

NCMA NEWS

San Diego Chapter



February 2010
Volume 4 Issue 2

<http://www.ncmasd.org>

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NCMA San Diego Chapter Awarded the Gold Graalman Award!

By Joni Shirley



I am happy to announce that NCMA National awarded the San Diego Chapter of NCMA the **Gold Walter R. Graalman Award** at the January Leadership Conference in Las Vegas. (Last program year we were awarded the Silver Graalman).

The Graalman recognizes chapters that provide the best value to members, taking into account the demographics and unique aspects of the chapter. As President, I submitted a six-page document describing the Chapter's accomplishments during the 2008-2009 program year. The report was accompanied by our financial statements provided by our Treasurer, Mark Cook. This Chapter Annual Report is required to be submitted in August of each year.

For this past program year, the Chapter was graded on how well we fulfilled three objectives. There are several criteria associated with each objective and a color coding was assessed which measured our Chapter's success against NCMA national goals and objectives. The following are examples of just some of the criteria that were graded.

- Objective 1 - How well we provided value to our membership by supporting workshops and seminars, scholarships, local colleges' and universities' Contract Management Certification courses, and NCMA's Contract Management Leadership Development Program

Upcoming NCMA-SD Events

- March 3 Chapter Board Meeting at Booz Allen Hamilton – All Members Welcome
- March 17 Chapter Workshop: New Contracting and Acquisition Rules with Tim Dowd
- March 18 Cost Reimbursement Contracting NCMA Webinar
- March 25-26 NCMA Aerospace & Defense Conference
- April 7 Chapter Board Meeting at Booz Allen Hamilton – All Members Welcome
- April 21 Chapter Seminar: Contract Closeouts
- May 19 Chapter Seminar: Risk Management

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President's Message

By Dan Chalfant

Thank you Members!

We have had exceptional attendance at our Seminars and Workshops this year, with more to come. Our Intellectual Property and CPSR seminars were both very successful. We also took time this quarter to honor the annual anniversaries of NCMA membership. Our Chapter is proud to have 11 current members with over 25 years of membership in NCMA.

We have exciting things happening in March 2010. On 17 March, we have Mr. Timothy Dowd, Director of Contracts at SPAWAR speaking at our mid-day workshop. Then on 24-26 March, San Diego is hosting the NCMA Aerospace & Defense conference. We are also providing certification preparation classes on 24 March as a pre-conference seminar.

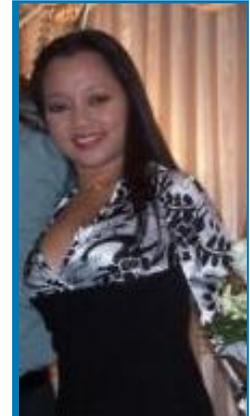
Look for seminars focusing on Contract Close-out in April, and Managing Contract Risk in May of 2010. If you have any new ideas for seminars or workshops, I would love to hear them; please send me an email.

Daniel A. Chalfant, CFCM
President, San Diego Chapter
chalfant_daniel@bah.com



Membership Focus – Meet Shalina Sumolang

Shalina M. Sumolang is the Membership Director for the NCMA San Diego chapter. She has been working in Contracts for SAIC for almost five years. She started with SAIC in La Jolla, California, where she worked for the Command, Control, Communications, Computers, and Information Technology (C4IT) division. In 2007, she transferred to the San Diego SAIC office down in Point Loma area, where she currently works with the Defense and Maritime Solution (DMS) division.



Shalina graduated with a Bachelor of Science in Business Administration (emphasis in Global Business Management) from the CSU San Marcos in June 2002. She then pursued and graduated with a Masters of Contract Management (MCM) from American Graduate University in February 6, 2009 with a 3.91 GPA. She has been an active NCMA member since 2006, and has experience in maintaining organization membership from her previous Vice President position in SAIC's New Voices Network; part of the position description included maintaining and expanding the New Voices Network membership throughout the San Diego Chapter of SAIC.

On her spare time, Shalina enjoys walking on the pier and visiting state parks with her future husband, following the news on the current national administration, as well as cooking and exploring new recipes.

Veteran's Administration (VA) Launches Federal Contractor Certification (FCC) Program

By Gunnar Schalin, Program Director San Diego Contracting Opportunities Center - PTAC

The Center for Veterans Enterprise (CVE) and the Association of Procurement Technical Assistance Centers (APTAC), with the assistance of the Defense Acquisition University (DAU), have teamed to create a new training program to give a competitive edge to military veteran entrepreneurs. The Federal Contractor Certification (FCC) is designed to help small businesses to better understand Federal contracting, respond intelligently to solicitations, and perform successfully once a contract has been awarded. Veteran-owned and disabled veteran-owned small businesses completing the training will receive a certification issued by CVE. Other small businesses successfully completing the requirements will receive recognition from APTAC.

The program, when fully implemented, will consist of four levels of certification, each built upon successful completion of previous levels. Level 1 certification covers the Basic Understanding of Federal Contracting, including 10 modules, most of which are DAU course modules. Level 2, currently in beta testing, will cover Teaming, Joint Ventures, and Legal Issues. Level 3 will be industry specific. Here, the participant will focus on course work particular to a specific industry (e.g. Construction, Manufacturing, IT, Services, etc.). Level 4 will cover Special Certifications, Large Contract Vehicles and Advanced Issues. The curricula for Levels 3 and 4 are still being developed.

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Veteran's Administration (VA) Launches Federal Contractor Certification (FCC) Program

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FCC Level 1 certification will be made available first to local San Diego disabled veteran business owners through the San Diego Contracting Opportunities Center (SDCOC). The SDCOC is an economic development program of Southwestern College; it is designated as the DoD Procurement Technical Assistance Center (PTAC) serving San Diego County. Target businesses for the training are those that are well established and already have achieved some basic federal milestones such as CCR, DSBS, and ORCA registrations, etc. Later the SDCOC will open the program to all local veteran business owners and then to all local small business owners. SDCOC will announce the dates when the program will be released locally.

To participate in the FCC training program, interested businesses owners must register with the SDCOC, the PTAC serving San Diego. The SDCOC point of contact for the training is Ms. Trisha Ferrand, tferrand@ptac-sandiego.org. Ms. Ferrand will interview applicant owners to determine eligibility for the program. Once registered, owners will begin by enrolling in the required self-paced DAU course modules. Along the way, business owners will have access to SDCOC counseling, complementary training, and bid assistance services. When all topics in the level have been successfully completed, participants must pass a comprehensive proctored exam.

Those passing the exam will be presented with a VA FCC Level 1 lapel pin, logo and certificate of completion. Ferrand says that “. . . this branding opportunity is very important. Business owners with the privilege of using the FCC logo will be signaling to prospective buyers that they are “federal business ready,” having a higher level of understanding of government contracting fundamentals than might otherwise be expected. With competition being so fierce in today’s economy, it’s important for a small business, especially where it lacks a great deal of performance history, to take advantage of this opportunity to position itself as a savvy supplier.”

An up-to-date listing of DAU courses required for FCC Level 1 Certification can be found at <http://www.vetbiz.gov/outreach/FCC.htm>. The program manager for CVE is Ms. Beth Torres Elizabeth.torres@va.gov.

January Workshop Debrief

By Claudia Marquez-Puebla

Mr. Byron L. Hanchett, Esq. was the key note speaker at the NCMA San Diego Chapter event on January 20, 2010 and assisted our illustrious chapter bring in the year with business and negotiation in mind. Unlike many who conduct workshops, and consult in the area of negotiations, Byron Hanchett has been negotiating durable agreements across a broad spectrum of industries including technology, telecom, aerospace, pharmaceutical, brand management, energy, commercial real estate, and entertainment. In each he focuses on reconciling conflicting interests to produce durable agreements. This is accomplished by identifying and building on the parties’ interests. Mr. Hanchett has exercised this skill in over 25 countries on six continents.

The focus of the presentation was on how to become a successful negotiator without conflict by moving from a reactive to a strategic mindset. The Art of War, by Sun Tzu was referenced as the best negotiation book in the industry. Sun Tzu observes: “Weapons are the instruments of misfortune and should only be used when unavoidable.” Sun Tzu’s approach to conflict uses strategy and knowledge to win in a manner that makes conflict altogether unnecessary. Sun Tzu advises us that to overcome another’s armies without fighting is best of all.

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February Seminar Debrief

By Daniel Bahn

On February 17, 2010, NCMA-San Diego hosted a seminar on Contractor Purchasing System Reviews (CPSR) at the Four Points by Sheraton.

Per FAR 44.101, a CPSR is a complete evaluation of a contractor's purchasing of material and services, subcontracting, and subcontract management from development of the requirement through completion of subcontract performance. While a CPSR admittedly entails a significant amount of resources and effort, both the Government and the contractor benefit from the process.

Benefits to the Government

- Confidence in placing material orders
- Effective management of supply chain

Benefits to the Contractor

- Reduced government oversight (upon successfully completing a CPSR)
- Limited notification or consent required before placing POs and subcontracts
- Self-rewarding: Since 2000, CPSRs are performed based upon risk assessments performed by DCMA...in other words, GOOD CONTRACTOR PERFORMANCE = FEWER CPSRs!

Key FAR and DFARS provisions for those preparing for a CPSR:

- FAR Part 44 and §44.101; FAR Subpart 44.3; FAR § 44.302
- FAR Part 52 and 52.244-2
- DFARS Part 244 and 244.3 (§244.303, §244.304, §204.305).

For more information, please review the PowerPoint presentation located on the NCMA-SD website at: <http://www.ncmasd.org/presentations20092010.html>

We would like to thank our distinguished panel, including **Ray Barger**, Director Supply Chain at ViaSat, Inc., **Carl DeWoody**, Business Unit Procurement Director for the Logistics and Engineering Solutions Business Unit at SAIC, **Dan Kearney**, Procurement Compliance Representative with General Atomics Aeronautical Systems, Inc., **Lil Smith**, Compliance Manager with ViaSat, Inc., and **Jim Southerland**, President, Contracts Advisory Services. We also thank **Maurice Caskey**, CFCM / Consultant, and the panel for facilitating this event and helping our Chapter Members update their knowledge regarding CPSRs.



From L to R: Dan Kearny, Lil Smith, Carl DeWoody, Quyen Tran, Jim Southerland, Maurice Caskey

NCMA San Diego Chapter Awarded the Graalman Award!

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- Objective 2 – How well we connected NCMA and members by encouraging and supporting certification, participating as instructors or presenters, promoting contract management outside our own Chapter events, participating at the University or College level to establish contract management programs, authoring or co-authoring Contract Management Magazine articles
- Objective 3 – How effectively the Chapter operated by providing mentors, attending conferences and World Congress, timely submitting reports and Bylaws amendments

Our Chapter is continually working toward bringing value to our membership and the Association. We look forward to your participation and suggestions to help us achieve our goals in the upcoming program year—and once again winning the Gold Graalman award.

March 17th Workshop

The San Diego Chapter of the
National Contract Management Association
Will Present a Workshop

New Contracting and Acquisition Rules

This seminar will address:

- Additional oversight (e.g., peer reviews)
- Renewed emphasis on fixed-price and competitive contracting
- Recent guidance for award fee contracting
- Strategic sourcing for services
- Augmenting the acquisition workforce

Guest Speaker:

Timothy K. Dowd, Director of Contracts, Space and Naval Warfare Systems Command

Who should attend:

Industry contract managers & executives
Government contracting officers & contracts specialists
Government contracts attorneys
Corporate general counsel
Industry contract administrators
Program & project managers
Marketing & sales personnel

Location: Crowne Plaza Hanalei Hotel, Hotel Circle North

Time:

Networking and registration: 11:00 a.m.
Meeting with lunch begins promptly at 11:30 a.m.

Please register by March 12. Use the Registration Form or register online at ncmasd.org

January Workshop Debrief

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The audience was provided with copies of the presentation and a personal assessment sheet. As we began the presentation Mr. Hanchett asked, “What do goldfish and people have in common?” The analogy of having a fish that swims in a small bowl and then moving that same fish into an aquarium was given. The fish will continue to swim in the same volume (comfort zone) that the small bowl provided. It will take the fish some time to adjust to the larger bowl and leave its comfort zone. As such, people will move around in their comfort zone and make that comfort zone what Mr. Hanchett described as our default style.

In order to better understand and identify our default style, we were given a personal assessment questionnaire. The questionnaire was based on the following scenario; “You represent your company in an attempt to settle a long standing dispute with another company. Based on your present ideas, attitudes, and approaches to negotiation, which of the two descriptions or approaches would you tend more toward”? There were 18 questions that provided either or answers. Some of the questions made the audience chuckle, some questions piqued interest, and others made the audience ask, “What do you have for question XX?” Depending on your answers you learned if your default style is cooperative or competitive.

Our “default” style was described as what we use when we are in the face of conflict or danger. As Mr. Hanchett stated, 75% of us are Cooperative and 25% are Competitive. This means that in today’s fight, flight or freeze situation most of us will attempt to accommodate, compromise, collaborate or completely avoid an issue or situation. The below table provides characteristics that most Cooperatives and Competitives possess.

Cooperatives		Competitives	
Easy On People ~ Easy on Issues		Hard On People ~ Easy On Issues	
Effectives	In-Effectives	Effectives	In-Effectives
Convincing	Not Purposeful	Ambitious Opening	Devious/Evasive
Ethical	Nice vs. Aggressive	Threats / Walk Outs	Rude
Fair Outcome	Idealistic	False Issues	Obstructive
Max. Settlement	Not Creative	Max Outcome	Take It or Leave It
Good Relationship	Not Versatile	Outdo Opponent	No Preparation
Reasonable	Way too Trustful	Large Fee	Bluff / Posturing
Conservative Opening	Conservative Opening	Pressure / Tension	Lack Social Skills
Friendly	Unilateral Concessions	Egotistical	Egotistical
Perceptive		Focus on Upside	Focus on Upside
Focus on Downside	Focus on Downside	Deserving	Deserving
Deserving?	Deserving?		
*In negotiations cooperatives are more concerned about what they lose not what they win.		* Competitives do not have a concept that they will lose in negotiations and feel that part of wining is someone is losing	

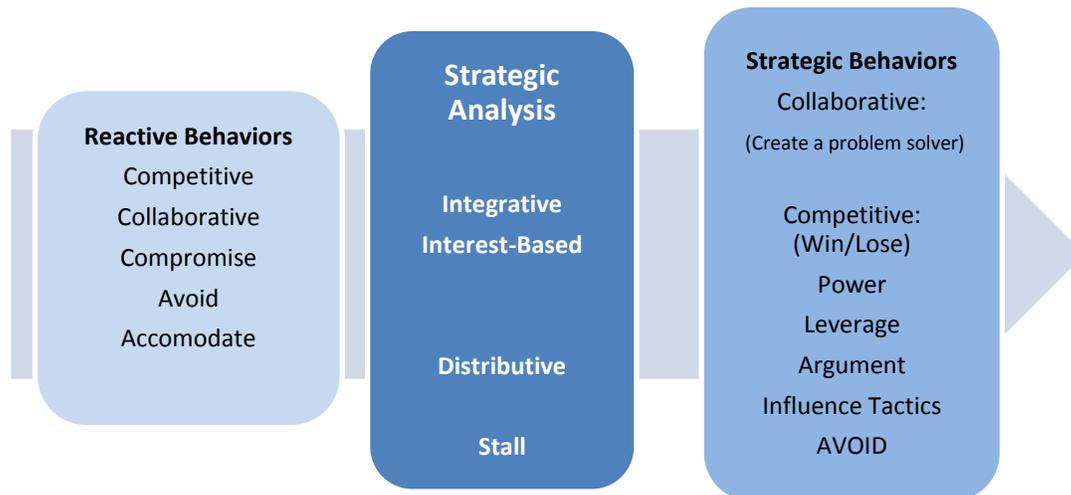
The importance of understanding our default style is to be aware of what the pitfalls are and on where we are more susceptible to be overtaken and exploited. Our default style can impair our reasoning, can make us act on impulse, and we no longer listen. The thought is that the more stress we feel, the more committed we are to use our protective (default) style. At this point we lose all mindfulness because we are being driven by “feelings” and will not be able to develop an executable strategy.

In order to move from the Reactive Behavior to the Strategic Behavior, we must device a Strategic Analysis.

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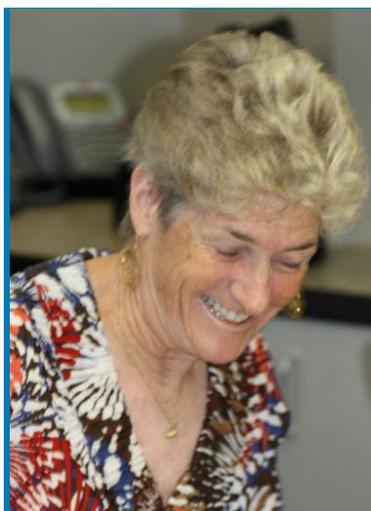
January Workshop Debrief

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We must engage by framing the negotiation, in doing so we create value for both parties, and at the same time we are managing expectations. Some of the tips provided by Mr. Hanchett on framing the negotiation are; characterize the other party, identify yourself so they can characterize you, be mindful of your opening tone. In the outcome of the negotiation ensure you define the issue, communicate your expectations, set the agenda and most importantly, begin with the easy issues. As stated by Sun Tzu, “Skilled warriors first made themselves invincible, and then they watched for vulnerability in their opponents.” Once aware of our own vulnerabilities we will be able to assess the susceptibility of our adversaries.

A Few Words from Joni Shirley



“I’d like to thank the Board for presenting me with the 50 Year Chronicle of NCMA’s history at our last seminar. It has a great collection of photographs and articles and provides a detailed representation of the history of NCMA. It’s been a pleasure serving on the Board these past 6 years and the opportunity has allowed me to further my knowledge professionally and meet some terrific people in the industry. If anyone would care to browse through the Chronicle, I will have it at our next NCMA event.”

Joni Shirley, NCMA-SD Past President

Top Ten Tips for CFCM Certification

By Daniel Chalfant

1. Become a member of NCMA-SD. Attend CART meetings, workshops and seminars. Keep copies of attendance certificates and conference registrations for CPE credit.
2. Obtain a degree from a regionally accredited institution at the bachelor's level. A waiver may be requested if you have 10 years of contract management experience.
3. You will need at least one year of contract management (or related career field) experience.
4. Have at least 80 hours of Continuing Professional Education (CPE). Submit a copy of your recent college transcripts to NCMA.
5. Enroll in the Contract Management Certificate program at SDSU College of Extended Studies. Each class at SDSU is 18 CPE hours.
6. **Do Not** buy the General Business Knowledge text books listed on the NCMA website. They are no longer required for the CFCM certification.
7. Complete the CFCM application. Include evidence of all 80 CPE hours earned within the last 5 years.
8. Register for the CFCM exam. You can take the exam at Kryterion, at the NCMA World Congress, at the Aerospace and Defense Conference in the spring, or at the Government Contract Management Conference in the fall.
9. Study for the Exams. Use the practice exams on the NCMA web site, and research every answer on the internet. Take a CFCM preparation class at the NCMA World Congress, at the Aerospace and Defense Conference in the spring, or at the Government Contract Management Conference in the fall.
10. Join a Study Group. Meet once a week with 6-8 other people preparing to take the exam. Use the NCMA CFCM study guide.

Congratulations to our 5-, 10-, 15-, 20-, and 25-Year Member Anniversaries!

2010 is a banner year for NCMA membership anniversaries in our chapter! This year, our chapter recognizes a total of 38 members who have reached a milestone anniversary of 5, 10, 15, 20, or 25 years. To celebrate these impressive milestones, each of these members was invited to a recognition award ceremony held at the beginning of our January Workshop.

Congratulations to all of you, and thank you for your continued participation in making our chapter a success!

- 11 members at 25-year anniversary
- 3 members at 20-year
- 5 members at 15 years
- 10 members at 10-year
- 9 members at 5-year



Introducing Our 25-Year Members!

Name	Company	Date Joined
Marcia Cruz	Fleet & Industrial Supply Center	01/01/84
John McArthur	Northrop Grumman Mission Systems	01/01/84
Steven Schaap	Booz Allen Hamilton	02/01/84
Kevin Carman	Defense Acquisition University (DAU)	03/01/84
Pamela Rose	SPAWAR Headquarter	03/01/84
Ken Adam	Defense Contract Management Agency	05/01/84
William Largent	CACI Incorporated	06/01/84
Ralph Yates	General Atomics	08/19/84
Sharon Harrod	SAIC	09/01/84
John Davis		09/01/84
Winston McColl	County of San Diego	12/01/84

2009-2010 NCMA-SD Board of Directors

Board of Directors

Position	Officer	Email	
President	Dan Chalfant	chalfant_daniel@bah.com	
Vice President	Maurice Caskey	scracer@flash.net	
Treasurer	Mark Cook	mark@kes.com	
Secretary	Christine Powell	cpowell@syzygy-tech.com	
Membership	Shalina Sumolang	shalina.m.sumolang@saic.com	
Arrangements	Victoria Marin	victoria.marin@lmco.com	
Education	Quyên Tran	Quyên.tran@ge.com	

Committee Chairpersons

Position	Chairperson	Email
Employment	Jack Friery	friery@earthlink.net
Small Business & Military Outreach	Gunnar Schalin	gschalin@ptac-sandiego.org
College Outreach	Daniel Bahn	morningteatree@gmail.com
Publicity	Julianne Hagan	Julianne.Hagan@dau.mil
Webmaster	Erin Armstrong	Armstrong_erin@bah.com