

# Undercurrents



The Navy's MWR Newsletter



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*Undercurrents* is a publication of the Navy's Morale, Welfare & Recreation Division (PERS-65). Contents of *Undercurrents* are not necessarily the official view of or endorsed by the US Government, the Department of Defense or the Department of the Navy. Send any comments, questions, and submissions to:

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## From the Director:

### **MWR NAF WORKERS COMPENSATION NEW PROCEDURES...**

...are now on Web for review and downloading. Go to [www.mwr.navy.mil](http://www.mwr.navy.mil), click on *Personnel*, click on *Links*. Workers' Compensation forms are available in the following locations:

- LS 202 and LS 210 can be found at: [www.ccs Holdings.com](http://www.ccs Holdings.com) and click on *Forms* (these are fillable forms), or go to [www.dol.gov](http://www.dol.gov) and click on by *Forms*, click on *By Form Number*.
- LS 1 can be found at [www.dol.gov](http://www.dol.gov) and click on by *Forms*, click on *By Form Number*.
- Call CCSI at 800-643-2231 and they will send you some forms.

The Essential Functions worksheet and the Light Duty Advisory are in the procedures manual and may be reproduced after the manual is downloaded.

**PURCHASE CARD CONFERENCE...**The Department of the Navy's (DON) eBusiness Operations Office (eBUSOPSOFF), the Navy Component Program Manager (CPM) for the Government Commercial Purchase Card (GCPC) programs, is hosting the fourth GCPC Agency Program Coordinators (APC) Conference March 3-4 at the Hyatt Regency Atlanta (800-233-1234). Rooms must be reserved by Feb. 6; use the group name "Dept. of Navy APC Conference" to receive the conference rate.

Optional CitiDirect training will be offered on March 2. APCs must register for the optional CitiDirect training at the same time as registering for the conference. Space for the additional training is limited so early registrations are encouraged.

No conference fees will be charged. Online registration, detailed conference information/updates and program information can be found at [www.don-ebusiness.navsup.navy.mil](http://www.don-ebusiness.navsup.navy.mil), under *Card Management Group*. The DON eBUSOPSOFF point of contact is Beverly Kuhn, [beverly.kuhn@navy.mil](mailto:beverly.kuhn@navy.mil). eBUSOPSOFF fax number is 717-605-9362, DSN 430-9362. It is highly recommended that all NAFI Level 5 APCs attend the DON APC Conference. If PERS-656C3 receives a response from a sufficient number of APCs advising that they will attend, the possibility of a separate session just for NAF Program Coordinators to discuss NAF issues will be planned.

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Best regards,  
Captain, USN  
Director, MWR Division

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### NEW WEB SITE INSTRUCTION

The Secretary of the Navy recently signed SECNAVINST 5720.47A, the revision to the Department of the Navy policy for content of publicly accessible worldwide Web sites. The new instruction is a comprehensive revision with many policy additions, changes, and rewrites for clarification. Recommend that MWR Web site administrators review the instruction at [www.chinfo.navy.mil/navpalib/internet/secnav5720-47a.pdf](http://www.chinfo.navy.mil/navpalib/internet/secnav5720-47a.pdf) to ensure MWR Web sites are in compliance with the current regulations.

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**LET SPONSORS KNOW THEY'RE APPRECIATED...**As part of any commercial sponsorship agreement, MWR makes sure the sponsor is publicly recognized during the event. This recognition is often in the form of printing the sponsor's name and logo on tickets, banners, T-shirts, and various other promotional items. If you are going the extra mile, you may even follow up with a nice plaque, framed picture, or official correspondence signed by the commanding officer shortly after the event.

All of these recognition methods work well to meet the requirements of the agreement. But what happens after the event? It's equally important and savvy to contact your sponsors and let them know they are appreciated during periods when you're not coming to them with hat in hand.

To continue to develop the relationship with your sponsor, consider communicating with your sponsorship contact via email or a phone call. Let them know how things with Navy MWR are going and that their sponsorship of "X" made the lives of Sailors and their families better. Share any positive feedback comments about their sponsorship products or services. If you attended an event, or see something in the newspaper or on television where the sponsor had a role, let them know that you saw it.

By keeping in contact with your sponsors, you can build a relationship that increases opportunities for MWR and the sponsor. If you would like more ideas on creating sponsorship opportunities, contact PERS-658D.

**AT&T AND NAVY MWR AGREEMENT...**The AT&T Franchise Advertisement Sponsorship Program is starting to pay off for several MWR activities participating in the program. In February 2003, MWR Division, Navy Personnel Command signed a four-part commercial sponsorship agreement with AT&T. One part of the sponsorship agreement is the "Franchise Advertisement Program," which offered more than \$200K in sponsorship funds to participating MWR activities (CONUS and Hawaii) that posted a minimum number of AT&T banners and window decals at MWR facilities throughout the calendar year.

Upon receipt of each MWR activity's after-action report, to include photographs of the banners in place at MWR facilities, sponsorship funds are being posted on behalf of that activity.

**WORKSHOPS "TAKE A BREAK" IN FY04...**Due to significant fiscal challenges in FY04 and the reorganization of many commands because of regionalization, PERS-658 has decided to take a break from hosting the Annual Navy Flying Club (NFC) program workshop and the Support Services workshop. This break in the action will provide commands and NFCs with time to adjust to the policies and procedures in their region and to build sufficient travel funds to attend future workshops.

If you have not already done so, please visit the NFC Program Web site at [www.mwr.navy.mil/mwrprgms/navyflying.htm](http://www.mwr.navy.mil/mwrprgms/navyflying.htm) for valuable program updates.

**JUST SAY "NO" TO SHARING THOSE MUSIC FILES...**MWR Division has been asked if it is permissible for computers at MWR Cyber Cafes, Single Sailor Centers, Liberty Centers, etc., to contain music file-sharing software. The Digital Millennium Copyright Act prohibits downloading copyrighted music by using KaZaA, Morphus, WinMx, or any other music sharing software. Furthermore, downloading such software onto government computers is prohibited by Navy regulation. If file-sharing software is installed on any MWR computers, it must be removed immediately.

In June 2003, the Recording Industry Association of America (RIAA) announced that it would sue people who use file-sharing systems. RIAA has targeted users who upload/share "substantial" amounts of copyrighted music. RIAA stated that they would choose whom to sue by using software that scans users' publicly available P2P directories and identifies the Internet Service Provider (ISP) of each user. Then, using the Digital Millennium Copyright Act, the RIAA will subpoena the ISP for each user's name, address, and other personal information in order to sue that user.

For example, this summer, the mother of a 12-year-old settled out of court for \$2,000 after the RIAA caught her daughter sharing more than 1,000 songs using the KaZaA file-sharing application. Had the RIAA sought the full fine, which it has yet to do, the mother would have had to pay more than \$150 million. Illegal trading of copyrighted music files has been growing since the late nineties and has become a hobby of many, and the RIAA does not appear to be letting anyone it catches off easy.

This is a serious liability issue and should not be taken lightly. MWR will not have immunity from these suits because Congress has agreed to permit the United States to be sued for copyright violations. So take a close look at those computers! If file sharing is going on at MWR Cyber Cafes, Single Sailor Centers, Liberty Centers, etc., such software must be removed. If you have any questions, please contact the MWR Legal Office.

**POLICY CHANGES...**since the last issue of *Undercurrents* include changes to the disposition of excess property and the valuation of NAF property for claim purposes.

The annual limit on "garage sales" for excess NAF property with an original cost of \$1,000 or less has been eliminated. "Garage sale" events may be held at any frequency considered necessary by local MWR directors to efficiently dispose of excess NAF property that meets the criteria. The change will be reflected in the next revision of BUPERSINST 1710.11(C). For further information, please contact PERS-658P.

The valuation of NAF property that is claimed as a total loss has been revised. Commands will now be reimbursed based upon the depreciated "book" value (RAMCAS Fixed Asset Depreciation Schedule) or 25 percent of the replacement cost, whichever is more, subject to a \$500 deductible. It is the responsibility of the MWR activity to provide substantiated replacement costs for all lost/destroyed NAF-purchased property being claimed. The change will be reflected in the next revision of BUPERSINST 5890.1. For further information, please contact PERS-658D1.

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**NAVY MWR SPOUSE SURVEY...**Results from the first Navy-wide MWR Spouse Survey indicate that more than 80 percent of respondents believe that Navy MWR programs improve their quality of life. About 70 percent of spouses said they were satisfied with Navy MWR facilities and services, and nearly one third of them reported that MWR programs and services increased the desire of their Sailors to stay Navy.

In addition, 90 percent of those surveyed said they would continue to use MWR programs, and 80 percent said they would recommend MWR facilities and services to others. The following MWR programs were rated by 70 percent or more of the respondents as being most important: Information, Tickets and Travel (85 percent); Fitness Centers (83 percent); Outdoor Recreation Areas (75 percent); On Base Free Movies (73 percent); Recreation Swimming Pools (72 percent); Youth Recreation Programs (72 percent); and Special Events (70 percent).

Surveys were mailed in December 2002 to 11,000 randomly selected Navy spouses. The response rate was 27.3 percent. Respondents included about equal numbers of spouses of officer and enlisted personnel; 75 percent were currently living off base and 25 percent on base; 91 percent were attached to CONUS commands and 8 percent to OCONUS commands; 58 percent were female and 42 percent were male.

The survey completed a three-year cycle that began with the 2000 MWR Customer Satisfaction Survey and the 2001 Navy MWR Leadership Survey. Overall, Navy spouse satisfaction with MWR was about the same as reported by Sailors in 2000 and about 10 percentage points lower than Navy leaders surveyed in 2001. The survey was commissioned by PERS-65 and conducted by the Navy Personnel Research, Studies and Technology Department.

Full results of the 2002 Navy MWR Spouse Survey are available on the Navy MWR Web site at [www.mwr.navy.mil/mwrprgms/mwr\\_spouse\\_survey\\_03.ppt](http://www.mwr.navy.mil/mwrprgms/mwr_spouse_survey_03.ppt).

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**CENTRAL FUND GRANTS ARE ISSUED...**as capital grants to account 00-295-00 (SAP 295000) or operational grants to XX-562-XX (SAP 562000). Capital grants are carried on the balance sheet while operational grants affect the executive summary P&L. Operational grants are classified at the activity/department level and can be reclassified to other activities/departments; however, the general ledger account CANNOT be changed. Operational grants will not be applied to receivable or unearned income accounts.

**WHEN REQUESTING NEW VENDORS...**SAP sites should include a valid SSN or TIN for all "contractors" to ensure proper reporting of 1099s. Include this information on the request form.

**IMPORTANT YEAR-END PAYROLL INFORMATION...**is being included with the next few bi-weekly payrolls and also distributed by email to the appropriate payroll POC.

The information includes specific dates for "use or lose" rollback, timing of benefit rate changes, the annual four-hour plus up, as well as other information on TSP rate increase and social security limits. If you have not received this information, please contact PERS-652G2.



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**ATHLETIC BUSINESS CONFERENCE...**The Navy meeting at the Athletic Business Conference will be held Dec. 2 at the Orlando Convention Center in room 230A. Updates on the status of Navy Fitness will be presented. Vince Poscente, former Olympic speed skier, will be our guest speaker this year.

**DOD FITNESS CENTER STANDARDS...**for FY03 have been sent to your regional MWR directors. This year's form is completely computer generated and will calculate the percentage of compliance with fitness center standards. Standards are due by Dec. 8. An electronic copy will need to be emailed to PERS651B1 and a hard copy signed by your MWR director will also need to be faxed or mailed. If you have not received the letter announcing the standards along with the checklist, you can obtain a copy at [www.mwr.navy.mil](http://www.mwr.navy.mil), under *Mission Essential Branch*.

**REGIONAL RUNNING TEAM...**A revised Regional Running Team guideline is posted at [www.mwr.navy.mil](http://www.mwr.navy.mil). There are a few new additions to this year's guidelines. Each member of the team will be eligible for a new uniform as of Jan. 1, 2004.

**NAVY FITNESS TRAINING FY04...**will include:

- ◆ Field Maintenance Seminars...Floyd Perry from Grounds Maintenance Services in Orlando, Fla., will conduct two field maintenance seminars. This two-day class will show in detail how to keep athletic fields in the best condition possible. Dates will be posted on the MWR training Web site.
- ◆ Advanced Fitness Training Classes...Conducted by the Navy Fitness program manager, this three-day class will cover everything from warm-up, free weights, confined space workouts, and nutrition.

**CHECK UNDER "PHYSICAL READINESS"...**at [www.mwr.navy.mil](http://www.mwr.navy.mil) for new FY04 two-day Command Fitness Leader (CFL) training. Questions concerning the CFL Course should be addressed to the Command Fitness Leader program manager.

**FLEET EMPLOYER IDENTIFICATION NUMBER (EIN)...**have been issued by the Internal Revenue Service (IRS) for use by commissioned Navy ships, namely, those designated "USS." Only those authorized by the IRS may use it. Private organizations, such as spouse clubs, must apply for their own EIN by submitting form SS-4, available from the IRS. Afloat commands may contact the Fleet Recreation office for more information.

**ONE GREAT RECREATION PROGRAM AFLOAT...**is the one aboard USS John C. Stennis, homeported in San Diego. Stennis Sailors have been taken on regular trips and tours to Hollywood and given an opportunity to participate in some of the different game shows, including the *Price is Right*, where a Sailor won the "showcase showdown."

**LIBERTY COMPUTERS...**A total of 322 computers have been purchased and distributed to LIBERTY programs worldwide. PERS-65 purchased and distributed the computers for the purpose of updating recreational computers in MWR Liberty centers.

**THE SECOND INTER-SHIP CHALLENGE...**will begin in January, with the goal of accumulating the most pounds lost by a command.

This will be a fitness competition between the following ships: USS Emory S. Land, USS Dwight D. Eisenhower, USS Theodore Roosevelt, USS George Washington, USS Nimitz, USS Peleliu, USS Abraham Lincoln, USS Frank Cable, USS Carl Vinson and the USS Enterprise.

The Afloat Specialists have designed this program and may use any and all forms of exercise to encourage weight loss. The winning command will be presented with the esteemed Inter-Ship Challenge (ISC) trophy, currently under lock and key at NPC. This coveted prize will find a home at the worthiest command.

**GREAT YEAR FOR NAVY SPORTS...**This past year saw Navy teams and individuals excel in the U.S. Armed Forces sports arena. Highlights this year included:

- ◆ SW1 Keith Spencer, who won the silver medal in the 201+ lb. (super heavyweight) division at the Armed Forces Boxing Championship held on board Naval Base Ventura County, Calif.
- ◆ Armed Forces wrestling silver medallists, which included LT Neal Rodak (Greco-Roman 55kg); IT1 Mark Gaskill (Greco-Roman 60 kg); AN Nicholas Flach (Freestyle 74kg); and BM3 Adam Wheeler (Greco-Roman and Freestyle 96kg).
- ◆ ENS Timothy O'Donnell, who won the gold medal at the 2003 Armed Forces Triathlon Championship, smashing the course record by more than four full minutes with a finish time of 1:52:45.

**VOLLEYBALL...**The men's volleyball team won the gold medal with a perfect 6-0 record at the Armed Forces Championship hosted by Schriever AFB, Colo., while the women's volleyball team took the silver medal.

**NAVY WINS ARMED FORCES GOLF CHAMPIONSHIP...**at NSA Mid-South. Highlights included ENS Angela Baskette winning the women's individual title in a sudden death playoff with her Air Force opponent. ENS Baskette went on to finish second in the women's division of the world military championship.

**NAVY WINS WOMEN'S MARATHON CHAMPIONSHIP...** LCDR Sue Himes won the Armed Forces Women's marathon championship with a time of 3:07:33. Running in the Marine Corps Marathon, she narrowly edged out an Army competitor and finished as the fifth overall woman runner and 144<sup>th</sup> overall (men and women).

**NAVY WINS SOCCER TITLE...**at NSA Mid-South. The Navy men's soccer team swept into the final game of the Armed Forces soccer championship with the title in the bag. Navy finished with a 4-1-1 record and placed six players on the All Tournament team.

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**PROJECT NOMINATION NEWS...**We are revising the Internal Needs Validation Study (INVS) and the pre-INVS to account for the stand-up of CNI and the increased emphasis on regionalization. The revised INVS document and instruction package should be available by early January. For more information, status or an updated set of documents, e-mail PERS-656D.

**PROJECT COMPLETION PHOTOS...**for a large percentage of the NAF capitalization projects completed over the last few years are now posted on the Navy MWR Web site.

Just go to [www.mwr.navy.mil/mwrprgms/facacq.htm](http://www.mwr.navy.mil/mwrprgms/facacq.htm) and scroll down to *MWR Facilities Projects*. Then click *See a listing of MWR Facilities Projects and Photos*.

If you have a completed NAF project that you don't see listed, it means digital photos (in a JPG format) are needed to post your project. Please send photos to PERS-656D.

**FLOOR/POOL DECK PROBLEMS?..**Is your pool deck becoming a hazard to your patrons? Are you in need of a slip resistant coating? Are your locker rooms, saunas or shower floors in need of a surface that provides a sanitary surface without standing water? Would you like to solve these issues without a major expenditure to Public Works for design, construction oversight and overruns?

If you answered yes to any of these questions, there are solutions to consider. One solution is an interlocking floor system which is anti-skid, self-draining and made for the wet areas. The floor system is made of 12"x 12" interlocking vinyl modules that snap together to form surfaces in a variety of dimensions and are engineered to hinder the spread of bacteria. The modules are available in many colors that can add visual enhancement to locker rooms and pool decks. Contact your NPC Facility Design Section for assistance with all your flooring requirements.



**WORKERS' COMPENSATION...**Effective Jan. 1, PERS-653 will take over the administration of the workers' compensation program for MWR NAF employees. CCSI will continue as the third party administrator (TPA) for the program.

The primary impact on the field will be that they will contact or send material to PERS-653 that they formerly sent to the Marine Corps. PERS-653 will post a new procedures manual on the PERS-653 Web site in December. To ensure continuity of operations, please fax all LS-2s to 901-874-6844 beginning Dec. 15.

We will be reviewing the program for cost savings and improvements. Each activity is urged to use this opportunity to begin a closer local review and monitoring of work-related injuries.



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**END OF AN ERA...**After over 35 years of providing expert training and advice to thousands of auditors, internal review staffs, accountants, and MWR management staff, Furney Pollock will retire Dec. 11. He is the acknowledged expert on all things financial in the MWR system and his expertise will be sorely missed by all. Furney is the master course manager for the Fiscal Oversight and RAMCAS courses.

The Fiscal Oversight Course modules will continue to be available through the Training Branch as self-study materials, but formal courses will no longer be offered after Furney's retirement. The RAMCAS course will continue to be offered by field course managers as long as they are available and the course is needed. As the MWR system completes its transition to SAP/AIMS over the next two years, the RAMCAS course will be phased out.

Furney plans to return to Maryland, where he and his wife will live a life of leisure...and many fishing trips.

**CHANGES COMING IN TRAINING...**The last issue of *Undercurrents* announced that Web self-service registration for training courses would soon be available. This is still true, just not as soon as we originally planned. We won't have the system ready until January. The configuration team is working hard to make sure everything works before the big launch, so be on the lookout for this major change to the way we do business.

A part of that change will be to go "paperless." There will be no more filling out forms and faxing them in, and no more paying by check for any registration fees. Most departments already pay fees through a "sweep" of their MWR account or by credit card. With self-service registration, these two options will become the only way to pay; checks will no longer be accepted as payment for fees.

If you are still paying by check, we suggest you start to alter your internal process now. The Training Branch will become like most other Internet service providers, which require electronic payment.

**A REWARDING YEAR...**Launched in January 2003, the annual Star Service Facilitator and Coordinator Rewards & Recognition Program has been very well received in the field. The Training Branch's Star Service Field Support Team designed this program to recognize MWR/QOL employees who are dedicated to customer service training and to thank them for their part in ensuring "service excellence" becomes our organization's operational philosophy. Similar to airline or hotel "perks" programs, this program has three levels of achievement – silver, gold and platinum. Currently, 60 facilitators and eight coordinators have attained the silver level.

The following four facilitators have achieved the gold level: Maria Reiff, Julie Smith, Nica Anderson and Amy Cimino. Two facilitators have reached the pinnacle of the program – the platinum level: Maria Reiff and Nica Anderson. Our sincere appreciation goes out to all of our facilitators and coordinators.

Program guidelines are available on the Star Service Web page. Check back in January for the latest information, as the program criteria and rewards are currently being reviewed and updated.

**COE COORDINATORS CATCH SERVICE EXCELLENCE**

**SPIRIT...**The Southwest and Southeast regions recently hosted training workshops for the designated base Star Service Center of Excellence (COE) coordinators within their regions.

The Southeast region workshop included COE coordinators from the newest COE region, Japan. Coordinators had the opportunity to share current successes and best practices and strengthen their skills in how to coordinate the COE service excellence improvement process, facilitate teams, and proactively integrate and market all five Star Service COE components to ensure service excellence becomes every employee's operational philosophy.

Numerous brainstorming sessions produced new and innovative ideas for marketing COE, non-monetary reward and recognition ideas for internal customers, and ways to share best practices worldwide. The energy, enthusiasm and commitment to service excellence at both workshops was truly infectious. Brenda Lammie and Amy Cimino did a fabulous job coordinating the workshops for their regions.

The following COE coordinators returned to their bases re-energized: Alison Bowers, Dave Rose, Belisa Del-Conte Davis, Zenaida Moral Jackson, Don Hems, Lisa Fulton, Jesse Yamanaka, Jon Sims, Jack Lewis, Lisa Dula, Jeanne Cranston, Susie Venters, John Aimone, Stephanie Feagin, Steven "Bear" Dauenhauer, Steve Gergick, Vince Gardner, Colleen McDonald, David Maxwell, Estrella Casanova, John Daniels, Monique Williams, Rhonda Jameson, Kari Krause, Cynthia "Yuka" Uehara, Barry Smith, Dana Prather and Frank DeSilva.

**'TIS THE SEASON FOR STARS...**Star Service facilitators, that is. Please help us welcome the following Star Service AECR and CfES facilitators to our worldwide Navy team:

AECR Facilitators – Julie Clark, Jamie Kinworthy, Carl Cardenas, Kristy Malarkey, Bill Moore, Rossella Foti, and Sandy Baert.

CfES Facilitators – Barry Smith, Jomar San Agustin, Kelley Hollinger, Seven Marksberry, Keith Reynolds, Cynthia Uehara, Dana Prather and Ishikura Masakazu.

**NEW COURSE MANAGER CANDIDATES COMPLETE**

**COURSE MANAGER COURSE...**The Training Branch has been busy preparing the newest Leadership Skills for Managers (LSFM) course managers for certification. The following course manager candidates have completed the Course Manager Course and are busy scheduling their apprenticeships: Amy Cimino, Brian Connors, Suzanne Giersch, John Lucas and Isaiah Mincks. Congratulations to all and good luck with your apprenticeships!

**NEW COURSE MANAGER...**Jim Higgins, director of golf for Navy Region Southwest, is the newest course manager for the MWR Managers' Course. In September, Jim successfully completed his apprenticeship at a course hosted by the Pacific Northwest Region at SUBASE Bangor. Congratulations on a great job and good luck with future training!



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**OSCARS COME EARLY IN 2004...**The Academy of Motion Picture Arts and Sciences will be handing out the 76<sup>th</sup> Annual Academy Awards Feb. 29 at the Kodak Theater in Los Angeles. Who will be up for honors this year? You can find out Jan. 27 when the nominees will be announced.

Oscar time provides a fun programming opportunity for your movie program, whether you hold a "pick the Oscars" survey contest, host an "Oscar viewing party" or put together your own local movie awards program. If your program involves any viewing of nominated titles, remember that unless you're taking a group off base to a local theater, you must obtain your movie exhibition product from Navy Motion Picture Service.

Our formats are 8mm videotape and 35mm film. You may not duplicate, edit or in any way alter any movie product provided by NMPS – all titles must be used as provided. NMPS currently has about 75 prior Oscar winning titles under contract, dating back to *Dumbo* in 1941 and running through eight of last year's honorees. Drop us a line if you'd like more information.

**HOLIDAY MOVIE PROGRAMMING...**Looking for a Christmas related movie to schedule during the holidays? There should be several in your library right now. For example:

For some people, getting that "special gift" under the tree, the one they've waited for all year, is what they remember. For them, *A Christmas Story* would be the perfect pick. If holiday travel or a family vacation is in the cards, we suggest *Home Alone* or *National Lampoon's Christmas Vacation*. Find out what might be in store for your trip!

*A Christmas Carol* by Charles Dickens is a holiday favorite and NMPS has it in two flavors...*A Muppet Christmas Carol*, and Bill Murray in *Scrooged*. Comedy is always a great relief from all the shopping stress, so why not combine both and enjoy the new governor of California in *Jingle all the Way* to see how NOT to do your shopping?

Finally, if you just can't get enough of Santa, we have Tim Allen playing the merry one in both *The Santa Clause* and *The Santa Clause 2*. These are just a few programming ideas and you can help us make next year's list even bigger by sending us your favorite holiday movies. It's never too early to start planning!

**FY03 MOVIE ATTENDANCE REMAINS STRONG...**NMPS' 35mm theaters reported program attendance of 3.1 million worldwide in FY03. This is a two-percent increase over FY02 and is noteworthy, considering the greater number of personnel deployed during this time.

With 49 percent of the attendance reports returned, FY03 attendance for 8mm videotape movie sites worldwide stands at 1.6 million, with a projected 3.2 million total. This is about the same as FY02 and shows continued movie program interest and support.

Please continue to fax your FY03 8mm shore site attendance reports to 901-874-6831. Your numbers count!



## BUSINESS ACTIVITIES BRANCH

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### NAVY'S FIRST SPORTS BOWLING CENTER

Atsugi Lanes Bowling Center implemented the first Navy "Sports Bowling" program. Created by the ABC/WIBC, Sports Bowling consists of leagues and tournaments that are conducted on challenging lane conditions. The program, in its most basic form, is an opportunity for all bowlers to determine their true skills in such areas as accuracy, consistency, the ability to read lanes and spare shooting skills.

ABC/WIBC has implemented this program to separate the sport of bowling from the game by putting skill (ability to adjust to various lane conditions) ahead of technology.

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You may also register on the BPAA Web site at [www.bowlexpo.com](http://www.bowlexpo.com), then click the military icon. Enter the key code "AFBC" and the military-only Web site will appear. Click on the registration icon and fill out the on-line registration form. For more information, contact PERS-655C2.

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**BINGO PROGRAM MANAGERS...**The 2<sup>nd</sup> Annual Bingo Conference will be held in conjunction with IMCEA's "Spirit of Excellence IV." The Catering and Bingo Conference will be held at the Las Vegas Tuscany Hotel, March 10-12, and is an excellent opportunity to update your industry knowledge and skills. Whether you're a veteran MWR professional or a novice, it is very important to be aware and knowledgeable about the latest developments in the industry.

Also, Bingo World Expo 04 will be held at the Riviera Hotel, March 9-11, with 18 seminars and six conference topics, including *Creature Comforts; Players Are Your Guests; The Winning Experience; Planning and Programming for Success; Expanding Entertainment Options; and Integrity is not Negotiable.*

For more information and to register, contact Sari Jill Schneider, 254-554-6619, [sarischnneider@imcea.com](mailto:sarischnneider@imcea.com), or PERS-655C2. For Bingo World Expo 04 information and registration, call Lesley Grashow, 203-938-2782, [www.bingoexpo.com](http://www.bingoexpo.com).

**ANOTHER ADDED BENEFIT...**to this year's "Spirit of Excellence IV" is the partnership that IMCEA has developed with two conventions. The Nightclub and Bar Beverage Retailer Beverage and Food Convention and Trade Show will be held March 7-10 at the Las Vegas Convention Center.

These partnerships will allow IMCEA members and conference attendees to turn one trip to Vegas into an exceptionally educational and high-energy week. IMCEA members and conference attendees will be offered a special VIP discounted rate to attend these shows. For more information on the Navy's participation, please contact PERS-655F2.

Conference materials have been mailed to all IMCEA members and past attendees of "Spirit of Excellence" conferences. If you did not receive the materials, go to [www.imcea.com](http://www.imcea.com) and click on the *Spirit of Excellence IV* conference link.

**BOWLING CENTER MANAGERS...**The 13<sup>th</sup> Annual Armed Forces Bowling Conference and International Bowl Expo 2004 will be held at the Hilton Hotel and Las Vegas Convention Center, June 27-July 2. Military registration packets will be mailed by Feb. 1. Rooms have been blocked at the Hilton Hotel at the per diem rate, plus tax. The conference includes:

June 22-25, Equipment and Maintenance Mgmt. Class, Orleans Hotel; IBPSIA Pro Shop Certification Course, Texas Station Hotel; June 23-25, Dick Ritger Coaching Academy, skill levels I, II, & III at Orleans Hotel;

June 26, Glow Bowling and Party Presentation Mgmt. Class or Marketing-Bowling Promotions by Fred Kapowitz, Hilton Hotel;

June 27, Military General Session and Individual Service Mtgs.;

June 28, RecTrak Training & Military meetings and Bowl Expo 04 Education Keynote Speaker & Seminars;

June 29, Bowl Expo 04 Educational Seminars;

June 30 - July 1, Bowl Expo 04 Trade Show; and

July 2, Lane Inspection Workshop.

**EUROPE & FAR EAST  
BOWLING MANAGERS...**

AMF Military Bowling Worldwide [Dan Hill, 804-550-8660, [dhill@amf.com](mailto:dhill@amf.com)] announced that the new AMF military European & Middle East manager is Tony Huggins, [49-6221-754-862, (cell) 49-173-907-6214, [tonyhuggins2003@yahoo.com](mailto:tonyhuggins2003@yahoo.com)].

Also, the new AMF Military Far East manager is Ed Bowen [81-467-325-104, (cell) 080-5099-4030, [edbowen2003@hotmail.com](mailto:edbowen2003@hotmail.com)].

2004 Brunswick A-2 Pinsetter Training School by AMF Tech  
Robert Davis,  
805-217-9864, 818-341-0070,  
(fax) 818-341-9668, [bedwards@amf.com](mailto:bedwards@amf.com)

2004 AMF Pinspotter Training School,  
82-70 & 90XL  
John Isbell,  
804-240-4982, 281-491-9523,  
(fax) 281-491-6395, [jisbell@amf.com](mailto:jisbell@amf.com)

**POC:** PERS-655F1,  
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**BOWLING CENTER MANAGERS & MECHANICS...**The 2004 Brunswick GS-Series Pinsetter Maintenance Schools coincide with Frameworx Scorer Maintenance Schools and the Brunswick A-2 Pinsetter Training School. The AMF 82070 and 90XL Pinspotter Training School will be held on the following dates and locations:

<b>CLASS DATES</b>	<b>BRUNSWICK HOSTING CENTER</b>	<b>LOC.</b>	<b>PHONE</b>
Jan. 27-Feb. 6	Brunswick Service	Muskegon, Mich.	231-725-4624
May 10-20	Training Center		800-323-8141
July 6-16			(fax) 231-725-4655
Aug. 10-20			<a href="mailto:schools@brunbowl.com">schools@brunbowl.com</a>
Oct. 5-15			

<b>CLASS DATES</b>	<b>BRUNSWICK HOSTING CENTER</b>	<b>LOC.</b>	<b>PHONE</b>
Dec. 1-12	Stafford Lanes	Stafford, Texas	281-491-2856
Jan. 26-Feb. 5	Riverside Lanes	Riverside, Calif.	909-353-2695
March 1-12	Casselberry Lanes	Fern Park, Fla.	407-831-7171
May 3-14	Laketown Lanes	Springfield, Ill.	217-529-1666
June 7-18	Country Club Lanes	Baltimore, Md.	410-476-9100
July 12-23	Olympic Lanes	Rochester, N.Y.	585-235-5341

<b>CLASS DATES</b>	<b>AMF HOSTING CENTER</b>	<b>LOC.</b>	<b>PHONE</b>
<b>82-70:</b>			
Jan. 14-25	Country Lanes	San Antonio	210-496-3811
Feb. 9-13	Hiester Lanes	Reading, Pa	610-929-3673
March 15-26	Cascade Lanes	Portland, Ore.	503-255-2635
June 7-18	Hamden Lanes	Hamden, Conn.	203-248-5503
July 12-23	Seminary Lanes	Alexandria, Va.	703-823-6200
Aug. 9-20	Clearwater Lanes	Clearwater, Fla.	727-461-2511
Sep. 13-24	Hiester Lanes	Reading, Pa.	610-929-3673
Oct. 4-15	Sheridan Lanes	Tulsa, Okla.	918-627-2728

<b>82-90XL:</b>			
Apr. 19-30	Hanover Lanes	Mechanicsville, Va.	804-559-2600
Nov. 8-19	Hanover Lanes	Mechanicsville, Va.	804-559-2600

**RUSHLOW TOURS EUROPE...**Country/Rock band, Rushlow, will embark Dec. 12 on a 10-day holiday tour to the Mediterranean to play for service members and their families.

Their first single, *I Can't Be Your Friend*, currently holds the number 13 spot on Billboard's country chart. The song has been steadily creeping up the charts for the past 21 weeks and is the first single off their new album, *Right Now*, which will be released just days before the group begins its tour. This tour is being planned in conjunction with Armed Forces Entertainment and will include shows at Navy, Army and Air Force locations.

Lead singer and frontman, Tim Rushlow will be recognized from his first band, Little Texas, and plays hits such as *Amy's back in Austin* and *God Bless Texas* during his shows. The band toured the Middle East back in 2002 to play for Fifth Fleet Sailors.

**HOLIDAY DESIGNATED DRIVER PROGRAM...**

This holiday season, MWR has partnered with Anheuser-Busch and the Coors Brewing Company to provide Designated Driver Awareness posters. These posters have been mailed to every Navy installation and afloat unit. Please contact PERS-655F2 if you need more posters or more information on this program.

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[P655C4@persnet.navy.mil](mailto:P655C4@persnet.navy.mil)

**BRANDING FOOD AND BEVERAGE LOCATIONS CONTINUES...**

Naval Station Rota, Spain conducted a VIP reception Oct. 20 in their newly renovated Cosmo's food court. More than 60 guests were invited to sample choices of menu offerings from Mean Gene's Burgers, Eddie Pepper's Mexican and Asian Creations. The food court has 136 seats and also features a drive-thru window. Initial sales have exceeded \$4,000 daily and feedback from Sailors has been very positive.

**NAVAL STATION PEARL HARBOR...**

opened a Hot Stuff Grill concept at their Navy-Marine Golf Course Oct. 23. Featured on the menu are hot and cold sandwiches, pizza, Nathan's Famous Hot Dogs and a variety of appetizers. This brings the total number of branded food and beverage concepts in Navy MWR facilities to 94, at 13 of 16 regions around the world.

**POC:** PERS-655F3,  
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or PERS-655F5,  
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[P655F5@persnet.navy.mil](mailto:P655F5@persnet.navy.mil)

**WELCOME TO CLAY MURRAY...**the Navy golf program manager. Most recently, Clay was general manager of Monterey Pines Golf Course, Calif. He also worked three years for the Army as golf manager at Picatinny Golf Club, New Jersey. Clay has worked in the golf industry for 15 years and is a class A member of the PGA of America. Clay has a bachelor's degree in Business Administration from Boston University and is planning to pursue a master's degree.

**NAVY GOLF MANAGERS TO MEET IN ORLANDO...**The PGA/ Armed Forces Golf Managers seminar will be held in Orlando, Fla., Jan. 25-28. This annual event brings together 200 attendees from all four armed services.

The PGA's initiative, "Growth of the Game," will be the main focus of this year's four-day seminar. Today's golf managers must be continually able to provide outstanding and innovative services to golfers. Education is an important piece in keeping on top of current trends and the exchange of ideas while networking with other golf managers is key to improving a golf facility, which in the long run will lead to a more profitable facility.

**TWO MORE BRANDED COFFEE OPTIONS...**Would you like to brand your current coffee operation with minimal investment?

Two companies with similar programs, Starbucks and Java Coast, both have foodservice applications and provide drip brewing equipment and maintenance at no charge to the base when minimum usage (determined by territory consultant) is projected.

Espresso equipment is available for purchase from either company, or if you already have an espresso machine, they will determine if it may be calibrated to their particular grind specifications. Both coffees are available through the Joint Services Prime Vendor Program (JSPVP) or via direct ship. These "We Proudly Serve, We Proudly Pour" programs provide logos and marketing material.

These programs are currently available only to CONUS locations. Merchandisers, carts and kiosks are also available for locations that desire this type of set up. Below are per cup and per shot cost comparisons:

	Starbucks	Java Coast
12 oz. Cup/drip	\$0.21	\$0.19
Cup	\$0.07	\$0.06
Lid	\$0.03	\$0.03
	\$0.31	\$0.28
16oz. Cup/drip	\$0.29	\$0.22
Cup	\$0.07	\$0.07
Lid	\$0.03	\$0.03
	\$0.39	\$0.32
Espresso shot	\$0.11	\$0.13

If you would like more information or are interested in pursuing one of these options, please contact PERS-655F3 or PERS-655F5.



## COMMUNITY SUPPORT BRANCH

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**GIVE MY REGARDS TO BROADWAY...**Start planning ahead for the biennial Joint Service ITT conference coming up this January in New York City. This year's host will be the Army and we are joining forces with our marketing team.

The goal is to take ITT managers to destination locations to better familiarize them to the newest developed travel markets so they can sell them more easily, while completing the biennial training at the same time. These year's training will focus on the changing budgets, how to maximize commissions and break even in your offices, going ticket-less, and partnering with marketing. The announcement can be found at [www.mwr.navy.mil](http://www.mwr.navy.mil) in the Training or ITT section. Don't forget to ask about the training grants available for ITT managers.

**PRINT ON DEMAND SYSTEM...**We are testing a "print on demand" ticket system in the Jacksonville ITT office. Results of this test will be reported at the Joint Services conference in January. If the system does what we are hoping, we will be able to print on demand a majority of our ticket stock, thus decreasing the number of tickets we have to keep on hand, decreasing inventory and centrally paying for tickets printed in the system. If the test is successful, it will bring our ticket operations into the twentieth century and automate most of what we do. Watch for results after the first of the year.

**TRAINING AND CURRICULUM SPECIALIST CONFERENCE A GREAT SUCCESS...**The conference, held Nov. 3-8 at the Chicago Westin Hotel, permitted attendees to participate in specialized Navy child development and youth training, and in the National Association for the Education of Young Children (NAEYC) annual conference. Training sessions included topics such as implementing an emergent curriculum, empowering and motivating staff, assessing development of children, promoting resilience in children, and bringing child development and youth programs together for training.

The highlight of the conference was the keynote address, presented by Dr. T. Berry Brazelton and Dr. Joshua Sparrow. Dr. Sparrow spoke on stresses and support for parents, which was followed by Dr. Brazelton's presentation, "The Emotional Basis for Learning in the First Years." After the keynote presentation, Dr. Sparrow and Dr. Brazelton took time to sign Dr. Brazelton's book, "Touchpoints: Birth to 3." Their handouts are on the Web at [www.mwr.navy.mil/mwrprgms/cdc.htm](http://www.mwr.navy.mil/mwrprgms/cdc.htm).

In response to the conference, one participant wrote, "It was an honor just being in the same room with Dr. Brazelton. I feel very fortunate to have heard him speak...." Other comments included: "My first experience was great. I couldn't have asked for more!"; "Dr. Sparrow and Dr. Brazelton were outstanding and helped me realize again just why I have chosen this field. What a way to recharge!"; "This was the BEST training conference I have attended thus far! Thanks for funding the training. Otherwise, I wouldn't have been able to attend!"

