

DDSI's Cordeiro wins DLA Leadership Award - Tier IV

By Stacy L. Umstead, DDC Command Affairs Office

In a recent ceremony held at the Defense Logistics Agency in Ft. Belvoir, Va., Denise Cordeiro, Deputy Commander, Defense Distribution Depot Sigonella, Italy, was awarded the DLA Leadership Award – Tier IV.

The DLA Leadership Awards recognize five tiers of supervisors, acknowledging commitment to leadership and outstanding performance in the DLA leadership competencies. Cordeiro won for the category of Tier IV (supervisor with more than 10 years).

Cordeiro led the transfer of distribution functions from Navy to DDSI. Leading a joint team of U.S. Civil Service, Active Duty Navy, and Italian National workers. She has initiated and championed myriad business process improvements to enhance DLA logistics support to our war fighters in theater.

Historically, Naval Air Station Sigonella's Aviation Intermediate Maintenance Department supported the 26th Marine Expeditionary Unit, but when their 2005 deployment loomed, Cordeiro knew DDSI was the right agency to provide their ramp up and deployment support.

Cordeiro communicated DDSI's capabilities for staging and materiel handling, including International Organization for Standardization and quad containers holding critical support parts and equipment, and DDSI's ability to provide packing and shipping support to the Marines' forward operating positions. She was able to satisfy the MEU that DDSI could meet their distribution support requirements, and arranged for shipment of the containers to Sigonella from Camp Lejuene via opportune lift in April 2005.

Under Cordeiro's leadership, DDSI staff arranged for the movement of the containers from the port to the DDSI container staging yard, and for the safe off-load of the containers from the trucks – not an easy task with containers weighing up to 35,000 pounds. Almost immediately after the containers were staged and ready for business, the call came in for the shipment of helicopter engines and transmissions that were critically required in theater. DDSI personnel accomplished the retrieval and shipment of all the requested engines to destination in an unprecedented quick response time.

As the 26th MEU prepared to redeploy to the United States in September 2005, they again requested DDSI assistance in arranging for transportation and managing the physical movement of the ISO and quad containers. Not only did the oversize cargo require special handling considerations, the cargo had to arrive back at Camp Lejuene within a limited timeframe in order to enable the equipment and parts to be available to support Hurricane Katrina recovery efforts.

To ensure that the Marines could track their cargo to destination, they also requested that radio frequency identification tags accompany each container and piece of break bulk cargo. DDSI had only recently been outfitted with RFID tag burning capability, but Cordeiro knew the shipment would

provide an excellent opportunity to put RFID into action.

Once again, with Cordeiro's leadership, DDSI personnel came through with exceptional levels of support. A total of 31 ISO and quad containers and an engine were processed and moved to the port for shipment within a three-day window. The cargo totaled almost 500,000 pounds and measured nearly 30,000 cubic feet

– huge numbers in relation to typical operations.

Over the past six years, Cordeiro has been challenged by demanding leadership roles. Serving first as the inaugural Deputy Commander at the newly activated Defense Distribution Depot Pearl Harbor, Hawaii, she was then hand-selected to be the first interim Commander and Deputy Commander for the activation of DDSI.

Cordeiro, a creative, inspirational leader and an expert joint logistician, in less than six months, transformed DDSI into one of DDC's most efficient and innovative distribution centers and has received rave reviews from the European Command and Navy leadership for superb theater support.

Recently, Cordeiro distinguished herself in support of the deployment of the Enterprise Carrier Strike Group and Iwo Jima Expeditionary Strike Group.

Her forward thinking and creativity allowed DDSI to develop and implement a new materiel consolidation process for these groups as they passed through the Sixth Fleet on their way to the Fifth Fleet Area of Responsibility. The coordination for this new innovation involved leveraging of several Naval Air Station Sigonella departments, real time updates to classified ship movements, and constant contact and cooperation between the primary materiel movement partners located in Sigonella.

This new process resulted in over 13,500 cubic feet weighing over 138,000 pounds including redirection of over 6,300 cubic feet of cargo weighing over 66,000 pounds being delivered to the Enterprise Carrier Strike Group and Iwo Jima Expeditionary Strike Group while underway rather than having to wait for the materials to catch up to them once they arrived in the Central Command AOR.

By creating this consolidation initiative, she not only further enhanced logistics support but also saved valuable transportation



DDSI Deputy Commander Denise Cordeiro.

dollars by leveraging the volumes of material into one centralized area for further shipment.

Under her leadership, DDSI established, streamlined, and continually improves distribution processes in support of forward-deployed detachments. The results of DDSI's hard work, increased materiel velocity, increased in-transit visibility, and enhanced time-definite delivery, have significantly improved distribution processes in Southern Europe. DDSI's workload has already exceeded expectations by almost 30 percent.

At DDSI, Cordeiro has championed key Lean-based distribution initiatives, including an adaptive logistics network to support forward-deployed units operating throughout Europe and Africa, cost-effectively meeting customer response requirements at a consistency rate exceeding 98 percent.

"Ms. Cordeiro is the consummate professional. She is a highly motivated team player with proven leadership results and unlimited potential to further excel in the most demanding billets. On a daily basis she leverages her vast technical knowledge and leadership ability to further her contribution to the DLA/DDC mission success. She is an inspirational, mission-focused leader and renowned joint logistics expert," said DDSI Commanding Officer Navy Cmdr. Mark Semmler.

Cordeiro recently initiated and led the highly successful implementation of the Southern Regional Distribution Center operating under the European Command Deployment and Distribution Operations Center. Her innovative planning and implementation of this joint DOD approach resulted in a 70 percent reduction in air terminal hold time, increased cargo velocity, and a 20 percent reduction in total order receipt time to deployed Warfighters operating in the Fifth and Sixth Fleet AORs, including improvements that leveraged surface transport to eliminate the traditional requirements for aircraft to move cargo in theater, avoiding unnecessary air assets for other missions.

"Applying her extensive knowledge of both Navy supply and DOD distribution operations, Ms. Cordeiro has directly improved the materiel readiness of our Warfighters," said Semmler.



San Joaquin's Travis receives the Most Approved Suggestions Award from DLA



Timothy Travis, a distribution process worker with the Freight Terminal at Defense Distribution Depot San Joaquin, Calif., was recently presented the Most Approved Suggestion Award from the Defense Logistics Agency at the 39th Annual DLA Awards ceremony at Fort Belvoir, Va., Dec. 6.

Travis had 10 suggestions approved while assigned to the Freight Terminal. He takes a great interest in making the depot a better and safer place to work and improves safety for DLA as a whole. "This award is an honor being that I am able to look out for the welfare of my co-workers," said Travis.

One suggestion Travis submitted was to have placards for the dedicated trucks. This allowed the Freight Terminal to have better visibility and a lower rate of errors for dedicated truck loads. Additionally, during the transition of the Freight Terminal from warehouse 16 to warehouse 56, he recommended that exterior lighting be installed. He took into consideration that the lighting issues were not addressed during the building phase of the new warehouse. It was the safety of the employees that urged Travis to make the needed recommendation.

"Mr. Travis' dedication towards this recognition is above and beyond anyone's expectation. The DDJC Freight Terminal has improved on many of its processes along with safety issues that protect our number one resource, people," said Greg Reeves, Freight Terminal Chief. "I commend Mr. Travis, as DDJC would say, 'Just do it right.'"

Prior to Travis' civil service career which began in 1974, he served two tours in the U.S. Army. He joined the DLA team in 1994.