



Agency launches 'We Are DLA' initiative

The Defense Logistics Agency launched a new initiative called "We Are DLA" July 19 in an effort to create a single-agency environment among customers and its global workforce.

The agency has field sites in 48 states and 28 countries to help customers get the supplies they need, said DLA Director Navy Vice Adm. Alan Thompson, but their organizational names often reflect missions or locations without associating them to the larger DLA enterprise.

The We Are DLA initiative is expected to create a single-agency environment that lets customers know exactly "who" DLA is and helps the agency build a greater sense of community among its global workforce.

The first step in emphasizing DLA's identity will be the renaming of field activities to clearly identify each as a part of DLA. The names will reflect each activity's affiliation with DLA, as well as the commodity or service it provides to customers. The new names of primary-level field activities are:

- Defense Supply Center Columbus – DLA Land and Maritime;
- Defense Supply Center Philadelphia – DLA Troop Support;
- Defense Supply Center Richmond – DLA Aviation;
- Defense Energy Support Center – DLA Energy;
- Defense Reutilization and Marketing Service – DLA Disposition Services; and
- Defense Distribution Center – DLA Distribution.

Signs, websites and marketing materials will gradually change to depict the new names. These and other visual materials used to represent DLA, such as the DLA emblem, flags and stationery, must adhere to guidelines set forth in a new DLA Style Guide, which

will be available to employees through the eWorkplace Intranet site.

The cost of these changes will be minimal because items like identification badges and organizational flags will be replaced only after current supplies are exhausted or natural wear and tear requires replacement, according to officials in the agency's Human Resources and Enterprise Transformation directorates.

A checklist will instruct employees how to make changes to things like voicemail messages and e-mail signature blocks that include previous organization titles.

Agency leaders want to be unified in delivering what Warfighters expect and to be viewed by stakeholders as a single enterprise, officials said. The unified approach is especially critical as DLA continues integrating additional responsibilities and personnel from the military services through the 2005 Base Realignment and Closure recommendations.

"I think the resulting transparency will educate our customers on the total width and breadth of the enterprise behind their logistics services," Thompson said. "Also, I believe it will enlighten our employees on both their place in this worldwide enterprise and the wide range of possibilities inherent in working for a global agency."

This is the first time in DLA's 49-year history that an attempt has been made to make organizational names consistent, the director added.

Questions on the We Are DLA campaign can be sent to: WeAreDLA@dla.mil.

