



ORACLE



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Chair Talk

Greetings Fellow GWAC Members and Logisticians! This issue of the GWAC ORACLE Newsletter includes information about upcoming events; Chapter Officer reports; Management Committee meeting minutes (including an update on the progress of the GWAC CPL Study Group); a Part II article on *The Myth of the Rheostat*; book reviews on *The Three Laws of Performance – Rewriting the Future of Your Organization and Your Life* by Steve Zaffron and Dave Logan, a Part II article on *My Cancer Survival Story* by Dave Floyd, CPL, SOLE E-letter information and Flyers on the 25 March and 29 April GWAC Luncheons.



The GWAC Management Committee has come up with a solution to the location for our GWAC luncheons. Our 25 March luncheon will be held at the offices of TSC corporation (Tom Griffiths' company) located on 80 M. Street in S.E. Washington, D.C. (across from the Navy Yard). This location is easily accessible by Metro. Our 29 April Luncheon will be held at LMI Corporation in McLean, VA where we held last year's GWAC seminar.

7 February District 2 PBL Workshop

The 7 February District 2 PBL Workshop, held at the Jacobs' office facility in Dumphries, VA was a great success. 20 SOLE members, including several from GWAC, showed up on a Saturday morning for a free four-hour PBL workshop. Steve Brown, CPL, a colleague of

mine at the Defense Acquisition University was the guest speaker. Jon Buder, DML, the SOLE District 2 Director, hosted the workshop and introduced the guest speaker. Feedback from those in attendance was very positive. To download a copy of the PBL Workshop presentation go to our GWAC Web site at www.gwacsole.org.

25 March GWAC Luncheon

The 25 March GWAC luncheon will be held at 80 M Street, SE Washington, DC from 1130 - 1300. The Topic is *Design Interface* and the guest speaker is Mr. Jon Buder, DML, SOLE District 2 Director. For more information see the Flyer on page 9.

29 April GWAC Luncheon

The 29 April GWAC luncheon will be held at LMI Corporation in McLean, VA from 1130 to 1300. The topic is *Meeting NASA's Sparing Challenges in Space*. See the Flyer on pg. 10.

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Dave Floyd, CPL	703-805-4575
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Thomas Lorenzo	703-588-6516
Vice Chair Member Services	
Tom Griffiths	703-995-9555
Vice-Chair, Professional Development	(Open)
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Committee Chairs

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The ORACLE

The ORACLE is published 12 times a year. The deadline for articles and announcements is the second Monday of the month to be published. Authors, please reference "Editorial Objectives and Guidelines" under the "ORACLE Newsletter" Link at www.gwacsole.org for more details. GWAC assumes no responsibility for statements made by advertisers or for statements of fact or opinion expressed or implied in this publication.

Upcoming Events

16-19 March 2009, PBL 2009 to be held in Washington, D.C. hosted by IDGA. Contact sherryl.jacobs@idga.org.

23-24 March, 2009, Configuration Management to be held in Washington, DC. Contact www.technologytraining.com.

25-27 March, 2009, Advanced Configuration Management to be held in Washington, DC. Contact www.technologytraining.com.

23-24 April, 2009, Systems Engineering. This event will be held in Washington, DC. Contact www.technologytraining.com.

19 May, 2009 Garden State SOLE Chapter Symposium. This event will be held in New Jersey. The theme is *Logistics: Accomplishments and Challenges*. Dave Floyd, CPL is the luncheon speaker. Contact Ken East for more info at 732-460-3823, 732-245-9899 or at ken.east@logsec.com for more info.

8-11 June, 2009, Military Logistics Forum. This event will be held in Washington, D.C. Contact Joseph.cox@idga.org or www.idga.org

VC Finance Report

by Thomas Lorenzo at

thomas.lorenzo@pentagon.af.mil

As of 31 January, 2009

Beginning Balance: \$6,400.64

Income: Luncheon

Total Income: \$0.00

Expenses: (\$0.00)

Total Expenses: (\$0.00)

Ending Balance: \$6,400.64

VC Prof. Dev. Report

Steve Morgan resigned as Vice Chair for Professional Development so we have an opening for this position. If you are interested, contact Dave Floyd, CPL at 703-805-4575.

CPL Chair Report

By Dave Floyd, CPL at

floyd_david@bah.com

CPL Exam Update

The next CPL exam will be held on 2 May at the FIT Education Center. Several CPL Study Group members are planning to take the exam.

GWAC 2008 CPL Study Group

The CPL Study Group shifted from Thursday to Wednesday evening meetings from 5:00pm to 7:00pm through January of 2009 at a rate of two chapters a week in order to cover all the reading materials. The final chapters of William Stevenson's 8th Edition of *Operations Management* are finished along with Stock and Lambert's book on Strategic Logistics Management. We added a new member to our Study Group, Tracey Ramsey. Previously, we have covered such topics as Reliability, Maintainability and Availability Measures (now referred to by DoD as Reliability, Availability, Maintainability (RAM)), recent trends in logistics, the definition of logistics and systems engineering and how logistics has evolved from the traditional 10 ILS elements. We covered Supportability Analysis, and logistics in the various phases

of the acquisition life cycle. We studied studying Forecasting, Quality, Inventory Management, Supply Chain Management, Project Management and Waiting Lines and Simulation. A review of sample questions is planned prior to the exam.

SOLE Searchers

Check out the updated "Jobs" page hyperlink at the GWAC Web site at www.gwacsole.org. or contact Thomas Lorenzo at thomas.lorenzo.ctr@pentagon.af.mil

DCCEAS Chair Report

DCCEAS restarted in September. Dev Raheja has expressed interest in leading a GWAC Seminar in "Design to Reduce the Logistics Footprint". More info will follow as GWAC submits and gets approval from SOLE on a Seminar Business Plan.

Website Chair Report

Contact our new webmaster at webmaster@gwacsole.org with your comments and/or input. Files added during the last month to the functional areas include the following:

General.

- January Management Committee Meeting Agenda and Minutes
- Updated Calendar of Events

Administration.

- Membership Spreadsheet, Password protected (contact_webmaster@gwacsole.com)
- January ORACLE Newsletter

Finance.

- Contact Dave Floyd, CPL for a copy of the Financial Report.

Chapter Events List 2008-2009

<u>Date</u>	<u>Event</u>
March 25	GWAC Luncheon (TBD)
April 13	GWAC Mngt. Com. Mtg.
April 29	GWAC Luncheon
May 11	GWAC Mngt. Com. Mtg.

GWAC Management Management Committee Meeting Minutes

CALL TO ORDER:

Chair Dave Floyd, CPL, called the meeting to order at 5:45 p.m. on 12 January, 2009 at Hamburger Hamlet in Arlington, VA.

CHAPTER OFFICERS PRESENT:

Dave Floyd, CPL	Chapter Chair
Lyle Paulson, CPL	IPC
Tom Griffiths	VC Membership
Richmond Miller, CPL	Advisory Member

OLD BUSINESS:

Past Minutes. The GWAC Management Committee reviewed and recommended approval of the January 2008 Management Committee Meeting minutes and Financial Report.

VC/COMMITTEE REPORTS:

VC FINANCE:

The GWAC financial balance is \$6400.64

VC MEMBER SERVICES:

Mr. Tom Griffiths brought up the topic of this year's elections - the draft ballot in in work.

VC PROGRAMS:

Luncheon Speakers. Mr. Ted Seymour, Booz Allen, was our 30 January, 2008 speaker. He spoke on *PBL Business Case Analysis (BCA)*. Our 20 February luncheon was held in conjunction with DCCEAS at the Pier 7 restaurant in Washington, D.C. There was no GWAC luncheon held in March. The 30 April GWAC luncheon speaker was Mr. Bill Kobren, CPL, Director of the Logistics and Sustainment Group at DAU, who spoke on the topic: "What DAU Can Do for You!". Our 28 May luncheon speaker, Mr. Irv Varkoni, spoke on *Supply Chain Globalization, Preparedness and Resilience*. The 25 June GWAC luncheon speaker was Mr. Alex Melnikov, Senior Analyst for DMSMS in OSD. He spoke on *Managing DMSMS*. Our 30 July GWAC luncheon speaker was Mr. Michael D. "Bo" Gourley, Program Director for Logistics Sustainment at the Defense Acquisition University (DAU). He

spoke on *The Relationship Between Systems Engineering and Logistics*. Mr. Joe Spruill, DHS, spoke about *DHS Logistics* at the September luncheon. The October luncheon was the GWAC 11th Annual Awards Luncheon. Dr. Dave Peterson from LMI received the GWAC Logistician of the Year Award.

VC ADMINISTRATION:

On a personal note, Chair Dave Floyd, CPL implemented his skin cancer awareness project in partnership with dermatologists and Safeway pharmacists. The Melanoma International Foundation will be recognizing him for his efforts on 5 April with an award for courage. See article on page 5.

CPL COMMITTEE CHAIR:

There was some discussion about CPL recertification that needs to be done every five years. The next CPL Exam will be held on 2 May, 2009 at the FIT Education Center. Contact Chair Dave Floyd, CPL at 703-805-4475 or at david.floyd@dau.mil.

NEW BUSINESS:

Dev Raheja, the GWAC DCCEAS representative and GWAC Management Committee Advisor, expressed interest in conducting a GWAC Seminar on "*Design to Reduce the Logistics Footprint*" to be held sometime in the Spring contingent on SOLE's approval of the Business Plan. Topics include:

- How Much Logistics Support We Really Need?
- Designing out failure modes
- FMECA for reducing logistics needs
- Designing maintenance-free subsystems
- Techniques of reducing MTTR
- Reliability Centered Maintenance (RCM)
- Techniques of improving Inherent Availability
- Techniques to improve Operational Availability
- Prognostics design to reduce logistics cost.

ADJOURNMENT:

There being no further discussions, Chair Dave Floyd, CPL, adjourned the meeting at 7:00pm. The next GWAC Management Team meeting will take place at Hamburger Hamlet on Monday, 9 March, 2009 starting at 5:45 pm. GWAC members are most welcome to attend.

ARTICLE

My Cancer Survival Story

By Dave Floyd, CPL, GWAC Chair
(Continued from last month)

Feeling anxious and worried, I scheduled a visit with my HMO health plan provider to find out about the next step. The typical procedure is to perform a “wider excision” by surgically removing additional tissue. Unfortunately, the melanoma was on my temple where there is not a lot of tissue there to remove. Removing too much tissue risks cutting nerves, resulting in loss of control to that side of my face. If too little is removed, it raises the risk that the melanoma could spread. The HMO surgeon insisted on aggressive treatment that would include removing local lymph nodes in my neck, even though X-rays showed no evidence of melanoma. I didn’t know how much to trust him or the HMO and I worried that he might cut a nerve.

My mother stepped in. She had survived melanoma in her back and wanted me to see her doctor. He had headed up the National Cancer Institute melanoma clinic and she trusted him. He recommended that I not have the lymph nodes removed. Lymph nodes can serve as a “marker” for monitoring any potential spread. He recommended a chest X-ray, CT scan and body scan. The HMO insisted that I use their doctor and his treatment recommendation. I trusted my mother’s doctor but was it worth the estimated \$6,000 out of pocket for the procedure and care? My mother offered to pay for the treatment and I realized the impact all this was having on her. It would be worth it, if only for her piece of mind, to go with her doctor.

I completed the additional scans and x-rays and waited for the results. This was the second most frightening time in my life. If the

cancer had spread, my chances of survival were greatly reduced -- and I would be faced with more surgery and chemotherapy. I feared a prolonged and painful death. To my great relief and that of my wife, family, friends and employer, the results were negative. For the first time I felt hope. If the follow-up surgery was successful I would have a new lease on life.

The follow-up surgery was considered successful. There was no evidence of melanoma in the tissue removed. My cancer was now in “in remission” which meant that there was no evidence of cancer but that it could still return. If it didn’t return in five years, it would be good sign. This was not exactly what I wanted to hear. I wanted a guarantee that it wouldn’t return.

This period of my life felt in limbo. With the cancer in remission, I could start living my life again, but there would always be a cloud hanging over me. Cancer could return at any time. I would need repeated follow-up doctor visits and periodic tests, but otherwise things were starting to return to normal.



GWAC Chair Dave Floyd, CPL, with Safeway Pharmacy staff members Parvaneh Kangar, Lena Roum and Dr. Michael LaPoint, Rph (not shown) meeting at the Skin Cancer Awareness event that began 23 February.

ARTICLE

The Myth of the Rheostat

By Steve Geary, University of Tennessee, and
Dr. Wesley Randall, Auburn University
(. . . Continued from last month)

Now is when we should be discussing stable, long-term collaborative strategies that incentivize up-front investment in reliability improvements and drive down total costs over the life cycle. Now is when we should be talking about how intelligent supply chain integration can harness network-wide knowledge in a manner that creates superior, more effective and affordable product support.

Now is when we should be articulating reasoned choices and viable strategies to live within our means. Life cycle affordability can, and must be modeled, measured, benchmarked, managed and continuously improved. Cost, schedule, performance and affordability across the life cycle are key and co-equal performance they are not. We obsess about acquisition costs and pull everything we can out of the unit cost during procurement to keep Congress happy and figure we'll deal with the product support an affordability constraints someday.

Well, someday is here.

SOLE Board Approves New Small Business Corporate Membership Category 8 February 2009

SOLE has offered corporate memberships since at least 1989, and the current categories of membership have been in place since FY 1999. Over the past five years SOLE has received several requests for dues discounts from consultants and owners of companies with fewer than ten employees who wish to join as corporate members.

At its 6-8 February meeting, SOLE's directors approved a split into two categories of the current entry level corporate membership category to establish a new small business category. The

revised corporate membership dues schedule and allotment of individual memberships is effective immediately, and is as follows:

Corporate Membership Categories

No. Employees	Dues	Memberships
Up to 10	\$500	2
11 to 49	\$1,000	3
50 to 500	\$2,000	6
Over 500	\$3,000	9

Companies who fall under the new category that are currently under the old schedule will be changed to the new rate upon renewal. The web site information, membership application and corporate membership benefits booklet are being updated to reflect the new change. In the meantime, should you, your company, or anyone you work with want more information; or are interested in taking advantage of this opportunity to join the ranks of SOLE's impressive corporate members. Contact SOLE Headquarters at 301-459-8446 or by e-mail at solehq@erols.com.

Meet SOLE's New Director's-at-Large 8 February 2009

Timothy O. Dix, CPL is an instructional systems designer and technical instructor for The Boeing Company in Huntsville, Alabama. A member of SOLE since 2004 and a CPL since May 2006, his background includes 15 years of work in logistics including technical documentation; test and validation; and reliability /availability/maintainability (RAM engineering). Serving as the Huntsville Chapter's Vice Chair, Education, Tim teaches the chapter's logistics body of knowledge course. As Director at Large he will work with SOLE's FY09 Vice President, Member Services Norm Myers, also from Huntsville to discuss with / train chapter chairs and district directors on various "nuts and bolts" topics on general district / chapter operation; and

“what’s new with SOLE”. Tim can be reached at timothy.o.dix@boeing.com. Look to hear more from him (and Norm) about upcoming chapter chair / district director conference calls.

James M. Griffin, Jr. CPL PMP, FY 08’s Vice President, Finance returns to the FY 09 board as a Director at Large. A member of SOLE since 2000 (and CPL since August 2004), Jim is serving as SOLE’s Designated Logistician (DL) Program Coordinator. Jim served as the Chair of the Southern Maryland (Pax River) Chapter from 2001 through 2006. A certified Program Management Professional, he spent 30 years in the United States Marine Corps, culminating in his assignment as the Commanding Officer, Marine Aviation Logistics Squadron 31. Upon his retirement in 2000, Jim joined BearingPoint, where he is currently a Senior Manager providing consulting support to NAVAIR and the Commander Fleet Readiness Centers (COMFRC). For those of you with questions about or considering applying for a designation under SOLE’s DL program, Jim can be reached at 301-637-2361 or at dlprgm@mail.com.

SOLE Featured in “The Economic Report: and on “You Tube” 1 March, 2009

The producer’s of Greg Gumbel’s nationally syndicated “The Economic Report” are pleased to announce that SOLE - The International Society of Logistics (“SOLE”) is currently being featured in an episode on “Leading Developments in Logistics” as part of the show’s series on “Doing Business in a Global Economy”. The five minute segment, which will educate viewers on the importance of the logistics industry in today’s global economy, includes interviews with key logisticians from academia, industry and government. The segment - in whole or in part of a longer 30-minute national and / or regional show - aired in February in the Hampton/Norfolk/Newport News/Tidewater Virginia/NC area. Future airings in other regional US markets will be

nounced as SOLE receives notice of their scheduling. In the meantime, if you can’t wait to see it; need a way to explain to someone what logistics is and what it isn’t; or just to tell others about SOLE, the segment can also be viewed on “You Tube” at http://www.youtube.com/watch?v=TJ7_yOchUGA. For more information, contact SOLE Headquarters at 301-459-8446 or by e-mail at solehq@erols.com.

SOLE Short E-mails

SOLE HQ will be providing more frequent “News and Notes” information - both on the “Hot News” portion of SOLE’s home page and by e-letters to all for use in reaching out to SOLE’s membership.

The SOLE Board’s objectives are to:

1. Get some immediate feedback from the board meetings out “to the field”.
2. Provide some “ready to print” pages that chapters can include in their newsletters/ send out in e-letters to the members.
3. Provide some “training“ on SOLE operations.
4. Spread some “good news” to help let everyone know that SOLE is (and all of its members are) doing some good / great things!

Contact

Our GWAC Web site at

www.gwacsole.org

for all your

**Chapter information
needs**

Book Review

The Three Laws of Performance – Rewriting the Future of Your Organization and Your Life by Steve Zaffron and Dave Logan

– Warren Bennis

Founding Chairman of the Leadership Institute at the University of Southern California

I believe this book may be one of the most important written in many years. The ideas are much larger than we normally see in business books. They aren't tips, tools, or steps, but are in fact laws that govern individual, group and organizational behavior. The case studies are illustrations of organizations bringing out the best in people and in communities. These aren't just companies making a profit, but companies doing well in the world, by any measure. Leaders would be well served to think about these laws and find ways to apply their insights. As we move into the heart of the 21st century, it's time for business leaders to ask what impact they want their career, and their entire organization to make. The future that's already written about organizations is not the most ideal. We can do better, must do better. In striving for what's possible, not just for what's likely, this book can be a resource for generations to come.

– Ken Blanchard

Co-author of The One Minute Manager© and Leading at a Higher Level

This book filled with insights, real-life encounters and experiences shows us how we may do the work of transformation. Steve and Dave have written an inspiring, practical book, applicable in the corporate, labor, political, and civil society sectors, that will assist all who seek to rewrite the future of our world.

– Archbishop Desmond Tutu

Nobel Laureate, Former General Secretary, South African Council of Churches

This book is a wonderful reminder that things we don't see determine what we do see and therefore what really gets done.... The Three Laws of Performance hits the mark in providing both rich food for thought and techniques that can create profound results.

– Paul Fireman

Founder, Reebok International

Chairman, Fireman Capital Partners

Implementing their three "invariable laws" will help you and others perform beyond limits and with integrity. The reasoning is sound, the language is clear, the illustrations are compelling. A delightful, informative read.

— Peter Block

Best-Selling Author

If you can only read one book this year, this is the one. It has the code for the future of your organization. A must-read.

– Dr. Clotilde Rapaille

Author of the bestseller, The Culture Code

This book, by Steve Zaffron and Dave Logan, is for people who are interested in leading a life of freedom and success – people who are willing to abandon the hum-drum and the mediocre, and go for a great life that can make a real difference.



*Please Join the Greater
Washington Area Chapter (GWAC) of
SOLE – The International Society of Logistics*

**On Wednesday, 25 March, 2009
at Suite 640, 80 M. Street, SE
Washington, D.C 20003
from 11:30 am to 1:00 pm**

for a sandwich, soda and presentation.

The event is \$5.00 pay at the door.

RSVP to bunnystreet@yahoo.com

Mr. Jon Jay Buder, DML

The Topic is *Design Interface*

Mr. Buder has over 23 years experience providing program management, acquisition and logistic engineering to various Navy and USMC programs. He has practical working experience in the areas of Acquisition and Program Management, Integrated Logistics and Sustainment Support, Foreign Military Sales, Systems Engineering, and Configuration/Data Management in both Domestic and FMS AEGIS, Special Warfare Craft and U.S. Marine Corps programs. He provided Program Management and Analysis for the MTRV program through approval of Milestone III , and served as Logistics Team Lead for Nuclear, Radiological and Chemical Warfare programs providing acquisition and logistics strategy development for the Marine Corps. He served as the Contamination Avoidance Team Logistics Lead. He currently serves as the Lead Logistician and Medium/Heavy Fleet Team Lead for the Jacobs Engineering PM Motor Transport contract and is a Subject Matter Expert on the Configuration Management Integrated Process Team for the Marine Corps Systems Command. He is the District 02 Director of SOLE-The International Society of Logistics.



*Please Join the Greater
Washington Area Chapter (GWAC) of
SOLE – The International Society of Logistics and*

On Wednesday, 29 April, 2009

at LMI Corporation

2000 Corporate Ridge

McLean, VA 22102-7805

202-554-2500

with a free presentation and pay-as-you-go cafeteria luncheon

RSVP to bunnystreet@yahoo.com

Topic: Meeting NASA's Sparing Challenges in Space

**The Guest Speakers are Dr. Tovey Bachman and
Mr. Rob Kline from LMI**

Dr. Tovey Bachman has more than 20 years of experience in mathematical modeling and operations research. His interests include readiness-based sparing, supply chain management, space logistics, threat-based munitions requirements, decision analysis, stochastic processes, discrete optimization, simulation, and software engineering. Dr. Bachman has performed a wide variety of logistics analyses involving the DLA, U.S. Air Force, U.S. Army, U.S. Navy, NASA, FAA, Amtrak, OSD, and the U.S. Congress.

Mr. Rob Kline has more than 20 years' experience in systems modeling, operations analysis, and computer programming. He is one of the principal developers of the LMI Aircraft Sustainability Model (ASM), a mathematical model that relates system readiness to funding for procuring spares.

Dr. Bachman and Mr. Kline were recipients of SOLE's 2007 Field Award for Space Logistics in recognition of their unique and lasting contributions to systems-based logistics support through their efforts in adapting modern inventory management theory to the challenges of space logistics and provisioning.