



Defense Acquisition University Alumni Association ***ELECTRONIC NEWSLETTER***



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The Defense Acquisition University Alumni Association: Why Join?

A message from Frank Varacalli,
DAUAA President



Whenever I ask acquisition professionals that graduated from Defense Acquisition University Courses (DAU) if they are members of the DAU Alumni Association, they invariably ask, “Why should I want to be a member?” This question arises whether they are nonmembers; or even if they are already members. So let’s look at why acquisition professionals should want to be a part of the Alumni Association.

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Association Objectives

The DAU Alumni Association exists:

- To provide a means for continuing professional growth within the defense acquisition community.
- To promote DAU’s reputation as a world-class acquisition learning center.

Professional Growth

Let’s look at the first objective. It talks about a “community.” This means both government and industry. The association provides:

- A conduit for linking DAU training and the defense industry through Corporate Sponsorships
- Continuous involvement in defense acquisition activities and links to other professional organizations (PMI, NCMA, etc.) and learning partners (universities, corporate sponsors).
- Networking with other members in the defense acquisition community through the Association Web site (www.dauaa.org) and various symposia and presentations.
- Job opportunities posted on the DAUAA Web site.
- Continuous Learning Points (CLPs) for participation in Alumni Symposia.
- Timely updates on evolving defense acquisition policies in Association newsletters; facilitation of the process by which members can obtain free subscriptions to the *PM Magazine* and *Acquisition Review Quarterly* (ARQ).
- Addition of DAUAA membership to your résumé.

Promoting the Alumni Association

This objective is a bit more elusive than the first one. The idea here is that a strong alumni association can enhance the value of the education and training received from DAU. In other words, we want the DAU graduation certificate to count! How you ask? Through initiatives such as:

- Association corporate sponsorships, which provides another conduit for industry to obtain government acquisition training at DAU, and vice versa.
- Promoting the benefits of DAU partnerships with Universities and Corporations; DAU courses can count towards advanced degree hours at DAU partner universities (and in some cases university courses are equivalent to DAU courses).
- Conducting symposia at which some of the best minds in the acquisition field give presentations on timely issues.

Bottom Line

Each person has a unique perspective and must make a return-on-investment membership decision that best suits her/him. But not everything can be measured in dollars and cents. The Association vision is “to be an association that brings together the best that DoD and the defense industry offer in acquisition management – people, ideas, experiences, and skills.” In short, the Association is an organization that people should want to join in order to improve both DAU and their careers. If you have any questions about the Association membership, visit our web site at www.dauaa.mil, or contact Bill Bahnmaier (Membership Chair) at 703-805-4980.W

Regards, Frank Varacalli
President, DAU Alumni Association



DAUAA's 20th Anniversary Symposium

**“Delivering Warfighting Capabilities
Today and Tomorrow Through
Evolutionary Acquisition”**

June 16-18, 2003

**If you have not already registered
please do so online at www.dauaa.org.
Full schedule and speaker information
is also located on the web.**

The DAU Experience What is Meant by “The DAU Experience”

A message from Frank Anderson, Jr.,
DAU President



What we call the *DAU Experience* is the deeply felt and remembered quality of our service to everyone we touch. Our DAU values of teamwork, customer focus, performance excellence, and speed and agility form the foundation for providing the DAU experience. Everyone who comes in contact with

DAU—our stakeholders, customers, and faculty and staff—whether in the classroom, online, on the phone, at conferences, or in meetings must receive the same great experience anywhere, anytime—no matter what part of DAU they experience.

Within DAU we need to provide the DAU experience to our faculty and staff by creating a working environment that promotes cooperation, trust, helpfulness, and professional growth. Our interaction with each other must be marked by respect, consideration, and mutual assistance. Such an environment will make a good place to work even better—a model for others to emulate.

By all of us embracing the *DAU Experience* as a guiding tenet to our professional behavior and attitude, we contribute to the idea that we are all aboard the same ship striving to achieve common goals and objectives—a ship and enterprise that is totally customer-focused. To provide the *DAU experience*, we all must lead by example. We must do the right thing, the first time, and every time. It is this level of commitment that will create experiences that are relevant, responsive, and valuable—making a strong, positive, and lasting impression of DAU.

We each can do our part. You personally can help the *DAU Experience* become real and practiced. Our enduring motto now is “*You get the same great experience no matter what part of DAU you experience!*”▲

Why it's Important for DAU to be Recognized as a Sector Leader Serving the DoD AT&L Community?

As most are aware, last year DAU received Corporate University Best-in-Class (CUBIC) Award honors in competition with over 50 corporate universities. This year, in addition to competing for CUBIC awards, we also will compete for *Training Magazine's* Top 10. As with the CUBIC Award, we will need a cooperative effort—data gathering, researching, and writing. When asked to participate, your timely input is critical to our success. The following explains why it is so important for DAU to compete for and win national awards as a sector leader.

Receiving recognition as a premier institution demonstrates to our customers and stakeholders the leading role that DAU plays in training the DoD AT&L workforce in areas such as acquisition, logistics, and program management. DAU provides the DoD AT&L community with the knowledge and tools needed to ensure our country's defense capability is second to none. Competing with other successful organizations helps us benchmark how well we perform our mission. It also benefits all concerned by exposing everyone to the very best practices. Then we can rapidly adapt and ensure students receive the best training, and our stakeholders recognize the value of their training investment.

The significance of being a leading training institution benefits us in many other ways. Awards help establish DAU as a "benchmark" organization worth emulating. They also indicate that our capability is second to none. Competing with other successful organizations helps us benchmark how we are performing our mission. It also benefits all concerned by exposing us to the very best practices that we can rapidly adopt to ensure our students are receiving the best training. It also allows us an opportunity to chart our own course or strategic direction in ways that best serve the DoD AT&L community. As a recognized leader, DAU will be afforded the opportunity and resources to continue to invest in the professional development of its faculty, leading-edge learning technologies, and world-class infrastructure. Being recognized by our peers as a preeminent institution makes a very strong case and substantiates DAU and its continued role in a competitive market.

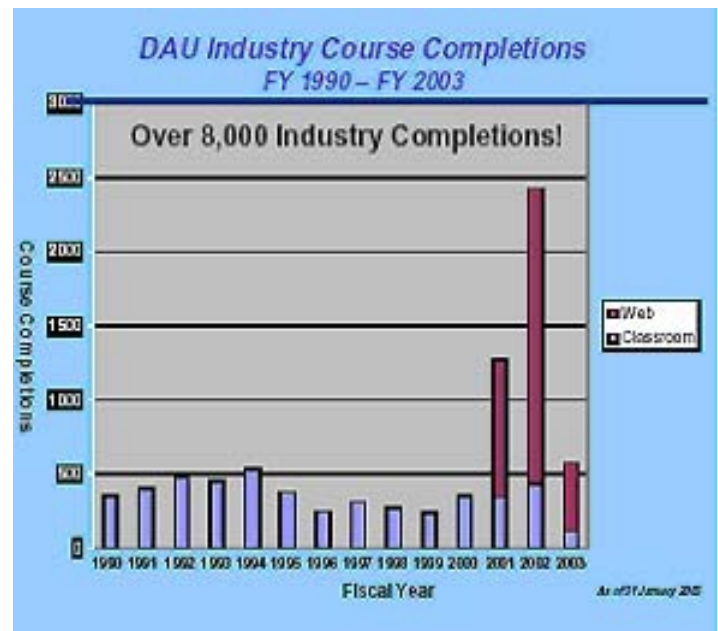
Your own input into our sector leadership and awards process helps build in-depth understanding, team work, and pride in all of our accomplishments. It also provides an opportunity to understand how dynamic and challenging DAU truly is. The process itself requires us all to critically assess our own contributions against measurable criteria and our added-value, and think of new ways DAU can improve. When you are asked for your support and critical input, please contribute enthusiastically.▲

The Significance of DAU Strategic Partnerships with Industry

It is important for DAU to establish and maintain strategic partnerships with industry. These relationships demonstrate our resolve to use our resources in the best possible manner to get the right people on the right team at the right time.

Insight into Trends

In recent years DAU has fostered a climate of cooperation towards industry by encouraging industry representatives to enroll in our courses. The chart below clearly shows an exponential growth in the number of industry students taking DAU courses.



It's a Win-Win Situation

Both the Department of Defense and industry benefit from this process. Government students learn industry motivation and perspectives and glean best commercial practices such as business case analyses and enterprise resource planning. Industry students, on the other hand, gain insight and understanding on how to best interface with and support government programs. We also need industry partners to round out our communities of practice and to serve the total learning needs of our workforce.

Continued on Page 4

Partnerships Are Essential

Another reason the government-industry partnership is essential is the predicted demographic challenge facing us in a few short years. By 2007 more than half of the DoD AT&L workforce will be eligible for retirement. By accessing qualified professionals directly from industry and providing opportunities for our workforce to receive academic credit and earn degrees with educational institutions, we are taking action now to ensure that the DoD AT&L workforce is qualified, trained, and knowledgeable.

Finally, DAU-industry partnerships help streamline processes and encourage efficiencies. It makes good sense not to dupli-

cate what can be shared with each other so that each party can better focus scarce resources where and how they are most needed.

We're All on the Same Team

Partnership with industry is good for DAU, our faculty, and for our workforce. The DoD AT&L leadership strongly supports this initiative and views it as visible proof of DAU's commitment to being open to new ideas and practices. However, the strongest argument that can be made for having DAU-Industry partnerships is that we are all on the same team—Team America!▲

University Update

DAU Board of Visitors: April 15, 2003, was an historic day for the DAU Board of Visitors (BoV). It was the first time a group of incoming BoV members received a full day of orientation briefings. Dr. Ronald Fox, BoV Chairperson, and Frank Anderson, DAU President, welcomed six new members to the advisory board: David Berteau, Syracuse University; Dr. Priscilla Douglas, PHDouglas and Associates; Nicholas Kuzemka, Lockheed Martin; John Phillips, Honeywell; retired Air Force Gen. Bernard Randolph; and retired Army Gen. William Tuttle. DAU bid farewell to three longstanding members: Peter DeMayo, Consultant; Jim Gallagher, The Dayton Group; and Eric Levi, Consultant. DAU leadership greatly appreciates the contributions of all BoV members and will miss those retiring.

Outreach: Frank Anderson, presented keynote addresses at the *Training World 2003* conference in San Francisco and at the *Corporate Universities* conference in Chicago. The topics were: "The Future of the Corporate University" and "Developing a Performance-Based, World-Class Business Infrastructure to Achieve a Successful Corporate University", respectively. Anderson stressed that in launching and managing a Corporate University, success is obtained by becoming a customer-centric, learning enterprise – placing the customers (students and stakeholders) first in all you do.

Knowledge Management: The Program Management Community of Practice (PM CoP) software and data successfully transitioned to DAU servers with a minimum of shutdown time. This is a major milestone for DAU, similar to the transition of the Defense Acquisition Deskbook site to DAU in September 2002. The PM CoP will be renamed the DoD AT&L Knowledge Community and will contain areas concerning: risk management, systems engineering, contract management, and total ownership cost.

Executive Training: The DSMC-School of Program Managers conducted Defense Acquisition Executive Overview Workshops (DAEOWs) for Maj. Gen (S) Scott Custer, Deputy Director, Legislative Liaison, SAF/HQ and Maj. Gen (S) Mark Welsh III, incoming Mission Area Director for Global Power, SAF/AQ. Upcoming workshops are scheduled for 8-12 DISA general officers/SES members.

The DAEOW course provides an executive-level understanding of the defense acquisition process. The workshop curriculum is 100 percent tailored to the specific needs of flag officer/senior-executive participants; it is conducted "on-demand" and delivered in a one-on-one forum. DAEOWs can be arranged by contacting the DAU DAEOW coordinator at 703-805-4368.

Performance Support: The Curricula Development Support Center (CDSC)/Director for Performance Based Logistics, provided support to the Program Executive Office – Chemical and Biological Defense (PEO-CBD). PEO-CBD is responsible for research, development, acquisition, fielding, and life-cycle support of chemical, biological, radiological, and nuclear (CBRN) defense equipment and medical countermeasures. They are in the process of transitioning from an Army program office to a Joint Program Office, with involvement and support from all Services. After an introductory meeting and overview of their objectives with the Commander, DAU representatives met with a select group of their program managers and life cycle support personnel. With a wide range of systems, processes, and support challenges, the PEO-CBD is looking to Performance-Based Logistics (PBL) support as a potential approach to enhance their support capabilities.

DAU Strategic Partnerships: Embry-Riddle Aeronautical University partnership was signed on May 13, 2003 at the Capital and Northeast campus that will allow DoD AT&L workforce members to leverage DAU courses they have taken toward degrees in Technical Management and Professional Aeronautics. Other degrees and certificates will be added to this partnership agreement in the near future.

Touro University International also signed a strategic partnership with DAU on May 12, 2003. The partnership will allow DOD AT&L workforce members to leverage DAU courses they have taken toward baccalaureate and masters degrees in Business Administration and Information Technology Management. Other degrees and certificates will be added to this partnership agreement soon. In addition, Mr. Anderson has been invited by Touro University International to speak at their commencement in August and Mr. Anderson has accepted.

Twenty Years of Value and Service to the Acquisition Community

For 20 years, the DAU Alumni Association—a world-class association of acquisition professionals—has been actively working to provide value and service for its members. This year DAUAA will be celebrating its 20th anniversary during the Annual Symposium, to be held June 17-19 at DAU Headquarters, Capital and Northeast Regional campus, Fort Belvoir, Va. This year's theme—Delivering Warfighting Capabilities Today and Tomorrow through Evolutionary Acquisition—will serve as a look ahead at the acquisition initiatives NOW foremost in the minds of the acquisition community.

In describing the value of the symposium, Frank Varacalli, DAUAA President said, "We'll use the symposium to bring life to the policies and emerging practices of Evolutionary Acquisition by exposing the attendees to DoD and Congressional leadership and to successful practitioners. As we have in the past, we'll present a series of workshops to complement the distinguished speakers."

This year's symposium will bring together a large diversified group of professionals from government and the defense industry, representing many career fields: program management, contracting, logistics, engineering, manufacturing, software, and test and evaluation. Also participating are financial professionals, information technologists, and senior defense and government executives as well as many distinguished speakers and panelists.

These include Michael W. Wynne, Principal Deputy Under Secretary of Defense for Acquisition, Technology and Logistics; Deidre A. Lee, Director, Defense Procurement and Acquisition Policy; Army Gen. Paul Kern, Commanding General, Army Materiel Command; Louis A. Kratz, Assistant Deputy Under Secretary of Defense for Logistics Plans and Programs; Claude Bolton, Jr., Assistant Secretary of the Army for Acquisition, Logistics and Technology; John Young, Assistant Secretary of the Navy, Research, Development and Acquisition; Dr. Marvin Sambur, Assistant Secretary of the Air Force for Acquisition; Dr. Ronald M. Sega, Director, Defense Research and Engineering; Frank Anderson, DAU President; Army Col. Ronald Flom, DAU Commandant; Heather Wilson, Congressional Representative, N.M.; and many others.

The two-day event will provide a wide variety of workshops, seminars, and panels on topics such as "Contracting for Evolutionary Acquisition"; "Congressional View on Evolutionary Acquisition"; "Performance Based Logistics"; "Research and Development and Evolutionary Acquisition"; "Interoperability for the Future Combat System"; "DoD Initiatives for Software Productivity"; and "The Defense-wide Information Assurance Initiative."

According to Wayne Glass, current vice president for operations and DAU Professor, the symposium is a great opportunity to network, to share and promote ideas, and stay current with acquisition policies." Commenting on this year's theme, Glass said, "It's all about evolutionary acquisition and spiral development. These concepts are crucial to preserve the ability of systems to adapt to the

changing needs of today's acquisition environment. It's all about capability—how to improve and how to sustain."

Other highlights of the annual event include a special presentation to DAUAA Corporate Sponsors; the Acker Award presentation; 1st Annual DAU Recognition Award presentation, a 20th Anniversary cake-cutting ceremony; and a Golf Tournament, on June 16, which is a voluntary event, traditionally held the afternoon on the day before the symposium kicks off.

We Invite You to Join

From the Alumni Association's rich beginnings, it has worked hard to provide services that reflect the needs and concerns of the acquisition professionals. The DAUAA Annual Symposium is just one of the resources and benefits made available to the Association members. You are invited to become a part of this fine organization, and DAUAA is looking forward to seeing all of you at the symposium. In an appeal to current and future members, Varacalli said, "We need ideas and the energy that new members bring. We're always searching for ways to make the symposia relevant and for committee volunteers to make it happen."

DAUAA Awards Program

The awards program established by the association is linked to its objectives and recognizes success and initiative in promoting and advancing the acquisition profession. The awards program recognizes three constituencies: the members of the association; the directors who manage its daily affairs; and the broader acquisition community from which the association draws support and to whom it provides support.

The David Acker Award is the most prestigious of the association awards, and is presented annually to the man or woman who, in the opinion of the 16 elected directors, has most influenced the course of acquisition innovation or reform by his or her skill in communication. The award consists of a bronze full-face relief of David Acker, encircled by a ring bearing the name of the award and the association's name. Recent recipients include: Michael W. Wynne, Principal Deputy Under Secretary of Defense for Acquisition, Technology and Logistics (2002); Dr. George R. Schneiter, Director, Strategic and Tactical Systems, Office of the Under Secretary of Defense for Acquisition, Technology and Logistics (2001); and Chuck Cochrane, Department Chair, Acquisition Policy Department, DSMC (2000).

The President's Award is a double-sided stamped medallion bearing the DAU and DAUAA emblems, given by the Association President to those individuals whom the President deems appropriate, to recognize contributions "above and beyond" normal duties.

**Defense Acquisition University
Alumni Association
Third Annual Golf Tournament**

June 16, 2003

**Fort Belvoir Golf Course
Ft. Belvoir, VA**

1230 Check- In

1400 Shot Gun Start, Four Person Scramble Format

Cook Out and Awards Ceremony to Follow

Cost includes: green fees, cart, box lunch,
awards ceremony, prizes, and cook out

Active Duty \$65.00

Member \$78.00

Non-Member \$88.00

To register for the golf tournament please
visit our web page at www.dauaa.org
or call (703) 960-6802
to request a registration form



First Annual DAU Recognition Award Ceremony

DAU individuals and teams, selected for outstanding contributions impacting the DAU goals, will be presented with 1st Annual DAU Recognition Award during the 20th Annual DAUAA Symposium, to be held June 17-18, 2003.

The Award recognizes the following four areas:

- Exceptional Contribution to DAU Customers and Stakeholders.
- Exceptional Contribution to the Operation of a Premier Learning Enterprise.
- Exceptional Contribution to the Transformation and Excellence of DoD Acquisition, Technology and Logistics.
- Exceptional Contribution to the Realization of a Corporate University Environment that Values Achievement, Growth, and Lifelong Learning.

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For more information on current news and events at DAU visit the DAU Web site at www.dau.mil.

Do you have news to share with the Alumni Association?

If so, please send us articles electronically for inclusion in this newsletter.

Submissions should be made to dauaa@erols.com.

If you have any questions please call 703-960-6802.

Defense Acquisition University and Rockwell Collins Form Strategic Partnership

On April 4, 2003, the Defense Acquisition University (DAU) and Rockwell Collins formed a strategic partnership by signing a formal Memorandum of Understanding (MOU). The signatories of the MOU were DAU President Frank Anderson Jr., and Rockwell Vice President for Government Operations and Government Systems, Michael K. McDonald. The MOU establishes the framework for DAU and Rockwell to pursue educational opportunities and to share training resources.

For more information about this partnership, contact Wayne Glass, Director for Strategic Partnerships, DAU Strategic Planning, at Wayne.Glass@dau.mil.

DAUAA NEWSLETTER

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Don't forget to visit the DAUAA website
for further information on the
Alumni Association and information
on the upcoming conference.
www.dauaa.org