



AMERICAN SYSTEMS

# PERSPECTIVE

When It Has To Be Right The First Time



Volume 31 • Issue 3 • July 2010

## AMERICAN SYSTEMS In The Public Eye

As employee-owners, we should all be aware of our growing presence in the public space. Whether it's an ad in an industry journal, an event sponsorship, a media interview, a speaking engagement, or even attendance at a conference or symposium, our brand awareness is growing, and as it does, so does our responsibility to live up to our values and standards. Here are a few examples of recent public "appearances" by AMERICAN SYSTEMS.

### Public Relations

So far this year, a number of AMERICAN SYSTEMS personnel have been interviewed by reporters, editors, and freelance writers. These interviews usually result in coverage in print or online media.

As a result of these interviews, AMERICAN SYSTEMS has appeared in several regional and national media outlets, including, *The Washington Post*, *Washington Business Journal*, *Virginia Business* magazine, *Military Training Technology* magazine, and the *San Diego Daily Transcript*.

In the next few weeks, we expect significant coverage in *Washington Technology* as well as a CEO-level radio interview on a major Washington, DC, area station.

Bottom line? Word is getting out that AMERICAN SYSTEMS is a dynamic, growing company with subject matter experts that journalists are seeking.

### Speaking Engagements

Our subject matter experts are also being asked to provide industry insight at symposiums, conferences, and industry events. In the past couple of months, we've had podium exposure at the Association of Proposal Management Professionals' annual conference, a Chesapeake Regional Technology Council event, and most recently, a high-level gathering featuring the new Administrator of the General Services Administration, Ms. Martha Johnson (see related photo on page 6).

### Advertisements

Our company brand is also being seen by our targeted audiences in local, regional, and national publications in the form of advertisements. Sometimes designed to raise overall awareness of our name, sometimes with a finely-tuned message touting a specific market or offering, these ads have appeared in the *Washington Business Journal*, *The Year in Defense*, *Military Training Technology*, and the ITEA annual directory, as well as a host of conference programs.

### More To Come

Stay tuned for a new Communications Community on AIMS coming soon, where we will post examples of our ads as well as links to events and more media "hits."

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# From the President's Desk



We are now halfway through CY/2010. As I have indicated in earlier editions of *Perspective* this year, we continue to deliver the results that we have worked so hard to achieve over the past five years. Our indicators remain strong and we are on a pace to once again exceed industry benchmarks with respect to organic growth among our peer group companies. This success portends well for the career development of our employees and the value creation for our principal shareholder ... the AMERICAN SYSTEMS ESOP.

From a business development perspective, through June, we continue to trend very well. Through H1/2010, we have booked ~\$135M in new business at a win rate of ~45%. The new business qualified pipeline with an estimated award date in CY/2010 is ~\$1,631M. Of this total:

- ~\$953M has been submitted and is awaiting adjudication;
- ~\$158M has been authorized to bid; and
- ~\$520M has been qualified and awaiting RFP issuance.

If we are able to maintain the win rate as the decisions ramp up, we will have another very strong business development year on which to build our future. Just as importantly, our follow-on win rate through H1/2010 is ~100%.

Another indicator of how strong CY/2010 may be is the trailing twelve months (TTM) of revenue which is a strong indicator of future revenue potential.

- TTM Revenue / December 2009: ~\$230.7M
- TTM Revenue / January 2010: ~\$238.1M
- TTM Revenue / February 2010: ~\$242.7M
- TTM Revenue / March 2010: ~\$250.2M

- TTM Revenue / April 2010: ~\$255.3M
- TTM Revenue / May 2010: ~\$261.7M

TTM Revenue / June 2010 is not yet available as I write this article, but it is expected that the trend will continue. This trend provides significant confidence in our ability to achieve our revenue objective in CY/2010!

As you heard me say during the CY/2010 Kick-Off meetings, and as I reiterated in the April *Perspective*, we not only entered CY/2010 with tremendous momentum as a result of a very strong new business development year, we have continued to deliver strong results in this area while maintaining very strong leading indicators. As we begin the second half of the year, we need to stay focused; deliver against the contracts we have in-house; and convert the strong leading indicators into equally strong results. In short, we need to continue to ... "Just Do It!"

As always, I am proud to be a member of the AMERICAN SYSTEMS Team.

Bill Hoover

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## Standard Policies & Procedures Updates

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The following Standard Policies and Procedures (SPP) were updated in the second quarter of 2010. It is your responsibility to stay current with all of our SPPs. Remember to visit the Policy Central Community on AIMS for the latest versions of all of our SPPs.

### Corporate

- SPP 01-202 Quality Assurance Policy

### Security

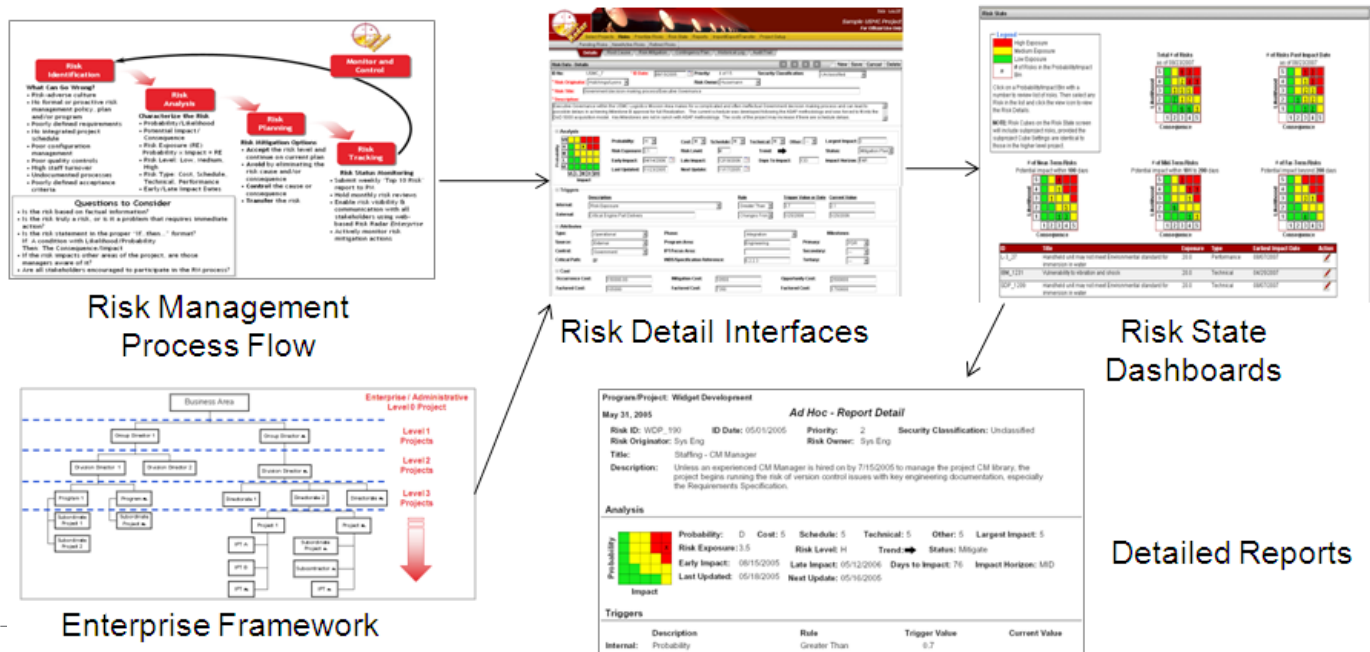
- SPP 09-100.1 Security Manual
  - SPP 09-100.2 Chantilly Sensitive Compartmented Information Facility (SCIF)
-

# What We Do - Risk Management

Welcome to “What We Do,” where we will highlight selected core capabilities from around the Company. This issue, we take a look at Risk Management, one of the services we provide under our Professional, Technical and IT Services Offering:

Have you ever had a winning proposal not return a profit? Have you ever had a large delay in a program or project schedule? Have you ever had large cost overruns in your program or project? One reason for these outcomes was not having a formal risk management program.

management actions. Those who practice continuous risk management reliably achieve greater success in delivering quality proposals, products, and services on time and within budget than those who do not. Our expert risk management services are based on proven best practices and can be drawn upon to establish a practical and sustainable risk management program that will help your customers and you reach your business objectives. The diagram below depicts how our risk management products and services interact with any continuous risk management process.



## What is Risk & Risk Management?

A risk is an uncertain future event or condition that, if it occurs, has a positive or negative impact on a project.

Risk Management is the systematic process of identifying, analyzing, tracking, controlling, mitigating, reporting, and responding to project, program, or proposal risks.

## Who can help me at AMERICAN SYSTEMS with Risk Management?

AMERICAN SYSTEMS' Information Management Services' (IMS) Risk Management Services Division is uniquely positioned to help our associates' and customers formulate and implement risk management best practices. Our Risk Management Team is uniquely qualified to support our associates' customers with their Risk Management Initiatives Implementation Goals.

A formal risk management program is the cornerstone that bears the burden of success for virtually all other

## What Is Risk Radar Enterprise (RRE)?

RRE is an easy-to-use web application for enterprise-wide, program, and/or project risk management. It enables effective management and communication of project cost, schedule, technical and performance risk within a common enterprise framework. RRE gives managers and their teams the visibility they need to proactively identify, analyze, track, control, mitigate, and report risks.

A proactive risk management process will be beneficial to any proposal, project, or program. The Return on Investment (ROI) for having an ongoing risk management process is significant.

For more information, please contact:

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IMS Project & Product Manager

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# DSS Call Center Team Launches Portal Site

The AMERICAN SYSTEMS DSS Call Center Team recently launched a Collaboration Portal Site to share documentation and program status with the entire DSS Call Center Team. The recently hired Program Manager, **Carroll “Ziggy” Levison**, made the Collaboration Portal a top priority after taking over the helm. Ziggy explained, “There was not a lot of stakeholder communication with our AMERICAN SYSTEMS Team, and it is important for these key stakeholders to know what is going on with the program.”

One of the key areas highlighted on the Portal is the presentation of the four primary Key Performance Indicators (KPI) for the program. While there are eight Service Level Agreement (SLA) factors for the contract, the four readily measurable KPIs were not effectively communicated with the call center team. Now, they will not only get feedback from the PM on the performance of the Center as a whole, they will also be able to view that performance on the Portal.

And what a performance it is. The Team continues to post record-setting SLA Achievement each month. In two of the SLAs, the Team is consistently between 99% and 100%, while on the other two they run above 97%. The Call Center Team also set a recent record with a Raw Call Abandon Rate of 0.20%, which after removing calls dropped within the first 10 seconds, gave them a Modified Call Abandon Rate of 0.00%. In other words, 100% of the calls were answered without a single lost call.

Another key factor in establishing the portal was the loss of continuity due to the loss of the past PM. Many key program documents were not available to the new PM as well as the rest of the team. To ensure the program is not single-threaded in knowledge, the Portal provides for shared documentation where the entire team can get to it. Key program documents, customer reports, and process documents are now being uploaded to the Portal to ensure that if anyone leaves the program the knowledge will still be available.



While the site is still being developed, one expanded feature has already been put to use. One of the key issues facing the team was the development of a quality feedback program to let them know how their monthly activity rated against the expectations. Naturally, any discussion of performance feedback caused some angst, and everyone wanted to voice their opinion. So, to give all of the Stakeholders in the process a chance to input, the “Survey” widget was used. This widget makes it very easy to design a quick survey about the importance of certain performance criteria, and even gave the Stakeholders a chance to enter free-form comments. This feature provides invaluable feedback not only to our management team, but also to the rest of the call center team as they saw how others felt about the different criterion measurements and some of the comments their teammates provided.

From the ground level, the implementation has been well received. According to **Trevor Sie-Duke** of the Alexandria, VA, office, “The Collaboration Portal has been a phenomenal improvement. This provides the opportunity for Customer Service Representatives (CSRs) who are in two different physical locations (Columbus, OH, and Alexandria, VA) to come together as one unified team, from team discussions to shared documents and surveys.”

*“The Collaboration Portal has been a phenomenal improvement.”*

— *Trevor Sie-Duke, Customer Service Rep*

The AMERICAN SYSTEMS DSS Call Center Team will continue to leverage the Portal to help the team collaborate and increase stakeholder involvement in the processes. With all team members participating, we will certainly see the dividends in continued superior performance on the contact.

# Contract Updates

## MCP Directorate Wins TE&AT Award to support USMC Systems Command

In June, the Marine Corps Programs (MCP) Directorate in Dumfries, VA, won a follow-on award for a base year plus two option years to support the Marine Corps Systems Command Program Manager for the Total Force Information Technology Systems Division.

AMERICAN SYSTEMS personnel are part of the Technical, Engineering, and Assistance (TE&AT) Team. Their focus of effort includes training and logistical activities for the Marine Corps Transportation Distribution Information Systems. In addition to winning our follow-on, AMERICAN SYSTEMS was awarded an extra FTE to bring the total award to just over \$1.66M.

The TE&AT work is performed in Oceanside, CA, and Okinawa, Japan. **Jasmine Feely** is the Team Lead for eight non-AMERICAN SYSTEMS employees in Oceanside, CA. Her team will now include our new employee, **Erin Marsch**, who was hired based on the proven professionalism of our current employees. Across the Pacific in Okinawa, Japan, AMERICAN SYSTEMS employee **Larry Borum** is part of the TE&AT team assisting III Marine Expeditionary Force forward-deployed Marines. All three AMERICAN SYSTEMS employees are former Marines who share their past experiences and train current Marines on the latest transportation and distribution systems.

Congratulations to Jasmine and Larry, and welcome aboard, Erin.

*Submitted by Gretchen Schreiber*

## Cyber Security – OCONUS

AMERICAN SYSTEMS personnel headquartered in Dumfries, VA, are in their second year of providing senior-level technical cyber security for the US Navy's overseas enterprise network from sites located around the globe in Manama, Bahrain; Yokosuka, Japan; and Naples, Italy. We have a team of seven people in these three sites, led by AMERICAN SYSTEMS Project Manager Ms. **Sandy Fenton**.

AMERICAN SYSTEMS' work supports Naval Network Warfare Command in Little Creek, VA, through the SPAWAR LANT contract. Our team is part of the worldwide support and sustainment system for naval

enterprise networks. We help the Navy comply with the Department of Defense (DoD) Information Operations Conditions (INFOCON), which designate the ever-changing security posture of DoD networks.

INFOCON is a Defense Department threat level indication system based primarily on the status of our information systems, escalating from INFOCON 5, where there is no hostile activity, to INFOCON 1, where information systems are under attack. Our personnel are in place to respond and prevent cyber attacks at INFOCON 3, when a risk has been identified. These teams are also assisting with implementing and monitoring DoD's Host Based Security System (HBSS). One important part of INFOCON is detecting unauthorized changes to certain register keys from their baseline settings. HBSS is the tool DoD will use for this detection effort.

The teams have made significant progress with INFOCON compliance and reporting and HBSS implementation and monitoring. The goal for this task is to fully stand up the Security Operations Centers, which are part of the three Theater Network Operations and Security Centers. AMERICAN SYSTEMS' work is critical to the security of the Navy's overseas enterprise networks.

*Submitted by Sandy Fenton*



*Our team in Bahrain: (left to right) Brian Baker, Abukar Hussein, Jesse Dorsey.*

## Values and Culture Recognition Program

From April through June 2010, many employee-owners were recognized through the Value and Culture Recognition Program, including our many Deer Park volunteers and those who put in the extra effort to ensure a seamless HQ move.

Kumar Annaiya  
TJ Baskerville  
Justin Carney  
Rodney Cooper  
Mark Crawford  
Pablo DelAguila  
Artel DeVries  
Nancy Edwards  
Robin Ferris  
Stewart Fletcher  
Kevin Flores  
Adam Frank  
Mary Harrell

Bob Hedgpeth  
Dennis Hetzel  
Kenny Kolstad  
Katherine Lee  
Rosa Lightner  
Michelle Lion  
Nancy Logan  
Craig MacDonald  
Sheri Murphy  
Wayne Nichols  
Dee Ortiz  
David Ozouf  
Mike Pugh

Tom Raup  
Srinivas Rautwar  
Steve Saylor  
Kimberly Shultzaberger  
Daryl Smith  
Dale Souza  
Charles Tedrow  
Patti Wilcox  
Ryan Wilt  
Jennifer Yohe  
Don Young



## Coming This September

Employees will transition to a single pay review cycle.

By September 2011, employees will also be on a single performance review cycle.

Stay Tuned for More Information.

To nominate an employee, visit the HR Community on AIMS and view the Values and Culture Recognition memorandum.



Above, Newport, RI, employee **Dave Giorno** spearheaded a food and money drive to help the Johnnycake Center of Westerly, Rhode Island, replenish their food stockpile after the severe flooding that occurred in March of this year. Here, Dave is presenting the check on behalf of AMERICAN SYSTEMS.



Above, AMERICAN SYSTEMS employee **Todd Percell** with students of the Advanced Course-Ammunition Handling/Management in Beirut, Lebanon.

Below Left is AMERICAN SYSTEMS COO **Peter Smith** with newly appointed GSA Administrator **Martha Johnson** at a recent Potomac Officers Club event that was sponsored by AMERICAN SYSTEMS.

Below Right is **Ali Kalwar**, **Damian Szigeti**, and **Michael Phillips** representing AMERICAN SYSTEMS at the US Army's 231st Birthday Ball at the Orlando Renaissance Center in June.



Send your photos and captions to [Perspective@AmericanSystems.com](mailto:Perspective@AmericanSystems.com) or [Mike.Dolton@AmericanSystems.com](mailto:Mike.Dolton@AmericanSystems.com).

## Our Newest Employee-Owners... April - June 2010

Please welcome the newest members of the AMERICAN SYSTEMS team!

John Aho	Tierra Day	Alex James	Danny Mitchell	Peter Short
Kirk Albritton	Jason DeChancie	Hasmal Jean-Philippe	Anthony Muldrow	Sarah Shultzaberger
David Alexander	Sean Dickey	Jacob Johnson	Marc Mutka	Richard Soper
Loeetti Alexander	Laddie Dik	Tiara Jones	Albert Olagbemiro	Michele Soule
Shaheed Ali	Zane Driskill	Katherine Jublou	Les Owens	Christopher Spicer
Deborah Anderson	Jason Evans	Richard Kenney	Michelle Palmer	Jerome Spriggs
Jacqueline Anderson	Thomas Ferguson	Melva King	Joshua Parent	Russell Steadele
Tameca Anderson	Donald Flynn	Robert Kirkpatrick	Gregory Paris	Christian Swenson
Walter Appleton	William Fredrickson	Jannette Kit	Aaron Perkins	David Taylor
Eduardo Arellano	Steven Fusco	Robert Klunder	Angela Pieper	Ronald Teierle
Brian Armstrong	Carlos Garcia	Tamika Knight	Andrew Piontek	Stacie Terry
Stephen Bacheller	David Garcia	Hanna Kong	James Polski	Neelima Thokala
Joseph Becker	Kevin Gervais	Mauno Kork	Jennifer Preston	Jason Thompson
Xanthe Belsky	Jason Gray	Raymond Kratville	Charles Prim	Tory Wagoner
Lawrence Bertolino	James Grzybek	Navya Kumar	James Quertermous	Corey Waters
Kathleen Bonds	Terrence Haddix	Sally Lalicker	Ray Rafaels	Dennis Wendt
James Borovilos	Courtney Hall	George Lanier	Miguel Ramos	Shadon Whitmire
Michael Bounds	John Hammack	Christopher Lee	Alan Ray	Benjamin Wilkison
Timothy Cash	Christina Hartless	Richard Lehman	James Reid	Andrew Winker
Elisabeta Catana	Matthew Hartshorne	Robert Lesage	Damon Rhea	Kenneth Wohlwend
Mark Chapman	James Havins	Walter Lopez	Andrew Rigg	Rick Wommack
Christopher Combest	Jared Hennessey	Keri Love	Albert Ruiz	Joshua Woody
James Corcoran	Robert Houck	Samantha Ly	Richard Schick	Jon Yanek
Shayna Countryman	Travis Howard	Andre Lyles	Mike Schreck	Kevin Yoo
Kevin Coyle	Cintron Huff	Laura Maniscalco	Kevin Schreiber	
Jeremy Crouse	Edward Huyer	Ted Mason	Donnell Seals	
Ronald Curtis	Kurt Ingle	Candice Maultsby	Tiffany Seay	
Randall Davis	Mike Jabari	Michael McGraw	Melvin Shadley	

## Second Quarter Promotions!

The following employee-owners deserve congratulations as they were promoted during the second quarter of 2010.

Jacques Barre	Amy Dixon	Dean Pastore	John Thibeu	Khang Tran
Francisco Castillo	Kirby Jenkins	Steven Saylor	Jennie Thomas	

## Service Anniversaries - April through June 2010

<b>20 Years</b>	<b>10 Years</b>	Kathleen Gildersleeve	<b>5 Years</b>	Jason Walker
Mike Barreda	Kristi Grant	Marcia McCullough	Michael Gates	Steven Grant
Tom Sellers	Chrissy Robertson	Larry Pyos	James Atkins	Ronald Kraft
<b>15 Years</b>	Mary Perry		John Pendergast	James McCammon
Theodora Smith	Beena Thangiah-Brown		Christopher Posey	Stanley Courtney
	Victor Morales		Jason Hindman	Bill Hoover



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PERSPECTIVE is published quarterly for the employees of AMERICAN SYSTEMS. Information contained herein should be considered proprietary. For more information, or to contribute articles, please contact [Perspective@AmericanSystems.com](mailto:Perspective@AmericanSystems.com) or [Mike.Dolton@AmericanSystems.com](mailto:Mike.Dolton@AmericanSystems.com).

# Postcard from Charleston, South Carolina

## Company's Low Country Support Expects to See Growth in the Near Future

Contributed by **Bob Sauer**

AMERICAN SYSTEMS (Charleston, SC) is seeded at the Wireless Networks Lab at SPAWARSCEN-ATLANTIC. We provide program management, subject matter expertise, engineering, installation, integration and training in support of the wireless voice, video and data programs.

**Jim Orr** has been our South Carolina Manager for 15 years. We have designed, developed and integrated two wireless Programs of Record (PoR); the Wireless Reach Back System (WRBS) and the Wireless SubLAN System. The WRBS, a PoR for US Navy Visit, Board, Search & Seizure operations, provides for the wireless transfer of biometric data from a vessel being searched back to the mother ship. The Wireless SubLAN System provides wireless access to the submarine unclassified network. In addition, we have designed, developed, installed and integrated the wireless ship-to-shore data communications systems on the USNS Comfort and USNS Mercy (for support of Haiti relief), shipboard wireless voice systems, and classified wireless data networks.

AMERICAN SYSTEMS is an active member of the Charleston Defense Contractors Association (CDCA), the local AFCEA Chapter, and the Association of Old Crows. The Company is also a proud sponsor of the Charleston RiverDogs, the minor league baseball Class A affiliate of the New York Yankees.



*Our Charleston crew, (L to R) **Tim Schmitz, AJ Kelly, Mark Heckler, Kellie Sweeney, Dan Sheaf, Jim Orr and Bob Sauer***



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