



THE MONITOR AND MERRIMACK



Newsletter of the
Greater Hampton Roads Chapter
District 02 – Chapter 03
SOLE – The International Society of Logistics
May 2008



Chapter Management Committee

Chapter Chairperson:
Carl Lilieberg
Vice Chair – Membership:
Charlie Littleton
Vice Chair – Admin:
Dan McLaughlin
Vice Chair – Finance:
Rick Treto
Vice Chair – Education:
Lee Morris, CPL
Vice Chair – Professional &
Technical Development
Vacant
Logistics Education
Foundation (LEF) Liaison
Vacant
Newsletter:
Carl Lilieberg
Web Master:
Julie Charlie Littleton
District Director:
Jon Buder, DML

In this Issue:

CPL Corner	2
Calendar of Events	3
Chapter Elections SOLE Intl Call for Papers	4
Web-Base Knowledge Management	5,8,9
This Month's Meeting	6
Logistics in History	7

From the Chapter Chairman:

We followed up a great March Meeting with a superb attendance at our April Monthly luncheon with 25 attendees. Our featured speaker was Mike Grimes of LCE who spoke on "Ship Configuration Control during Availabilities". We had a good representation of logisticians from Tidewater Area shipyards and Mike reviewed all challenges encountered during the ship overhaul processes. All the efforts of both DoD/Navy organic and area contractors are vital to the viability (accuracy and cost effectiveness) of Navy ship life cycle support. Thanks to Mike for breaking our attendance record for this year!

Our luncheon meeting for this month features Charlie Littleton speaking on SOLE's Award's Program. This is a definitive review of the programs and will underline the opportunity to recognize local area logisticians. The meeting is set for Thursday, 22 May from 11:30 AM to 1 PM at the # 1 Chinese Buffet, Wards Corner, Norfolk, Virginia.

Our nominations process for our coming election will close out 14 May. Shortly, ballots will be mailed out to all chapter members in good standing. Please vote. We must have a quorum of voters to have a valid election.

Our Workshop Committee Chairman Charlie Littleton has some great plans for future workshops addressing such diverse areas of logistics as NAVICP Mechanicsburg training in ICAPS – The Interactive Computer-Aided Provisioning System and NAVSSES Level II training in PMS (a professional certification). We anticipate kicking these off later this year and also are active planning Chapter-sponsored training opportunities in the coming calendar year.

We are working on a plan to have a joint luncheon meeting with the Tidewater Chapter of the NDTA (National Defense Transportation Association). The speaker is scheduled to be Mr. Ken McGrew from the Virginia Port Authority. The meeting will take place at the Armed Forces Staff College off Hampton Boulevard (near Terminal Boulevard) on Tuesday, 10 June. Come join us for a great speaker and a superb topic. This meeting is sure to be a good one in light of the impact of international trade on our local economy and the importance of transportation to our local logisticians and the nation.

Lastly, one of our members, Charles Cockrell, has recently has successfully applied to participate in the CPL Exam Good luck, Charles.

Carl J. Lilieberg

Certified Professional Logistician Corner



The next CPL Exam
will be given in May
2008

1. The Marketing Mix is based on:
 - a. Product, Promotion, Pay, Place.
 - b. Product, Production, Price, Place
 - c. Product , Promotion, Price, Place
 - d. Product, Production, Price, Place
2. In the U.S., many logistics legal concerns are addressed by the:
 - a. Logistics Act of 1950
 - b. Uniform Commercial Code
 - c. Commercial Logistics Act
 - d. a and b
3. Examples of possible pallet patterns include:
 - a. Block, split block, brick
 - b. Row, split row, pinwheel
 - c. a and roman square
 - d. a and b
4. Environmental considerations have become a matter of increasing concern in our society. The two aspects of this emerging situation for packaging engineers are:
 - a. Biodegradability and recyclability.
 - b. Disposability and Biodegradability.
 - c. Recyclability and disposability.
 - d. Compactability and Biodegradability
5. A group of firms, manufacturers, wholesalers and retailers who coordinate the movement of goods and services from the point of supply to the point of demand is described as the:
 - a. Transportation consortium
 - b. Distribution Channel
 - c. Industrial cartel
 - d. Logistics Chain
6. The most important function of packaging is:
 - a. Protection
 - b. Promotion
 - c. Identification
 - d. Facilitate handling and storage of the product
7. "Kanban" is:
 - a. An in-plant production control technique for minimizing capital invested in parts inventories
 - b. An in-plant production control technique for minimizing capital invested in al inventories
 - c. An in-plant production control technique for minimizing capital invested in al inventories
 - d. Production control technique for minimizing capital invested in inventories awaiting shipment

(Please see answers on Page 3)

Calendar of Events

ASNE	Dinner Meetings;	Every 3 rd Tuesday, Springhill Suites, Newtown Road, Va. Beach, (1800-1900 Social Hour); 1900-2030 Dinner and Program; Reservations: Mary Morgan (757) 495-1970.
SOLE	17-21 August 2008	SOLE 2008 "Logistics Transformation and the Global Economy", 43 rd Annual Intl. Logistics Conference and Symposium, Caribe Royale Orlando, Orlando, Florida
AIE/Technology Training Corp.	12-13 June 2008	Washington D.C., 3 rd Annual RFID Conference Westin, Alexandria, 400 Courthouse Square. Tel. (703) 253-8600 or (866) 716-8117 http://www.starwoodhotels.com

Answers			
1	c	6	d
2	b	7	b
3	d		
4	a		
-	.		

Chapter Elections:

Nominations for Chapter Management Committee:

If you would like to participate as a Management Committee Member, please send your reply indicating the position that you would like to self-nominate for. Your willingness to self-nominate for one of our Management positions will open doors to learn and share more about the topic of logistics with your fellow SOLE members, persons interested in becoming SOLE members and the logistics community of Hampton Roads. Please send your nominations or self-nominations to:

Chairman, Nominations and Elections Committee
GHRC-SOLE
c/o Life Cycle Engineering, Inc.
5301 Robin Hood Road, Suite 108
Norfolk, Virginia 23513

or email to: CLittleton@LCE.com or
Clittleton@GHRC-SOLE.org

Elections will be held from 16 to 30 June 2008, with the new Chapter Management team taking office on 1 October 2008.

CALL FOR PAPERS



SOLE – The International Society of Logistics

presents

SOLE 2008

Logistics Transformation and the Global Economy

43rd Annual International Logistics Conference and Exhibition

Caribe Royale Orlando

Orlando, Florida

17 – 21 August 2008

Workshops: 17 - 18 August 2008

Conference: 19 - 21 August 2008

SOLE - The International Society of Logistics (SOLE) presents the 43rd Annual International Logistics Conference and Exhibition at the Caribe Royale Orlando, Orlando, Florida from 17-21 August 2008. Representatives from Government, Industry, Business and Academia will be in attendance.

With a conference theme of “**Logistics Transformation and the Global Economy**,” the symposium will, from both strategic and operational perspectives, horizontally examine the issues and relationships surrounding logistics transformation. Participants will focus on its role both as a driver of economic security within the global economy; and as a key enabler to the achievement of collaborative information exchange, human capital development, information transparency, asset visibility, industrial cohesiveness and productivity, penetrating global market share, technology capitalization, operating footprint maximization, inter/intra-enterprise integration, and globalization.

SOLE 2008 will offer paper presentation sessions that address all aspects of logistics and logistics transformation as an investment vehicle, from both a national and global perspective. If you are interested in submitting a paper for consideration, please submit an abstract by **15 April 2008**. If accepted for **SOLE 2008**, the paper must be submitted no later than **31 July 2008** – with the slide presentation to be submitted by **15 August 2008**. For additional information and submissions, please contact either *John (Jay) Erb*, **SOLE 2008 Deputy Chair**, at (703) 246-0756 or **SOLE Headquarters** at (301) 459-8446. Only electronic submissions will be accepted at john.erb@gdit.com.

A Different Kind of Web-Based Knowledge Management

“Little A” Principles Apply to “Big A” Portals

Dr. Joseph P. Avery

(Reprinted from May-June 2008 Defense AT&L)

Knowledge management is composed of a

range of practices deployed by organizations to identify, create, represent, classify, and disseminate knowledge for reuse, awareness, and learning to the benefit of information users. This article demonstrates the practical integration of the principles of KM and systems process by the business enterprise of the Defense Threat Reduction Agency. In this example, a technology-centric approach to knowledge sharing and utilization was adopted to design a simple Web-based system that provided highly needed “how-to” and reference information to DTRA acquisition professionals. The Acquisition ToolBook’s successful development and deployment effectively integrated KM with process management, and it permitted a systemic review of the acquisition process for ineffective procedures and policies.

Addressing an Information-Deficit Environment

The idea for the DTRA Acquisition Web ToolBook originated as a result of an information environment characterized by acquisition functional and process information that was scattered throughout a myriad of DTRA Web sites as well as shared and private drives, or it was simply not available in any capacity. This unfavorable environment was exacerbated because DTRA was the merged product of five different defense agencies and programs. It was a hotbed of hide-and-seek information hoarding that was not conducive to efficient acquisition operations. Information search activities for acquisition data were becoming so difficult and time-consuming that they periodically exceeded the anticipated time for actual task completion. DTRA had to develop an information management system that would centralize and consolidate all acquisition reference information,

processes, and procedures into a single page on the agency’s main Web portal. This tool would be a single and easily accessible, centralized, and functionally based repository of approved information, documentation, procedures, references, and processes available to all acquisition professionals.

Acquisition ToolBook is not a large Department of Defense-wide acquisition system such as the Acquisition Deskbook or the Acquisition Knowledge Sharing System (AKSS). Although those “Big A” portals serve

a purpose of acting as comprehensive repositories of acquisition information and collaboration, in the trenches, project managers are looking for smaller, simpler, and faster portals of information to obtain the how-to and reference information needed to perform the acquisition task at hand without extensive data mining and infinite search activities. The ToolBook information environment was designed to make information easily found and accessed through a single location on the agency-level enterprise information system. More importantly, this micro-level site provides agency-specific acquisition information and processes. The ToolBook would serve as the agency’s graphic interface, portraying the entire agency acquisition process represented through 24 activity boxes of related acquisition information and tasks.

The Blueprint to an Effective Information Environment

A DTRA-led team created and posted on the internal agency Web site a detailed process map to guide the agency’s acquisition professions. Smaller, simpler, and faster were the hallmarks of the successful acquisition portal. On May 1, 2007, exactly one year from the project start, the Acquisition Tool-Book was successfully installed onto the DTRA Web server. ToolBook is based upon an integration of Microsoft® SharePoint™, Adobe® Flash®, and Microsoft® net application software tied to a relational database management system (a database in which data and the relationships among data are stored in the form of tables). This combination facilitates simplicity, speed of access and use, and provides system flexibility and a broad array of technical features beneficial to system users. By preventing infinite search activities, ToolBook improves the speed and effectiveness of the user’s acquisition task completion. The critical acquisition information provided by ToolBook was tailored to

(Continued on page 8)



**Greater Hampton Roads Chapter
SOLE- The International Society of Logistics**

presents:

Charlie Littleton

“SOLE’s Awards Program”

Luncheon Meeting

Thursday, May 22, 2008 (11:30 AM to 1 PM)

#1 Chinese Buffet, 7635 Granby Street

Norfolk, Virginia

Phone: (757) 423-8880

Please RSVP by contacting our Membership Chairman, Mr. Charlie Littleton at clittleton@LCE.com or phone him at 757-857-1311 (4203) or Carl Lilieberg at 896-5335

NLT 4 PM Wed. 21 April 08.

Please join us for a luncheon of great food, professional contact, and an informative logistics presentation. Spouses and guests, bosses and co-workers are welcome and you DO NOT need to be a SOLE member to attend!

Driving Directions: From 1-64 E through the HRT. Take the I-564 exit onto US 460W (Granby St/Naval Base). Take the left ramp to Granby. Turn right onto Granby and the restaurant is on your right after passing the railroad crossing. From 1-64 W: Take I-64W to VA 165-Little Creek Road off ramp onto Taussig Blvd. Turn left onto Granby St. and after crossing the railroad restaurant is on your right

Logistics In History:

General Kenny on Far East Supply Concepts

When we went into the Philippines, it was at a time when Europe seemed to be needing more shipping than it had ever needed before and that minor war over there was surely absorbing a lot of everything. So they cut down the number of boats that we had, and we were really in tough straits. When we first went into New Guinea, we had this bright idea that you couldn't do anything unless you had a 120-day stockage of everything. We cut that down to 90, with some misgiving on the part of MacArthur's supply crowd, and then I cut it to 60 and even to 30, and even the Air Force began to howl about 30 until they saw that Air Transport could pick up the slack.

When we started into the Philippines, the shortage of shipping was so acute that we landed on the island of Leyte with 5 days' stockage, and we never got more than 5-day stockage. We didn't want more than that because, by this time, we had air supply. We were flying gasoline, we were flying bombs, we were flying food, we were flying stuff for the infantry as well as ourselves. We were really doing a job with air transport. Where in the original part of the game we had to build warehouses and set up a depot and build terrific warehouses to stock stuff in and the stuff would get spoiled, and the bad weather and everything, now we didn't have any stockage in there at all to amount to anything. These depots were largely depots repairing wrecks, and if we needed a spare part, we would fly the thing in. We would fly engines in. We were overhauling engines in Australia, and as the thing got off the test stand, it went right into an airplane. And inside of 5 or 6 hours, they were putting it in a bomber up in New Guinea.

Suppose, on the other hand, you do it the old-fashioned way. You take the silly engine off here and disassemble half of it and wrap it up in little packages, and they get lost when they open the crate. Everything is supposed to be proofed against this damp tropical weather and proofed against the salt spray that they get, because they always put out stuff on the decks.

These big heavy crates are made so you can drop them from the crane to the bottom of the hold, in case they did put them in the hold, and not break anything. Everything is filled up full of cosmoline, and then they load these boats until they have enough for a convoy. A month goes by. This thing has gotten all rusted, and the pistons won't move, and the crankshaft has red spots on it. When you do get the cosmoline off it, you haven't an engine until 2 months have gone by.

There was no doubt, as soon as we started in doing this stuff, that was the way to run a fast-moving war, especially when you were on a shoestring. And we finally found out that the way to run a war was on a shoestring anyhow, that was modern war, faster, and the whole Pacific campaign that MacArthur had would still be going on trying to get out of Port Moresby if it hadn't been for the transport.

General George C. Kenney, Speech for Air Force Association, 1952

(Extract from Air Force Journal of Logistics, Vol. XXX, Summer 1006)

Web-Base Knowledge Management (Cont'd from page 5)

meet the information needs of program and project managers. However, it also benefits contracting officer representatives, contract specialists, and program analysts by assisting them in the performance of their specific acquisition and procurement functions.

ToolBook represents a merger of KM, process management, and operational simplicity—the foundational triad of successful user information systems. Personnel cannot access the information needed if it is too difficult to locate. Whether designing a local information system or a DoD wide information portal, the fundamental principles of successful Web-based KM systems are the same

Eight Key Principles of Successful KM-Based Systems

- Minimize bells and whistles and maximize quick access and simplicity of operation.
- As the level of site complexity and menus rise, the level of user utility diminishes.
- Needed information should be no more than three-to five mouse clicks to user acquisition, with three being the technical objective.
- Keep the site menu structure shallow.
- A graphics-based system is normally more user friendly than a text-based system, and a duplex system (a system that uses both functional text and graphic-based methods to retrieve textual information) can be more effective than a graphics-based system alone.
- Focus system design and technical architecture on speed, easy access, and simplicity.
- Accurate and intuitive titling of data descriptors, menus, or entry points is extremely important.
- Organize information by process, activities, functions, and organization as appropriate for your needs.

ToolBook Structure

In this particular architectural design, the Acquisition ToolBook was structured to follow the DTRA acquisition process from program start to program closeout activities. The site's homepage is divided into three broad phases: Early Preparation, Pre-Award Activities, and Program Execution. Early Preparation contains the initial activities required for up-front acquisition project planning and organization. The Pre-Award Activities section

includes all follow-on acquisition and contractual efforts to get the acquisition awarded and on contract. The Program Execution section contains information on the postaward phase, which includes program management and oversight activities required to administer and execute a successful program. The ToolBook Homepage graphic portrayal of the DTRA acquisition process is organized into 24 activity boxes that form a logical progression of the work activities required to get an acquisition effort on contract and executed. There is also one box entitled General PM References that contains broad-based or overarching documents that do not fit into any one activity box category. Although ToolBook is primarily a graphics-based acquisition portal, it is actually composed of a duplex architecture that can use a graphically-based methodology to search and retrieve data or a text-based library view that can quickly locate and more effectively display related task data. The choice of method used is the user's discretion. There is only one main sub-level menu for each activity box in the main ToolBook that houses the majority of documents, making users no more than three mouse clicks away from most information they need (Figure 2). There is also one third-level menu for unique enterprise-level documents. Within each activity box in the second-level menu are separate icons for the following six information areas: Tools and Examples, Policy Documents, Issuances (which contains guides, manuals, handbooks, etc.), Training, Ask an Expert, and Enterprise-Unique Documents.

Acquisition ToolBook uses a progressive information approach to information classification and management. For example, if a project manager is unfamiliar with award fee contracts and requires information on how to write an award fee plan, ToolBook offers a progressive level of knowledge to help the user get the job done. First, the user would select the Award Fee activity box. When the second-level menu appears, the five main icons provide a graduated pyramid level of information. The Training icon would provide the user with basic information on the concepts, responsibilities, and requirements of award fee contracts and issues. If more detailed information is required, the Issuances icon, which includes an array of in-depth guides, manuals, handbooks,

(Continued on page 9)

Web-Base Knowledge Management (Cont'd from page 5)

Operating procedures, and standard operating instructions, will provide a multitude of detailed information on the subject. Once training and/or detailed information is accessed on the subject, the user can select the Tools and Examples icon, which provides the actual examples, checklists, and templates needed to help complete the task at hand. The Policy icon provides any relevant policy memorandums on the subject. As an avenue of last resort, the ToolBook also features a sophisticated Ask an Expert capability that permits users to send acquisition-related questions to agency experts on the subject. For enterprise-unique processes, procedures, and instructions, users can also access their own enterprise's menu of key documents managed by each enterprise.

The Acquisition ToolBook site is designed for a low user investment in time and training, and also for a low administrative burden. Formal training classes are not required—a narrated virtual tour movie provides users with an overview of the entire ToolBook site. A directory of Internet addresses provides direct links to nearly all key agency and DoD acquisition references as well as to Web pages that explain how to perform subsidiary tasks (such as the completion of travel forms required for the Defense Travel System). There are also links for Contractor Performance Assessment Reporting System reporting, DTS, AKSS, DoD 5000 series acquisition directives, Federal Acquisition Regulation, DoD FAR Supplement,

federal grants, the Office of the Secretary of Defense Small Business Innovation Research site, Wide Area Work Flow, and a myriad of other valuable Web sites. ToolBook also supports a document search function and a library view capability that can simultaneously display documents by each category for a particular activity box for all documents.

A Successful Knowledge Management Portal

The “little a” principles of acquisition KM appear to apply to “Big A” acquisition portals. Both have a specific set of users who demand similar attributes of system operability: operational simplicity, swift data location and extraction, and a logical taxonomy and data organization scheme to find and manipulate acquisition data. KM, process management, and operational simplicity—the foundational triad of successful user information systems—were successfully merged with this system. The DTRA Acquisition ToolBook has effectively managed to integrate the positive elements of portal and process development to the benefit of its acquisition workforce.

The author welcomes comments and questions and can be contacted at joseph.avery@dtra.mil.

Avery is the DTRA program manager for the Acquisition ToolBook. He has 26 years of military and civilian service, including 23 years in acquisition.

Greater Hampton Roads Chapter

District 02 Chapter 03

**5200 W. Mercury Blvd.
Hampton, Virginia 23605**

**PHONE:
(757) 896-5335**

**FAX:
(757) 896-5237**

**E-MAIL:
Carl.J.Lilieberg@ngc.com**

We're on the web at:
www.ghrc-sole.org

HOW CAN WE BETTER SERVE YOU?

Please give us your thoughts on formulation of a SOLE CPL/CML study group. Our Education Vice Chair and other Vice Chairs would be pleased to foster such an effort, either with night study or via on-line contact.

Please contact our Education Vice-Chair, Lee Morris at Lee.Morris@sercna.com (757) 464-4252 to register your interest.

Those interested in SOLE's Designated Logistician Program should contact Charlie Littleton at **757-857-1311 (4203)**.

SOLE Information

SOLE-The International Society of Logistics is a nonprofit professional society composed of individuals devoted to enhancing logistics technology, education, and management. For further information on SOLE or this chapter, contact any of the individuals listed on the front page of this newsletter.