

San Diego Chapter

# COMMUNICATOR



## PRESIDENT'S CORNER

Hello, Members,

Happy 2012! As we gear up for another busy year, we need to do our best to support this country and be the very best at what we do each day. This is also an election year and so we will have changes happening that will affect how we all do business that could be good or bad. As our nation journeys to some truly challenging times, we must learn to be as resourceful as we possibly can. In our professions we have learned to adapt and refocus, and at times come full circle. ASMC is a professional organization that is constantly adjusting and growing to meet all members' needs and afford us training opportunities to better do our jobs. Please do your part and be an active member of this chapter; one of the finest chapters around.

As I network with other chapter leaders, I stand tall with many of them, but am also inspired to get you more involved to excel this chapter even further. Committees are very important in the success of doing work that needs to be done in any organization and we are still needing to build our committees. This board is calling out to membership, so please answer the call. My request to you is pretty similar to our country's elections where you have the right to vote and make your voice heard. When you don't vote, then you don't really have any valid complaints on why things are or aren't getting done. Time to "vote"... time to be an active member.

Happy Presidents' day to you all!

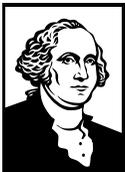
--Sherry



2011 FIVE STAR CHAPTER !!

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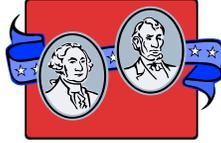
### Upcoming Luncheon Dates and Speakers:

- Feb. 14<sup>th</sup> – Ms. Shore,** Health care – Our Budget and What's in Store for the Future
- Apr 18<sup>th</sup> – Mr. Jack Miller**
- Jun 13<sup>th</sup> - TBD**
- Aug 15<sup>th</sup> – Ms. Kathy Mclane,** SSCPAC Comptroller

### LOCATION:

MCRD Bay View Club





**CONGRATULATIONS** to  
**Lori Bronson**, SPAWARSYSCEN,  
 winner of the **1<sup>st</sup> Quarter  
 Membership Drive**. She will  
 receive her award at the  
 February luncheon.

America will never be destroyed  
 from the outside. If we falter and  
 lose our freedoms, it will be  
 because we destroyed ourselves.  
 -- Abraham Lincoln

It is impossible to rightly govern a  
 nation without God and the Bible.  
 -- George Washington



## LUNCHEON NEWS:

### Helpful Hints to Make our Luncheons Better

Since February 14<sup>th</sup> is the first luncheon of the calendar year, I wanted to pass on some helpful hints to make our luncheons more successful:

1. Please send an RSVP to your command rep if you plan to attend the luncheon. Don't wait till the last minute.
2. If possible, please pay your command rep before coming to the luncheon. It speeds up the check in process and helps to expedite the scheduled program.
3. Please feel free to send me any ideas on new speakers!
4. We are always looking for volunteers to help us with upcoming luncheons or charity events.
5. This is your organization. If you have any ideas on how to make it better, please feel free to send me an e-mail at [Brenda.meyer@navy.mil](mailto:Brenda.meyer@navy.mil).

Looking forward to seeing all of you at the next upcoming luncheon!

-- *Brenda Meyer*  
*Executive Vice President*





PDI 2012 will be held at the Anaheim Convention Center on May 30 – June 1, with a theme of Professionalism in Action.

The registration rate for members that register by May 1 will be \$545, and housing rates will range from \$125 to \$145 per room night.

Registration for PDI and the hotel reservation system will open in early February 2012.

Please check the ASMC National website for further updates.



**Share your achievements.  
Share your journey.  
Share news from your  
command....  
Submit member articles for  
use in future newsletters to:  
patricia.finnell@navy.mil**



## MEMBERSHIP NEWS:

### Member Services Highlight Awards Online!



The new ASMC Awards Online website is complete and nominations are now being accepted for all awards that will be presented at this year's PDI.

Each year ASMC recognizes the outstanding accomplishments of its Chapters, membership and the defense financial management community through the awards programs. The programs encompass 17 individual, team and scholarship awards and an annual chapter program report for chapter recognition. Each year we receive more than 400 nominations for these prestigious awards.

This website permits you to review the criteria for each award, learn how to write better nominations, become a nominator, submit nominations and will recognize our annual award winners.

The new system requires you to first request to become a nominator - if you have your ASMC member number the system should validate you automatically. If it doesn't or you are not a member, an ASMC National administrator will approve your request and you'll receive a confirmation email of your approval to nominate. Once approved as a nominator, you may begin accessing the various award categories and developing your award nominations. If you're not ready to submit your nomination to the National office just yet, the system will allow you to save the nomination and return at a later date.

To access the new National Awards Program to system and begin to submit nominations, go to:

<http://awards.asmconline.org>

*-- Ken Suazo, CDFM  
Admin Vice President*



## **ASK MAC!**

Dear Mac,

*I've recently heard the term should cost. I don't have a clue what it is and where the term comes from. How does it differ from the program cost? Can you provide some background and a definition of should cost?*

*Signed, Lost*

Dear Lost,

This is a good question, and one that is on the mind of many in DoD right now. The term should cost has been around since the 1980s, but has recently gained popularity again because of the focus on efficiencies within the department. Although the current definition differs from the 1980s definition, the intent of both is to make better buying decisions which will result in a more efficiently run organization.

Should cost is part of the Better Buying Power Initiative (BBPi) memo that was issued in 2010 which provided specific guidance relative to the implementation of "do more with no more."

The traditional cost estimate for a program is called a will cost and is used for programming (POM) and budgeting purposes. Should cost is a tool to manage the program's cost throughout the life cycle by continually looking for ways to lower all costs. It can be applied to any source of costs including internal government costs and contracted efforts, services and product contracts. Should cost is focused on controlling costs wherever possible and challenges us to do our best to find better ways to do business – "asks us consciously to do something different." Think of should cost as a goal that the program does its best to reach.

The program manager is ultimately responsible, but it requires a team of people to identify real opportunities within the program to be more efficient. Although challenging to execute, with goals that cannot always be achieved, personnel should make every effort to challenge traditional ways of doing business to make better business decisions that will result in more efficient, more effective programs which benefit the warfighter.

*Sincerely,  
Mac*

If you have a question you'd like to submit to "Ask Mac", email the Editor at:  
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**ASMC National News:****Current Poll**

ASMC wants to know:  
How many hours of ethics training  
do you receive each year?

See the front page of National's  
website for this survey.

**ASMC National Headquarters  
website: <http://www.asmonline.org>**

**DID YOU KNOW?**

*There are 17 fund sources supporting  
the Navy Shore:*

ARRA - American Recovery and  
Reinvestment Act

BRAC - Base Realignment and Closure

BRACON - Base Realignment and Closure  
Construction

ERN - Environmental Restoration, Navy

EUL - Enhanced Use Lease

FHCON - Family Housing Construction

FHOPS - Family Housing Operations

MCN - Military Construction, Navy

MCNR - Military Construction, Navy Reserve

MPN - Military Personnel, Navy

NAF - Non-Appropriated Funds

OMN - Operations and Maintenance, Navy

OMNR - Operations and Maintenance, Navy  
Reserve

OPN - Other Procurement, Navy

RAP/TAP/FAP - Relocation Assistance

Program / Transition Assistance

Program / Family Advocacy Program

REIMB - Reimbursable Funds

RPN - Reserve Personnel, Navy

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