



# SOLE SOLE



Newsletter of the Garden State Chapter  
of the  
International Society of Logistics  
District 10 Chapter 7

July 2006

Edited by Michael E. Harris, C.P.L.

Volume 29, Number 11

## SOLEful Musings

By Chuck Hodell – Chapter Chair



Do you realize that half of 2006 is behind us? Frightening, yes? This means that the SOLE activity year is about to conclude. October begins a new year for SOLE activities and the new Management Committee. We got a hint of all this with elections in June –our national office mandates June for elections! Then we had our Recognition Dinner this month – that pretty much nails the year; however, I am hoping we have a couple more Management Committee meetings and at least one more luncheon before October. One of our Committee meetings, probably September, will be devoted to refresher training for the Committee. This session will make everyone cognizant of their responsibilities outlined in the SOLE Operating Procedure for Chapters.



Members and guests relaxing wharf side at the Waterfront Cafe for Recognition Dinner (Photo by Westgate)

We will pepper that session with lessons learned over time that deserve to be revisited. This year's Recognition Dinner was held again at the Waterfront Café in Sea Bright. The weather was cooperative so we had a terrific marina experience. Everyone appeared to have a good time even though we had to be patient for our entrees to be served. Our consistently reliable Chapter photographer, **John Westgate**, captured many moments of the evening; **Steve Bromka**, our Publicity Chair, will post the photos soon to our website.

I would bet that most of you do not realize you have Chapter colleagues as far north of us as Syracuse, New York! This circumstance exists due to the lack of a chapter activity any closer than the Garden State. I expect that will change in the future. A spark plug for us up north is **Thurman Tejan** who is employed by Lockheed Martin in Syracuse. He has corralled, cajoled, or otherwise recruited, four candidates for the CPL exam last year and is in the process of succeeding in doing similar good things this year. We are grateful to you, Thurman, for your education initiatives.

It has been brought to my attention that we may have many members who do not correctly understand the depth and breadth of the Certified Logistics Professional examination and what it entails. So, I have asked that this issue include such a discussion. When thinking about certifications, and those are good thoughts, do not forget the Levels 1-3 and the Master Logistician Certification.

Your chapter is sending two stalwarts to the SOLE International Conference next month in Dallas TX: **Rich O'Donnell** and **Bill Hogelin**. This year, the Conference will be Co-Chaired by two innovative executives responsible for focusing logistics for 'the next generation'. **James D. Hall, Acting Assistant Deputy Under Secretary of Defense (Logistics Plans and Programs)** will serve as both the Defense Technical Chair and the conference host. Joining him, as the Industry Technical Chair, is **Louis A. Kratz, Vice President and Managing Director, Focused Logistics Enterprise, Lockheed Martin Corporation**. The three-day symposium will provide strategic perspectives on the critical components of logistics for the next two decades, along with offering insights into the future direction, integration, and expansion of logistics enterprises. Exceptional leaders and innovators will offer their perspectives on what will emerge as the next generation of logistics. Building upon those sessions, this year's paper presentations will further explore the conference theme, as applied within the logistics communities in Defense, Space, and Humanitarian & Disaster Relief operations. In addition to your new Chapter Chair, **Rich O'Donnell**, and our new Education Chair **Bill Hogelin, Ken East, Ken Brockel**, and I will be participating. **Bill Hogelin** will again be presenting a paper this year. Ken Brockel will also be providing a repeat performance for his "SOLE and You" series.

## Programs

**By William Hogelin – Vice Chair Professional Development**

### **Anyone Interested in Becoming a Certified Professional Logistician?**

The practice of logistics is a professional discipline. The Society's Professional Certification Program recognizes the professional stature and ethics of logisticians within commerce, industry, defense, federal and local government agencies, and both academic and private institutions. The adoption of a

certification program in October 1972 was a major step by SOLE to further the accreditation of professionals in the logistics field. This certification recognizes the functional interrelationships within the professional responsibilities of logisticians regardless of their occupational roles. The title "Certified Professional Logistician" will be granted to individuals of proven competence in logistics who pass an examination designed to test their broad knowledge of the entire logistics spectrum.

The Certified Professional Logistician Qualification Review Board (CPL-QRB) is responsible for reviewing the eligibility of applicants, conducting of the examination itself, and notifying candidates of the results; they administer the Certification Program. Candidates who successfully pass the certification examination are awarded a specially designed certificate attesting to the successful completion of the certification process. SOLE – The International Society of Logistics grants successful candidates of the certification examination the designation of "Certified Professional Logistician (C.P.L.)". The professional designation should be used in a dignified manner similar to the recognition accorded the accounting, medical insurance, and other professionals. Either the full expression or the initials may be used after the individual's name on business cards and stationery but always in a manner consistent with the dignity of the Society.

Examinations are held twice annually, in May and November, at announced times and are conducted by a proctor selected by the administering local SOLE chapter. The examination is conducted during one continuous eight-hour period that consists of four two-hour sessions. The C.P.L. examination itself is often ranked as the equivalent of a Masters Degree for logistics managers and practitioners. Initially, the C.P.L. candidate takes four parts at one time and must pass all four parts to be certified. If less than three of the four parts are passed, all four parts must be retaken to qualify as a C.P.L. If three parts are passed, the candidate is

permitted to retake only the one part failed, but must do so within the next four examination dates. If not done within that time frame, a new application must be submitted and approved, and all four parts must be retaken. There is no limit to the number of times an individual may apply to take the examination. Multiple-choice questions are used, and the examination is "closed book." Only non-programmable calculators are acceptable, and no reference material, other than that authorized by SOLE, is permitted in the testing area. Completed examination papers are sent to the SOLE Education Committee for grading. The results of the examination are then forwarded to the CPL-QRB for notification of the examinees.

Effective 15 April 2004, Army officers/warrant officers in any branch/specialty who have been awarded the designation C.P.L. by SOLE are authorized to add their C.P.L. certification to their Officer Record Brief (ORB) and Official Military Personnel Folder (OMPF). This change to AR 600-8-104 (Military Personnel Information Management/Records) authorizes the inclusion of the C.P.L. certificate in the OMPF. The C.P.L. joins, among others, Certified Professional Engineer (CPE), Certified Professional Accountant (CPA), and Certified Professional Contract Manager (CPCM) as civilian-granted professional certifications authorized for documentation and recognition as specialized education and training.

If you are willing to prep for it, then perhaps a class will be created to help you pass the exam.

## Management Committee Information

**By Maureen Boyette – Vice Chair,  
Administration**

### Chapter Management Committee Meeting Minutes – 29 June 2006

Chapter Chair, Chuck Hodell, convened a regular meeting of the Chapter's Management Committee at 11:45 a.m., on

29 June 2006, at the Multimax Inc. office in Tinton Falls, NJ.

Attendees: Chuck Hodell, Bill Hogelin, Rich O'Donnell, Bob Featheringham, Steve Bromka, Michael Harris, Ken East, Janet Steinberg, Gloria Richardson, Mike Ryskamp and Maureen Boyette

**Minutes:** Minutes of the last committee meeting (27 April 2006) were read by Vice Chair of Administration -M. Boyette. A motion to approve minutes was made by B. Featheringham.

**Reports of Officers:** Reports were presented by the Chapter Chair C. Hodell. Bob Featheringham – Treasurer, and Rich O'Donnell-Membership.

B. Featheringham presented the Treasurer's report showing a financial statement with a balance on hand, as of 26 June 2006, of \$27,279.88. The May symposium was a financial success. M. Ryskamp reported a correction needed in report narrative. B. Featheringham will redistribute report.

### Reports of Committees

**Programs:** B. Hogelin distributed quarterly activity report for the period April – June 2006. Report needs to be converted to the Quarterly Activity Report template as issued by SOLE HQs. M. Boyette to take action for conversion and submittal.

J. Steinberg will continue to run a section in the monthly newsletter addressing no-shows at program luncheons. Chapter has to pay for no-shows.

**Membership Committee:** R. O'Donnell reported 51 transactions (20 new members, 31 renewals) during the May- June 2006 period. May symposium was instrumental in increased memberships. In an effort to have one accurate membership list, Rich has contacted individuals on current roster to identify members in good standing. Rich has received a membership list from SOLE HQs to compare with the Chapter list.

**Publicity:** S. Bromka will make changes to the home web page by replacing header photo as suggested by C. Hodell.

M. Ryskamp suggested that a section in the Monmouth Message list the program events for the local organizations. S. Bromka will research.

**Newsletter:** M. Harris is using the newsletter award template as an item checklist for each issue. Michael asked that articles be submitted on a timely basis, no later than the 15<sup>th</sup> of each month.

**Educational Committee:** B. Hogelin reported that there is an interest in the community on CPL certification. B. Hogelin and M. Ryskamp volunteered to form a committee to educate the workforce on the benefits of CPL and how to obtain certification.

### Old Business:

The election luncheon was held on June 20<sup>th</sup>. All Chapter Management Committee positions were voted on and elected.

### New Business:

The Volunteer Annual Recognition Dinner will be held on July 27<sup>th</sup> at the Waterfront Café, Sea Bright. C. Hodell and M. Boyette will order awards.

B. Hogelin suggested a golf outing in the fall with proceeds to support the Chapter and LEF. M. Ryskamp volunteered to assist Bill. Motion made to support the golf outing. Motion passed unanimously.

C. Hodell submitted a SOLE Chapter overview to B. Fasulo, president of AUSA, addressing the contributions that the Chapter makes to the community. MG Mazzucchi has asked for all local organizations to submit this information for a Monmouth Message article.

### Symposium

C. Hodell thanked all symposium volunteers for a successful event. Chuck was contacted by C Baldwin, SOLE HQs, for feedback on our

symposium including successes and lessons learned. Chuck read the email he sent in response.

### Adjournment:

Next committee meeting is scheduled for 27 July 2006. Motion to adjourn was made by C. Hodell and seconded by B. Featheringham. The meeting was adjourned at 12:55 p.m.

The minutes of the previous meetings are on the Chapter website: <http://gardenstatesole.org/>

## Member Information

### By Rich O'Donnell – Vice Chair, Membership Services

I would like to remind all members to submit their renewal membership forms, with the applicable yearly renewal fee (\$35 in almost all cases) **to me**. Do **not** mail it into SOLE National Headquarters. The \$95 per person subsidy is a local chapter nuance, and it only applies if you follow these guidelines. Applications and remittances sent to National Headquarters directly do not get the \$95.00 subsidy applied.

Once again, I can be reached at:

Richard O'Donnell  
AMSEL-LC  
Ft. Monmouth, NJ 07703  
Phone: (732) 532-3460  
DSN: 992-3460  
e-mail:

[richard.odonnell@mail1.monmouth.army.mil](mailto:richard.odonnell@mail1.monmouth.army.mil)

Thank you all for steering potential applicants my way.

**Notice:** If you change jobs, retire, etc., have a new email address, and still want to be listed on the SOLE email distribution list. Please notify Janet Steinberg at [janet.steinberg@lmco.com](mailto:janet.steinberg@lmco.com) and Maureen Boyette at [Maureen.Boyette@mail1.monmouth.army.mil](mailto:Maureen.Boyette@mail1.monmouth.army.mil) of your NEW email address. This will ensure that

you do not miss any upcoming SOLE Chapter notices, etc.

## Upcoming Events

By Gloria Richardson – Chair,  
Governmental Affairs Committee

### NEW TRAINING OPPORTUNITIES AT FORT MONMOUTH

Fort Monmouth training officers are canvassing employees to determine future requirements for the following classes:

Contracting Officer's Representative (COR)

14 to 18 May 07

Contracting Officer's Representative (COR)

6 to 10 August 07

Decision Analysis (DAC)

4 to 8 June 2007

Performance Work Statements (PWS)

31 Oct to 2 Nov 06

Risk Analysis (RAC)

24 to 28 Sep 07

Linda Tarnowski

Organizational Development Specialist  
Human Resources Development Division,  
DCSPER

CE-LCMC, Fort Monmouth, NJ 07703

(732) 532-1052/DSN 992-1052

Fax (732) 532-2780/DSN 992-2780

In addition, training officers are attempting to determine the need for an on-site Army Acquisition Basic course.

### AABC (Army Acquisition Basic Course)

This 9-semester graduate-level course is designed to provide a broad spectrum of knowledge pertaining to the materiel acquisition process. It covers legal and regulatory policies and objectives that shape the acquisition process and the implementation of these policies and objectives by the US Army. Areas of coverage include acquisition concepts and policies; research, development, test, and evaluation; financial and cost management; acquisition logistics; software acquisition;

force modernization; production management; and contract management. This course will emphasize Army-unique system acquisition procedures and organizations throughout the curriculum.

### Contracting Officer's Representation (COR) Course

This one-week course provides the student with an overall view of the contracting process, with the major emphasis in contract administration. This training certifies individuals to become CORs. Discussions focus on services, supplies, medical, and construction contracts. The course is designed to help the student become familiar with statutory laws and regulations that govern the contracting process with emphasis on the Federal Acquisition Regulation and Defense Federal Acquisition Regulation.

### DAC (Decision Analysis Course)

This one-week course teaches students how to use decision analysis techniques to provide additional information to managers facing difficult decisions. Emphasis is on utilitarian tools that can be quickly mastered and used in a variety of situations by managers and staffs without formal mathematical or management science backgrounds. The course begins with a review of basic statistical concepts used in the course. Single attribute decision analysis using decision trees and expected value are covered. Sensitivity analysis and value of additional information are discussed. Economic analysis as a decision tool is covered with particular emphasis on how to handle cash flows over a number of years. Influence diagrams are used to decompose decisions into small parts that highlight the structure of the decision and the information required. Multiple attribute decision analysis is done using simple additive weighting. Students complete a series of realistic cases that provide experience using the techniques in situations where the necessary information is either not completely available or imperfect, forcing the student to make reasonable estimations to "fill in the holes" in the data.

Although calculations are done by hand initially to insure student understanding, more voluminous work is done in Excel.

### **PWS (Performance Work Statement Course)**

This three-day course provides an overview of the use of PWS in the contracting process, common terminology that is employed and responsibilities of the different organizations that are involved. OMB, DOD and DA guidance will be presented and discussed. The development process for creating a PWS and formatting options will be reviewed. Writing concerns and problems will be examined. Exercises and examples that illustrate key points and issues will be used.

### **RAC (Risk Analysis Course)**

This one-week course presents the fundamental concepts and techniques used to analyze and manage risks in projects. Qualitative techniques for risk analysis are reviewed in detail to include the identification of risk events, the use of fishbone charts, likelihood ranking, impact assessment and the description of the risk associated with the event. The use of various risk matrices is covered. Events are ranked and risk mitigation measures are discussed. Residual risk is determined and secondary risks are identified. Quantitative risk analysis techniques include the use of PERT to determine schedule risk. Monte Carlo simulation is used to determine cost and schedule risk and to better specify the likelihood of the occurrence of specific risk events and to determine the size of management reserves. The use of the Venture Evaluation and Review Technique (VERT) for Monte Carlo simulation is covered and the software is provided free of charge. Utility curves and decision maker attitudes toward risk are covered. Techniques for eliciting expert opinions are covered.

### **SECOND ANNUAL SECRETARY OF DEFENSE PERFORMANCE-BASED LOGISTICS AWARDS**

Recognize government/industry teams responsible for outstanding achievements in PBL development, implementation, and execution in three categories: System Level, Sub-system Level, and Component Level. Nominations are due September 1, 2006, per criteria and format cited at: <https://acc.dau.mil/CommunityBrowser.aspx?id=46637>

### **MILITARY SENSING SYMPOSIA – NATIONAL SENSOR AND DATA FUSION SYMPOSIUM, 14 Nov 2006 – 17 Nov 2006**

NVESD-sponsored: Focus on technologies for association, correlation, and combination of data/information from multiple sources for achieving both refined position/identity estimates for observed entities, as well as the complete and timely assessments of situations and threats. For more information, go to [https://www.sensiac.gatech.edu/external/mss/meetings/list\\_meetings.jsf](https://www.sensiac.gatech.edu/external/mss/meetings/list_meetings.jsf)

## **Logistics Education Foundation**

**J. MICHAEL RYSKAMP  
C.P.L. – LEF Liaison**



### **Logistics Education Foundation (LEF) Scholarships**

Are you or any member of your family undertaking a degree program in Logistics? If so, you should read the following.

#### **Annual Logistics Scholarship Competition**

**Deadline is May 15 each year for the following academic year.**

*Are you pursuing a bachelors or masters degree in logistics or a logistics-related major?*

*Are you enrolled at an accredited educational institution, carrying a full-time course load?*

### Then you are eligible to apply for a \$1,000 scholarship award from LEF the Logistics Education Foundation.

Each year the LEF awards a number of scholarships supporting logistics study at undergraduate and graduate levels. Applicants are evaluated based on their intention to pursue a career related to logistics, scholastic achievements, as well as indications of current and future contributions to the logistics profession, as evidenced by course work, special projects, research, and/or on-the-job logistics experience.

All scholarship award winners are required to submit a student paper to SOLE's professional journal, the **Logistics Spectrum**. Scholarships apply to the next academic year.

Submit a Complete Application Package:

- Completed Application Form
- (Form available on line or from Mike Ryskamp, Chapter LEF Liaison [jmikemjane@aol.com](mailto:jmikemjane@aol.com) or 732-427-4260)
- Official Transcripts for all University/College coursework completed
- Two letters of recommendation from faculty or employers

***Incomplete application packages cannot be evaluated.***

**Please email Completed Application Form to:**

Email: [solehq@sole.org](mailto:solehq@sole.org)

Subject: **LEF Scholarships**

**Forward Support Documentation to:**

Chairman, Scholarships Committee  
LEF Logistics Education Foundation  
SOLE - The International Society of Logistics  
8100 Professional Place, Suite 111  
Hyattsville, Maryland 20785 USA  
(301) 459-1522 (fax)  
(301) 459-8446 (voice)

[solehq@sole.org](mailto:solehq@sole.org); [www.sole.org](http://www.sole.org)

Download Application Form:  
<http://www.sole.org/downloads/lef-02.zip>.

### So You Want to Earn Your Masters Degree

While it might not seem like much but SOLE can provide a little support. You can receive a scholarship for \$1000 from SOLE that can help offset your out of pocket costs related to gaining this degree – if you are studying logistics. But where can I take such a program? Florida Tech (Florida Institute of Technology – the other FIT) has extended campus programs both at Picatinny Arsenal and Lakehurst which lead to a degree of Master of Science in Logistics Management. The website <http://uc.fit.edu> can provide you with more details. For scholarship detail, please see the July chapter newsletter.

### The Editor's Corner

**By Dr. Michael E. Harris, C.P.L. – Editor**



#### RFIDs and Big Brother

This month, I wanted to give you a light-hearted bit on RFID. I just finished reading an editorial by Stanley Schmidt in the October 2006 issue of *Analog: Science Fiction and Fact*. Yes, you read that correctly, it was the October 2006 issue – that is a pull date in the publishing biz. And, yes, I am a science fiction fan; my SF reading started way back in the late 1950s with the giants of the field like Asimov, Aldiss, and Heinlein.

Schmidt talks about the limitations of laser barcode scanners in relation to the “ping”, the “omnidirectional coded microwave pulse” used in RFID applications. I was in the grocery store just hours after reading the editorial. I thought about the long lines at the checkout and the need for the clerk to scan each and everyone of my items – by hand – by holding the item in the proper orientation so that the barcode and scanner faced each other. The clerk need six tries on the case of Diet Coke® with Lime. What a waste. If the grocery had RFID technology (including tags on every item – even the loose fruit), the clerk could have “pinged”

my entire cart once and then my “loyalty” card to create my itemized bill. This would have saved me 20 minutes.

Okay, so RFID works. The purpose was/is making the checkout and inventory control processes easy and accurate. [Do you get the feeling that Big Brother is watching?] The link from the items in my cart to my loyalty card gives this merchant insight into my grocery buying habits. The merchant can tailor his marketing to my needs. But what if every item, even your clothes, were tagged? The merchants, or the government, could track my – I mean your – movements, buying, and habits – reminiscent of the Angry Librarian clause in the original Patriot Act (I have read all 300 pages of it).

Yes, the technology can help fight terrorism, but at what cost to the law-abiding citizens? These are just some things for you to think about when the shadows grow long and start to move in eerie ways.

Add, to the RFIDs in all the products we buy, EZPass and Metro fare cards to the mix and our transportation will be tracked. In truth, so much of the information is useless and there is so much of it floating around. I am not trying to feed your paranoia, but you should be paranoid.

Now that you are sweating in your fear of Big Brother, I will end this with something a bit lighter. Schmidt mentioned an SF short story writer, Edward M. Lerner, who wrote a story called, “The Day of the RFIDs.” I have not read it yet – published in Lerner’s collection, *Creative Destruction* by Wildside Press in 2006. For those of you who cannot handle SF or are far too young, think of the 1962 SF classic, “The Day of the Triffids.”

## **SOLE LUNCHEONS – REGISTRATION**

**By Janet Steinberg, Industrial Affairs  
Committee Chair**

We are looking forward to the start of our SOLE luncheon/meetings starting with the first luncheon of the season on Tuesday, September

26<sup>th</sup> at Gibbs Hall. I will continue to be the POC for SOLE luncheon registrations and hope you will find time in your busy schedules to attend. You can also bring a fellow business associate or friend if you wish. Attendees do not have to be from the logistics community, everyone is welcome including walk-ins. The cost to Members \$10 – Non-Members \$20 which is a bargain considering other organizations are charging at least \$20 each.

If you should make a reservation and cannot attend due to a business commitment, please email me at (janet.steinberg@lmco.com) or call (732-389-0390) to cancel. As I have mentioned in the past, the Chapter must guarantee paying for a minimum of 50 whether we have a count of 50 or less.

Your support to our Chapter is appreciated by the entire Garden State Chapter Management Committee. See you all in the Fall!

## **PEOPLE, PROJECTS, & COMPANIES**

Is everyone shy? I thought you would be anxious to brag a bit about yourself, your company, or your project.

## TECHNICAL ARTICLES & OTHER ITEMS OF INTEREST

To avoid getting out of hand (i.e., too long), I have included two items. One very new and one very old.

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### ARMY MOVES TO MODERNIZE LOGISTICS

By Josh Rogin

Published on July 27, 2006

Ever since pallettes piled up on the sands during Operation Desert Storm, the military has been searching for a better way to manage, monitor, and deliver supplies to Warfighters. This week, the Army took one step closer to realizing its vision.

The Army implemented a new program office for the Single Army Logistics Enterprise (SALE) July 25. SALE will create a “factory to foxhole” management system to organize all Army supply movements in the next decade and beyond.

“SALE is both a vision and an architecture, the vision being that there be one single logistics enterprise, end to end,” said Kevin Carroll, the Army's program executive officer in the Program Executive Office for Enterprise Information Systems (PEO-EIS).

“All the logistics systems go against that architecture to determine if they play or not,” he said. “We’re trying to reduce systems and logistics. If it doesn’t fit within the SALE, it’s either going to be killed or tagged to be killed somewhere down the line. So the importance of the SALE to logistics is critical.”

Catherine Doolas will be the first program manager in charge of SALE. She also serves as deputy PEO-EIS in charge of logistics.

By using SALE, soldiers on the battlefield will be able to find out if and where a needed supply is available. “This will be in a matter of seconds or minutes rather than hours or days.... The

The first one is new, hot off the press. This one affects much of what we do at Fort Monmouth and nearly everything that we do in the LRC.

I know that this next item is a bit old, but it highlights what this Chapter does to help its members. The article is from the May-June 2004 issue of the SOLEtter.

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soldiers today just don’t have that visibility,” Doolas said.

SALE is composed of three major logistics programs: the Logistics Modernization Program (LMP), Global Combat Support System-Army (GCSS-A) and Product Lifecycle Management Plus (PLM+). This week marks the first time all three parts of SALE will be under the same manager.

GCSS-A supports soldiers in the field and plans to have 160,000 users. It will provide real-time nonstop status reports on all supplies going to them. GCSS-A will use enterprise resource planning and SAP software to create a Web-based interface.

LMP will manage supply, demand, and asset availability at the national level. It is already deployed to the headquarters of Army Material Command, the Tobyhanna Army Depot, and the Defense Finance and Accounting Service. LMP currently handles 1.6 million transactions a day.

PLM+ will be the technical enabler between GCSS-A and LMP. This program will implement the technology necessary for open communications and also manage the huge amounts of data that SALE will accumulate. PLM+ will also be the point of entry for interaction with other organizations, inside and outside DOD.

SALE is set to be fully operational by 2010 or 2011, Doolas said. But as with many Army initiatives, “One of our biggest challenges is the austere funding environment,” she added.

LMP is based in Fort Monmouth, NJ GCSS-A operates out of Fort Lee, VA. PLM+ is housed at Fort Belvoir, VA. Computer Sciences Corp. is

the prime contractor for LMP and PLM+. GCSS-A is contracted to Northrop Grumman.

## **GARDEN STATE – A CHAPTER SUCCESSFULLY SUPPORTING ITS STAKEHOLDERS**

**By Dr. Lloyd H. Muller, CPL, Vice President, Education**

Chapter Chairs, want to increase membership? You might try doing what the Garden State Chapter does. Specifically, they subsidize annual dues for the membership by paying the first \$90.00 of the \$130.00 dues. That's a whopping 69 percent!

But, wait. Money doesn't grow on trees, so how do they afford this cost? Excellent question. I saw how they did it recently by visiting their annual symposium held on May 5, 2004 at Eatontown, New Jersey. More specifically, I learned how they have been successfully holding such profitable gatherings for the past 25 years.

They have been successful by adhering to three fundamental concepts. They are keeping it simple; establishing a long-term relationship with their support elements (i.e., the hotel and SOLE HQ); and most importantly, meeting the needs of their stakeholders. Each will be discussed separately.

The symposium was a model of simplicity. It was a one-day event, which was short enough for people to attend without missing a lot of important work back at the office. The speakers were limited to some opening remarks by the Chapter Chairperson, Ms. Anna-Marie Van Brunt; and those of eight speakers who addressed topics of direct interest to Fort Monmouth employees. Approximately 150 government and 50 industry registrants were in attendance.

The Eatontown Sheraton Hotel efficiently handled the logistics of supporting the event. Special rates were negotiated for people coming in from out of town. A sense of polish permeated everything because the chapter has a long-standing relationship with the hotel. Consequently, the logistics had almost been

boiled down to a checklist. Everyone knew what to do, and planning for next year will already be well underway even before the first organization meeting. Learning curves are greatly flattened by such an arrangement. In support of the committee, SOLE HQ processed the credit card payments, made operational suggestions, and sent conferee and keynote speaker gifts promptly after the order was placed.

Finally, and most importantly, every speaker focused on the needs and expectations of the audience. Because of this focus, all of the registrants found it not only important but also worthwhile to attend. Here are some examples of this focus. First, the theme:

*“The Army G-4 exists to deliver materiel readiness to our soldiers. For an Army at war the most critical task is to sustain the combat readiness of the Deployed Force and to maintain the operational readiness of the Current Force.”*

This statement clearly underlies the daily task of every person in attendance. The speakers' presentations loudly amplified it: “Armored Doors for HMMWVs: A Quick Reaction Success Story.” Here's another one: “C4ISR – A Key Enabler for the FCS Unit of Action.” These people were all “with” the Army. They identified with it and the soldiers being sent to Iraq. They wanted to know what was happening there and how their work kept sons and daughters alive while accomplishing their mission. This symposium delivered the news. And, all attendees received Continuous Learning Points (CLPs) in partial fulfillment of their Acquisition Corps training requirement.

The importance of this single focus simply cannot be overstated. In the words of Ken East, the Conference General Chair (and District 10 Director), “We had command backing partially because we had some high level speakers but more so because our message was relevant to the workforce.”

If a chapter is in Michigan, then perhaps the needs of the auto industry could be emphasized. If the chapter is in Warner Robins, Georgia, then a focus on Air Force logistics programs would be attractive to an audience. Texas, Iowa, Indiana ... the people there all have different problems and concerns. Focus on giving information relevant to them and they will attend.

Of great interest was the composition of the audience. Many of them were not SOLE members. Still, they attended. Why? Because the symposium offered something of importance to them. Consequently, the chapter was able to take advantage of their presence by emphasizing the nearby membership desk and how their dues were largely underwritten by the chapter. [They

signed up 15 new members and 10 attendees from another installation are interested in either starting their own chapter or becoming members of the chapter.] New members joining under these conditions will be greatly pre-disposed toward becoming active SOLE members.

More and more, chapters that offer only monthly luncheons featuring some speaker or another have to struggle to not die on the vine. Members want more and they should get it. The Garden State Chapter showed it can be provided. Is it work? Absolutely. Will it require effort on the part of the membership? Absolutely. Are the rewards worth it? Just ask Ken East and all of the chapter members.

## Meeting Notices

**Luncheon Meetings:** Third Tuesday of the month.

Date	Time	Location
Watch this space!		

**Chapter Management Committee Meetings:** Last Thursday of the month.

Date	Time	Location
Watch this space!		

**Other Functions:**

Date	Time	Location
Watch this space!		

The Editor borrowed this material from a Mensa publication, but cannot remember which one or when (sometime in 2006). I have been a member since 1967 (I think). Of the 15 items below, I knew eight of them.

### Useless Trivia

- The dot over the letter “I” is called a tittle.
- 315 entries in Webster’s dictionary were misspelled.
- On average, 12 newborns will be given to the wrong parents daily.
- Bruce Lee was so fast that they had to SLOW a film down so you could see his moves.
- Charlie Chaplin once won third prize in a Charlie Chaplin look-alike contest.
- The glue on Israeli postage stamps is certified kosher.
- The Guinness Book of Records holds the record for being the book most stolen from public libraries.
- Walt Disney was afraid of mice.
- Barbie’s full name is Barbara Millicent Roberts.
- A Boeing 747’s wingspan is longer than the Wright brother’s first flight.
- Winston Churchill was born in a ladies room during a dance.
- A pregnant goldfish is called a twerp.
- There are 336 dimples on a regulation golf ball.
- The electric chair was invented by a dentist.
- Americans eat on average 18 acres worth of pizza each day.

## 2005-2006 Executive Board Members

Please contact Janet Steinberg at 732-389-0390 with any corrections.

### GARDEN STATE CHAPTER SOLE - Chapter 7 District 10 2005 - 2006 CHAPTER MANAGEMENT COMMITTEE

Revision date:06-16-06

<u>TITLE</u>	<u>NAME</u>	<u>Phone #</u>	<u>E-Mail</u>
Chapter Chair	Charles Hodell	732-389-5359	<a href="mailto:chuck.hodell@lmco.com">chuck.hodell@lmco.com</a>
Vice Chair, Finance	Bob Featheringham	732-818-0441	<a href="mailto:two_feathers@comcast.net">two_feathers@comcast.net</a>
Vice Chair, Member Services	Rich O'Donnell	732-532-3460	<a href="mailto:richard.odonnell@mail1.monmouth.army.mil">richard.odonnell@mail1.monmouth.army.mil</a>
Vice Chair, Administration	Maureen Boyette	732-758-0180	<a href="mailto:maureen.boyette@mail1.monmouth.army.mil">maureen.boyette@mail1.monmouth.army.mil</a>
Vice Chair, Education	Al Viola	732-263-1808	<a href="mailto:aviola@enlogex.com">aviola@enlogex.com</a>
Vice Chair, Prof. Development	William Hogelin	732-427-6321	<a href="mailto:william.hogelin@mail1.monmouth.army.mil">william.hogelin@mail1.monmouth.army.mil</a>
LEF Liaison	Mike Ryskamp	732-427-4260	<a href="mailto:j.michael.ryskamp@us.army.mil">j.michael.ryskamp@us.army.mil</a>
Awards Cmte. Chair	Maureen Boyette	732-758-0180	<a href="mailto:maureen.boyette@mail1.monmouth.army.mil">maureen.boyette@mail1.monmouth.army.mil</a>
Newsletter Cmte. Chair	Dr. Michael Harris, C.P.L.	732-532-2453	<a href="mailto:harrisM100@comcast.net">harrisM100@comcast.net</a>
Publicity Cmte. Chair	Steve Bromka	732-532-0682	<a href="mailto:steven.bromka@mail1.monmouth.army.mil">steven.bromka@mail1.monmouth.army.mil</a>
Symposium Cmte. Chair	Ken East, C.P.L.	732-460-1370	<a href="mailto:keast@logsec.com">keast@logsec.com</a>
Government Affairs Cmte. Chair	Gloria Richardson	732-532-6752	<a href="mailto:gloria.richardson@mail1.monmouth.army.mil">gloria.richardson@mail1.monmouth.army.mil</a>
Industrial Affairs Cmte. Chair	Janet Steinberg	732-389-0390	<a href="mailto:janet.steinberg@lmco.com">janet.steinberg@lmco.com</a>

**"Be not the first by whom the new are tried, nor yet the last to lay the old aside."**

*Alexander Pope*

**"There is no such thing as a defensive battle or a defensive campaign, save in the sense that we may begin on the defensive, but only with the fixed object of turning to the offensive at the right moment."**

*Hillaire Belloc*

**"No flying machine will ever fly from New York to Paris."**

*Orville Wright.*

**"Airplanes are interesting toys but of no military value."**

*Marshal Ferdinand Foch [Professor of Strategy, Ecole Superieure de Guerre] (circa 1911) Supreme Commander of Allied forces, 1918*

**"Airplanes suffer from so many technical faults that it is only a matter of time before any reasonable man realizes that they are useless!"**

*Scientific American (1910)*

