



THE UNDER SECRETARY OF DEFENSE  
3010 DEFENSE PENTAGON  
WASHINGTON, DC 20301-3010

ACQUISITION,  
TECHNOLOGY  
AND LOGISTICS

APR 24 2009

MEMORANDUM FOR: SEE DISTRIBUTION

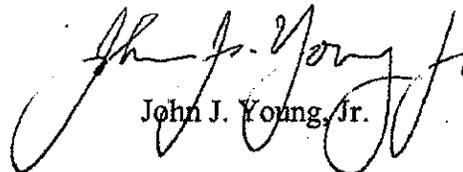
SUBJECT: Fifth Annual Secretary of Defense Performance-Based Logistics Awards

Performance-Based Logistics (PBL) is a key Department of Defense strategy to improve weapon system readiness by obtaining life cycle product support of weapon systems, sub-systems, and components as an integrated package, based on output measures, such as materiel or operational availability, rather than input measures, such as parts and technical services. To enhance PBL awareness and encourage PBL excellence, the Department instituted the inaugural PBL Awards in 2005. This memorandum announces the fifth annual awards program.

Through the PBL Awards, DoD recognizes government/industry teams responsible for outstanding achievements in PBL development, implementation and execution. The awards honor outstanding PBL performance in three categories: the System Level, the Sub-system Level, and the Component Level. The System Level Award is named in honor of the late Gerald R. "Jerry" Beck who had a long distinguished career as a DoD Logistician. Mr. Beck was instrumental in establishing the Performance Based Logistics Program and helped initiate the annual Secretary of Defense PBL Awards. The public and private sector winners in each category will receive a trophy acknowledging their achievement, to be presented in conjunction with the Aerospace Industries Association's Fall Product Support Conference. The permanent PBL Award is publicly displayed at the Defense Acquisition University.

Overall management of the PBL Awards Program is performed by the Deputy Under Secretary of Defense (Logistics and Materiel Readiness), in affiliation with the Defense Acquisition University and the Aerospace Industries Association. Award nominations are due July 1, 2009. Submission instructions and criteria are attached.

The principal point of contact for administration of the PBL Awards Programs is Mr. Tony Stampone, Office of the Assistant Deputy Under Secretary of Defense (Materiel Readiness). Mr. Stampone may be reached at 703-614-3838 or via e-mail at [anthony.stampone@osd.mil](mailto:anthony.stampone@osd.mil).

  
John J. Young, Jr.

Attachment:  
As stated



**DISTRIBUTION:**

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OUSD(AT&L) COMPONENT HEADS

The Secretary of Defense Performance-Based Logistics Awards Program  
for  
Excellence in Performance-Based Logistics  
in  
Life Cycle Product Support

1. Purpose.

The Secretary of Defense Performance-Based Logistics (PBL) Awards Program was established to recognize government/industry teams responsible for demonstrated excellence in Performance-Based Logistics development, implementation and execution in life cycle product support strategies. The Secretary of Defense PBL Awards Program is intended to:

- Enhance PBL awareness throughout the Department of Defense.
- Improve mission success through increased materiel availability and reliability, with reduced ownership costs by encouraging teamwork and common objectives through public/private partnerships.
- Recognize exceptional performance for both government and industry excellence in developing, implementing, and executing exceptional PBL strategies.
- Foster development of competitive programs within DoD components by providing a higher level of competition commensurate recognition.
- Encourage innovative management and effective use of resources.
- Through partnering, capitalize on the organic providers' roles, responsibilities and capabilities.

2. Eligibility.

Nominations are for government/industry teams that have exhibited outstanding performance in PBL development, implementation, and execution in life cycle product support strategies.

All DoD Activities whose mission is to provide life cycle product support to Armed Forces missions:

- Are eligible to compete at the government/industry team level,
- May submit nominations for outstanding government/industry teams showing outstanding performance at the System, Sub-system, and Component levels.

Categories of Competition are:

- System Level: Weapon Systems Platforms and/or System of Systems programs.
- Sub-system Level: Weapon sub-systems and/or major subassemblies.
- Component Level: All other products, components and services.

Nominations must specify an appropriate competition category.

The Secretary of Defense PBL Awards shall be given annually to recognize outstanding performance, based on the criteria outlined below, during the 12 month period that begins July 1 and ends June 30. One winner in each category shall be selected.

### 3. Process.

Responsibilities: The Under Secretary of Defense for Acquisition, Technology and Logistics (USD AT&L) shall:

- Provide overall guidance for the Secretary of Defense PBL Awards Program.
- Be the approval authority for the final selection of the Secretary of Defense Performance-Based Logistics Awards winners.

The Deputy Under Secretary of Defense for Logistics and Materiel Readiness (DUSD L&MR) will provide overall management of the program and convene the awards selection board. The Defense Acquisition University (DAU) and the Aerospace Industries Association (AIA) will assist in administering the awards process. The primary point of contact for administration of the award process will be the Assistance Deputy Under Secretary of Defense for Materiel Readiness (ADUSD (MR)).

The ADUSD (MR) will annually prepare the Secretary of Defense PBL Awards Program notification for USD (AT&L) issuance.

### 4. Nominations.

The Military Departments and the Defense Logistics Agency may nominate, in each category, up to five teams/organizations. Other Components/Agencies may nominate two teams. Nomination packages must be received through the appropriate Component Acquisition Executive or USD (AT&L) principal to the ADUSD (MR), 3500 Defense Pentagon, Room C263, Washington, D.C. 20301-3500 no later than the date specified in the annual announcement.

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### Criteria for Nomination/Selection:

The PBL Award is granted in recognition of successful development, implementation and execution of PBL which achieves the highest level of warfighter operational readiness. The following criteria shall be used to evaluate the nominated teams during the selection process:

#### Warfighter-Based Capabilities and Outcomes (60% weighted scoring)

- Mission Success
- Materiel Availability
- Materiel Reliability
- Ownership Cost Reduction

#### Sustainment Strategy Effectiveness (40% weighted scoring)

- Public-Private Partnering
- Systems Engineering Approach
- Footprint Reduction
- Obsolescence Management
- Reliability, Maintainability and Supportability Improvements

Quantifiable PBL Metrics, such as outcome measures and cost management, are specifically required.

### 5. Contents of Nomination Packages.

The prescribed format for the submission of the award nomination packages shall comprise of four sections:

- Section 1: Shall contain a cover page with information on the nominating organization formatted as depicted in the attached example, Section 1.
- Section 2: Shall include a summary of criteria accomplishments for those areas noted in Criteria for Nomination/Selection. The summary shall consist of up to five type written pages and no more than three pages of graphics if desired; see attachment example, Section 2.
- Section 3: Endorsements from all of the nominated organizations' higher headquarters should be formatted as in the attached example, Section 3.
- Section 4: Shall include a double-spaced, unclassified proposed paragraph highlighting specific achievements that will be suitable for use in the awards presentation ceremony. See attached example, Section 4.

Videotapes, DVD's, and other film media shall not be accepted. Unit and personnel data shall be cleared for public release to military and civilian news services. No classified information may be submitted.

#### 6. Selection Procedures.

The DUSD (L&MR) will convene a selection board, under the management of ADUSD (MR) and the administration of the DAU, to evaluate nomination and recommend the award finalists to USD (AT&L) for approval. Selection boards will include at least five panel members from OSD, DAU, and AIA Staff. The USD (AT&L) is the final selection authority.

#### 7. Notification of Winners.

The DUSD (L&MR) shall notify the Secretaries of the Military Departments and the Director, Defense Logistics Agency (DLA), of the winning nominees selected for the Secretary of Defense PBL Awards Program. Notification shall be forwarded via a memorandum to the Secretaries of the Military Departments, the Director, DLA, and their respective award program representatives.

#### 8. Presentation Ceremony and Description of Awards.

The Awards shall be presented to the winners in a ceremony that will be held in the fall of each year. The Secretary of Defense PBL Award is a unique perpetual trophy, engraved with all three category winners along with all previous winners and shall be displayed so that it is accorded suitable public viewing access. Category winning teams will receive a trophy depicting the PBL Award.

#### 9. Reporting.

The ADUSD (MR) will provide information on all recipients of the Secretary of Defense PBL Awards to DAU and to AIA. The DAU President and the AIA President & CEO are responsible for ensuring the innovations and accomplishments of the awardees are recognized, as appropriate, in the Acquisition Review Quarterly, the Defense AT&L Magazine, Aerospace Industries Association Newsletter, and other pertinent publications.

**SAMPLE**

The Secretary of Defense Performance-Based Logistics Awards Program  
for  
Excellence in Performance-Based Logistics  
in  
Life Cycle Product Support

Section 1

Nomination

Nominating Organization:  
(name and location)

Date:

\_\_\_\_\_

\_\_\_\_\_

POC: (name and contact information)

\_\_\_\_\_

Award Category:

Award Year:

\_\_\_\_\_

\_\_\_\_\_

Nominee: (government/industry team or organic organization, and location)

\_\_\_\_\_

POC: (name and contact information)

\_\_\_\_\_

Team/Organization Members: (name and title)  
(attached additional sheets as required)

\_\_\_\_\_

**SAMPLE**

The Secretary of Defense Performance-Based Logistics Awards Program  
for  
Excellence in Performance-Based Logistics  
in  
Life Cycle Product Support

Section 2

Summary of Criteria Accomplishments

Nominations must specify the criteria that are applicable and provide supporting information. Quantifiable PBL metrics, such as outcome measures and reduced ownership cost, are specifically required. Packages shall not exceed five type written pages of text, double spaced and 12 point font. Up to three additional pages of supporting graphics will be acceptable.

**SAMPLE**

The Secretary of Defense Performance-Based Logistics Awards Program  
for  
Excellence in Performance-Based Logistics  
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Section 3

Nomination Endorsements

Approved Endorsements

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Signature Block of Approving Headquarters Date:

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Signature Block of Next Higher Approving Headquarters Date:

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Signature Block of Next Higher Approving Headquarters Date:

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Signature Block of Next Higher Approving Headquarters Date:

**SAMPLE**

The Secretary of Defense Performance-Based Logistics Awards Program  
for  
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Life Cycle Product Support

Section 4

Achievements

Include a double-spaced, unclassified proposed paragraph highlighting specific achievements that will be suitable for use in the awards presentation ceremony. Videotapes, DVD's, and other film media shall not be accepted. Unit and personnel data shall be cleared for public release to military and civilian news services. No classified information may be submitted.