OFFICE OF THE ASSISTANT SECRETARY OF DEFENSE
3500 DEFENSE PENTAGON
WASHINGTON, DC 20301-3500

LOGISTICS AND
MATERIEL READINESS

March 27, 2013

MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS
CHAIRMAN OF THE JOINT CHIEFS OF STAFF
DIRECTOR, OPERATIONAL TEST AND EVALUATION
DIRECTOR, COST ASSESSMENT AND PROGRAM EVALUATION
DIRECTOR, DEFENSE CONTRACT MANAGEMENT AGENCY
DIRECTOR, DEFENSE LOGISTICS AGENCY
DIRECTOR, MISSILE DEFENSE AGENCY

SUBJECT: Nomination Submittal Extension for the First Annual Secretary of Defense Product Support Manager Award

REFERENCE: USD(AT&L) PSM Award Announcement Memo, dated March 18, 2013, copy attached

The award nomination submittal date stated in the referenced USD(AT&L) memo for the first annual Product Support Manager (PSM) Award Program is extended to May 16, 2013. The award will honor outstanding PSMs in two categories: Major Defense Acquisition Programs, Acquisition Categories (ACATs) ID or IC PSMs and Major Weapon System/Other Weapon Systems, ACAT II and below. Each Service or Agency may submit one nomination per category. The criteria remain the same.

My points of contact for this effort are Ms. Lisa Smith, at 703-614-8339 or lisa.smith@osd.mil, and Mr. John Boyce, at 571-256-7070 or john.boyce.ctr@osd.mil.

Sue Dryden
Deputy Assistant Secretary of
Defense for Materiel Readiness

Attachment
As stated

cc:
USD(AT&L) Direct Reports

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

ACQUISITION,
TECHNOLOGY
AND LOGISTICS

MAR 18 2013

MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS
CHAIRMAN OF THE JOINT CHIEFS OF STAFF
DIRECTOR, OPERATIONAL TEST AND EVALUATION
DIRECTOR, COST ASSESSMENT AND PROGRAM EVALUATION
DIRECTOR, DEFENSE CONTRACT MANAGEMENT AGENCY
DIRECTOR, DEFENSE LOGISTICS AGENCY
DIRECTOR, MISSILE DEFENSE AGENCY

SUBJECT: First Annual Secretary of Defense Product Support Manager Award

The Product Support Manager (PSM) is critical to delivering weapon system readiness affordably and effectively. In recognition of PSM accomplishments and contributions toward achieving the goals outlined in Better Buying Power 2.0, the Department is proud to institute the Secretary of Defense Product Support Manager of the Year Annual Awards Program.

This highly prestigious award is in direct support of the Under Secretary of Defense for Acquisition, Technology, and Logistics goal of enhancing the Defense Acquisition Workforce (DAW) with relevant and realistic incentives, increased capabilities, and recognition of the PSM as an important partner in providing the very best systems for our Soldiers, Sailors, Airmen, and Marines. It furthers the DAW vision of "creating a high quality, high-performing, agile DAW to achieve technological superiority and protect America's National Security."

Through the PSM Awards, the Department will recognize PSM contributions to controlling cost growth, addressing long-term affordability, and promoting industry competition and innovation, as well as outstanding achievements in the development, implementation, and/or execution of affordable and effective weapon system product support strategies. The awards will honor outstanding PSMs in two categories: Major Defense Acquisition Programs, Acquisition Categories (ACATs) ID or IC STET; and Major Weapon System/Other Weapon Systems, ACAT II and below PSMs. The winners in each category will receive trophies at the annual PSM Conference.

Award nominations for the first annual PSM Award Program are due April 16, 2013. Submission instructions and criteria are attached. My points of contact are Ms. Lisa Smith, Materiel Readiness (MR), at 703-614-8339 or lisa.smith@osd.mil, and Mr. John Boyce, MR, at 571-256-7070 or john.boyce.ctr@osd.mil.

Frank Kendall

Attachment:
As stated

cc:
USD(AT&L) Direct Reports

Secretary of Defense Product Support Manager of the Year Award

The establishment of the Secretary of Defense Product Support Manager (PSM) of the Year Award directly supports the Under Secretary of Defense for Acquisition, Technology, and Logistics (USD(AT&L)) goal of enhancing the Defense Acquisition Workforce (DAW) with relevant and realistic incentives, increased capabilities, and recognition as an important partner in providing the very best systems for our Soldiers, Sailors, Airmen, and Marines. It furthers the DAW vision of "creating a high quality, high-performing, agile DAW to achieve technological superiority and protect America's National Security." This highly prestigious award focuses on the PSM's accomplishments through the affordable and effective development, implementation, and/or execution of a weapon system product support strategy.

Eligibility Criteria:

All military or Department of Defense (DoD) civilian-designated PSMs[1] are eligible to compete for this award. Former PSMs who have transferred from the position are eligible based on the results of their contributions during the award period. Nominations must explain how the contributions of the individual resulted in superior product support of the weapon system/sub-system they support. Quantifiable metrics, such as savings and outcome measures, are highly desired.

The primary judging criteria for section recipients are based on one or more of the following:

- Reducing life-cycle cost.
- Significantly increasing present or future operational suitability of a weapon system/sub-system (e.g., Materiel Availability, Materiel Reliability, Mean Down Time).
- Developing, implementing, or executing effective and affordable product support arrangements.
- Leveraging enterprise opportunities across programs and DoD Components.
- Achieving effective life-cycle cost management by employing readiness-based sustainment strategies, facilitated by stable and robust Government-industry partnerships in accordance with 2010 Quadrennial Defense Review Report.
- Facilitating and mentoring the workforce in accomplishing the mission.
- Supporting USD(AT&L) goals for Better Buying Power 2.0.

[1] For the purpose of this award, the term PSM also includes those individuals referred to as Assistant Program Manager for Logistics, Director of Logistics, Logistics Lead, Sustainment System Manager, and Assistant Program Executive Officer for Logistics.

Categories of Competition are:

- Major Defense Acquisition Programs: Acquisition Categories (ACATs) ID or IC PSMs
- Major Weapon System/Other Weapon Systems: ACAT II and below PSMs

Nominations are for PSMs who have demonstrated superior accomplishments that significantly contributed to mission success of the weapon system/subsystem they support. The award will be granted for contributions made or completed within the 12-month period from January through December of the previous year and may include information on the individual's activities the previous year that resulted in the outcome. There will be one award per category, which will be presented during the annual PSM/Performance Based Logistics Conference.

Detailed Instructions:

Each Service or Agency may submit one nomination. The nomination package must be submitted with an endorsement from the appropriate Component Acquisition Executive. All awards must be completed using the award application form herein and submitted as a PDF document via the Staff Action Control and Coordination Portal (SACCP) to the Office of the Deputy Assistant Secretary of Defense for Materiel Readiness (ODASD(MR)).

The nomination package shall not exceed 15 pages, excluding the cover, table of contents, endorsements, dividers, and proposed citation. The nomination package font should be 12-point Times New Roman.

The award nomination package shall consist of:

Section 1. NOMINATION INFORMATION

1. The name (and rank if applicable) of the nominated individual.
2. The name of the Military Service and Command to which the individual is assigned.
3. Primary and alternate point of contact (POC) information for nominated individual's Command, including name, e-mail address, commercial telephone number, DSN number, and cell phone number.
4. Primary and alternate Military Service or Agency POC information for the nominated individual, including name, e-mail address, commercial telephone number, DSN number, and cell phone number.
5. Background information for nominated individual, including career highlights/significant accomplishments.
6. Command mission statement (approximately five lines or less).
7. Service or Agency Command(s) and Acquisition Executive Endorsements

Section 2. EVALUATION FACTORS

The Nominee's accomplishments shall be listed in priority order and, where appropriate, how these accomplishments exceeded the baseline of planned or normal performance shall be identified.

1. Mission Accomplishments (Weight Factor = 50%). A description of mission accomplishments for the competition period must be stated. Accomplishments shall stress the individual's product support efforts and the impacts of those efforts on the system or sub-system operational capability, mission accomplishment, and readiness levels. Areas that may be included are:

   a) Weapon system or equipment materiel readiness status.

   b) Meeting (or exceeding) other Warfighter-defined requirements (e.g., availability).

   c) Cost reduction or avoidance.

   d) Specific challenges unique to the operational environment of the system or subsystem.

2. Product Support Process Innovation (Weight Factor = 35%). Provide a description of product support innovations taken to improve the supported system or sub-system mission capability. Areas that may be included are:

   a) Reliability, maintainability, and supportability improvements.

   b) Improvements in the use of resources.

   c) Developing, implementing, or executing effective and affordable product support arrangements.

   d) Government/Industry partnerships.

   e) Effective technology insertion in processes and products.

   f) Leveraging enterprise opportunities across programs and DoD Components.

   g) Product Support Elements innovations and improvements.

   h) Activities supporting USD(AT&L) goals for Better Buying Power 2.0.

3. Personnel Programs (Weight Factor = 15%). A description of the PSM's activities aimed at improving the productivity, motivation and/or morale of assigned personnel. Areas that may be included are:

   a) Safety programs.

   b) Training programs.

   c) Personnel recognition programs.

   d) Mentoring initiatives.

   e) Communications programs.

   f) Self-help programs.

   g) Community projects.

Upon receipt of the Service submissions, a PSM Award Panel convened by the ODASD(MR) and consisting of representatives from OUSD(AT&L), Defense Acquisition University, and Service Headquarters will evaluate the packages.

Section 3. PROPOSED CITATION

A concise, UNCLASSIFIED, proposed citation highlighting specific achievements suitable for use in the award's presentation ceremony shall be included.

1. Before submission, the nomination package shall be cleared for public release to military and civilian news services.
2. A digitized copy of the entire nomination package shall be provided.
3. The nomination package shall NOT include:
   a) Videotapes, 35mm slides, or films (may include digital photographs as part of the page-limited submission).
   b) Classified information