

# **COMMUNICATIONS SITREP**

July 1-15, 2003

To: Paul Ecker, Jamie Anton John Phillips, John Hopkins Guy Goodwin, John Langknecht

# Cc: Jim McIngvale, Ken Ross, Wendy Kershner, Mark Gaspar

# **FROM: Margaret Mitchell-Jones**

Background – This is the fifth of a bi-weekly situation report to circulate to you all the status of communications events or activities that have occurred within the past two weeks. At the end of this report is a brief look-ahead to upcoming events, as they become known. This report will cover events that have impact for ICGS.

# <u>MEDIA</u>

#### Notable Articles Published:

Government Executive -- Outlook **Networked Government**  *"It's not about outsourcing vs. bureaucracy. It's about managing diverse webs of relationships to deliver value."* By William D. Eggers and Stephen Goldsmith July 1, 2003

letters@govexec.com

Summary: Article outlines shift in conventional government contracting from one-for-one asset replacement to a "networked government" system to achieve best efficiencies (systemic approach).

"..In a project called Deepwater, (CG) contracted to replace its entire inventory as an integrated package over a multiyear time frame. The agency challenged bidders to help increase mission effectiveness through better and newer technologies and new ways of operating. The Coast Guard assigned internal teams made up of specialists from various areas to each of the three final bidders to help them understand exactly what the agency wanted to achieve. The request for proposals spelled out the agency's desired outcomes and the capabilities it needed—search and rescue, identifying someone adrift in the ocean, providing surge capacity to meet national security and disaster response requirements. Then the Coast Guard left it up to the vendors to design systems of boats, ships, aircraft, satellites, information technology and unmanned aerial vehicles that met the criteria. The ultimate goal: to revolutionize the way every man and woman in the Coast Guard does his or her job.

The Coast Guard spent several years coming up with this approach. The lesson is clear: The success or failure of a networked government model can often be traced back to how it was originally designed."

William D. Eggers is the global director for Deloitte Research-Public Sector, the research arm of Deloitte Consulting, and a senior fellow at the Manhattan Institute for Policy Research. Stephen Goldsmith is a professor at the John F. Kennedy 7/14/03 Page 1 of 5 Margaret Mitchell-Jones Contact: 571-218-3352 (office) 202-550-8746 (mobile) School of Government, where he chairs the Innovations in American Government program, and a senior vice president of Affiliated Computer Services Inc. Goldsmith and Eggers advised George W. Bush on federal management issues during his presidential campaign.

#### Interviews:

None for ICGS this period.

#### PRESS RELEASES

None for ICGS this period.

#### **Contract Award Notifications:**

Subcontract award **Mincomm** (LM – ILS support), 7/10/03 - Total Subcontract Value - \$2,333,531 (CLIN 0061AA original - \$716,378, CLIN 0061AA follow - \$800,000, CLIN 0061AB (option) - \$800,000).

Subcontract award **Sperry Marine** (NG – Integrated Bridge NSC), 6/20 letter, definitized 7/25/03 – Total Subcontract Value - \$6,782,913. (CLIN 30BB – Long Lead Material). Period of performance: June 20, 2003 – Feb 18, 2004.

**CLIN 1 Award Fee Self Assessment** was delivered by ICGS to the Coast Guard on July 10, 2003, as required. Self Assessment classification of "outstanding" was reported and detailed.

#### **Congressional Activity**

**House Appropriations marked FY04 to \$530 million**. Notable was a colloquy between Rep. Frank LoBiondo (R-NJ 2<sup>nd</sup>), chair of the Subcommittee on CG and Maritime Transportation, House Committee of Transportation & Infrastructure, and Rep. Rogers (R-KY 5<sup>th</sup>) Chairman of the Subcommittee on Homeland Security, House Committee on Appropriations. In principle, Chairman Rogers agreed to support Mr. LoBiondo's championship of the CG and request for additional funding to the Deepwater program (if possible, up to \$702, however no specific additional amount noted at this time). Sets stage for higher mark-up during conference.

Senate Appropriations marked FY04 to \$702 million. (July 10, 2003)

Conference planned for first half of September, 2003.

# **Advertising**

MMJ met with LM (Ken Ross, Wendy Kershner) on 7/11 to discuss **advertising support** to gain visibility for IDS on Capitol Hill during House/Senate Conference. <u>Discussion</u>: Modify existing plan; move rest of year print and radio advertising to September (03):

Print: SeaPower – Delete October (-\$4,033.25)

*The Hill* – <u>Add</u> weeks of 9/1 ("Fish"), 9/8 ("95,000" or "24/7") (+\$11,900)

*CQ Weekly* – <u>Add</u> weeks of 9/1 ("Drug"), 9/8 ("SAR"), 9/15 ("95,000") (+\$24,606) <u>Radio</u>: Move entire planned rotation to September, go dark in October (air 30x in September, beginning September 1 through 30, M-F drivetime am and pm) (no net change in cost)

**Net impact to print advertising cost: + \$32,472.75** additional to current \$179,589.41 For total advertising expense (all print/radio media + production): \$334,656.16 Note: Decided <u>not</u> to pursue or investigate *Washington Post* advertising, due to high cost and perception that it is "expensive" buy (wrong impression during time of financial need of program).

# Action:

- 1. MMJ will introduce subject to NG (McIngvale, Langknecht, Anton)
- 2. Ken Ross will introduce subject to LM (Jay Dragone)
- 3. Need further discussion of who pays (reconcile budget expenditures of LM and NG to date).
- 4. Regardless of paying party confirmed, need to establish agency responsibility for advertising and media placement (Keiler or Cirlot).

# **EVENTS**

# Event to Celebrate Delivery of USCGC MATAGORDA

# Per contract clause H.49 regarding ceremonies, "Contractor" is contractually required to plan and manage ceremony to mark the re-launch of the Matagorda.

"Arrangements for laying the keel and launching of surface assets,...shall be the responsibility of the **Contractor**. Expenses incident to the ceremonies and social amenities accompanying them shall be allowable to the extent provided under Part 31 of the FAR (31.205-1). The arrangements shall be coordinated with the Contracting Officer (Cathy Martindale). A date shall be fixed at least 2 months prior to the ceremony for keel laying and **3 months prior for all other events**."

Additional requirements: Date selected by Contractor, with approval of KO. Ship sponsor selected by Government. Invitations sent by the Contractor, to Contractor list and Government list. Invites in the name of the Contractor. Publicity by Contractor, with approval by KO. Two advance copies of Press Kits and releases shall be sent to the KO with enough time to deliver to "cognizant Government authorities in Washington, D.C."

# Working Date: November 3, 2003;

**Preferred Date**: TBD, but perhaps **November 8** (Saturday), to avoid work interruption.

# Action:

- 1. MMJ needs clarification of whether Contractor is Bollinger, NGSS or ICGS.
- 2. Once "Contractor" question is answered, MMJ will contact and discuss with Cathy Martindale, Captain Rick Yatto and CDR Mike Sullivan, in preparation for the event.
- 3. MMJ needs advice on FAR 31.205-1.

# Trade Show Booth

New design in development. First use will be DSEi (London). Inputs now distributing to LM. International design will impact U.S. booth (Navy League). John Lesser (LM) working re-design and timeline for implementation, for 2003 (DSEi).

# Trade Show Planning

DSEi – September 9-12, 2003, London U.K.

Deepwater will have a booth at DSEi; space paid by NIPO and supported by CBIS (Commerce). Booth design by LM (see above). **MMJ working with DSEi organizers** to secure speaking slot on official program for Mr. Giddens (overall Deepwater brief) and LCDR Troy Beshears for unmanned platform usage within Deepwater program (AUVSI conference running at DSEi). Also working with LM (Nina D'Amico) to include time for ICGS Deepwater media brief in their spaces (MPA – aviation progress for ICGS), and with NG (Gus Gulmert?) to include Deepwater in NG press briefing space (NSC – keel up ship design & progress for ICGS).

#### Pacific 2004 - http://www.ideea.com/pacific2004/embassy/

Deepwater will have a booth at Pacific2004; space paid by NIPO and supported by CBIS (Commerce). Booth design by LM (see above). MMJ working with organizers to secure speaking slot on official program for Mr. Giddens and LCDR Troy Beshears.

#### Metro Video – Interactive CD – UPDATE

<u>Progress to date</u>: High profile Interviews (w/ Secretary Ridge, Commandant) unavailable. Alternative plan to conduct additional video shoot with actors; scheduled to take place in Portsmouth on the 15th or 16th of July. Rough cut available for review and approval on July 24. Final changes incorporated and edit complete on July 28. **ETD video July 31 (est).** 

**CD Rom** is in final stages of script flowcharting. Electronic models are complete; CD Rom should be available for first proof mid-August, with **ETD of CD Rom by August 31**.

#### **ICGS/IDS Awards Program Development**

MMJ working with CG (CDR Mike Haycock), LM (Monet Cleveland, Barney Black) to develop an awards program to reward and recognize hard work and/or outstanding achievement on the Deepwater program by both industry and CG. MMJ now developing preliminary criteria with inputs from others ("straw man"), to present to Lober/Ecker/Anton.

#### Action:

- 1. MMJ met with Monet Cleveland 7/11 to review Aegis award program at LM.
- 2. MMJ to take CG input and draft three tiered approach (peer, informal leadership, formal leadership) as ICGS.
- 3. MMJ to take LM input and draft suggested NG and LM program(s).
- 4. MMJ and MC plan to meet again week of 8/4, at Sipo.

#### Annual Report

**Deepwater 1-yr annual report** is in editing stage. Comments & photos of Dr. Phil Dur and Mr. Fred Moosally are complete and electronic signature on file. Proof copy should be available for review week of July 14. After approval, **final should be available by August 1.** 

<u>Newsletter</u> Volume 2 is still in rewrite.

# **CG Foundation Activities**

ICGS agreed to co-sponsor a **reception on board the USCGC EAGLE** in Philadelphia, PA, scheduled and hosted by the CG Foundation for **Saturday, August 16**. LM (Guy Goodwin/Rich Turner) and NG (MMJ) now developing list to forward to CG Foundation to invite to Eagle Reception. List to include employees, partners, stakeholders. ICGS list to include 30 to 40 couples, and due to Foundation NLT 7/16. Details to follow.

**New York Dinner** – ICGS has agreed to underwrite the NY CG Foundation Dinner. Details to include 4 seats at head table (2 each NG and LM), with Foundation leadership (Jim Caraway, Barbara Richards), Dinner Hosts (Joseph J. Grano, Richard Grasso), Commandant (*invited*) and Secretary Ridge (*invited, not yet confirmed*), all with spouses. Underwriting also includes limited invitations to VIP reception in advance of dinner, prominent program mention, and six (6) tables of ten (10) - 3 each LM and NG. Details to follow.

# Upcoming Events (90 Day Look Ahead)

July	15	RADM Brian Peterman, Homeland Security, visit to Moorestown
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- 19 LPD-17 Ship Christening "San Antonio" (RADM D.S. Belz, Asst Commandant for Operations, *invited but declined* to attend)
  - 24 **DHS "Taste of America" Members Only look at DHS** Members' Dining Room. Coast Guard leading participation in DHS event—not Deepwater event, but Deepwater booth will be present (CG action).
  - 28 USCGC PADRE ISLAND arrive Bollinger (Boat#3 SLEP)
  - 30 PEOd (Giddens), RADM Hathaway visit Moorestown
  - 31 PEO visit New Orleans and Lockport, LA (w/Jamie Anton)

August 1 USCGC EAGLE reception, Norfolk, VA, 1800-2000

- 2 CG Picnic at TISCOM Birthday celebration Deepwater presentations will be available (Eagle Eye model, CASA model, SRP)
- 4 Coast Guard Birthday (213 yrs) celebrations at TISCOM, Districts, etc.
- 5 RADM Clifford Pearson, CG CIO, visit Moorestown
- 6 CG Foundation Golf Tournament, Eleventh CG District, Long Beach, CA
- 8 USCGC EAGLE reception, Annapolis, MD, 1800-2000
- 15 FRC Preliminary Design <u>firm proposal</u> due date.
- 14 RADM Thomas Gilmour (Asst. Commandant for Marine Safety) & RADM Larry Hereth visit Moorestown
- 16 USCGC EAGLE reception, Philadelphia, PA, 1800-2000 \*\* ICGS HOSTING RECEPTION, along with CG Foundation

#### September

- 3 RADM Richard Houck, Resource Director, visit Moorestown
- 8-10 Deepwater Industry Days, Rosslyn, VA (NGSS lead)
- 9-13 DSEi trade show Deepwater briefings, International Booth, London, U.K.
- 15-16 PEOd (Giddens) visit CASA (Spain) following DSEi (tentative)
  - 15 PEO RADM Stillman address to CG HQ Deepwater Update (with models, ICGS reps present) 8:30 am at CG HQ Cafeteria