\$3152.92

Income:

Deposit (s): \$00.00
(Luncheon cancelled)
Total Income: \$00.00

Expenses:

\$00.00
Total Expenses: \$00.00

Ending Balance: \$3152.92

LEF Scholarship Fund

No Activity \$0.00
Balance \$45.00



VC OPS

By Mike Connor at operations@gwacsole.com.

Chapter Bylaws Update.

Your chapter BoD has decided not to change any substance of the chapter bylaws, but only make administrative changes such as changing the name of the society from the Society of Logistics Engineers (SOLE) to SOLE – The International Society of Logistics. Because a vote by chapter members is not required for administrative changes the final version will appear on the chapter website once officially approved by the BoD. A note to those without Internet access will accompany the election ballot that is mailed to each chapter member of standing in May. Of course, if you have a comment on the bylaws, please contact the VC-Operations at operations@gwacsole.com or 703-617-1032 at any time.



Nomination and Election of Chapter Officers. We need to fill many openings on the BoD. To get you in the mood and solicit you

nomination and participation in the process, we have enclosed a notional ballot with the current BoD member that intend to run again for the upcoming operating year (Oct 03 - Sep04). You can also view their selective biographies elsewhere in this issue.

Again, if you are interested in securing a spot on the BoD and running for election you must meet the rules specified on the GWAC SOLE Website at the Nominations/Election of Officers link under OPERATIONS. The final ballot will also appear on this web page once approved by the BoD.

So, if you meet the criteria and want to become part of the GWAC team, please forward a brief biography and the position that you would like to run for as soon as possible to: Mike Connor, VC-Operations at 703-617-1872 (f) or operations@gwacsole.org.

Chapter Website. The “new” website is (www.gwacsole.org). The migration of content from the old web site is almost complete plus many new and exciting changes and features have been added. Files added during the last month include the following:

General.

- Board of Directors Meeting Agenda and Minutes
- Updated Calendar of Events

Administration.

- Career Conferences added

Operations.

- Bylaws and Policies and Procedures
 - Nominations and Election of Officers
- ### Programs
- April Luncheon Speaker Flyer
 - March Speakers Presentation and Pictures

References

- ORACLE Newsletters from last Award Year (April 02-March03)

Archived

- Archived ORACLE Newsletters from last Award Year (April 01-March02)

- Links to all other SOLE Chapters that maintain a web site.

As you can see, there is a lot of good information available to you on the web site and it will only get better. As a matter of fact, the total number of GWAC web pages that have been viewed is approaching over 1000 in just a few short months. Keep checking back for the latest and newest information. Of course, if you have any comments or ideas, please contact the webmaster at: webmster@gwacsole.org.

VC Programs by Joyce McCallister, CPL at mccallister@earthlink.com

Award Nominations. The GWAC Awards Committee has been established and we are reviewing your nominations for awards to be presented 12-14 August at SOLE 2003, the Society's 38th Annual International Logistics Conference & Exhibition, in Huntsville, Alabama. A detailed review and mark-up of the Chapter Award nomination form was conducted. The nomination form has been smoothed and sent to the BoD for final review and input. Nominees for individual SOLE Awards were identified and discussed.



Luncheon Speakers. Mr. Jerry Cothran, DAU Program Director for Performance Based Logistics will be speaking about PBL at our April 30 GWAC Luncheon.

Ms. Boyanna Mill from Promind Corporation is scheduled to give a briefing and demo at the May 29 GWAC Luncheon about a logistics software tool for use in enterprise asset management.

New GWAC Members

David DeBoer, a native of Pompton Lakes, New Jersey, is the Director of Military Mar-

kets in the Government Services group for American President Lines. LTD (APL) and is based in the company's Washington, DC office.

Mr. DeBoer served three years in the United States Navy prior to being appointed to the United States Merchant Marine Academy, Kings Point. Mr. DeBoer, upon graduating from the Merchant Marine Academy in June of 1984, joined APL as a Management Trainee in the South Kearny, N.J. office. In December of 1998 Mr. DeBoer assumed his current position and his responsibilities include day-to-day contract administration of APL's Military contracts and sales and marketing of APL ocean transportation and logistic services to the Department of Defense.

Mr. De Boer has held various positions within the APL sales organization and his last assignment was as District Sales Manager of the Chicago, IL. District. Prior to accepting a sales position with APL in Chicago, IL, in 1990, Mr. DeBoer was terminal Manager of APL's international facility in Chicago, IL. His background with APL also includes assignments in Warehouse Management, Transportation Management, and Equipment Management.

Dave joins the two new members who joined GWAC last month. They are Jim Barrett and Hector Jimenez.

SOLE Searchers

Check out the updated "Jobs" page hyperlink at the GWAC Web site at www.gwacsole.org. or contact Linc Hallen at 301-460-5060.

Contact SOLE HQ

Contact SOLE Headquarters either through the SOLE web site at www.sole.org or call (301) 459-8446.

BoD Meeting Minutes

CALL TO ORDER:

Chapter Chair (CC), Dave Floyd called the meeting to order at 5:45 PM on 9 April 2003 at Anteon in Crystal City, VA.

MEMBERS PRESENT:

CHAPTER OFFICERS

Dave Floyd	Chapter Chair
Mike Connor	Vice Chair (VC) – Operations (Ops)/ written input in lieu of attendance
Joyce McCallister	Vice Chair – Programs
Lyle Paulson	Immediate Past Chair
Hal Barens	Executive Board Member

OLD BUSINESS:

Past Minutes. The board of directors (BoD) reviewed and recommended approval of the March 2003 minutes.

FINANCE:

Finance Report Approval. The 31 March 2003 GWAC Finance Report was discussed and no changes were noted.

OPERATIONS:

Bylaws and Policy and Procedures Update Schedule. The chapter BoD decided not to change any substance of the chapter bylaws, but only make administrative changes such as changing the name of the society from the Society of Logistics Engineers (SOLE) to SOLE – The International Society of Logistics. The final version will appear on the chapter website once officially approved by the BoD. A note to those without Internet access will accompany the election ballot that is mailed to each chapter member of standing in May.

Chapter Website. The “new” website is (www.gwacsole.org). The migration of content from the old web site is almost complete plus many new and exciting changes and features have been added. Files added during the last

month include the following:

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- Bylaws and Policies and Procedures

- Nominations and Election of Officers

Programs

- April Luncheon Speaker Flyer

- March Speakers Presentation and Pictures

References

- *ORACLE* Newsletters from last Award Year (April 02-March03)

- Archived

- Archived *ORACLE* Newsletters from last Award Year (April 01-March02)

Nominations. There are many openings to fill on the BoD. An announcement and a notional ballot with the current BoD member that intend to run again for the upcoming operating year (Oct 03 - Sep04) will be included in the April *ORACLE* Newsletter. Biographies of nominees can be viewed on the GWAC Web site.

VC PROGRAMS:

Luncheon Speakers. VC Programs confirmed that Mr Jerry Cothran, DAU Program Director for Performance Based Logistics will be speaking about PBL at our April 30 GWAC Luncheon. Ms. Boyanna Mill from Promind Corporation is scheduled to give a briefing and demo at the May 29 GWAC Luncheon about a logistics software tool for use in enterprise asset management

Luncheon Reservations. VC Programs reiterated concerns that people were not contacting her to RSVP for luncheons. CC included a reminder in the March *ORACLE*.

... (Cont'd on next page)

AWARD Nominations. VC Programs submitted a Newsletter Award nomination package for CC signature and submission. A detailed review and mark-up of the Chapter Award nomination form was conducted. The nomination form will be smoothed up and sent to the BoD for final review and input. Nominees for individual SOLE Awards were identified and discussed.

NEW BUSINESS:

DCCEAS. We were unavailable to attend the April DCCEAS BoD meeting due to conflict with MAL 2003.

MAL 2003. Results from MAL 2003 will be forthcoming from the MAL 2003 Chairman and be included in the next ORACLE.

JOINT SYMPOSIUM. IPC said that SOLE HQ will provide a credit card machine for the Symposium but a usage fee would be charged. Board Openings. CC is still looking for a VC-Admin and Newsletter Editor and would like help in finding volunteers. New Member Social. CC's residence was agreed upon as the location for the spring GWAC New Members' Social since it is easily accessible by public transportation. There is parking on the street and the consumption of alcoholic beverages would not be an issue. Thursday, May 22nd after work was a revised proposed date and time for the social.

OTHER:

CC reported that Ed Spriggs has been assisting him in editing the ORACLE Newsletter and that Ed had expressed his willingness to assist other BoD members in the performance of their duties on an as needed basis. Hal Berens reported that he has decided to merge his Mailbox, Etc. franchise with UPS resulting in the establishment of a UPS Store at his location. See this April ORACLE for a Corporate Spotlight on the subject.

ADJOURNMENT: There being no further discussions, the Chapter Chair adjourned the

meeting at 7:00 PM. The next meeting is scheduled for 5:45 PM on 14 May 2003 at Anteon in Crystal City, VA.

IMPORTANT. The next BoD meeting will take place in Suite 600 of the same building.

Article

Submitted by Mike Connor at operations@gwacsole.com

TLCSM/PBL

[Last in a series of articles extracted from the approved DoD Template for Application of TLCSM and PBL In the Weapon System Life Cycle]

Post IOC Evolution of Sustainment Strategies. Sustainment strategies for iterative production increments in an evolutionary acquisition strategy should fully address the support requirements for each block increment. A thorough assessment of the existing support strategy vis-à-vis new system performance and support requirements should be conducted at each evolutionary phase, and changes made as necessary. An initial assessment at increment one should address the support implications of the logistics support strategy for both the initial block and follow-on increments. At each successive increment, a total systems support assessment should be conducted for that block. This introduces the need for assessment and revision of support strategies as a continuing, life-cycle process, with the corresponding need for regular reviews, as outlined below.

Post Deployment Reviews

While acquisition phase activities are critical to designing and implementing a successful and affordable sustainment strategy, the ultimate measure of success is

... (Cont'd on next page)



application of that strategy after the system has been deployed for operational use. TLCSM, through single point accountability, and PBL, by designating performance outcomes vice segmented functional support, enables that objective. Warfighters require operational readiness and operation effectiveness – systems accomplishing their missions in accordance with their design parameters in a mission environment. Systems, regardless of the application of design for supportability, suffer varying stresses during actual operational deployment and use. Accordingly, the Services shall conduct periodic assessments of system support strategies vis-à-vis actual vs. expected levels of performance and support. These reviews occur nominally every three to five years after IOC or when precipitated by changes in requirements/design or performance problems, and should include, at minimum:

- Product Support Integrator/Provider performance
- Product improvements incorporated
- Configuration control
- Modification of performance based logistics agreements as needed based on changing warfighter requirements or system design changes. When assessing and revising agreements and support strategies, the process should encompass all previous configuration/block increments, and also include elements of System Design and Development (SDD) phase activities, with an emphasis on not only “adding on” new support as required but addressing the support strategy in total across the entire platform and range of deployed configurations.

Chapter Events List 2002-2003

<u>Date</u>	<u>Event</u>
May 1	Deadline for Founders Medal Nomination
May 1	Deadline for Eccles Medal Nomination
May 1	Deadline for Armitage Medal Nomination
May 1	Deadline for Williams Space Logistics Award
May 1	Deadline for Distinguished Service Medal
May 1	Deadline for Mo Grumbine Award Nomination
May 1	Deadline for SOLE Field Award Nomination
May 1	Deadline for President’s Award for Merit
May 1	Deadline for Young Logistician Award
May 3	CPL Exam (1st Saturday)
May 14	BoD Meeting
May 28	Chapter Luncheon
Jun 9	BoD Meeting
Jun 25	Chapter Luncheon
Jun 25	Chapter Elections Ballots Due
Jul 9	BoD Meeting
Jul 10	Quarterly Activity Report Due
Jul	Local Chapter Election Results Submitted
Aug 1	Deadline for Applications for CPL Exam
Aug 10-14	Annual SOLE Symposium
Aug 13	BoD Meeting
Sep 1	Deadline for Nov CPL Exam Retake Request
Sep 10	BoD Meeting
Sep 24	Chapter Luncheon
Sep 24	New Chapter Officers Sworn In
Sep 30	Chapter Officers Term of Office Ends
Sep 30	Program Year Ends
Sep 30	Deadline for GWAC Logistician Awards

**Remember to visit our
new GWAC home Page
at www.gwacsole.org
for all your logistics
and Chapter needs**

	<p>The International Society of Logistics (SOLE) Greater Washington Area Chapter Official Ballot (Notional) 2003-2004 Election</p>	
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CHAIR

Membership
Number:

 (Required for vote to count)

Vote ('X') for one (1)

θ		David Floyd
θ		_____

Signature:

Date:

VICE-CHAIRS

<p style="text-align: center;"><u>ADMINISTRATION</u> Vote ('X') for one (1)</p> <table style="width: 100%;"> <tr> <td style="width: 5%; text-align: center;">θ</td> <td style="width: 10%;"></td> <td style="width: 85%;">OPEN</td> </tr> <tr> <td style="text-align: center;">θ</td> <td></td> <td>_____</td> </tr> </table>	θ		OPEN	θ		_____	<p style="text-align: center;"><u>OPERATIONS</u> Vote ('X') for one (1)</p> <table style="width: 100%;"> <tr> <td style="width: 5%; text-align: center;">θ</td> <td style="width: 10%;"></td> <td style="width: 85%;">Michael D. Connor</td> </tr> <tr> <td style="text-align: center;">θ</td> <td></td> <td>_____</td> </tr> </table>	θ		Michael D. Connor	θ		_____
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PROFESSIONAL AND TECHNICAL DEVELOPMENT
 Vote ('X') for one (1)

θ		Gary Glick, CPL
θ		_____

BOARD OF DIRECTORS (Advisors)

Vote ('X') for five (5)
 (Note: Linc Hallen and BJ Silvey are in their first year of a two-year term)

θ	Hal Berens	θ	Ed Spriggs, CPL
θ	Ken Gary	θ	BJ Silvey
θ	Lincoln Hallen	θ	_____

Selected BoD Biographies

David S. Floyd, is the current Chapter Chair and former Vice Chair, Operations. Mr. Floyd has 25 years combined logistics engineering experience supporting the U.S. Navy. Five of those years were on active duty as a Surface Warfare Officer where he served on a Cruiser and Destroyer. 20 of those years have been as a DoD support contractor and 17 years have been as a Naval Reservist in service to his country. Dave is employed by Columbia Research Corporation in support of the CVN 77 Aircraft Carrier acquisition program at NAVSEA. His previous position was as a Principle Logistician at Technology, Management and Analysis (TMA) Corporation. In this capacity, he directed TMA logistics and configuration management support to the U.S. Navy LPD 17 Amphibious Transport Dock Ship Program (PMS 317). His responsibilities included acquisition and life cycle support ILS for the LPD 17 Class ships. Prior to this he directed TMA's West Coast Operations in support of the Naval Surface Warfare Center Division at Port Hueneme, CA. In this capacity, he managed TMA's AEGIS Logistics contract for Surface Combatant Combat Systems. His responsibilities included advance planning logistics support for combat systems such as Theater Ballistic Missile Defense (TBMD) which relies heavily on Commercial Off-The-Shelf (COTS) systems, equipment and software. Mr. Floyd holds a B.S. Degree in Government and Foreign Affairs from the University of Virginia and an M.S. Degree in Systems Engineering from George Mason University. He has been a member of the International Society of Logistics (SOLE) and the American Society of Naval Engineers (ASNE) since 1988. He has served as the Vice Chair Administration for the Ventura County SOLE Chapter and Vice Chair Operations for the Greater Washington Area Chapter of SOLE. He has also served three years on the Board of Directors for SOLE District's 02 Mid- Atlantic Log Committee as the Publicity Chair. Mr. Floyd received the SOLE Field Award for Configuration Management last year at the annual symposium. Mr. Floyd lives in Alexandria, VA and has an 18-year old daughter in high school.

Michael D. Connor, is the current VC-Operations and former Vice Chair (VC) -Administration. Mr. Connor has over 21 years of logistics experience in both the military and military contracting arena. Mike spent almost 12 years on active duty as a U.S. Army Officer. Service in the armed forces brought him to The Federal Republic of Germany from 1982-1989 and Fort Devens, Massachusetts from 1989-1992. After leaving active duty, Mr. Connor moved to Washington, DC and began working as a logistics

analyst with Logicon, now a subsidiary of Northrop Grumman. Work there took him to Germany, the Republic of South Korea along with several locations in the U.S. When at Logicon, Mike supported systems engineering and technical assistance to the Defense Information Systems Agency (DISA) and the All Source Analysis System (ASAS) Program Office. In 1996, Mike accepted a position with MPRI of Alexandria, Virginia. A few weeks after GWAC hosted the 1996 SOLE Annual International Symposium in Washington, DC, Mr. Connor left for Bosnia-Herzegovina (BiH) under the auspices of the "Train and Equip" mission agreed to in the Dayton Accords. He spent three years in BiH where he oversaw the arrival, transshipment, and storage of materiel donated to BiH. He also assisted in the subsequent distribution of the equipment to units of the BiH military. Lastly, he spearheaded a comprehensive monitoring and inspection of all logistics/support organizations in the BiH military, which took him to all parts of country. As the VC-Operations, Mr. Connor hopes to revitalize many charters under the VC-Operation's purview. These include: upgrading Public Relations/Advertising, updating the Bylaws and Policies and Procedures, streamlining the Nomination/Election process, and rejuvenating the retail sales program. Mike is married to Ms. Cynthia Cindric and they live in Northwest Washington, DC.

Joyce McCallister, CPL is the current Vice Chair - Programs. In this capacity she oversees chapter programs development, speakers, awards, and the hospitality/social program. Joyce is a retired Marine Corps lieutenant colonel with extensive experience in integrated logistics support, life cycle management, program management, inventory/supply management, budgeting and programming, and technical writing. She spent four years at the Naval Air Systems Command as Assistant Program Manager for Logistics, Navy Unmanned Aerial Vehicles and Assistant Program Manager for Logistics, H-1 Upgrade Program. As a fleet Marine, she spent eleven years as an aviation supply officer and aviation logistician. She is a certified professional logistician (CPL), project management professional (PMP), and DAWIA level III certified in acquisition logistics and program management and Level II certified in systems engineering and test & evaluation. She holds a masters of science in defense systems acquisition management from the Naval postgraduate School and a bachelors of science in chemistry from the US Naval Academy. She is married to Mr. Frank McCallister. They have two sons: Brendan and Conlan.

Gary Glick, CPL, is the current Vice Chair-Technical and Professional Development. Gary came to the Washington area defense contracting community in 1978 after five years in surface ships taught him that everything comes down to logistics. In his first job at Northrop Services, a particularly enthusiastic mentor named Charlie Hymers introduced him to the world of professional engineering services and integrated logistics support. At Northrop Services, and later at ORI, Mr. Glick helped work out the maintenance and material support needs of the TRIDENT submarine, and went on to work logistics and life cycle cost for ships, aircraft, missiles, satellite communications, and finally Ballistic Missile Defense. His logistics experience spans every level, "from a classified depth to a classified altitude." Mr. Glick currently works on Cost and Operational Performance Trades for the evolving international Joint Strike Fighter program. Mr. Glick has been a member of the Society of Logistics Engineers since 1978, and has been active in the Greater Washington Area Chapter since 1989 as CPL coordinator, Board member, and chairman of the Systems Management Track at the 1996 International symposium.

B.J. Silvey, CPL is a current Executive Board Member and former District Director. B.J. served for over 31 years in US Army Quartermaster Corps, both in the active and reserve components, and retired as a Colonel. He has had extensive experience in logistics operations, supply, transportation and services management. His decorations include the Legion of Merit, Meritorious Service Medal with Oak Leaf Cluster, Bronze Star Medal, and Vietnamese Honor Medal, First Class. In his civilian career, he worked with industry and Government on Navy submarine and surface sonar and mine countermeasures systems. He was ILS Manager for the MK50 Torpedo from development through production and introduction. Subsequently, he was Director of Logistics, USW Combat Systems. He retired in September 1999. Recently, he was Chairman of Mid-Atlantic Logistics Conference 2000, sponsored by District Two, SOLE. He is a Senior Member of SOLE, a Certified Materiel Professional, a Member of Navy Acquisition Corps, and is DAWIA Level 3 in Logistics and Program Management. He has a BA in Secondary Education from Indiana University of Pennsylvania and an MA in Political Science from University of Maryland. He is a Graduate of the Army Command and General Staff College and the Army War College. He is an avid cyclist, BSA Commissioner, and serves on the Board of Directors of Reston Interfaith, the Board of Friends of the W&OD Trail and the Reston Triathlon Committee.

Harold (Hal) A. Berens, is a current Executive Board Member. Hal is a career logistician with over 21 years of experience encompassing a variety of logistics related areas of discipline. He served in the USAF as an aircraft maintenance officer on FB-111A's, KC-135A/R's, B-52G's, and the E-8A/C Joint STARS airborne surveillance platform. While in the USAF, his career broadened into the supply career field and he led several large-scale deployments in support of Desert Shield/Storm and Bosnia's Operation Joint Endeavor. Hal also has the opportunity to become acquisition logistics certified while working in the Joint STARS requirements office at Headquarters Air Combat Command. Upon leaving the USAF, Hal became co-owner of the Mail Boxes Etc. of McLean, Virginia, and furthered his skills the package handling and distribution systems in the small to mid-size business market. He later started Berens Logistics Management, Inc., which provides truckload (flatbed & van), less-than-truckload, airfreight, inter-modal (rail & ocean), and export container coordination through NVOCC agent. In conjunction with this freight broker business is the associated web site, ReliaFreight.com. The site is currently under review and in the future will offer a wide variety of shipping solutions.

Linc Hallen has been a member of SOLE for over 20 years. He has held many offices at the Chapter, State, District and National level. He was the Greater Washington Area Chapter Chairperson, Virginia State Director, and District Director of District 02. He became the District Affairs Committee Chairperson for the 2000-2001 and 2001-2002 terms. Mr. Hallen has had a number of committee chairs at the chapter level. In addition, he was the Distinguished Service Medal chairman in 1996-1997 for SOLE. Mr. Hallen was on the editorial review board for the *Logistics Spectrum* from 1990 to 1993 and was the theme editor for the June 1996 edition. As District 02 Chair in 1998, Mr. Hallen assisted in implementing the Mid-Atlantic Log Conference and Professional Development Workshop. He has been published in 12 SOLE proceedings, the Annual Reliability and Maintainability Conference, the Space Logistics Conference, the International Logistics Congress, Florida Log and Mid-Atlantic Log, the Government/Industry Supportability Engineering Exchange Conference, and the Annual Naval Aviation Systems Engineering/Supportability Symposium. Mr. Hallen represented SOLE by manning booths at the University of Maryland annual job fair, at the Annual Naval Air conference and at the Annual SOLE Symposia.

CORPORATE SPOTLIGHT

The UPS Store™

By Hal Berens at mbemclean@aol.com; Edited by Ed Spriggs at spriggs@logapps.com

On April 7 of this year, more than 3,000 Mail Boxes Etc.® (MBE) locations around the United States began re-branding The UPS Store™. The re-branding, scheduled for completion by September, will be the largest such effort in retail and franchise history. UPS has owned MBE since 2001, but only recently reached agreement with franchise owners to rename the stores. The UPS acquisition and renaming of MBE, represents a bold move by the company to add storefronts and customer service to an operation that previously used only drop-boxes.

As part of the re-branding campaign, the Mail Boxes Etc. (MBE) owned by GWAC members, Hal and Mike Berens, will be re-named *The UPS Store™*. The former MBE store, located at 1350 Beverly Road in McLean, will offer lower shipping prices direct from UPS along with its traditional full range of packaging, postal and business services.

Long-time MBE franchise owners Hal and Mike Berens, see the change as a great way to draw in price-conscious customers, increase shipping volumes, and lift revenues. “Now consumers don’t have to go out of their way or wait in long lines to get great shipping rates,” said Michael Berens, The UPS Store co-owner. “We think this will revolutionize the way people ship packages.

The UPS buyout and renaming also forces change on the former MBE franchisees. The lower rates offered by UPS translates into increased business, but lower profit margins for owners. Area MBE owners, such as Hal and Mike, are relying on a 10-week TV advertising campaign to bring in the added customer base needed to offset the new lower margins.

According to Hal Berens, data from test markets indicate that after the first three months, average volumes and revenue quadrupled across the UPS test stores. While Northern Virginia may not see such dramatic increases, Hal is very comfortable with the business seen to date. “Since the change on April 7, we have seen a significant increase in volume at this store, up to a ten percent increase,” he said.

In addition to their basic shipping services, the new UPS store is now offering Air and Sea freight, plus total Supply Chain Solutions to customers of all sizes. The added capability is expected to attract the attention of corporate customers looking for a more integrated solution to their logistics needs.

To manage the added shipping volume, UPS has fully integrated the former MBE stores into their proprietary IT system, iShip™. “Our goal is to fully develop our existing customer base, with an eye toward corporate accounts that can more fully realize the benefits of the iShip automated system,” said Hal Berens. Hal went on to say that he expects up to 50% of their customer base to be corporate accounts within five years.

In addition to shipping through UPS and other carriers, The UPS Store location will continue to offer a variety of products and services aimed at helping customers save time, including full-service packaging, freight services, mailbox rental and postal services, black-and-white and color copying, document finishing, and office and packaging supplies.



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on

Wednesday April 30, 2003

at the Ft. Myer Officers' Club from 11:15 am to 1:00 pm

for a \$15.00 buffet lunch (payable at the door) and talk by

Mr. Jerry D. Cothran

Program Director, Performance Based Logistics

RSVP to Ms. Joyce McCallister, CPL (Non-members Welcome)

at mccallister@earthlink.net by Monday April 28, 2003

Jerry D. Cothran is Program Director, Performance Based Logistics (PBL), at the Defense Acquisition University, Fort Belvoir, Virginia. In this capacity he has responsibility for development and continuing assessment of all PBL related courses at the University. He is currently developing the first PBL course, scheduled for offering in the fourth quarter, CY 2003. Prior to his assignment at DAU, he was a Senior Staff Analyst in the office of the Assistant Deputy Undersecretary of Defense, Logistics Plans and Programs (ADUSD (LP&P)), the Pentagon, Washington D.C. He was responsible for formulating, reviewing, and disseminating Acquisition Logistics policy, and had a significant role in developing the architecture for implementing Total Life Cycle System Management (TLCSM) and Performance Based Logistics (PBL). In previous assignments, he served in the Combat Support Division, Supply Directorate, Deputy Chief of Staff for Installations and Logistics, Headquarters United States Air Force, the Pentagon, Washington, D.C., with responsibility for the administration and management of the Procurement funds account for the Air Force replacement vehicle program. He has also served as the Chief, Acquisition Logistics, in the Weapons System Division, Maintenance Directorate, Deputy Chief of Staff for Installations and Logistics, for Headquarters Air Force.

Mr. Cothran entered federal civil service in 1974 as a computer programmer specialist at the Air Force Flight Test Center, Edwards Air Force Base, where he played a principle role in the development and implementation of the primary Flight Test Program forecasting and tracking data system. In 1980, he commenced a sixteen year tour at Kelly Air Force Base, San Antonio, Texas, in which he held a range of management positions in Information Technology, Logistics Management, and Production Management. In 1996 he was assigned to the Pentagon.

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- Bachelor of Arts, 1988, Southwest Texas State University, San Marcos, TX, Business Administration and Management
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