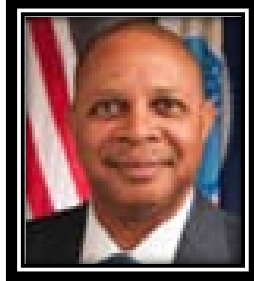




United States Department of  
Agriculture  
Farm Service Agency  
Associate Administrator for  
Operations and Management  
Deputy Administrator for  
Management



## Greetings from Mark A. Rucker Deputy Administrator for Management (DAM)

This first issuance of the DAM's Newsletter will introduce the Leadership Staff to our employees, customers, users, and stakeholders; announcing the functions and benefits each division provides to support our mission area:

- Acquisition Management Division (AMD)
- Emergency Preparedness Division (EPD)
- Human Resources Division (HRD)
- Management Services Division (MSD)

As the DAM, I will ensure that:

- The right people are in the right jobs with the right skill sets.
- Our organization is committed to quality, integrity, and excellence in all aspects of our work.
- The importance of good customer service and the value of having a knowledgeable workforce capable of providing good customer service is recognized.
- My vision to build a management organization that provides the agency top-notch customer-focus and quality support and services is fulfilled.

Through this newsletter we will share the values the Leadership Staff and each employee will embrace. The information presented includes all divisions that support our mission area. We hope this newsletter will provide everyone with an insight to what the Office of the DAM does and the services we can provide to you.

I encourage our customers to take advantage of the resources that are available through the Office of the DAM to obtain appropriate services and support for your needs. When you use our services you can be assured that we will respond to you in a professional, timely and efficient manner.

“

*I have a **vision** to build a management organization that provides the agency with top-notch customer-focus and quality support and service. It is my goal to create a performance-based, results-oriented organization and culture. I believe my vision will create an organization that will be a first-class service organization that will always strive to get better!*

Mark A. Rucker

”

It is my pleasure to serve as the DAM to Farm and Foreign Agricultural Services (FFAS). My vision and values will propel us into an organization of excellence. I seek to inspire and create commitment from our offices to fulfill FFAS's mission.

### INSIDE THIS ISSUE

#### 1 Cover Story

Greetings From  
Mark A. Rucker,  
Deputy Administrator  
For Management

#### 2 Values

Farm Service Agency  
Deputy Administrator  
For Management

#### 3 AMD

Yvonne Howerton  
Director

#### 4 EPD

Robert Haughton  
Acting Director

#### 5 HRD

Telora Dean  
Director

#### 6 MSD

Ezekiel Dennison, Jr.  
Director

Follow this link to the DAM's website <http://intranet.fsa.usda.gov/fsa/operations/dam/about.aspx#mission>  
On the following page you will be able to view insight to my values.

# SERVICE MATTERS



## Deputy Administrator for Management Farm Service Agency



### We Value the individual

Our ability to attract, develop, and retain a quality, professional and diverse workforce will determine how well we meet the challenges of the 21st century. We strive to create an environment where each employee feels valued and are both challenged and encouraged to succeed up to his or her full potential. Each employee is important, and brings unique qualities and capability to our organization. We respect and value this diversity. Each of us has the responsibility for demonstrating and modeling respectful behavior when working with one another. As managers this includes: actively listening, encouraging excellence and supporting innovative ideas and solutions.



### We excel in public service

We have public stewardship responsibilities. We do our job well, and we do the right thing rather than simply doing the thing right. We are proud to be public stewards and strive for excellence in all that we do. Remember, always follow the rules.



### We take individual accountability and responsibility for our work

We are accountable for our outcomes—both positive and negative; both individually and as an organization. We demand excellence, but view less than optimal results as lessons learned, opportunities for improvement. We identify high risk, high exposure situations and manage them by coaching, listening, training and providing candid feedback on performance.



### We work in a cooperative and collaborative manner

We work together as a team, in a spirit of cooperation and mutual support. As managers, we ensure our organizational goals and objectives are clearly defined, and we work collaboratively towards their achievement. As members of the team, we assume ownership of the team's task. We actively participate to the fullest of our capabilities, with our time, ideas and resources to achieve the team goal.



### We manage involvement effectively

Our ability to attract, develop, and retain a quality, professional and diverse workforce will determine how well we meet the challenges of the 21st century. We strive to create an environment where each employee feels valued and are both challenged and encouraged to succeed up to his or her full potential. Each employee is important, and brings unique qualities and capability to our organization. We respect and value this diversity. Each of us has the responsibility for demonstrating and modeling respectful behavior when working with one another. As managers this includes: actively listening, encouraging excellence and supporting innovative ideas and solutions.

USDA is an equal opportunity provider and employer.

# SERVICE MATTERS

## Acquisitions Management Division

Yvonne Howerton, Director

FSA's Acquisition Management Division (AMD) supports the Farm and Foreign Agricultural Services (FFAS) organization by providing strategic and operational procurement solutions as a customer-driven organization.

AMD's goals are to provide knowledgeable, accurate, and professional procurement guidance; offer comprehensive procurement operations and services; provide timely, courteous, and professional customer service; utilize appropriate procurement regulations and laws; and ensure communication and quality work products.

Located in Washington, D.C. and Kansas City, MO, AMD offers quality procurement services such as: Procurement Policy guidance, Government Purchase Card management, and coordinates Training for Contracting staff and Contracting Officer Representative (COR) personnel.

Through effective and continuous leadership, AMD's Director Yvonne Howerton strives for advanced procurement services for all AMD customers.

Contract Specialists with warrants ranging from \$25,000.00 to unlimited procurement authority support our customers with acquisition strategy development, requirements management, and contract award for supplies and services. Contract awards range from simplified acquisition to large scale contracts.

Knowledgeable in procurement system management, AMD administers procurement services through the Procurement Request Information System Module (PRISM) in the Integrated Acquisition System (IAS), US Bank Access Online (AXOL), and IAS's Receipting / Receiving module.

While providing support services to FFAS Mission Areas, AMD also offers comprehensive procurement services to external organizations through interagency agreements.

Operating under the visions and values of the DAM, we continuously strive to excel in customer service. We collaborate with our customers individually to meet their unique and specialized requirement and functions. If you want to contact us you may do so by following this link to our website

<http://intranet.fsa.usda.gov/fsa/operations/dam/content/amd/>



Yvonne Howerton  
Director

### AMD Goals

Provides professional procurement guidance to customers throughout the procurement process.

Provides professional support in acquisition planning, development of acquisition documents, and in procuring services and supplies.

Ensure that all established procurement laws, regulations, policies, and procedures are implemented to support FFAS mission areas.

Ensure that AMD partners with its customers by providing ongoing communication, and quality work products.

# SERVICE MATTERS

## Emergency Preparedness Division

Robert Haughton, Acting Director



Robert Haughton  
Acting Director

### **Vision:**

A forward thinking division with a diverse and multi-talented work force dedicated to serving a safe, secure and prepared Agency.

### **Goals:**

Focal point for all FSA emergency management coordination.

Develop and maintain Continuity of Operations (COOP).

Coordinates LincPass identification credentials.

Initiates background investigations.

Protect FSA buildings.

Administer APAS.

Disaster and response recovery planning.

The Emergency Preparedness Division (EPD) serves as the coordinator and liaison for Farm and Foreign Service Agency's (FFAS's) nationwide emergency preparedness and management activities, personnel security, and physical security programs. EPD consists of three major sections:

### **Physical Security**

EPD works with all field offices to ensure proper counter measures are in place to provide protection and safety measures for the employees and their facilities. Assessments are done on field offices in a five year rotation to comply with applicable Federal regulations and Presidential directives.

### **Personnel Security**

**Background Investigations:** Inquiries are required for all employees of the government to ensure they are trustworthy and display good conduct and loyalty to the United States. EPD conducts all background investigations for FFAS nationwide.

**Personally Identifiable Information (PII):** PII refers to information that can be used to distinguish or trace an individual's identity. FSA is required to protect all employees PII according to the Privacy Act of 1974.

### **Emergency Preparedness**

**The Continuity of Operations Plan (COOP)** is a plan used by the organization to assure a continuation of services in case of disasters or events that would prevent headquarters from operating for an extended period of time.

**Situation Reporting (SITREP).** In preparation for or following an event, a situation report gives a clear picture of the incident and situation that contains verifiable and accurate information. These reports allow EPD to update Senior Leadership on the situation and the status of employees and facilities.

**Food, Feed, Seed, and Fertilizer Facility Listings (FFSF):** EPD maintains a list of resources for storage and distribution following incidents should these resources be required to meet demands when these commodities are in critical short supply.

**Homeland Security Presidential Directive 12 (HSPD 12)** requires Federal executive agencies to implement a mandatory common identity management system for their employees and non-employees. All employees and non-employees are issued an operational LincPass to comply with this directive.

[http://intranet.fsa.usda.gov/fsa/operations/dam/Content/EPD/emergencypreparedness\\_coop.htm](http://intranet.fsa.usda.gov/fsa/operations/dam/Content/EPD/emergencypreparedness_coop.htm)

# SERVICE MATTERS

## Human Resources Division

Telora Dean, Director

HRD recognizes its role as a strategic partner within the Farm and Foreign Agricultural Services (FFAS) to meet unique customer situations. We provide solutions in recruitment, promotion, and performance in consideration of Federal and non-Federal personnel systems.

We continue to exhaust all options to ensure we exceed a level of customer service that can be viewed as a standard that employs the vision and values of the DAM. Working as a team, we clearly define our customer's objectives and work towards their achievement. HRD promotes a professional diverse workforce that shares the strategic vision and values of the DAM and leadership by providing high quality, mission-driven, customer-focused human resource services to support the FFAS mission area.

HRD specifically focuses on:

- Collaboration with our customers by assuring they hire the right people for the right job at the right time. This requires that we actively listen and train our internal and external customers.
- Assuring proper alignment between respective Agencies missions, values, and objectives. This provides FFAS leadership with the ability at all levels, to develop forward-thinking solutions to current and future challenges.
- Providing guidance and supervision to FFAS mission wide, fostering a culture of innovation and continuous improvement both internally and externally.
- Supporting the functions, divisions, sections and talents of FFAS.

Our main goal is to be a value-added and sought-after division, where customer needs take precedence.

HRD encourages each and every one of our customers to put us to the test. We are committed to providing our services to our mission areas and hope that you will not hesitate to contact us whenever you find yourself in need of human resources support.

<http://www.fsa.usda.gov/FSA/hrdapp?area=home&subject=landing&topic=landing>



Telora Dean  
Director

### HRD supports:

- Recruitment
- Hiring
- Leadership and Employee Development
- Coaching
- Organizational Development
- Salary and Benefits Recommendations
- Team Building
- Employee/Labor Relations
- Benefits
- Human Capital Management
- Classification and Organizational Development
- Human Capital Management
- Worklife and Benefits
- Workforce Planning and Analysis
- Hearing and Conflict Management
- State and County Services
- Information Systems

# SERVICE MATTERS

## Management Services Division

Ezekiel "Zeke" Dennison, Jr., Director



Ezekiel Dennison, Jr.  
Director

### **Vision:**

Moving from good to excellent in client services through shared goal and shared accountability.

### **Mission:**

MSD provides a valuable service to FSA, FAS, RMA, USDA and ultimately to the citizens of the country. We as individuals and as a team commit to excellence in all aspects of the functional responsibilities.

### **Goals:**

To provide outstanding services and support to a wide array of USDA mission areas through the utilization of highly effective/efficient operational and administrative management practices combined with the knowledge, skills, abilities, and efforts of an exceptionally motivated/talented workforce.

Management Services Division (MSD) is a multi-functional division providing a highly diverse customer base with a wide variety of operational and administrative services and support. MSD specializes in supporting the needs of the Farm Service Agency and fellow USDA agencies, which includes Animal and Plant Health Inspection Service, Agriculture Security Operations Center, Economic Research Service, Foreign Agricultural Service, Food and Nutrition Service, National Information Technology Center, Office of the Chief Information Officer, Office of the General Counsel, Office of the Inspector General, Risk Management Agency, agricultural producers and ranchers and the citizens of the United States.

In providing comprehensive operational support to our customers the extent of services we provide are numerous and considered vital to the operations of USDA. The support we provide assures the agency operates in a seamless manner.

In this article you will find the services we provide. We have included a comprehensive list of the services available for your use. If you have questions on any of the services we provide give us a call and we will assure your needs are met.

### **MSD Services Overview:**

Real Property Management	Forms & Graphics
Personal Property Management	FOIA & Privacy Act
Directives	PII
Records Management	Transit Subsidy Benefit
Publishing & Distribution	Supply Stores
Space & Facilities	Health & Life Safety
Labor Support	Audio Visual Media Services
Mail Management	Physical Security
Meeting Coordination	Shred & Recycle Bin
Fleet Management	

<http://fsaintranet.sc.egov.usda.gov/fsa/operations/dam/Content/MSD/about.aspx>

# SERVICE MATTERS

**Managing Editor:**  
Whilemenia Duncan  
Communications Officer

