



GULF COAST CHAPTER NEWS



JUL 2013

AMERICAN SOCIETY OF MILITARY COMPTROLLERS

PRESIDENT'S CORNER

ASMC Members,

Our Gulf Coast Chapter is excited to offer "Embracing Change" a FM training day (mini-PDI) on Tuesday, 23 July at the Eglin Conference Center from 0730-1530. There is no registration fee for this training. The only expense is \$10 for lunch if you elect to order a sandwich.

We hope you will take advantage of this training. We have an excellent line-up of speakers including

- Honorable Jamie Morin, Assistant Secretary of the Air Force Financial Management and Comptroller
- Brigadier General Scott Jansson, Air Force Program Executive Officer for Weapons and Director of the Armament Directorate, AFLCMC
- Ms. Glenda Scheiner, Director, Human Capital and Resource Management Office of the Under Secretary of Defense
- Col Christine Wasdin, Deputy Director, Financial Management and Comptroller, Life Cycle Management
- Col Kurt Buller, Commander of 720th Special Tactics Group

There are already 81 members registered for this training so register soon to reserve your spot as there is limited seating.

I would like to thank Michelle Woolgar, our "Mini" PDI Chairman, and her Committee for the tremendous effort and creativity to put together the upcoming FM training day. For most of our FM community, this will be our only opportunity this year to receive vital training due to the sequestration limitations.

We look forward to seeing you on the 23rd of July!

Denise Wagner

ASMC, P.O. Box 1756, Eglin AFB FL 32542

Executive Committee

President	Ms Denise Wagner	882-6835
VP-Eglin	Ms Brianna Hoppel	883-3204
VP-Hurlburt	Ms Karen McDonnell	884-2995
VP-Tenants	Ms Connie Clay	883-0239
Secretary	Ms Sharon Pedersen	883-0695
Treasurer	Ms Michelle Woolgar	882-6700x7800
Treasurer	Ms Mandy Chapman	882-6165
Treasurer Reconcile	Ms Bobbie Jo Fred	882-3171
Regional PDS	Ms Michelle Woolgar	882-6700x7800
Membership	Ms Lindsey Stephan	883-1609
Education	Ms Lisa Gamon	883-2890
CDFM POC:	Ms Sybil Brooks-Dupree	882-4832
CDFM POC:	Ms Joanna Scott	883-2700
Eglin Enlisted Advisor	MSgt Philip Chapman	882-0095
Hurlburt Enl Advisor	MSgt Arnold Soto	884-4053
Programs	Mr Joe Proctor	882-4593
Ways & Means	Mr George Joseph	883-3458
Publicity	Ms Jenna Colon	882-2840
	Ms Kaci Harris	882-8707
	Lt Jessica (Jessi) Pitts	883-0356
Community Service	Ms Vanessa Fuentes	882-0254
Awards	Ms Joan Horn	883-1895
Newsletter	Ms Laura Gamble	884-6869
Webmaster	Mr Jason Guzzardo	882-0055

Membership

Membership - Co-Chairs, Lindsey Stephan & Ivonne Anderson

Membership is available to individuals who are actively employed in military comptrollership, as active duty or civilian personnel for DoD or USCG.

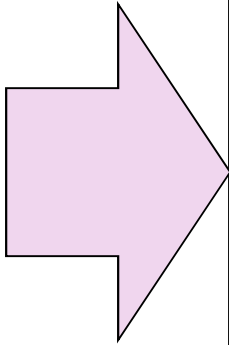
Associate membership is available for those who don't meet the qualifications but are currently employed in a defense related financial management field.

Employees of private sector companies who are interested in ASMC membership may join under the corporate membership program.

New military members E1-E4 and civilian GS1-GS7 can be reimbursed for half of their yearly membership fee. *New members only.* I will be providing information about upcoming membership drives and other activities as they are planned.

If you have any questions, call Lindsey at 883-1609.

June Luncheon



July 31 – Col Anthony Comtois, 919th SOW/CC
Location: Lukes Place (Building 615), Eglin AFB.
Topic TBA.

Meal to be catered by Jim & Nicks BBQ; menu and cost TBD.

Stay tuned to your email for registration links.



MINI – PDI



MINI - PDS

“Mini” PDI: Embracing Change

As we all know due to budget cuts/sequestration, we had to cancel our RPDS this year. FM leadership felt it was very important to give our FM community a training day. The ASMC Gulf Coast Chapter is planning a “Mini” PDI on **23 July 2013** at the Eglin Conference Center at no cost to the government. We are working on having five incredible Senior Leaders from Eglin, SAF and AFMC speak.

Registration is now open and will close on 12 July 2013. Seating will be limited.

If you have any questions please contact Michelle Woolgar,
michelle.k.woolgar.civ@mail.mil or 882-6700x7800

Minutes: Executive Council & Regular Meetings

The ASMC Luncheon Meeting minutes and the Executive committee meeting minutes are now posted on the Gulf Coast Chapter webpage. To review them, please go to the website <http://www.gulfcoastasmc.org/> and click on the tab marked "Minutes" along the top.

CDFM

Thinking of getting your CDFM certification? Wondering what information you need to know for the different module tests? We have study guides available to help!

Contact Lisa Gamon at 3-2890.

Community Service

UP-COMING EVENTS:

NICEVILLE RELAY FOR LIFE: We are looking for a volunteer or volunteers to head the Relay for Life team in April 2014. If you are interested please contact Vanessa Fuentes at 882-0254.

ON-GOING EVENTS:

Fisher House of the Emerald Coast depends upon donations to continue the work of supporting our military families. Many items can be donated to the Fisher House so that they do not need to be purchased. Please email for current "Needs List" POC: Gabriella Geier-DuReitz (gabriella.geier-dureitz@eglin.af.mil), 883-2526.

DEPLOYABLE CARE PACKAGES: Items requested include reading materials (sports, fitness/health, and car/motorcycle magazines), snacks (nuts, crackers, and cookies ect.), toiletries (travel size, shower gel, shampoo, tooth paste, and foot powder/spray ect) and 3 in 1 laundry/dryer sheets. Continue to send names of FM troops that are deployed. POC: patrick.dewitt@eglin.af.mil

Finally, help us keep track of your volunteer hours – email us. As always your suggestions welcomed!

POCs: Vanessa Fuentes, Vanessa.fuentes@eglin.af.mil, 882-0254

Patrick Dewitt, Patrick.dewitt@eglin.af.mil, 882-2137

Sara Bennett, sara.bennett@eglin.af.mil, 883-2720

Gabriella Geier-DuReitz, gabriella.geier-dureitz@eglin.af.mil, 883-2526

2013 Blankets of Hope – thank you from Germany

We didn't have the opportunity to sign the blankets this year, but they were forwarded to Landstuhl hospital in Germany. Received the following thank-you from the coordinator:

Dear Gulf Coast Chapter, American Society of Military Comptrollers, Thank you so much for your very thoughtful and generous donation sent on May 25. I can't tell you how thrilled we were to unpack your box and see those lovely blankets!

Whenever we run out of certain items and my fellow volunteers get worried, I always tell them that God will provide. And so it was the other day when we opened your box.

We are blessed as a Nation to have so many young men and women willing to stand up for us, but we are equally blessed to have patriotic and compassionate Americans like you who support them. Our guys always tell me they are proud to fight for people like you.

On behalf of the patients here at Landstuhl hospital, thank you again for your generosity. May God bless you, our troops, and the United States of America.

*Hugs from Germany,
MaryAnn*

Ways & Means – George Joseph

Ways & Means

Chair: George Joseph

We are looking for volunteers and ideas for upcoming fundraising events.

Thank you to all who volunteer for our Ways & Means projects; your suggestions are always welcome. If you are interested in being part of the Ways & Means Committee, contact Mr George Joseph,

george.joseph@eglin.af.mil, 883-3458

Your TV Is Spying on You

Adapted from [Brian Fung, National Journal](#), [nextgov.com](#) June 28, 2013

Political messaging is moving back to the living room. After an election in which Internet tactics seemed to captivate the public, political strategists are turning their attention to television advertising. As more people ditch their traditional set-top boxes for online options like Netflix, Americans are actually watching more TV than they used to. In 2012, the average household spent almost 3 hours per day watching television.

Quality content is partly behind the surge. So is our growing appetite for binge-watching. But, behavioral data has the biggest potential to keep our eyes glued to the screen. As a result, our television-watching habits will come to the aid of political campaigns in the next electoral cycle.

Republican strategist Sara Fagen states, “There's going to be a marriage of the digital and the television, and that's going to be the future.... Republicans have an opportunity not just to catch the Democrats, but to leapfrog them.”

Current technology can determine how many people on Netflix skip the credits, replay certain scenes, or abandon other episodes midway through. That information provides a general idea of people's activities on the service. But it can't tell you, whether a viewer hit “pause” out of diminishing interest or because they needed more popcorn.

Fagen thinks Microsoft Kinect—the motion-activated video-game controller for Xbox—could combine its facial-recognition and motion-sensing abilities with a Netflix-like data-gathering operation. She feels it would provide a pretty impressive viewer-feedback system. Were your targets in the room the moment your ad aired? Were they were actually watching, or were they distracted and had their heads turned away from the screen?

This technology is obviously creepy. Then again, consumers put up with a lot of commercial behavior-tracking already; this could become another extension of it. Actually getting online databases to talk to real-world sensors will be another challenge... perhaps by 2020, something like it might exist.

Central to that future are mobile devices, which will allow people to control their thermostats, locks, refrigerators, and other appliances over the Web. Political advertisers are salivating over the idea, because it provides even more opportunities to talk to voters.

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Your TV Is Spying on You

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People are always on the move, and they're consuming their media in many places and in many contexts. This concept provides for a multilayered approach that ensures you reach each voter you care about, and in multiple ways.

Recently an ad campaign targeted the mobile devices of people within a 5-mile radius of the Kentucky Derby—a brilliant tactic. Targeting a particular demographic only gets you so close to the voter you're looking for. Add in a specific time and place where you know your targets will be, and you may as well be standing right next to them.

Political campaigns would benefit greatly from communicating the same person who shifts from tablet to phone to laptop and back again. Such sustained “conversations” with voters over time yields far greater benefits to a campaign than a single interaction does. Bringing digital strategy to TV advertising marks the first step of that process.

Scholarship news

The 2013 local scholarship award winners and dollar amounts are listed below.

Local Winners:

Alex Wagner: \$1,000 (University of Florida)

Cassidy Gardner: \$750 (University of Oklahoma)

John Johnson: \$500 (University of West Florida)

Alison DeMonbrun: \$500 (University of Central Florida)

Chris Anderson: \$500 (Troy University)

National Winners, Chapter Award Winners, A Category: Gulf Coast Chapter, \$1,000 Winner: Alex Wagner, Gulf Coast (from National ASMC)

These individuals will be recognized during the Jul ASMC luncheon scheduled on 31 July, Luke's Place, Eglin AFB, at 1130.

Thanks to our scholarship evaluators for taking the time to help make the program a success: Mary Ann Brocketto, Leah Hodge, Ken Pickler

Connie Clay (883-0239, connie.clay2@eglin.af.mil) and

Sheila Hale (883-0338, sheila.hale@eglin.af.mil) and

Lisa Gamon (883-3465, lisa.gamon@eglin.af.mil)

Current & Next Meetings and other ASMC events

UPCOMING ASMC LUNCHEON – Mark your calendars:

July 31 – Col Comtois, 919 SOW/CC – meal info TBA, Lukes Place, Building 615, Eglin AFB

Please contact our Program Chairs Tom Walker or Joe Proctor if you have any questions, comments, or suggestions on program issues.

ASMC Websites

ASMC National Headquarters website is

<http://www.asmconline.org/>

Our chapter website is <http://www.gulfcoastasmc.org/>

We are looking for new ideas to include on our webpage. Please contact our webmasters Jason Guzzardo (882-0055) or David Loch (882-0057) if you have any questions, comments, or suggestions on chapter website issues.

National News

National PDI 2013 was cancelled due to Sequestration. Please take advantage of other opportunities to fulfill your required CDFM CPEs to include local chapter training events, programs offered through the Online Learning Center, such as the recent Sequestration webinar, PDI 2011 and PDI 2012 recorded sessions, and Armed Forces Comptroller journal articles.

Use the link found on www.asmconline.org to register and take tests as applicable to get your credit.

Gulf Coast chapter is presenting a no-cost one-day mini-PDI in July. See page 3 for further details.

***Remember our local website is <http://www.gulfcoastasmc.org/>
and ASMC national is <http://www.asmconline.org/>***

ASMC, P.O. Box 1756, Eglin AFB FL 32542



American Society of Military Comptrollers
Gulf Coast Chapter



2013 “Mini” PDI

Date: 23 July 2013

Time: 0730 – 1530 (See Agenda)

Location: Eglin Conference Center

Lunch: \$10.00 (See Lunch Menu)

Sign up A3:

<https://afkm.wpafb.af.mil/ASPs/Reg/Register.asp?Filter=OO-ED-AA-A2&Eventid=189&Groupid=243&Class=400134&TypeName=Class>

Questions:

michelle.k.woolgar.civ@mail.mil

****Sign up early limited seating!**