A publication for Axiom’s employees and clients

SUMMER 2010

Keymind, Division of Axiom
by Shane Oleson and Charlie Ulrich

2
Q&A with Managing Partners
Phyllis Belton

3
Employee Focus
Dwight Simpson

Erika Finley

6
The Axiom ‘Jeniuses’ Softball Team
Bright Beginnings 5K Race
Family Picnic at Nationals Park
Mount Vernon Community School

7
HR Update
Robinson High Partnership 5th Year
“Axiom Scholars” Program Introduced
Fisher House Contributions top $147,000

8
The Axiom Confidential

9
The Axiom Confidential

10
Military HOMEFRONT Work
Axiom Wins Contract to Continue Supporting CACS

11
Axiom Axiom All Stars

12
Contract Wins
Axiom Promotes Four
Toks Avishan
Jennifer Hallad
Douglas Anderson
Roger Miller
Q&A with the Managing Partners

Just before the Axiom Standard went to press, we sat down with Axiom’s Managing Partners, Kevin Riley and Doug Peardon. The Standard staff wanted to capture our leaders’ thoughts on a number of timely issues affecting Axiom. Here’s the very latest guidance from the top:

Axiom Standard: As Axiom completed calendar year 2009, how would you describe the health of the company?

Kevin Riley: Very, very strong. External reviews from contract auditors and the banking community show Axiom in a solid, sustainable position—no small feat in an economy like this one. And our comprehensive internal review shows we’ve got steady revenue and a strong market position. The future looks bright for Axiom.

Doug Peardon: All the indicators—profitability, revenue, productivity, morale—look good. We faced more contract re-competes in 2009 than we have in any other year, and we did very well in these competitions. Plus we won new work. That’s a great combination.

Axiom Standard: People worry about how BRAC (Base Realignment and Closure) actions might affect them in the future. They hear rumors about lots of different potential locations where their office might relocate...should they be worried?

Doug Peardon: No. I want to be crystal clear on this point: Axiom goes where the clients go. Whether they stay in Skyline or move to another location, we will go where they go. If people have a rock-solid understanding of this point, they tend not to worry as much. And we all need to communicate to our clients that we’ll be happy to support them, whatever the location.

Axiom Standard: Insourcing is another concern for some Axiom team members. They worry that contractor jobs will go away, or that they might have to make a career move they never planned for. What advice do you have for them?

Kevin Riley: in three decades in the federal contracting business, I’ve seen the insourcing/outsourcing pendulum swing back and forth a few times. It’s a natural, cyclical part of our industry, and we factor it into our 3, 5, and 7 year business planning models. The most important thing—related to what Doug said about BRAC—is that Axiom people will always do the best when they put the client’s needs first. That’s why Axiom exists. So my advice is to do absolutely superb work for your client on a daily basis. Then, no matter what decisions they make on insourcing, you’ll have a secure job as a member of the client or Axiom support team. Think of it as a win-win career strategy.

Axiom Standard: Anything else you’d like to share with the Axiom Standard readership?

Kevin Riley: Just that I am so proud to work with all of you. Axiom keeps getting stronger and stronger every year, and it’s because of the awesome work you do for our clients every day. When I see our clients receive significant awards and recognition, I think of the great work you did to help them along the way—and then when I talk with our clients, they tell me how important you were to their being recognized!

Doug Peardon: It’s an honor to work with everyone in the Axiom family. The company is well into its second decade of operations, and I believe we’ll be a player in federal contracting for decades to come. Axiom is a terrific place to build a career, tackle a wide variety of challenges, and know that you’re part of something important—supporting our government leaders and uniformed personnel worldwide. Be proud—I’m proud of you!
Dwight Epperson

Quiet, positive, calm—and always with a smile on his face—that is Dwight Epperson. Dwight is the backbone of Axiom’s IT support team, and he is always getting the job done. You’ve seen him around the office. He seems to be everywhere, all the time, taking care of business. But most striking is the manner he goes about it. For a guy that is responsible for keeping Axiom’s corporate network up and running, he never seems frazzled.

I had the good fortune to sit down and get to know Dwight a little better. And for once I wasn’t asking him to fix my computer. Born in Arlington, VA and raised in Falls Church, Dwight attended McLean High School. He has two older brothers, a younger sister, and his parents live in the same house where he grew up. Dwight has a passion for football—especially the Redskins. He played football for four years in high school and continues to play flag football for fun. He was excited to share that his dad tried out for the Redskins and that his brother played football for Duke.

After graduating from high school, Dwight attended college where he studied Information Systems Technology. Dwight said he really wasn’t passionate about computers at first, especially after taking a C++ class. He said that kind of turned him off to computers. However, he credits his cousin for getting him to appreciate computers. Over time he found that he truly enjoyed working with the hardware side of things. Dwight began his career with Adelphia Cable Communications. He said that is where he discovered the guitar and piano and would like to take some music classes. This spring Dwight plans on taking additional classes in his field. He also told me that he wants to buy a motorcycle someday. Considering how well Dwight gets things done for all of us here at Axiom, I have no doubt he’ll be making music and cruising down the highway on his Harley very soon.

Erika Finley

Growing up in a busy home in Birmingham, Alabama, Erika Finley learned early to balance competing priorities and to work efficiently.

Life in Birmingham was crowded with activities. She sang with the Trinity Baptist Church choir. Erika was an accomplished athlete during her high school career—she ran track and participated in shot put on her high school team. In 1990 Erika married Kenneth Finley. Her sister Lakesha Freeman dated Ken’s brother, but it was Ken and Erika who ended up getting married. Enlisting in the U.S. Army, Kenneth and Erika spent the next six years on the move, with assignments in Savannah, Georgia, Nuremberg, Germany and nearby Fort Myers in Arlington, Virginia, before leaving the Service for civilian life.

Erika supports the Office of the Chief Financial Officer (OCFO), where she serves as the lead administrator for the Axiom team. She is the “central hub” for managing OCFO documents. She is the LiveLink custodian for all correspondence, reviews incoming taskers, and advises OCFO technical staff of approaching deadlines. In keeping with OCFO directions, Erika enforces the “clean desk” rule: all administrative and clerical tasks are to be completed before the end of the business day. The young girl from Birmingham with the busy schedule knows how to get the work done.

And work is a family affair. Her husband Kenneth is the Administrative Team Lead for Axiom’s Defense Health Information Management System contract. Lakesha Freeman, the same sister who introduced her to Kenneth, recently joined the Axiom team supporting the TMA Office of Administration’s Personnel Security Division.

And life remains busy as ever. Unafraid of adversity, both she and Kenneth are Dallas Cowboy fans in the heart of Redskin country. Always ready for adventure, she and Kenneth spend holidays cruising the Caribbean; Cozumel is a favorite retreat. They work on their home, laying hardwood floors is just the latest in the ongoing series of improvements. And keeping in touch with their shared roots in Alabama, they make sure they go home to Birmingham each year. Erika and Ken are keeping their eyes on land just east of Birmingham, outside of Trussville, that might be a good spot to settle down when their work at TMA is done and its time to return homeward again.

Retirement though is a distant thought for this ambitious and hard-working young woman. Erika is enjoying her work her at OCFO and looks forward to a long, bright future with Axiom.
Over eight years ago, Axiom began expanding upon its core service areas of program and acquisition management by acquiring several companies that are now part of the Axiom family. This article highlights the Keymind Division, which has brought exceptional software development and integration services as well as traditional marketing and creative services to Axiom’s offerings. Keymind is a Capability Maturity Model Integration (CMMI) Level 3 assessed organization.

Keymind supports many of Axiom’s large and important programs such as Computer/Electronic Accommodations Program (CAP), Communications & Customer Service (C&CS), Defense Health Information Management System (DHIMS), Department of Transportation (DOT), and Social Security Administration (SSA), but they also have their own clients including the U.S. Army, Department of Labor (DOL), Job Accommodations Network (JAN) and commercial clients such as Navy League of the United States and Stanley Medical Research Institute. Keymind’s projects range from conducting usability studies, re-architecting and re-designing large sites such as TRICARE’s Beneficiary portal, converting legacy applications to modern Web-based systems, performing full software development, to establishing brands and generating marketing and collateral materials for organizations.

Clients
DoD MHS/TMA:
- Computer/Electronic Accommodations Program (CAP)
- Communications & Customer Service (C&CS)
- Defense Health Information Management System (DHIMS)
- Health Program Analysis & Evaluation Division (HPA&E)
- Health Plan Operations (MSS HPO)

Other Government:
- Department of Labor (DOL)
- U.S. Army – Comprehensive Soldier Fitness
- U.S. Air Force - Office of the General Counsel
- Division of Immigration Health Services (DIHS)
- Department of Transportation (DOT)
- Job Accommodations Network (JAN)
- VA (Veterans Affairs)
- EPA (Environmental Protection Agency)

Commercial:
- Navy League of the United States
- Stanley Medical Research Institute
- Council on Foundations
- Oracle
- Hewlett Packard

Staff Highlights
Shannon Taylor: Shannon is Director of Operations at Keymind and is responsible for managing all personnel resources, overseeing projects, and interfacing with Axiom contracts, accounting and human resources departments. Keymind has over 40 major projects each year, so juggling resources and financials for all of these projects is an incredible undertaking to say the least. Shannon is also involved in new business development and manages several of Keymind’s high profile projects. Shannon has been with Keymind/Axiom since 2000.

Rick Flagg: As Directory of Technology, Rick oversees the software developers and technical resources at Keymind. Rick leads the architecture and provides senior oversight on all of our applications and projects. Rick has also been instrumental in Keymind’s CMMI effort over the years and manages our continuous build process to improve software quality and reliability. He is constantly striving to further automate our software development practices and refine our processes. Rick has been with Keymind/Axiom since 2000.

Ashley Frazier: Ashley is Keymind’s Creative Director and manages a wide array of creative talent including graphic designers, information architects, and usability specialists. Ashley’s team leads the requirements gathering on each Keymind software project and ensures that all of our applications are easy to use, brand appropriate, and Section 508 compliant. In addition to interface design, the creative staff produces award-winning print collateral, brand identities, and exhibit booth designs. Ashley joined Keymind/Axiom in 2005.

Kathleen Mullen: Kathleen is Keymind’s Process Improvement and Quality Assurance Manager and ensures that all Keymind projects adhere to CMMI Level 3 standards. Kathleen has spearheaded the Keymind process improvement efforts since 2001. She guided Axiom through CMM Level 2 in 2005 and CMMI Level 3 in 2008 and continues to steer us towards CMMI Level 3.
Keymind Works with the Stanley Medical Research Institute

By Michelle Cotton

Keymind has recently done some important work with the Stanley Medical Research Institute (SMRI). SMRI is a nonprofit organization that is funded specifically to improve research on severe brain diseases, including schizophrenia, bipolar disorder, and severe depression. To support this effort, Keymind constructed an intuitive web-based database which allows researchers to efficiently access more than half a million records. The Stanley Brain Research Laboratory is the largest non-governmental source of funds for research on severe brain diseases in the United States. Research on these severe brain diseases has severely lagged behind other areas of medical research and the Keymind division of Axiom played a role in furthering research in this essential area.

Shane Oleson, Division President of Keymind, noted that “Keymind has enjoyed working with the dedicated research staff of SMRI on the first release of this project and we look forward to continuing to support their unique and important mission.”

Please visit the following website to learn more about this important tool: www.nature.com/npp/journal/v35/n2/full/npp2009151a.html.

Communications & Customer Service (C&CS)—Keymind works with Axiom staff to support C&CS. We developed and support the C&CS ART Portal, a web-based tool that provides users the ability to work beneficiary inquiries, apply consistent case categorization, and conduct data analysis to tailor educational outreach or implement system/process changes.

Department of Transportation (DOT)—Keymind works with the Didactics division to support the SSA Ticket to Work program. Keymind receive millions of records of information from Social Security on a weekly basis for use in answering beneficiary inquiries, apply consistent case categorization, and conduct data analysis for specific cases in a secure environment, document information and actions related to beneficiary inquiries, apply consistent case categorization, and conduct data analysis to tailor educational outreach or implement system/process changes.

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The Axiom ‘Jeniuses’ Softball Team
by Michelle Cotton

Every summer Axiom and its extended family and friends, get together for weekly softball games. Some members of the team are veteran players, but for some it is a new adventure, and a chance to learn a new sport. For all involved, it’s a chance to meet new people and have fun. Last summer, the Axiom Jeniuses ended up with a stunning win-loss-tie record of 8-8-1. The team finished 5th overall in the league, just missing a playoff berth. The Jeniuses were on the verge of going to the playoffs and were tied with another team going into the last weekend, but were unable to sneak their way in. It is important to note that the team did not have any major injuries—including no collisions in the outfield this year. The Jeniuses’ veteran starting pitcher, Kevin Friel, did take a ball to the shin at one point which left an ugly welt, but he walked it off and finished the game and even came back out to play the next week. The team had to play a few games in the rain, but they rallied, played well, and had fun no matter what the weather. We’re hoping to get above 500 next year! For more information on participating in the 2010 softball season, please contact Kristen Anh at (703) 988-0372/248.

Axiom Family Picnic at Nationals Park
by Kevin Squires

For the second straight year, the Axiom Family Picnic at Nationals Park faced nature’s greatest threat to baseball games and picnics: rain. But on Saturday, August 22, 2009, the Axiom faithful turned out in record numbers and made the event a runaway success.

Thanks to the huge red tent covering the picnic area on the top level of the Nationals’ parking garage, Axiom family members remained high and dry through the storm and enjoyed a breath-taking, high-altitude overlook of the ballpark. The food was terrific, and the soft drinks, water, beer, and wine were more than ample.

The Nationals provided four baseballs, autographed by Nationals players, as were more than ample.

The Nationals mounted several exciting rallies and even produced one of the rarest things in sports: a grand slam home run, by Nationals (now Dodgers) second baseman Ronnie Belliard. This unforgettable thrill put a smile on every Axiom face, and blunted the pain of the final, losing score, 11-9.

According to the Farmer’s Almanac, warm sunny weather, along with a Nationals victory, are considered sure bets for our Axiom Family Picnic at Nats Park on August 14, 2010.

Axiom Participates in the Axiom Bright Beginnings 5K Race
by Jennifer Haines

The Axiom Family is dedicated to improving the quality of life for those in our community. This is demonstrated through our service to Mount Vernon Community School, our fundraising efforts to benefit the Fisher House Foundation, and our academic partnership with the Minority Students of Robinson Secondary School, just to name a few.

In May, a stellar team of Axiom folks got together to participate in the 2010 Bright Beginnings 5K Race. Bright Beginnings is a child and family development center that offers a bright start for homeless infants, toddlers and preschoolers, and their families. Bright Beginnings serves about 150 children annually whose families are living in crisis shelters or transitional housing.

All proceeds from the event went toward providing free services to homeless families and their young children. Last year’s event helped raise nearly $30,000.

Axiom will continue to participate in this event in the future. All Axiom staff members are welcome to join the effort!

Another Great Year Working with the Mount Vernon Community School
by Maria O’Leary

It has been another fun and rewarding year working with the Mount Vernon Community School (MVCS) in Alexandria, VA. Axiom helped kick off the 2009-2010 school year by conducting our 5th annual school supply drive—delivering 13 boxes of supplies to the school. This year was marked with a first—MVCS asked for more! Ms. Magda Leon, MVCS’s social worker, contacted Axiom to thank us for the supplies. She said this was the first year the school ran out of materials during the first week of school. She provided a list of additional supplies that were needed and once again the Axiom team delivered. The call for help went out and donations for additional notebooks, markers, and folders came in. The enthusiasm and support exhibited by the Axiom team members was amazing.

In addition to the supply drive, Axiom held our 5th annual holiday gift drive. Each year Axiom has “adopted” more and more children, providing gifts and clothing to children whose families cannot. We began this tradition in 2005 by providing gifts and clothes to a family with five children. By 2008 that support had grown to 36 children.

But the best part of the holiday season had to be the concert put on by the adorable MVCS kindergartners. Axiom’s staff members gathered on the tennis courts at Sport and Health and were treated to a delightful selection of holiday songs. The kindergartners enthusiastically sung for a large crowd of very merry Axiomites. We hope this is a tradition that will continue for years to come.

The partnership between Axiom and MVCS continues to flourish and we look forward to supporting future events and needs of the school. Thank you for your continued support—it is amazing!
Axiom’s Partnership with Robinson High Completes 5th Year

This Summer, Axiom will present our 5th college scholarship to a college-bound member of the Minority Students of Robinson (MSR) club at Robinson Secondary School in Fairfax, Virginia.

Axiom’s partnership with Robinson began in 2006, as leaders from both organizations got together to explore ways Axiom could invest in the future of MSR members. While there have been opportunities for young and energetic Robinson students to take part in Axiom philanthropic activities, or to join us for the Axiom annual picnic, the partnership has focused on two main annual events:

- Axiom’s presentation of a $1,000 scholarship for a college-bound MSR student
- The MSR/Axiom Internship Program.

The scholarship is presented after a highly-competitive selection process, involving application packages submitted by MSR students, which are evaluated by Robinson teachers and MSR adult leaders.

Five students are chosen to participate in the Annual MSR/Axiom Internship Program. As a reflection of the commitment of MSR students to learning about the world of work, the annual internship always takes place on a teacher workday, when Robinson is closed to students. In other words, while 99 percent of Robinson students are sleeping-in, five MSR students are at Axiom headquarters bright and early for a day of training on the operations and practices of the business world.

During the day-long internship, students spend an entire business day training side-by-side with Axiom professionals. While we tailor our offerings each year to the interests of students, past areas of focus have included human resources, accounting, communications and marketing, program management, and information technology.

Ms. Lynne Hicks, sponsor of the MSR program, spoke highly of its benefits.

“It’s a tremendous opportunity for a high school student to get a close-up look at the actual operation of an American business. They have all told me how much they enjoy it. And with the cost of college soaring every year, our students and their families appreciate Axiom’s commitment to the annual MSR scholarship.”

For Axiom’s part, we plan to continue to build the Axiom-Robinson MSR partnership in the years to come. As managing partner Kevin Riley said, “The scholarship is an investment in America’s young people, and the internship is a great experience for our Axiom folks as well as the students. We’re keeping the Axiom-Robinson ball rolling!”

“Axiom Scholars” Program

When the people of Axiom speak, Axiom listens

Over the last couple of years as the national economy has soured, Axiom staff members have expressed the need for a little bit of help in two main areas: the cost of housing and higher education. On May 1, 2007, Axiom responded to the housing crunch with an innovative program called Axiom Castle, which provides $500 to Axiom families renting their first apartment, or $1000 to families purchasing their first home. “Castle” has been very warmly welcomed across Axiom, as 80 Axiom staff members have participated in the program.

Axiom provides an exceptional level of support for higher education through our tuition assistance program, but we wanted to do more. We wanted to help dependent Axiom family members defray a portion of their higher education costs, while incentivizing the best-possible academic performance.

Axiom Scholars was born

“Scholars” will provide $500 in scholarship money to dependent Axiom family members who carry a full-time course load at an accredited college or university, and complete a semester with a 3.5 grade point average.

To receive the scholarship, staff members are asked to complete, sign, and return a Scholars Program request application and a raised seal transcript from the accredited university to Jennifer Haines or Kristen Anih in Human Resources.

As the word of the program spreads through the Axiom family, we hope to help put a generation of deserving “Axiom Scholars” through college!

Axiom Contributions to Fisher House Foundation now top $147,000

Each year, Axiom hosts a golf tournament to generate financial support for the Fisher House Foundation. Fisher Houses are located on the campuses of military medical treatment facilities, offering lodging at little or no cost to families visiting soldiers recovering from wounds or accidents.

Given our work in support of the Military Health System, it seems like a natural fit that Axiom and Fisher House Foundation become partners in the Axiom Annual Golf Tournament.

This year’s tournament was a bit unusual. We usually hit the links in the middle of October, taking maximum advantage of cool mornings and the bright autumn colors. This year, heavy rains in the day leading up to the event caused us to reschedule the tournament for mid-November. But the appointed day brought a bright, cloudless sky and perfect conditions for golf, good cheer, and fundraising on the links of the Woodlawn Course at Ft. Belvoir, Virginia.

Several wounded warriors joined Axiom staff members, business partners, clients, and volunteers at the tournament. By day’s end, the event had raised $29,312 for Fisher House. By special arrangement, all funds raised will be used to support Fisher Houses in the Washington DC area. When combined with the receipts from Axiom’s five previous Fisher House tournaments, Axiom has raised a total of $147,800 for the foundation.

“The Fisher House Foundation is the ‘gold standard’ for military- and family-service organizations,” noted Kevin Riley, Axiom Managing Partner. “Not only is Fisher House a wonderful cause, but their Foundation has been recognized as one of the most effective philanthropic organizations in America.”

Axiom Managing Partner Doug Peardon expressed his joy in supporting such an important group as the Fisher House Foundation. “The military people we are helping have sacrificed so much for our country. It is a great feeling to be able to help them—and their families—by helping Fisher House.” Axiom’s 2010 Golf Tournament for Fisher House Foundation is planned for October 27, 2010 at Westfield’s Golf Club.
Anthropologists Unearth Early Skyline Office

By Fredny Clamming

America’s anthropological community was buzzing in December 2009, when a team of scientists discovered a Skyline office that had been sealed since the 1970s. Skyline employees, on hearing the news, rushed to the site in Sky 2 (Suite 304) to learn about their primitive office-worker ancestors.

Scientists found that clients and Early Contracting Peoples (ECPs) had no Internet, Email, Twitter, voicemail, Blackberry, cell phone, or Instant Messaging services. At first, researchers were puzzled by this revelation, and wondered how technology-deprived ancients could be as productive as today’s workers. Then they found the answer—30 years ago, agencies and departments were hundreds of times larger than they are now.

“It’s simple, really,” said Dr. Wilton Schill, project co-lead. “With every advance in technology, departments become more efficient and shrink in staff size, budget requirements, and need for office space. That’s why agencies are generally one percent as large now as they were in the Age of Disco.”

Carbon-dating experts from the University of Pennsylvania ran tests on Skyline artifacts found in the office, which they refer to as “Piltdown Place.” Ashtrays filled with cigarette butts were found throughout the workspace, indicating Bee Gee Era employees were required to smoke at their desks throughout the work day. Stacks and stacks of paper documents were found—a far cry from today’s seamless, paperless office.

A chalkboard was found to contain hollow slogans regarding “quality management” that were eerily similar to modern slogans. Scientists mouthed platitudes about studying the impact of these slogans upon worker productivity, then left for “Balanced Scorecard” training.

Experts gathered data not only on the internal features of the office, but external ones as well. Weather researchers from the University of Pennsylvania proved that Sky 1, Sky 2, and Sky 3 were originally one building, but decades of rain and wind had reshaped the edifices into their current shapes.

The last day of the excavation held the greatest prize: the discovery of the first human hand. Scientists say that it was discovered that we were responding to solicitations from the 1970s.

Reorganization

Prolonged Pratfalls Plunge Proposals

Series of Comic Miscues Results in Disaster for Falls Church Firm

By Flip Cooke

As the result of a huge number of consecutive coincidences, misunderstandings, mix-ups, foibles and pratfalls, Axiom Resource Management lost virtually all of its government contracts in a three-day period.

Axiom lost its bid on a $15 million contract to provide document translation support for the Department of Documents when Axiom’s proposal was delivered to the wrong address.

“We had a planning meeting, and I’m sure I was told to deliver the proposal to the contracting officer in Madison, Wisconsin. As it turned out, the actual instructions were to email the proposal to a government contracting officer named Mr. Madison on Wisconsin Avenue in DC,” said Charles Ulrich, Axiom proposal writer. “I think we just ran into a case of there being too many names for things,” commented Ulrich.

In another shock to Axiom, the firm lost a five-year, $7 million dollar contract to provide air humidifying support for the Department of Interior Design. “Simple human error is all I can say,” was all Frank Cumberland, previous director of proposal management at Axiom, could say. “The request for proposal said our document was due to the contracts shop on December 2nd at 4 p.m. And I wrote it down wrong…and we delivered our proposal on December 4th at 2 p.m. These things always goof me up—I don’t know what it is,” he added.

“I at least can take pride in the fact that we definitely met the suspense we believed was right,” Cumberland stated, proudly.

During the hectic end-of-calendar-year proposal season, Axiom lost 18 other contracts for an incredible variety of administrative reasons:

Nineteen were lost due to the text being converted to WingDings just minutes before the proposal was shipped, in a bizarre batch of copy-editing snafus.

Six were lost when the Axiom mail room mistakenly sent them to Qatar instead of the COTR.

Two were technically won by Axiom in a free and fair competitive process, before it was discovered that they were responding to solicitations from the 1970s.

One RFP was revealed, long after we responded, to have actually been a competitive process, before it was revealed.

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“I at least can take pride in the fact that we definitely met the suspense we believed was right,” Cumberland stated, proudly.

During the hectic end-of-calendar-year proposal season, Axiom lost 18 other contracts for an incredible variety of administrative reasons:

Nineteen were lost due to the text being converted to WingDings just minutes before the proposal was shipped, in a bizarre batch of copy-editing snafus.

Six were lost when the Axiom mail room mistakenly sent them to Qatar instead of the COTR.

Two were technically won by Axiom in a free and fair competitive process, before it was discovered that they were responding to solicitations from the 1970s.

One RFP was revealed, long after we responded, to have actually been a competitive process, before it was revealed.

Nine were lost due to the text being converted to WingDings just minutes before the proposal was shipped, in a bizarre batch of copy-editing snafus.

Six were lost when the Axiom mail room mistakenly sent them to Qatar instead of the COTR.

Two were technically won by Axiom in a free and fair competitive process, before it was discovered that they were responding to solicitations from the 1970s.
Global Warming Controversy Hits Axiom
By Frandon Coolingan

It seemed like the last thing that would ever strike at the gray corporate image of a program management consulting firm. And yet it happened. The “Global Warming” controversy struck Axiom Resource Management, Inc.

The impromptu began last November, when an Axiom executive noticed that a box of Sno-Caps in his office was melting. The Sno-Caps (a favorite treat for moviegoers everywhere), were located right next to the globe in the executive’s plush and expansive corporate suite. He (or she) concluded that the warming of the globe had caused the Sno-Caps to melt.

Terrified executives wisely ordered a study to determine how much time and resources had caused the Sno-Caps to melt. The study was completed on Wednesday.

Axiom Managers Form Dance Ensemble
By Kilo Sprinks

For the past 3 years, every Tuesday and Friday night Axiom’s Fisher House conference room undergoes a complete transformation. As you enter, that transformation fills your senses. The ceiling-to-floor mirrors lining every wall first catch your eye; the thump of a driving bass line pounds inside your ears; you can taste the passion; and you can definitely feel the funk.

On these nights, twice each week, Axiom’s Technical Managers (TMs) gather to pursue and perfect their collective passion. When the tasks are complete, this group of unparalleled professionals slips out of their ties and blazers and into their leg warmers and tie-dyed headbands. They come here to exhale—to recharge. These are the dancers! This is T.M. Dawn!

In 2006, Derek “DeeRock” Shields had only a dream, but now he has a crew.

Three years ago, with only a boombox, a twinkle in his eye and a swivel in his hips, Shields founded AXIOM’s competitive dance crew, T.M. Dawn or TMD as many will recall, was a Solid Gold dancer for 6 years in the late 80s, and adds a confident professionalism and love of program management to the crew. As for Soft-Shoe Anderson, the unquestioned leader of T.M. Dawn, think MC Hammer meets John Travolta — need I say more? “This seemingly divergent mix of styles and talents makes for an arhythmic, unpredictable, often disturbing style of expression that can be as hard to understand as it is for some to enjoy,” said Shields, as TMD prepared for their upcoming performance at Axiom’s first annual corporate dance marathon.

Erika Finley, 8-time disco champion and frequent TMD guest-dancer, shares the crew’s passion for dance. “Heading up TMD’s OCFO contract can be demanding,” Finley confessed. “After a long hard work day, sometimes I just need to dance . . . and dance is exactly what we do—dancers are exactly who we are.”

Guest-dancer Fuzzy C. busts a move . . . and his collar bone.

TMD’s members are as diverse as the group’s motley style of dance. Emma “Happy Feet” Sanchez, is a former breakdance champion and Olympic ice-dancing champion. Dr. Richard “Moonwalk” Gromadzki, the self-proclaimed bad-boy of the ensemble, threw down a total double-dog dare. “For any crews out there who would like to challenge us for our title,” he succinctly put it, “See you at the Fisher House Conference Room!”

Global Warming Controversy Hits Axiom
Globe Melts Sno-Caps!
By Frandon Coolingan

Axiom Crossword Puzzle
Axiom Wins Contract to Continue Supporting TMA’s Communications and Customer Service (C&CS)

Axiom received very exciting news on September 16, 2009—we learned that our longstanding relationship with TRICARE Management Activity’s (TMA’s) Communications and Customer Service (C&CS) Division would continue for many years to come. Axiom was awarded a contract to provide program management and administrative support for the five branches within C&CS: Public Affairs Office, Customer Communications Branch, Beneficiary Publication Office, Communications Research & Resources Branch, and the Beneficiary & Creative Communications Branch. C&CS is responsible for TRICARE communications, information and education, marketing, beneficiary correspondence and customer service.

C&CS’s mission is to inform and educate 9.4 million TRICARE beneficiaries about their health plan and how to access it. C&CS coordinates a worldwide communications and customer service effort comprising six TRICARE regions; managed care and other major contractor partners; all benefit and debt collection counselors in the Military Health System (MHS) and other customer support personnel throughout the Department of Defense (DoD) and beyond. C&CS also conducts outreach to special interest groups, the news media, current and potential network providers, other health organizations, the military Services, and specifically Reserve and Guard leaders and units around the world. C&CS is responsible for TRICARE branding; promoting healthy lifestyles for beneficiaries; and targeted campaigns for special populations. All communications are accomplished through strategic planning activities based on organization goals and scientific research and analysis using integrated communication tools.

The C&CS proposal effort was led by the freshman management team of Jeff Keen and Pamela Ferrell. Although this was their first time heading up a proposal effort, they hit it out of the park. Jeff and Pam, along with their teammates, including Pam’s son, Jeremy, were ecstatic about this win. Jeff Keen, C&CS Manager, said, “I am so happy about this win,” said Jeff Keen, Axiom C&CS Project Manager. “I am so proud of our team and their contributions to this effort. We couldn’t have done it without them.”

Pam Ferrell seconded that. “Everyone worked hard and remained focused. Our goal for the proposal was the same as it is for our everyday support to C&CS—provide the best support.”

Axiom has supported C&CS for more than 10 years. “We truly value the partnership we have with C&CS,” stated Doug Peardon, Axiom Managing Partner. “We are excited to know that our staff members will continue to play an important role in C&CS.”

In addition to the direct support Axiom offers, our subcontractor, Rothleder Associates, and The Bowen Group also provide support for the Office of the Secretary of Defense (OSD) Relocation Program Manager as well as other training conferences. The OSD Program Manager (PM) requires relocation expertise to review and comment on various projects and to coordinate work with the Service headquarters (HQs); Relocation Program Managers. Support to OSD PM includes development of eSponsorship Training Application for incorporation in PM/IMM; development of Workshop Kits for Relocation Managers worldwide; development of Distance Learning modules for a Basic Relocation Course; assistance with 12th Annual Joint Services/Agency Relocation Training Conference in May 2010. The Bowen Group has provided support for the Improving the Quality of Life for Military Families with Special Needs and the DoD Child Development Conference 2009. DoD Family Readiness Conference; and Joint Services Family Assistance Workshop in Korea, Hawaii, Guam, Yokota and Okinawa, Japan.

Our program managers in this effort are Derek Shields and Gwendolyn Williams. As program managers they oversee and manage funding, bridge communications between subcontractors and clients, manage software licenses for the website, and provide monthly deliverables. The MilitaryHOMEFRONT clients appreciate the support that Axiom provides and awarded a second contract to Axiom and our partners in recognition of our team’s performance.
Axiom Salutes its 2009 All Stars

Axiom congratulates this year’s All Stars. These employees exemplify the Axiom virtues of commitment to client success, support for fellow Axiomites, and philanthropic work in the larger community.
Axiom Promotes Four

Axiom’s managing partners announced that Tekle Afworoki, Jennifer Haines, Douglas Anderson, and Roger Miller were being promoted. Each of these individuals has played a key role in Axiom’s continued growth and success.

Tekle Afworoki, was promoted to Senior Vice President for Finance. Tekle, a Certified Public Accountant, joined Axiom in 1999. He leads Axiom’s financial management operations and plays a key role in managing Axiom’s core corporate functions.

Jennifer Haines was promoted to Vice President of Human Resources. Jennifer joined Axiom in 2000 and has worked as a member of the Axiom Human Resources team, leading human resource planning initiatives and personnel management functions.

Douglas Anderson was promoted to Vice President for the MHS/DoD IT Strategic Business Unit (SBU). Doug manages the External Relationship Management (ERM); Information Management (IM); Information Management, Technology and Reengineering (IMIT&R); Office of the Chief Financial Officer (OCFO); Health Insurance Portability and Accountability (HIPAA) standards; and Defense Health Services Systems (DHSS) Medical Logistics contracts within Axiom’s SBU. He joined Axiom in 1999.

Roger Miller was promoted to Vice President, Management Services. Roger manages the day-to-day operations for Axiom’s largest program management contract for the Defense Healthcare Information Management System (DHIMS).

Please join us in congratulating these outstanding leaders on their promotion and on their continued success with Axiom.

Crossword solutions from p. 9

Axiom Standard Publication and Contact Information

*Paragons and a nickel will get you twenty-five cents.*

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