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Subject: ALARACT: GUIDANCE FOR IMPLEMENTATION OF THE CHI... **Originator:** Susan.Cranfill **DTG:** 091637Z Mar 12

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Originator: Susan.Cranfill

DTG: 091637Z Mar 12 **Precedence:** Priority **DAC:** NONE

To: /c=US/o=U.S. Government/ou=DoD/ou=Army/ou=Organizations/l=CONUS/l=WASHINGTON DC/ou=DA PENTAGON TELECOMMUNICATIONS(uc)/ou=ALARACT RELEASE AUTHORITY(uc)

NARR://GUIDANCE FOR IMPLEMENTATION OF THE CHIEF OF STAFF, ARMY (CSA) SUPPLY EXCELLENCE AWARD (SEA) FOR THE 2012/2013 EVALUATION CYCLE

THIS ALARACT MESSAGE IS SENT BY THE PENTAGON TELECOMMUNICATIONS CENTER FOR WASHINGTON DC//DALO-SU/G-4

1. (U) REFERENCES:

1.A. (U) ARMY REGULATION (AR) 5-1, ARMY MANAGEMENT PHILOSOPHY

1.B. (U) AR 40-61, MEDICAL LOGISTICS POLICIES AND PROCEDURES

1.C. (U) AR 710-2, SUPPLY POLICY BELOW THE NATIONAL LEVEL

1.D. (U) AR 735-5, POLICIES AND PROCEDURES FOR PROPERTY ACCOUNTABILITY

1.E. (U) DEPARTMENT OF THE ARMY (DA) PAMPHLET 710-2-1, USING UNIT SUPPLY SYSTEM MANUAL PROCEDURES

1.F. (U) DA PAMPHLET 710-2-2, SUPPLY SUPPORT ACTIVITY SYSTEM MANUAL PROCEDURES

2. (U) PURPOSE. THIS MESSAGE PRESCRIBES REQUIREMENTS AND PROCEDURES FOR ADMINISTRATION OF THE CSA SEA PROGRAM EVALUATION CYCLE FOR FY12/FY13 AND THE AWARD CEREMONY IN FY13. GENERAL GUIDANCE IS CONTAINED IN APPENDIX G OF AR 710-2.

3. (U) GENERAL. THE SEA IS A TOTAL ARMY PROGRAM OPEN TO ACTIVE COMPONENT (AC), ARMY NATIONAL GUARD (ARNG), AND U.S. ARMY RESERVE (USAR) UNITS FOR BOTH MODIFIED TABLE OF ORGANIZATION AND EQUIPMENT (MTOE) AND TABLE OF DISTRIBUTION AND ALLOWANCES (TDA) ORGANIZATIONS. THE SEA AWARD CEREMONY IN FY13 WILL AGAIN BE COMBINED WITH THE ARMY AWARD FOR MAINTENANCE EXCELLENCE (AAME) AND DEPLOYMENT EXCELLENCE AWARD (DEA) PROGRAMS UNDER THE COMBINED LOGISTICS EXCELLENCE AWARDS (CLEA). THE CLEA CEREMONY WILL RECOGNIZE REPRESENTATIVES FROM THE U.S. ARMY'S BEST UNITS AND AGENCIES, DURING WHICH PLAQUES WILL BE PRESENTED TO THE WINNERS IN EACH CATEGORY. ONE UNIT/ORGANIZATION WILL BE SELECTED FROM THE WINNING UNITS/ORGANIZATIONS AND RECOGNIZED AS THE ARMY'S 'BEST OF THE BEST.'

4. (U) OBJECTIVES. THE SEA PROGRAM OBJECTIVE IS TO ENHANCE LOGISTICS READINESS AND SUPPLY EFFECTIVENESS. THE SEA PROVIDES A POSITIVE INCENTIVE FOR EXTRAORDINARY SUPPLY OPERATIONS, PROPERTY ACCOUNTABILITY, AND RESOURCE MANAGEMENT, WHILE ENHANCING AWARENESS OF THE ARMY COMMAND SUPPLY DISCIPLINE PROGRAM (CSDP). IT ALSO PROVIDES A FORUM FOR RECOGNITION OF PERFORMANCE, IMPROVEMENTS, INITIATIVES, AND SUPPLY OPERATIONS AT THE ORGANIZATIONAL AND DIRECT SUPPORT LEVELS.

5. (U) RESPONSIBILITIES:

5.A. (U) HEADQUARTERS, DEPARTMENT OF THE ARMY (HQDA) G-4 WILL PROVIDE PROGRAM FUNDING AND GENERAL OVERSIGHT AND SUPERVISION OF SEA.

5.B. (U) COMMANDING GENERAL (CG), U.S. ARMY QUARTERMASTER SCHOOL (USAQMS) WILL:

5.B.(1) (U) SERVE AS THE RESPONSIBLE AGENT FOR ADMINISTRATION OF SEA PROGRAM.

5.B.(2) (U) ESTABLISH COMPREHENSIVE EVALUATION CRITERIA FOR THE PROGRAM.

5.B.(3) (U) ESTABLISH ON-SITE EVALUATION TEAMS THAT CONDUCT EVALUATIONS OF NOMINATED UNITS FROM ARMY COMMANDS (ACOM'S), ARMY SERVICE COMPONENT COMMANDS (ASCC'S), DIRECT REPORTING UNITS (DRU'S) AND THE ARMY NATIONAL GUARD.

5.B.(4) (U) RECOMMEND WINNERS IN EACH CATEGORY.

5.B.(5) (U) ASSIST HQDA G-4 IN PREPARATION AND CONDUCT OF THE CSA CLEA PROGRAM.

5.C. (U) CHIEF, NATIONAL GUARD BUREAU (NGB) WILL:

5.C.(1) (U) PROVIDE QUALIFIED MEMBERS FOR THE EVALUATION TEAM.

5.C.(2) (U) PROVIDE INPUT TO EVALUATION CRITERIA.

5.D. (U) CHIEF, U.S ARMY RESERVE COMMAND (USARC), WILL:

5.D.(1) (U) PROVIDE QUALIFIED MEMBERS FOR THE EVALUATION TEAM.

5.D.(2) (U) PROVIDE INPUT TO EVALUATION CRITERIA.

5.E. (U) COMMANDERS OF ACOM'S, ASCC'S, AND DRU'S WILL ESTABLISH AN EVALUATION PROGRAM THAT RECOGNIZES UNITS PARTICIPATING IN ALL LEVELS OF THIS PROGRAM.

6. (U) THE SEA PROGRAM IS STRUCTURED TO ALLOW LIKE UNITS TO COMPETE AGAINST EACH OTHER. THE LEVELS OF COMPETITION ARE:

6.A. (U) LEVEL I USER LEVEL (CSDP TABLE B-1): COMPANY/BATTERY/TROOP/DETACHMENT. UNITS WHICH PERFORM THE FUNCTIONS OUTLINED IN CSDP TABLE B-1 QUALIFY FOR COMPETITION IN THIS LEVEL. NOMINATED UNITS WILL COMPETE IN EITHER THE MTOE OR TDA LEVEL AS FOLLOWS:

6.A.(1) (U) LEVEL I (A) MTOE UNITS.

6.A.(2) (U) LEVEL I (B) TDA UNITS.

6.B. (U) LEVEL II PROPERTY BOOK OFFICER (PBO) (CSDP TABLE B-2). ACTIVITIES WITH AN APPOINTED PBO IAW AR 735-5, PERFORMING THE FUNCTIONS OUTLINED IN CSDP TABLE B-2 MAY BE NOMINATED AT THIS LEVEL. UNITS COMPETING AT THIS LEVEL MAY ALSO NOMINATE THEIR UNITS/ORGANIZATIONS FOR INDEPENDENT EVALUATION AT LEVELS I, III, AND IV. NOMINATED PROPERTY BOOK UNITS WILL COMPETE AT EITHER THE MTOE OR TDA LEVEL AS FOLLOWS:

6.B.(1) (U) LEVEL II (A) MTOE PBO OPERATIONS.

6.B.(2) (U) LEVEL II (B) TDA PBO OPERATIONS.

6.C. (U) LEVEL III PARENT ORGANIZATION LEVEL (CSDP TABLE B-3). UNITS COMPETING AT THIS LEVEL PERFORM THE FUNCTIONS OUTLINED IN CSDP TABLE B-3. THEY MAY NOT NOMINATE A SUBORDINATE UNIT FOR PARTICIPATION AT LEVEL I. ONE SUBORDINATE UNIT, SELECTED BY THE EVALUATION TEAM, WILL BE INCLUDED IN THE EVALUATION OF THE ORGANIZATION. HOWEVER, ORGANIZATIONS COMPETING AT LEVEL III MAY NOMINATE OTHER ORGANIC ELEMENTS AT LEVELS II AND IV TO COMPETE AS SEPARATE ENTITIES. NOMINATED ORGANIZATIONS WILL COMPETE AT EITHER THE MTOE OR TDA LEVEL AS FOLLOWS:

6.C.(1) (U) LEVEL III (A) MTOE ORGANIZATION.

6.C.(2) (U) LEVEL III (B) TDA ORGANIZATION.

6.D. (U) LEVEL IV SUPPLY SUPPORT ACTIVITY (SSA) (CSDP TABLE B-4/B-5). ACTIVITIES WITH AN APPOINTED STOCK RECORD OFFICER (SRO) IAW AR 735-5, PERFORMING THE FUNCTIONS OUTLINED IN CSDP TABLE B-4/B5, MAY BE NOMINATED FOR COMPETITION AT THIS LEVEL. NOMINATED SSA'S WILL COMPETE AT EITHER THE MTOE OR TDA LEVEL AS FOLLOWS:

6.D.(1) (U) LEVEL IV (A) MTOE SSA OPERATIONS.

6.D.(2) (U) LEVEL IV (B) TDA SSA OPERATIONS.

7. (U) NOMINATION SUBMISSION.

7.A. (U) NOMINATIONS FOR SEA ARE LIMITED. AC, ARNG, AND USAR UNITS WILL COMPETE SEPARATELY AT EACH LEVEL.

7.B. (U) ACTIVE ACOM'S, EXCLUDING U.S. ARMY FORCES COMMAND (FORSCOM), MAY NOMINATE UP TO TWO ORGANIZATIONS FOR EACH LEVEL OF COMPETITION.

7.B.(1) (U) FORSCOM MAY NOMINATE UP TO THREE ORGANIZATIONS FOR EACH LEVEL OF COMPETITION.

7.B.(2) (U) ASCC'S AND DRU'S, EXCLUDING INSTALLATION MANAGEMENT COMMAND (IMCOM), MAY NOMINATE ONE ORGANIZATION FOR EACH LEVEL OF COMPETITION.

7.B.(3) (U) IMCOM MAY NOMINATE UP TO TWO ORGANIZATIONS FOR EACH LEVEL OF COMPETITION.

7.C. (U) THE ARNG MAY NOMINATE ONE UNIT FROM EACH REGION FOR EACH LEVEL OF COMPETITION.

7.D. (U) COMMANDS WITH THE U.S. ARMY RESERVE COMMAND (USARC) MAY NOMINATE UP TO FIVE USARC UNITS FOR EACH LEVEL OF COMPETITION.

7.E. (U) NOMINATIONS WILL BE ACCEPTED FROM THE FOLLOWING ACOM'S, ASCC'S, DRU'S, AND ARNG:

7.E.(1) FORSCOM

7.E.(2) U.S. ARMY TRAINING AND DOCTRINE COMMAND

- 7.E.(3) U.S. ARMY MATERIEL COMMAND
- 7.E.(4) U.S. ARMY AFRICA
- 7.E.(5) U.S. ARMY CENTRAL (THIRD ARMY)
- 7.E.(6) U.S. ARMY NORTH (FIFTH ARMY)
- 7.E.(7) U.S. ARMY SOUTH (SIXTH ARMY)
- 7.E.(8) U.S. ARMY EUROPE (SEVENTH ARMY)
- 7.E.(9) U.S. ARMY PACIFIC
- 7.E.(10) EIGHTH ARMY
- 7.E.(11) U.S. ARMY SPECIAL OPERATIONS COMMAND
- 7.E.(12) U.S. ARMY SPACE AND MISSILE DEFENSE COMMAND/ARMY STRATEGIC COMMAND
- 7.E.(13) U.S. ARMY NETWORK ENTERPRISE TECHNOLOGY COMMAND/9TH SIGNAL COMMAND
- 7.E.(14) U.S. ARMY MEDICAL COMMAND
- 7.E.(15) U.S. ARMY INTELLIGENCE AND SECURITY COMMAND
- 7.E.(16) U.S. ARMY CRIMINAL INVESTIGATION COMMAND
- 7.E.(17) U.S. ARMY CORPS OF ENGINEERS
- 7.E.(18) U.S. ARMY MILITARY DISTRICT OF WASHINGTON
- 7.E.(19) U.S. ARMY TEST AND EVALUATION COMMAND
- 7.E.(20) UNITED STATES MILITARY ACADEMY
- 7.E.(21) ARMY NATIONAL GUARD REGION COORDINATORS
- 7.E.(22) U.S. ARMY ACQUISITION SUPPORT CENTER
- 7.E.(23) IMCOM

7.F. (U) SUBMISSION OF NOMINATIONS. PROPER SECURITY CLASSIFICATION, DOWNGRADING INSTRUCTIONS, AND MAILING PROCEDURES WILL BE USED. ALL PARTICIPANTS (AC ACOM'S, ASCC'S, AND DRU'S; ARNG REGIONS; AND USAR COMMANDS) MUST SUBMIT NOMINATION MEMORANDUMS THROUGH COMMAND CHANNELS TO THE COMMANDANT, USAQMS, ATTN: ATSM-QMS, FORT LEE, VA 23801-1621, SO AS TO ARRIVE NO LATER THAN 1 AUGUST 2012.

7.G. (U) NOMINATIONS MAY BE SUBMITTED ELECTRONICALLY (DIGITAL SENDER/PDF), BUT THE AUTHORIZING OFFICIAL SIGNATURE MUST BE PRESENT.

7.G.(1) (U) THE USARC MAY SUBMIT THEIR NOMINATIONS DIRECTLY TO THE USAQMS OR THROUGH THE AC COMMAND AT THE AC COMMAND'S DISCRETION.

7.G.(2) (U) FOR THE ARNG, A COPY MUST ALSO BE FORWARDED TO THE NATIONAL GUARD READINESS CENTER, 111 SOUTH GEORGE MASON DRIVE, ARLINGTON, VA 22204,

ATTN: NGB-ILS-C, DSN 327-7492.

7.H. (U) SUBMISSION OF NOMINATIONS IMPLIES CONSENT TO BE EVALUATED AND AUTHORIZES USAQMS SEA EVALUATORS TO COORDINATE DIRECTLY WITH NOMINATED UNITS. INTERMEDIATE COMMANDS MAY REQUEST INFORMATION COPIES OF CORRESPONDENCE. THESE REQUESTS MUST BE SUBMITTED IN WRITING THROUGH THE COMMAND'S SEA POINT OF CONTACT (POC) AND ARRIVE AT THE USAQMS SEA OFFICE ALONG WITH THE NOMINATIONS.

7.I. (U) NOMINATED UNITS WHOSE MISSION, LOCATION, AND/OR UNIT DESIGNATION ARE CLASSIFIED WILL ENSURE THAT INFORMATION PROVIDED CAN BE USED IN NEWS RELEASES AND FOR PUBLICITY PURPOSES WITHOUT REQUIRING APPROVAL OF THE NOMINATING COMMAND.

7.J. (U) NOMINATING FORMAT FOR ALL PARTICIPATING UNITS (AC, ARNG, AND USAR). THE FOLLOWING INFORMATION MUST BE INCLUDED:

7.J.(1) UNIT DESIGNATION.

7.J.(2) TYPE OF UNIT (MTOE, TDA).

7.J.(3) LEVEL OF COMPETITION (IA/B, IIA/B, IIIA/B, IVA/B).

7.J.(4) UNIT IDENTIFICATION CODE (UIC).

7.J.(5) DEPARTMENT OF DEFENSE ACTIVITY ADDRESS CODE (DODAAC).

7.J.(6) COMPLETE UNIT MAILING ADDRESS.

7.J.(7) UNIT'S PHYSICAL LOCATION (BUILDING NUMBER, STREET NAME/ NUMBER, CITY, AND STATE).

7.J.(8) COMMAND'S DESIGNATION.

7.J.(9) COMMAND'S POC.

7.J.(9)(A) NAME (LAST, FIRST, MI)

7.J.(9)(B) GRADE

7.J.(9)(C) PHONE NUMBER (COMMERCIAL AND DSN)

7.J.(9)(D) E-MAIL ADDRESS (AKO IS PREFERRED)

7.J.(10) UNIT POC/ALTERNATE POC (THESE INDIVIDUALS MUST BE AUTHORIZED TO COORDINATE DIRECTLY WITH SEA TEAM).

7.J.(10)(A) NAME (LAST, FIRST, MI)

7.J.(10)(B) GRADE

7.J.(10)(C) PHONE NUMBER (COMMERCIAL AND DSN)

7.J.(10)(D) E-MAIL ADDRESS (AKO IS PREFERRED)

7.J.(11) CHARGE OF QUARTERS/STAFF DUTY OFFICER (CQ/SDO) / UNIT READINESS NCO (ARNG/USAR) PHONE NUMBER (DSN AND COMMERCIAL).

7.J.(12) HIGHEST SECURITY CLEARANCE REQUIRED BY THE EVALUATORS TO ENTER FACILITIES.

7.J.(13) COUNTRY CLEARANCE REQUIREMENT(S).

8. (U) CRITERIA FOR EVALUATION.

8.A. (U) PRIMARY CRITERIA FOR EVALUATION ARE DEMONSTRATED SUCCESSES IN SUPPLY OPERATIONS, MANAGEMENT, TRAINING PROGRAM, AND RESOURCE MANAGEMENT RESPONSIBILITIES IN COMPLIANCE WITH THE ARMY'S STANDARD SUPPLY POLICIES AND PROCEDURES AND THE ARMY MANAGEMENT PHILOSOPHY. RECOMMENDATION FOR AWARDS WILL BE BASED SOLELY ON THE ON-SITE EVALUATIONS. WINNING UNITS WILL RECEIVE PLAQUES AT THE ANNUAL CSA CLEA CEREMONY AND BANQUET IN FY13.

8.B. (U) UNITS MUST ACHIEVE A TOTAL COMPOSITE SCORE OF 90 PERCENT OR BETTER TO MEET THE CSDP AND SEA STANDARD TO BE AN ELIGIBLE AWARD WINNER. EVALUATED UNITS THAT ACHIEVE LESS THAN A 90 PERCENT COMPOSITE SCORE WILL NOT BE ELIGIBLE. THE UNIT, IN EACH CATEGORY/LEVEL, THAT ACHIEVES THE HIGHEST SCORE, OVER 90 PERCENT, WILL BE DECLARED THE 'WINNER.' IT IS POSSIBLE THAT SOME CATEGORIES/LEVELS MAY NOT HAVE A WINNER DEPENDING ON THE NUMBER OF UNITS IN EACH CATEGORY/LEVEL AND THEIR COMPOSITE SCORES.

8.C. (U) USAQMS, IN CONJUNCTION WITH ARNG AND USAR, WILL DEVELOP EVALUATION GUIDELINES AND SCORING. SCORES WILL NOT BE RELEASED OR PUBLICIZED.

8.D. (U) THE PROGRAM IS STRUCTURED TO USE EXISTING SUPPLY DOCUMENTS AND FILES (ARMY RECORDS INFORMATION MANAGEMENT SYSTEM (ARIMS)), THEREBY MINIMIZING UNIT ADMINISTRATIVE REQUIREMENTS. THE FRAMEWORK FOR THE EVALUATION INCLUDES COMPLIANCE TO CURRENT POLICY, TOTAL ARMY QUALITY PERFORMANCE IMPROVEMENT CRITERIA, LOGISTICS IMPERATIVES IDENTIFIED AS SPECIAL INTEREST ITEMS IN THE COMMAND LOGISTICS REVIEW PROGRAM, AND MANAGEMENT CONTROL OBJECTIVES IDENTIFIED IN THE CSDP, ARMY G-4, AND CG, USAQMS SPECIAL EMPHASIS AREAS.

9. (U) MILESTONES.

9.A. (U) RELEASE ANNUAL NOTIFICATION MESSAGE - HQDA, MARCH 2012.

9.B. (U) NOMINATIONS SUBMITTED BY COMMANDS, 1 AUGUST 2012.

9.C. (U) NOTIFICATION OF EVALUATION PLAN BY USAQMS, 13 AUGUST 2012.

9.D. (U) ON-SITE EVALUATIONS - USAQMS, 27 AUGUST 2012 THROUGH 22 MARCH 2013. (NOTE: NOMINATED UNITS MUST BE PREPARED FOR THE CSA SEA TEAM'S ON-SITE EVALUATION FROM 27 AUGUST 2012 THROUGH 22 MARCH 2013. THE SEA EVALUATION TEAM CAN PROCEED TO THE NEXT UNIT WITH A 24-HOUR NOTICE AND ALWAYS WITHIN A 30-DAY WINDOW OF SCHEDULED EVALUATION. IF UNITS CANNOT ACCOMMODATE THE EVALUATION TEAM DURING THE EVALUATION PERIOD, THEY WILL BE ELIMINATED FROM THE COMPETITION FOR THAT EVALUATION PERIOD).

9.E. (U) WINNERS' MESSAGE WILL BE RELEASED BY HQDA G-4 IN APRIL 2013.

9.F. (U) CSA CLEA CEREMONY AND BANQUET WILL OCCUR IN JUNE 2013.

10. (U) HQDA, ODCS, G-4 POC IS MS. MELISSA EMMONS, COMMERCIAL

703-692-9486 (DSN 224), OR E-MAIL: MELISSA.K.EMMONS.CIV@MAIL.MIL OR
CSA.CLEA@HQDA.ARMY.MIL. SEA POC IS CW5 MICHAEL HANSOM, COMMERCIAL 804-734-
3726 (DSN 687), OR E-MAIL: MICHAEL.HANSOM.MIL@MAIL.MIL

11. (U) THIS MESSAGE WILL EXPIRE IN SEPTEMBER 2013, UNLESS SUPERSEDED BY
OFFICIAL GUIDANCE FROM HQ, DEPARTMENT OF THE ARMY.

SUSAN.CRANFILL (Drafter)

- ORIGINATORS

REMARKS ----- ! ORIGINATOR:
Susan.Cranfill 3/9/2012 4:38:13 PM

SUSAN.CRANFILL (Releaser)

- RELEASERS

REMARKS ----- ! RELEASER:
Susan.Cranfill 3/9/2012 4:38:14 PM MESSAGE RELEASED by : Susan.Cranfill
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