



February 2019

# Chapter Newsletter

**ASMC – Gulf Coast Chapter**

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**Join ASMC Today!!!**

The current fee is \$40 for one year or \$114 for three years. The membership fee is non-refundable and non-transferrable.

## President's Corner

**Dane Manfredi, Hurlburt VP**

Happy non-related Closeout New Year to you all! I hope all of you had an enjoyable Holiday Season and that this Newsletter finds you all refreshed from the holiday season and ready to make 2019 your best year.

What a 2018 our Chapter had and your 2018-2019 committee members are actively looking to structure upcoming Luncheons and Volunteer Opportunities to you all in the near future. Be on the lookout for our 2019 RPDI date that is tentatively planned for mid-April 2019. Also, our Volunteer Committee will be doing a Relay for Life team in May 2019, so if you all would like to participate in this great event, please be on the lookout for event notices.

As we head into this New Year, I want to relay a fitting statement made to me a few years ago by one of our members that I try to honor each day. That statement was to "Live for the Present, because each day given is just that, a Present." I find this fitting within our everyday lives, as we all have had adversity strike within our lives where we may have struggled to honor the day we are given at that moment. However, I am not naïve to know this statement is easier to say, but much harder to do, but I encourage us all to step back at times when we just wish to go into the future and realize that the present time is all we are guaranteed. Therefore, make the most of it by spending as much time with your family as you can, doing the best job you can while at work, volunteering your time to help others, or just ensuring to get out for a breath of fresh air once each day. The small changes we make to better each "present" day we live will amount to much greater good than we could have ever imagined in the future.

With that, I wish you all many blessings as we head into this New Year and I am looking forward to what our upcoming Chapter events have in store for all of us. It will be a fun 2019 and I am looking forward to sharing this year with you all. See you all soon!

## Save the Dates!

Fischer House - 16 April

RPDI - 16 APRIL 2019

Mar Luncheon - 20 Mar - More details to come



# Volunteer Opportunities

## Comptrollers for a Cause Relay for Life Team Activities

The Comptrollers for a Cause team kicked off their fundraising activities, benefitting the American Cancer Society, with Beach Mini Sessions on February 2 and 3 on Okaloosa Island and Pensacola Beach. The team also held a fun rock painting activity on Thursday, 7 February.

The next rock painting class will be held on Thursday, 4 April, at 1600, in Building 1, Room 21. Rocks and painting materials will be provided for this activity. To sign up, please email Maika Andrew, [maika.andrew.1@us.af.mil](mailto:maika.andrew.1@us.af.mil).

The Niceville Relay for Life will be held on 10 May at the Mullet Festival grounds. If interested in helping the team prepare for this event, please join them at the upcoming team meeting on Thursday, 7 March, at 1500 at Building 1, Room 130.



Shop in-home party on 1 March at 4546 Annabelle Lane, Crestview FL, 32539 from 6-8 or online (click the Logo) through 15 March! There are many great items that you can buy for yourself or a loved one and all funds earned are being donated to our Relay for Life Team! If you have any questions about this fundraiser you can contact Brittany Bohannon.

*thirty-one*

## Continuing Education & Certification!

The American Society of Military Comptrollers (ASMC) offers the Certified Defense Financial Manager (CDFM) educational program and certification designation to those persons desiring to demonstrate proficiency in the core aspects of defense financial management.

The **DoD Authorization Act FY2012** signed by President Obama empowers the Secretary of Defense to "... prescribe professional certification and credential standards" for the defense financial management community. The CDFM is one of the DoD-approved Test-Based Certifications recommended for Certification Levels 2 and 3 of the DoD FM Certification Program.



### Benefits to being CDFM certified:

1. The demands of the times require broad knowledge and analytical skills across a range of disciplines. The CDFM certification is fundamental to establishing a broad set of financial management skills.
2. Thirteen percent of DoD FMers hold the CDFM, so it represents a valuable credential that impresses selecting officials with the individual's drive and initiative. It also enables leaders within the DoD to be confident in hiring CDFMs or CDFM-As from anywhere else in the DoD knowing that they possess the skills the job requires.
3. CDFM certification is a differentiator for employers and increases employment opportunities within the public and private sector.

# Fisher House!

The Fisher House enables veterans, military members and their families to stay in the house for free while their loved ones are undergoing treatment. The National Fisher House Foundation builds these houses next to treatment facilities to fulfill the vision of Zachary and Elizabeth Fisher. The Fishers discovered that vets were sleeping in their cars while receiving medical treatment, in order to save money. Zachary's background was in construction and he decided to find a way to provide lodging for vets while receiving medical care. The Fisher's provided funding for the first 22 houses out of their own pocket and today, there are 80 houses in operation. The Fisher House of the Emerald Coast (FHEC), a local 501c3 organization, raises funds to support the operation of the local Fisher House. This year, the FHEC donated \$80K worth of furniture for the house. The house is funded by appropriated and non-appropriated funds, as well as the FHEC when needed. The house managers, Marc Ambrose, Don Peckham and John Stephens, are very supportive and appreciate of our efforts. Our ASMC Gulf Coast chapter has been a supporter of the Fisher House since before the house was built. Our chapter contributed to fund-raising efforts leading to the grand opening of the Eglin Fisher House in September 2010. We began preparing and serving meals for Fisher House guests in May 2012 and in June 2015 committed to continuing this labor twice a month.



This activity presents many wonderful opportunities to share time with our wounded warriors and veterans, some of whom have extended stays, allowing us more time to get to know the veterans as well as their families. Guests are very appreciative of our efforts; some offering us money which we decline. Others become partners and help us with set-up and clean-up as did Curtis and Anna who now live in Crestview. Some of the guests' stories are quite memorable as the one Anthony Annheuser shared with us. His picture with two of our volunteers explains why he was known as "Too Tall." Around 1964, when he was in the Army National Guard, he and his buddy were returning from leave in Santa Cruz, CA, heading to Fort Ord, CA where they were stationed. They noticed an African American lady with a flat tire on the side of the road. They discussed stopping to assist but were concerned because of racial tensions of the time. These were two young white men. They decided to stop and change the lady's tire.

She asked them where they lived and they explained they were stationed at Fort Ord with the 32<sup>nd</sup> Division. About two or three weeks later, they were asked to come to the dayroom where they noticed a new television. The first sergeant handed them a note that read, "Thank you for being respectful and helpful to my wife," signed Nat King Cole. Mr. Cole had purchased the television in appreciation but the note was most meaningful to Tony and has kept it to this day.

Every time we saw him at the Fisher House accompanying his wife, Mary, who was receiving treatment, I requested he retell the story to the volunteers there that day, and he obliged every time. It is a great story! These are only two of many guests I've had the pleasure to get to know while volunteering.



## Fisher House! cont.

Meeting the guests is only one of the highlights of volunteering at Fisher House. It is also a great way to give back to our community and a great team-building activity. A team of 3-6 volunteers prepares and serves a meal for the Fisher House guests. A sign on the kitchen island invites the guests to dinner, displays the menu and identifies our Gulf Coast chapter as the sponsors. If you'd like to participate in this rewarding activity or would like more details, please contact Maika Andrew, [maika.andrew.1@us.af.mil](mailto:maika.andrew.1@us.af.mil) or 850-883-6086. As the pictures reflect several of our Eglin and Hurlburt FM teams have participated. The following dates are still available: 16 and 30 April, 14 and 28 May, and 11 and 25 June.





# Business Analytics

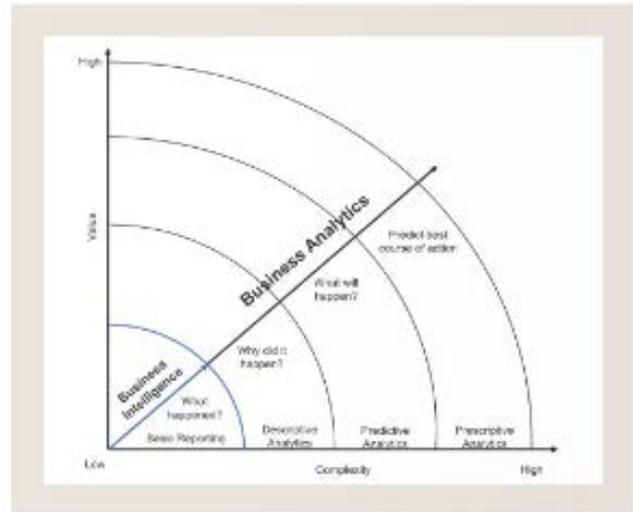
by Major George Goodwyn

In recent years, organizations have put more emphasis on using business analytics (BA) to support decisions made within the organization. Often, however, what is being described by organizations as BA is actually business intelligence (BI).

**B**I is basic reporting, such as key performance indicators, which typically are expenses, revenues, and profitability. BA is taking these reports to the next level and performing descriptive, predictive, and prescriptive analytics. It answers why. BI and BA are both very useful in making informed decisions; however, they are different in their techniques and scopes, and should not be considered interchangeable. The chart provides a visual depiction of how BI and BA are comparatively different in their methods.

## Business Analytics

Both BA and BI can be used to analyze your organization's data. Only BA can answer why something is happening, which is the most important differentiator between these two practices. BA has three methods used to analyze data: descriptive, predictive, and prescriptive. All three methods use historical data as inputs, but the insights and outcomes each provides are different. Descriptive analytics involves the analysis of historical data in a way that helps you understand why the results of your data are the way they are. An example of a report using descriptive analytics is one regarding average annual change in sales with a correlation analysis identifying variables that created the results. Predictive analytics creates models based on historical data



that project future trends. An example of this would be projecting next year's sales for a product, taking into consideration product growth and seasonality. Finally, prescriptive analytics takes everything one step further and can indicate the best course of action based on historical data. An example of this would be possible outcomes of future sales based on current trends and forecasting these trends.

## Using Analytics

There are multiple ways to begin implementing analytics within an organization. Typically, there are three places to start – people, processes, or systems. Where you begin is determined by your organization and the stage at which your organization exists.

If you are unsure of where to begin, here is a recommended method:

### 1. Identify the Problem

This initial step is the most essential step in preparing your organization to begin using BA. Defining your key analytic question (KAQ) will provide you with the groundwork to determine what personnel you need, what processes need to be adjusted, and what systems are needed to effectively answer your question. Once you have determined your KAQ, you can either use in-house data analytics personnel to help elevate you to the next step, or if these resources are not available, you can seek out a vendor. Regardless of who will ultimately complete the analysis, having your KAQ defined will help you identify a roadmap to having the right people, processes, and systems in place.

### 2. Collect Data

After determining your KAQ, you need to begin collecting the appropriate data. This can be an easy or complex task depending on what information is needed, where the information is stored, and how many different data sources are needed. As you collect the appropriate data, you will need to transform this information into a format that will allow your systems to process the data effectively.

### 3. Determine Which Metrics and Analytic Techniques are Appropriate

After the data is in a manageable format, you can now begin to review it. As you review your data, keeping your KAQ in mind, you will need to choose which of the three BA analytic methods will best fit your business needs. If your business need is to understand why something happened in the past, then your best choice would be to focus more on descriptive analytics. However, if you are more interested in understanding what happened so you can foresee what will happen in the future, then your best route will be to focus more on predictive analytics. If you have mastered descriptive and predictive analytics, then you will want to focus on prescriptive analytics and begin to focus on future possible outcomes.

### 4. Analyze Data

Now that you have all the necessary data, the appropriate personnel, and have selected an analytic method to answer your KAQ, you can now analyze your data. During this time, your results may or may not be what you expected. If the

results are not what you expected, then you should review your KAQ, data, methods, and results for any discrepancies or errors. Once you have confirmed your results are accurate, review the results against the KAQ. Ensure you understand the results you have obtained.

## 5. Interpret Results

Understanding your results is key, but it is even more crucial to be able to interpret the results in the context of your KAQ and communicate your findings to others. Take your time understanding your findings. Review your question again and review your results. This is an iterative process. If the results leave you with more questions, continue the process again until you are satisfied with your findings.

## Conclusion

Business analytics is a great discipline that allows organizations to better understand their data and make actionable and informed decisions. However, BA follows a process, and is not something organizations can develop overnight. Organizations that devote time and resources to proper plan and execute business analytics can look forward to more effectively accomplishing their mission while reducing the cost to do so.

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### Major George C. Goodwyn

Major George C. Goodwyn is currently assigned to the 187th Student Detachment out of Joint Base San Antonio. He is a current graduate student at American University, Washington DC studying Analytics. MAJ Goodwyn is a member of ASMC's Washington Chapter.