



# CPC CYBERFLASH

April 13, 2007

HONOR

RESPECT

COMMITMENT

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## From the Director's Desk

### NOAA Corps Branding

Branding is the attempt to create a positive, familiar image of the agency in the minds of employees and applicants so they associate the agency's reputation with a positive place to work. Corporations generally establish brands by creating an integrated package of marketing materials that are distributed to applicants or promising applicant pools. Branding tools include: displays, slogans, brochures, posters, print media and recruitment web sites.

When it comes to the NOAA Corps image, perception is reality. The visual identity and key messages of an organization are often its most valuable assets. They set the tone and establish the organization's position. Unfortunately, the NOAA Corps doesn't have a brand (slogan). Establishing a brand (slogan) would result in a distinctive and communicative logo and an identity that evokes loyalty and builds value both internally and externally. The other Services slogans are as follows:

Air Force: Cross into the Blue

Army: Army Strong

Coast Guard: The Shield of Freedom

Marine Corps: The Few - The Proud.

Navy: Accelerate your life.

A slogan is a memorable motto or phrase used as a repetitive expression of an idea or purpose. For example, if you say "The Few - The Proud" people automatically say the Marines. We are interested in developing a slogan that results in an automatic reply of the NOAA Corps.

Unfortunately, we don't have one yet and are seeking your ideas on what you would like to have as a NOAA Corps slogan. Think of it from this perspective, as a NOAA Corps officer "who are you and what do you stand for." We have had a number of discussions on this topic and have gathered a few examples from your fellow officers. Here's a list of what we have collected so far.

**NOAA Corps:**

Where Science Meets Service

The Sea and the Sky are Where We Work

We Collect the Data that Makes Science Work

Scientific Special Forces

Operational Leaders on the Seas and in the Skies

A Uniformed Service Dedicated to the Environment

A Uniformed Service Dedicated to Science and Environment

Service of a Few – for good of the whole

The Nations Scientific Service

Eyes and Ears on the Seas and in the Skies

If the NOAA Corps is to recruit quality employees, it must improve its marketing and outreach efforts to qualified candidates and create a “slogan” based on its missions. The development of a comprehensive branding strategy is challenging, as it needs to represent not only the image that the NOAA Corps wants to project, but also appeal to an employee’s need for an exciting and fulfilling work experience.

We are interested in your thoughts and ideas on a slogan. If you like one of the above let us know. If you have one you would like to present, please send it in. Please submit your ideas to the [director.cpc@noaa.gov](mailto:director.cpc@noaa.gov) no later than 19 April 2007. We will keep you posted on the various submissions in future CyberFlash(s).



Captain Todd C. Stiles, NOAA  
Director, Commissioned Personnel Center

## Health Care Options

The Uniformed Services Family Health Plan (USFHP) is one of the TRICARE benefit options available to Defense Eligibility and Reporting System (DEERS) eligible active duty family members, retirees and retired or surviving family members. The USFHP contract provides the same coverage as the TRICARE Prime program. However, it provides some additional benefits at no extra cost. The USFHP is much easier to use when accessing healthcare appointments and referrals for specialty care. It also affords your family member(s) the opportunity to choose where they may go for health care. Enrollment is open year round, there is no waiting period for benefits and coverage begins the first day of the month.

Eligible dependents may receive services if they are within one of the six USFHP catchment areas:

1. Pacific Medical Centers serving the Puget Sound area of WA: 1-888-958-7347;
2. CHRISTUS Health serving southwest TX and southwest LA: 1-800-678-7347;
3. Johns Hopkins Medicine serving central MD, DC and parts of PA, VA and WV: 1-800-801-9322;
4. Saint Vincent Catholic Medical Centers serving, NY, NJ, eastern PA, southern CT: 1-800-241-4848;
5. Brighton Marine Health Center serving MA, Cape Cod, RI and northern CT: 1-800-818-8589;
6. Martin's Point Health Care serving ME, NH, northeastern NY: 1-888-241-4556.

For more information regarding this program( see [www.TRICARE.mil](http://www.TRICARE.mil) website), click on TRICARE beneficiaries, then click on TRICARE plans, then click on USFHP, at the bottom you'll find a link explaining TRICARE's USFHP, or dial 1-800-748-7347 and you will be diverted to the closest call center.

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## Uniform Update

The summer uniform of the day for the NOAA Corps is as follows:

Washington, D.C. & Boulder, CO	April 30, 2007	Prescribed: Alternate:	Summer White Service Khaki
Seattle, WA	April 30, 2007	Prescribed: Alternate:	Service Khaki Summer White
Norfolk, VA	April 16, 2007	Prescribed: Alternate:	Service Khaki Summer White

Tampa, FL

Year Round

Prescribed:

Flight Suits or Khaki

Alternate:

Summer White

Please reference the memorandum from the Director, NOAA Corp dated April 10, 2007.

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## Official Passports

According to NOAA Travel Regulation 306-5.9, DOC security requirements dictate that all official passports be returned to the NOAA Travel Office for safekeeping upon completion of foreign travel. Frequent foreign travelers or those on foreign blanket travel authorizations may retain official passports in a locked safe in their offices. Official passports are the property of the Government, and therefore are not the personal property of the individual.

Official passports must never be kept at home. Officers assigned to ships are considered frequent travelers and shall deliver their official passport to the ships Executive Officer for safekeeping upon reporting. Officers assigned to aviation and field assignments that require frequent foreign travel are reminded of the requirement to keep official passports in a locked safe in their offices.

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## From the Travel Desk

### PERMANENT CHANGE OF STATION (PCS)

Your PCS orders will be initiated once CPC has received an approved NOAA Form 56-26, January 2006 edition. This form should be sent to Neavalv Touray, 301-713-7729 no later than 60 days prior to your reporting date. If your reporting date has changed, please notify LCDR John Caskey, Assignment Coordinator, 301-713-7748.

You will be notified by email that your PCS order is available in the travel section of your OPF online and the original PCS order will be mailed to you.

If you are moving your household goods and/or POV, a copy of your order will be forwarded to GSA, who is the contracted source for all NOAA Corps PCS moves. The point of contact is Betho A. Vogelsinger - 202-619-8937 and email: [betho.vogelsinger@gsa.gov](mailto:betho.vogelsinger@gsa.gov).

If you and/or your dependents are flying to the new duty station, please make arrangements with SATO travel. The contact number is 301-713-2407.

Please make sure you have your order endorsed (from the detached duty station and from the reporting duty station). You can Mail or fax a copy of the endorsed order to CPC. The fax number is 301-713-4140.

Here is information on how to prepare your voucher. Your entitlements are shown on your travel order.

Please use **DD Form 1351-2** to prepare your voucher (CD Form 370 will not be accepted).

- Complete Blocks 2-14.
- Complete Block 15 and include the date you departed your old duty station and the date you arrived at your new duty station.
- Complete Blocks 16 and 17 (if applicable).
- Complete Block 18 with any reimbursable expenses such as taxi fare, excess baggage charge, TLE\*, tolls, etc.
- Commissioned Personnel calculates any claims for temporary lodging expense (TLE) and temporary lodging allowance (TLA). Lodging receipts must be submitted with voucher.

**You must sign in Block 20a and the supervisor must sign in Block 20c.**

Commissioned Personnel will complete summary of payment section for you. Voucher payments are direct deposited into the account on file with Headquarters, NOAA Finance Center. If you need to change that information, please complete a NOAA CAMS profile form and send with your voucher.

**The DD Form 1351-2 and CAMS Profile form can be found at the following websites:**

<http://www.esgr.org/contents/forms/DD1351-2TravelVoucher.pdf>

[http://www.noaa.gov/cpc/txtfiles/CAMS\\_Profile\\_Form.doc](http://www.noaa.gov/cpc/txtfiles/CAMS_Profile_Form.doc)

Submit your original completed voucher with any supporting documentation along with a copy of your endorsed orders to: Commissioned Personnel Center, 8403 Colesville Road, Suite 500, Silver Spring, Maryland 20910, ATTN: TRAVEL VOUCHER.

**FAX COPIES WILL NOT BE ACCEPTED.**

Questions should be submitted via email to [Neaval.Touray@noaa.gov](mailto:Neaval.Touray@noaa.gov)

**MEDICAL INFORMATION REGARDING PCS MOVES:**

**All Officers who will be assigned to a sea billet is required to have a PPD screening. This screening will be required annually until you are assigned to a shore billet. Questions should be submitted via email to [Elizabeth.Hobson-Powell@noaa.gov](mailto:Elizabeth.Hobson-Powell@noaa.gov).**

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## **On The Horizon**

This section is designed to provide the NOAA Corps officers with some of the highlights of items under consideration that may have an impact on them. The items discussed may or may not be approved at a later date.

NOAA Corps Legislation: CPC staff has drafted and submitted new legislation for the NOAA Corps. The legislation is currently routing though NMAO. This legislation addresses NOAA Corps authorized strength, recruitment, retention, retirement, and separation procedures by updating, strengthening, and clarifying the language of the National Oceanic and Atmospheric Administration Commissioned Officers Act of 2002.