



# General Store

Many years ago, early settlers relied on the "General Store" to provide the goods necessary to sustain their pioneer spirit. In turn, the store owners depended on the continued patronage of these valued customers to stay in business. This newsletter is dedicated to the valued customers of the Defense Supply Center Philadelphia (DSCP) General & Industrial (G & I) Directorate.

Volume 3, Issue 3

Summer 2001



DEFENSE LOGISTICS AGENCY



## Defense Supply Center Philadelphia Specifications Development Team Plays a Key Role in Acquisition Reform

At a Pentagon ceremony on April 12, 2001, Defense Supply Center Philadelphia (DSCP) Specifications Development Team members Harry N. Frost, Emelia Altomari, John Dressel, and Wallace Goode were honored for their valuable contributions to specification reform.

Military specification reform is a subset of the Department of Defense's (DOD's) acquisition reform initiatives. At the heart of specification reform is the desire to remove barriers inhibiting the procurement and supply of products for DOD customers.

The DSCP is the document Preparing Activity (PA) for more than 4,000 government and industry specifications and standards. At the outset of specification reform, approximately 3,000 of these documents were military specifications and the overwhelming majority of these military documents governed fastener products. DSCP's PA assignment is important and complex, affect-

ing the design and procurement of products used by the public, as well as the private sector. It carries with it the responsibility for prudent determinations and accuracy and timeliness in the development, cancellation or streamlining of these documents. The DSCP associates involved with these tasks are also responsible for ensuring the optimum use of commercial and industrial technology, the cancellation or inactivation of unnecessary documents, and the removal of obsolete requirements and references. These program goals, consistent with DOD policy statements, were established by DSCP to ensure the supply of conforming products to our military service customers in a cost-effective, time-efficient manner.

Since military specifications affect the commercial/industrial sector as much as the DOD, private sector concerns also needed to be addressed

*(Continued on page 3)*

In this Issue	
DSCP Specifications Development Team	1
PV Spotlight: Amron International Diving Supply	1
"Director's Corner"	2
General Hardware Changes to Meet Your Needs	6
Benchstock PUSH (Prioritize Urgent Shipments)	7
"Back Porch"	8
<a href="http://www.dscp.dla.mil/gi/">www.dscp.dla.mil/gi/</a>	

### PRIME VENDOR SPOTLIGHT: Amron International Diving Supply Inc.



#### Do Prime Vendor Programs Work? You Bet!

Amron International Diving Supply Inc. is a prime vendor for the Marine Lifesaving & Diving Prime Vendor program at the Defense Supply Center Philadelphia (DSCP) General and Industrial (G&I) Directorate. The company

is a small, woman-owned business located in Escondido, Calif. Amron was started in 1978 by Mrs. Norma Ockwig and has grown into one of the most prominent and respected suppliers and manufacturers of diving and hyperbaric equipment in the industry.

*(Continued on page 5)*

## Director's Corner



By Philip M. Liller  
Colonel, USAF  
Director,  
General & Industrial  
Directorate

Digging out of a deep hole is never easy. But that is what the employees of the General & Industrial Directorate of the Defense Supply Center Philadelphia (DSCP) found themselves doing for most of the last year. Our "backorder" situation is the hole I'm referring to. The timeframe was from May 2000 to the present. With a shrinking workforce, more work remained for fewer employees and a backlog ensued. Just as worrisome, we had 26 weapons systems that did not meet the minimum goal of 85% supply availability. It has taken us a year to recover and we're still not where we want to be. At its worst, backorders stood at nearly 227,000 in May 2000. A lot of hard work has reduced that figure to about 166,000 backorder lines. The number of

weapon systems not meeting the supply availability goal was also reduced to five. I'm proud of the effort it took to get there and want to give you some idea of how we did it and what's next.

With a large backlog of work, driven by purchase requests, we needed a number of measures to have any effect on backorders. We used overtime liberally, hired additional personnel and temporarily detailed people with procurement experience into contracting jobs. With the resourcing side of the equation addressed, we needed to take action to automate more of our processes so that we were buying smarter and employees could spend more time working the items most critical to our customers. To prioritize the workload we used Vital Signs, a Defense Logistics Agency program that projects potential backorders. Those purchase requests with the most potential backorders were the first

worked. Additional automation efforts, such as PACE and DILNet, either make work quicker or take action themselves on the less complex tasks we do.

PACE stands for Procurement Automated Contract Evaluation. It's a system that awards purchase requests for items valued under \$10,000 if valid electronic bids are received. This frees our buyers to work more complex purchase requests. The first PACE awards at DSCP were made in May 2001 and more Federal Stock Classes will be added in the future.

DILNet stands for DSCP Inventory Locator Network. This program shows currently available stock in vendor's inventory, which could be used to make immediate awards with far better deliveries than normal. Since we already know how much stock is available via electronic downloads from the vendor, backorder quantities can be filled quickly, with deliveries ranging

from 15 to 30 days. We have loaded between 60,000 and 70,000 National Stock Numbers into DILNet.

Efforts were also made to buy selected items more efficiently. For instance, we decided that high frequency items should be bought less often and in higher quantities, so we revised support levels accordingly. Special Program Requirements (SPRs), where Services forecast future usage on specific projects, can now be more fully supported rather than the limited support they formerly received.

When these measures were combined, all of the support indicators started moving in the right direction. The purchase request backlog is going down, supply availability has rebounded and backorders are steadily declining. Now our charge is to keep up the progress we have made and build upon it. You have my assurance that's exactly what we will concentrate on doing.

---

***"Obstacles are those frightful things you see when you take your eyes off your goal."***

***-Henry Ford***



(Continued from page 1)

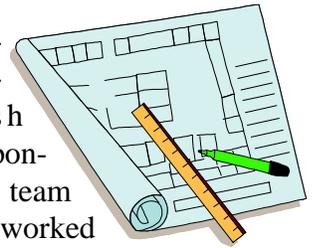
and resolved. A cooperative team approach at attacking this formidable task was essential to the successful accomplishment of specification reform. The DSCP associates responded to their assignment with dedication and competence.

The challenge, succinctly stated, was to eliminate unnecessary and burdensome government demands and documentation, while preserving the essential elements of acquisition and logistics support that permit our Armed Forces to function effectively. As a DOD designated document PA, DSCP has the responsibility to maintain and upgrade a full complement of specifications and standards that govern the replenishment parts that we manage. Additionally, as PA, DSCP inherits the task of complying with and implementing DOD policy and goals – without adversely affecting the acquisition and logistics support of defense systems and equipment. The specifications

involved affect the private sector as well as the DOD since those specifications are *de-facto* national standards. Therefore, actions to cancel or effect substantial changes to these commonly used specifications had to consider the needs of all affected government and industry entities in order to be judicious.

Since the military versions of these specifications were commonly cited by part identifying numbers (PINs) on thousands of drawings and configuration control documents, any change to these PINs would necessitate a corresponding change to the reference documents or drawings. The cost to effect such widespread changes would have been prohibitive – estimated by industry associates in the millions of dollars. The team needed to negotiate and implement with its government-industry counterparts a means of accomplishing specification reform that was technically effective and economically feasible.

In order to accomplish their responsibilities, team members worked closely with the affected industry and government communities – negotiating substance and formatting proposals for the specifications involved. The basic approach was to develop counterpart Non-Government Standards (NGSs) for those documents determined as needed for future design purposes and to inactivate for new design those documents needed only for support of existing systems. The team selected two relevant NGS bodies, the National Aerospace Standards Committee (NASC) of the Aerospace Industries of America and the Society of Automotive Engineers (SAE) to sponsor the encompassing specification conversion effort. The team also worked closely with the Government-Industry Fastener Working Group to address and resolve technical issues for the affected fastener specifications. In this manner they developed coordinated technical solutions that promulgated consensus standardization documents to satisfy the needs of both the private and the public sectors.



To address the issue of PIN changes traditionally inherent with the development or adoption of superseding documents, the team negotiated and implemented a concept to retain existing military document PINs as these military specifications were converted to NGSs. In this manner,

(Continued on page 4)

**The team’s success in these specification reform activities can be quantified by the following accomplishments:**

- ▲ **855 Military Specifications have been validated, revised or amended.**
- ▲ **42 Commercial Item Descriptions were generated.**
- ▲ **1,534 Military Specifications and standards were canceled.**
- ▲ **1,414 NGSs were adopted to replace Military Specifications, including:**
  - **868 Military Specifications converted to NGSs through the NASC or SAE.**
  - **716 Military Specifications inactivated for new design.**

(Continued  
from page  
3)

commercial systems designers were able to continue to use existing configuration control documents while supply support to our military customers proceeded uninterrupted, as military service users and maintainers were still able to cite and order replenishment parts by those existing PINs.

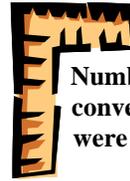
The team worked together with systems designers, parts manufacturers, testing laboratories, maintenance personnel, and users in the development of coordinated solutions to piece part problems. This team brought together pertinent industry and government participants. Its' encouragement of private and public sector involvement in the development of solutions ensured the accuracy, acceptability and practicality of the solutions. Assessing design needs, product quality, testing requirements, and source acceptability in a fair, engineering-sound manner, without detriment to system readiness, part reliability or procurement capability, the team developed workable solutions to maintenance problems related to out-dated or poorly-written specifications and standards used to procure spare parts for DOD systems. Through active participation with the applicable private sector, this team was able to present and gain endorsement for its proposed solutions. As the result of DSCP's role as the PA for fastener and hardware specifications and standards, the team was able to document engineering solutions and implement them through changes that resolved the issues permanently. They accomplished timely, effective changes that permitted DSCP to supply our

customers with parts that conform to technical requirements, perform reliably, and remain available, commercially and competitively.

The mere development of a forum to address military user and commercial supplier issues was embraced by the government and industry entities affected. The initial successes achieved by this team were lauded in the private and public sectors. Empowered by DSCP's PA assignment for specifications and standards, the team's ability to implement consensus decisions enhances the significance of its participation with industry and other government entities. For example, since its inception, the team has been instrumental in accomplishing numerous specifications and standards actions to validate, revise or amend needed specifications and standards, cancel or inactivate unneeded ones, and develop or adopt existing counterpart commercial documents. The team was able to accomplish this formidable task in approximately one-quarter the time achieved by a complement of about one dozen military service activities that were previously assigned this responsibility.

In addition, the team's ability to convert military specifications to NGSSs without changes to the PINs they govern precluded the need for corrections to corresponding drawings and configuration control documents. An estimate of the costs that would have been incurred if drawings and other documents required revision to accommodate new PINs is provided. This estimate is premised on actual conversions and data solicited from respected industry associates.

## Cost Avoidance



Number of military specifications converted to NGSSs where PINs were retained: **868**

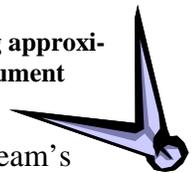
Approximate number of PINs per military specification: **50**

Estimated number of times those PINs that are referenced on other documents: **4**

Calculation of document impact:  
 $868 \times 50 \times 4 = 173,600$

Document impact (assuming less than 1/2 these PINs are regularly used): **80,000**

Cost impact (estimating approximately \$400.00 per document change): **\$32M**



As a result of this team's extraordinary achievements, specification reform for military documents under the management purview of the DSCP General and Industrial Directorate was successfully completed. Our Center's role in standardization is enhanced, as industry and military service users and technical activities appreciate and continue to reap the benefits of our accomplishments. DSCP retains its leadership role in the engineering and standardization forum, as our standardization management activities and our committee participation remain active and significant. Likewise, our innovative response to specification reform challenges has ensured the continuity of effective procurement and supply support to our customers, necessary for the successful performance of our vital mission.



Amron was awarded a long-term contract in 1998 and has been the most successful vendor in our Prime Vendor program, providing equipment and services to DSCP customers on a worldwide basis. Under our program, Amron has fulfilled or exceeded all contract requirements and continues to embrace their responsibilities to our customers with the utmost pride. Amron routinely sends company representatives to our customers throughout the world, promoting the program and determining how they can best serve them.

To improve service to military customers, Amron has developed a state of the art web-based ordering system that includes more than 20,000 items; secure on-line ordering; graphics; on-line usage data; order tracking; and other features. Amron's corporate philosophy is to provide the best customer service and products in the industry. They support Defense Logistics Agency (DLA) goals of shifting to commercial practices specifically in the areas of overall cost reduction, inventory reduction, information technology utilization, face-to-face customer support, and increased efficiency. Amron has expanded its working force to support the program by hiring additional employees specifically for the Prime Vendor program. They continually interface with DLA customers, at their own expense, to provide the right item, at the right price, at the right time. Amron takes great pride in the individual efforts the company has undertaken to improve the quality of life of the warfighter and contributions they have made that en-

hance the warfighter's ability to perform their mission. Following are a few examples of Amron's outstanding customer service and the extraordinary actions of Amron employees to better serve our customers.

### **Amron Brings Industry and Military Together to Evaluate New Technologies and Equipment Needs.**



When: October 2000

Where: Boulder, Colo.

Who: Naval Special Warfare (NAVSPECWAR), Commander Special Boat Squadron One (CSBR-1), Naval Special Warfare Development Group (NAVSPECWARDEVGRU)

Amron was approached with a request to help research and develop a large equipment list for NAVSPECWAR. After several conversations and emails with both end-users and various manufacturers, it was determined that a conference should be scheduled to provide the answers to the many questions being presented. The Boulder Conference was designed to permit representatives from the NAVSPECWAR community the

opportunity to sit down with product engineers, designers, managers, and key executives from several technical outdoor and marine related companies. The intent of this conference was to be a true round-table exchange of requirements, applications and ideas that enabled the end-user to convey their equipment needs, and for the designers and engineers to quantify the real effects the requested modifications would make on performance. It also gave the end-users the opportunity to test and evaluate new equipment technology in a field environment without obligation on the part of the military.

### **Marine Corps Helicopter Accident**



When: December 1999

Where: Point Loma, Calif.

Who: 1<sup>st</sup> Force Reconnaissance Company (RECON)

Marines from 1<sup>st</sup> Force RECON, Camp Pendleton were involved in a serious helicopter accident over the Pacific Ocean off of Point Loma, Calif. Several of the Marines who were killed were personal friends and former teammates of an Amron employee. Amron immediately answered the call and provided support to the immediate families and the RECON command. Amron worked

(Continued on page 6)

within the community and established donations of food, lodging and a private meeting place for the families of the Marines killed to meet and grieve together.

Following this accident, Special Boat Squadron 1 (CSBR-1) requested that a new knife be developed because their currently issued knife had failed while effecting rescues on the Marine survivors. Amron worked with the command and several knife manufacturers to develop the new Search & Rescue Knife (SARK).

This knife has also been introduced to Navy Search and Rescue (SAR), for whom a new model is being designed. The U.S. Coast Guard, Air National Guard, and U. S. Air Force Para-Rescue units are all using the SARK in everyday SAR training and missions.

## Emergency Compressor Parts Requirement



When: March 2001

Where: Guam

Who: USS Frank Cables (AS-40)

Master Diver, Chief Leonard Winter, asked for Amron's assistance in acquiring emergency spares for the ship's Bauer air compressor. The pump within the compressor failed, causing all dive operations

on the salvage ship to cease. Amron located the parts in two of Bauer's warehouses (one on the East coast and one on the West coast) and shipped the items overnight to Chief Winter's home. Mrs. Winter took the parts to the beach where crewmembers rendezvoused with her in the ship's Zodiac boat. Chief Winter later commented that he never before experienced such outstanding service from a company.

Amron regularly attends important conferences and visits many of the major diving commands to interface with the DLA customers in support of their missions. Amron's partnership with the G&I Marine Lifesaving & Diving team is an unbeatable combination when it comes to supporting the war-fighter!



DSCP:  
Ralph Lund (215) 737-4154  
DSN 444-4154 FAX 4036  
Email: rlund@dscp.dla.mil

Amron:  
John Ennis (877) 462-6700



## GENERAL HARDWARE CHANGES TO MEET YOUR NEEDS

The Defense Supply Center Philadelphia General Hardware Shift to Commercial Practices Team is surveying customers to obtain realistic needs for commercial hardware items.

Your valuable input will help us place the items that you need on contract at the price, quality and delivery timeframes that satisfy your requirement. Solicitations have been issued covering brass and steel padlocks; casters and wheels.

Over the next couple of months, solicitations will be issued for pads, mounts & cushions; pipe hardware; window & door hardware; security products; eyes, hooks & hangers; dampers; couplings; tubes; and actuators.

All of the contracts will have flexible ordering methods such as MILSTRIP requisition and IMPAC credit card, with on-line internet order capability. Items will be shipped directly from the commodity prime vendor to meet your delivery requirements and will satisfy traditional Defense Logistics Agency quality assurance requirements.

If you have not been contacted and would like to participate or if you would like more information, contact Ms. Elizabeth Ferrero at (215) 737-2089, DSN 444-2089, Email eferrero@dscp.dla.mil or Mr. Joseph Selsky at (215) 737-3632, DSN 444-3632, Email jselsky@dscp.dla.mil





WHEN **“PUSH”** COMES TO ..... DSCP

The General and Industrial Directorate Benchstock Customer Business Unit has been taking all necessary measures to reduce our backorders. We decided to **PUSH** (Prioritize Urgent SHipments) those top contractors who have the biggest impact on filling backorders. This includes already delinquent orders and those that are due in the future and need expediting. We identified and wrote to eight contractors explaining that we would like to meet with them in order to foster communication and prioritize order fulfillment. We also reminded the contractors that their support is an integral component in meeting the availability goals that our customers expect and require in order to maintain readiness levels. Each of the contractors was also provided with a list of urgent orders. To date, we have met with two of the contractors. Both meetings were productive and have had a positive effect on backorder reduction. The contractors shipped at least 80% of the orders that we identified. The remaining orders have been tagged as urgent and will be shipped within 24 hours of receipt of material.

The contractors have been very receptive to this proactive strategy and are eager to work with us. We will continue to **“PUSH”** on.

**General & Industrial Conference Attendance Schedule**

Expo/Conference	Date
Corps of Engineers Logistics Conference New Orleans, LA	16-20 July 2001
Enlisted Association of the National Guard Mobile, AL	19-23 Aug 2001
6 <sup>th</sup> Annual Joint Services Pollution Prevention & Hazardous Waste Management Conference San Antonio, TX	20-23 August 2001
International Association of Fire Chiefs (IAFC) DoD Conference New Orleans, LA	23-31 Aug 2001
123 <sup>rd</sup> National Guard Association of the United States Conference and Expo Indianapolis, IN	24-27 Aug 2001
<b>DLA Expo 2001</b> <b>Jacksonville, FL</b> 	<b>12-13 Sep 2001</b>
Modern Day Marine Quantico, VA	18-21 Sep 2001

**For more information on these conferences contact:  
Yvonne Murry (215) 737-9035, DSN 444-9035, Email [ymurry@dscp.dla.mil](mailto:ymurry@dscp.dla.mil)**

**Special Contributors**

- Gene Maisano
- Tom Wilkie
- Yvonne Murry
- Ralph Lund
- Joann Glasgow
- Joe Selsky
- Betty Ferrero
- Cindy Small
- Venard Cabbler
- Fred Gonzalez

**“General Store” Staff:**

- Bill Ernst
- Debra Celli
- Tim Adams
- Janet Steffa
- Rimas Gaver
- Kevin Fitzpatrick



The  
Back  
Porch  
By Yvette Burke  
Deputy Director,  
General &  
Industrial  
Directorate



Ever wonder what happens when you fill out one of those surveys asking how satisfied you are with Defense Logistics Agency (DLA) products and services? Well in the General and Industrial Directorate of the Defense Supply Center Philadelphia (DSCP), we take the results very seriously.

As part of the “Reinventing Government” initiative, customer satisfaction mechanisms have taken on increasing importance within DLA. The main tool to track customer satisfaction is the DLA survey, which we have been using for several years. The survey not only provides a Likert Scale score of from 1 (strongly disagree) to 5 (strongly agree) but also provides a space for customer comments. Every comment gets a response from my Business Analyst in charge of the survey, Veronica Falls, whether by phone, fax or email. Many of our customers repeat similar

concerns, so I’d like to share them with you and tell you what we’ve done internally to address them.

Always a top concern on the survey is the ability to contact the right person here in the General & Industrial Directorate. Comments such as, “I get transferred around in circles” or, “I seldom get a call back when I leave a message” show the frustration many customers feel. We took several actions to prevent this from happening. We have transitioned our call center to the Defense Distribution Center (DDC), where additional resources are available to handle customer calls.

Our website ([www.dscp.dla.mil](http://www.dscp.dla.mil)) has been enhanced to allow you to get a weapons system representative, customer liaison specialist’s or item manager’s phone number and email address with just a few clicks. From our homepage select General & Industrial (S9I) from the top bar. If you are a customer of one of the many initiatives we offer, or would like more information on them, click on “Initiatives” and select the Prime Vendor or other program in which you are interested. Program manager and customer liaison specialist phone numbers can be found there. Otherwise, select “Contacting G&I” and “Item Manager Lo-

cator” to contact our Readiness Office, where Land, Air, Sea and Contingency teams house our weapons system points of contact (WSPOCs), if you know the weapons system on which the item is used. If only the NSN is known, the item manager can be contacted for additional information. To go directly to the item manager locator access [www.dscp.dla.mil/gi/cust\\_service/imloc.htm](http://www.dscp.dla.mil/gi/cust_service/imloc.htm).

We also encourage our workforce to return customer calls within 24 hours or identify an alternate point of contact so a timely response can be provided.

Another common complaint is with the Defense Emergency Supply Expert System (DESEX), our automated call answering tool. Respondents have told us they have long waits or are asked to leave a message that is not always returned. With the transfer of call center functions to DDC, this should not be a problem in the future. We communicated our customer’s concerns with DESEX to the Call Center Supervisor. It seems DESEX response is enhanced at DDC since customers have recently commented that this situation has improved. Remember, even though DESEX is automated, you can always speak to a cus-

tomers service representative.

Some comments received to the DLA survey were favorable concerning employees who are courteous on the phone and for overall handling of phone calls. Some of the words used by customers to describe our service are “professional”, “always most helpful”, “timely”, and “excellent”. It’s only by hearing from you, our customers, that we know what is working and what needs improvement. So please, if you receive one of our surveys, fill it out and let us know how you feel. Thanks for taking the time to let us know how to serve you better.



**We’re listening.**

The “General Store” is published quarterly by the DSCP General & Industrial Directorate Business Office. It is intended to provide a link between our customers and our Customer Business & Readiness Units. Articles/questions may be submitted for consideration in writing to :

**DSCP-ILBC**  
700 Robbins Ave  
Philadelphia, PA  
19111-5096

or through Email to:  
[dcelli@dscp.dla.mil](mailto:dcelli@dscp.dla.mil)