

Internal Communications

The MOD Messenger

IT Modernization Newsletter | Issue #4 | February 2012

IT Modernization: What's it all About?

Seth Harris, Deputy Secretary

The IT Mod program was created to improve the Department's existing technology infrastructure and provide new capabilities to help you perform your work more effectively and efficiently. Based on your feedback, and knowing what we need to do to get ahead of some new federally mandated requirements, we will be undertaking several specific programs and improvements in 2012 and beyond under the broad umbrella of IT Mod.

OCIO is leading the effort, but our work will encompass staff and systems from across all agencies. Together, our goal is to streamline operations, improve customer service and collaboration opportunities, and maximize technology return on investment to support agency business missions.

Here are a few of our top priorities for 2012:

Moving to the Cloud. Moving to Cloud Email will address some of the most pressing employee concerns about the functionality of current email systems, and will provide cost savings when compared to the current email infrastructure costs.

Expanding Workforce Mobility. Whether you are out in the field or working from home, we will be taking a number of steps, beginning this year to help you access the tools you need to do your job, no matter where you are.

Enhancing Data Coordination and Security. Across agencies, we deal with a tremendous amount of sensitive and **classified** information. One of the goals of IT Mod is to improve how we store, share and protect that information. Over the course of the year, we will be working to consolidate data centers and improve identity management and security systems.

Infrastructure and Processes. From revamping our procurement processes to integrating some of the nine separate IT infrastructures that currently exist within DOD, we are looking at ways to make IT services across the Department more efficient and cost effective. In an era of tightening budgets, we are doing our part to make sure we get the best possible return on our technology investments.

These efforts are getting underway, and you will start seeing improvements in the coming months. Throughout the process, we want to keep you up to date and solicit your input and feedback. I encourage you follow our progress on the IT Modernization pages on [DOD.gov](#). I'll be reporting here on the **Facebook** frequently as we move forward.

Listening to You
www.dod.gov/itmod/lets-hear-from-you

How Will a Cloud Clear Up Your Day?
How Cloud Computing can help you and your colleagues

STAY CONNECTED

Keep up to date and find out what's new on [Facebook](#), [Twitter](#) and [YouTube](#) – visit us regularly on [DOD.gov/itmod](#).

If you have questions or comments, email us at [DODITMod@gmail.com](#).

The MOD Messenger is a monthly newsletter for DOD staff highlighting activities of the IT Modernization program. It is available on [Facebook](#), or you can contact the IT Mod team at [moderntech@itmod.dod.mil](#) to receive this newsletter via email.

A collage of five screenshots from the IT MOD Messenger newsletter. 1. Top Left: 'How Can a Cloud Clear Up Your Day?' 2. Top Right: 'Data management: the new way of working' 3. Middle Left: 'IT Modernization Team' 4. Middle Right: 'IT MOD Messenger | Issue 2' 5. Bottom: 'Cloud on the Horizon' with a video thumbnail of a man in a suit.

Client: US Department of Labor

I launched this quarterly newsletter, provided to more than 17,000 DOL staff to highlight progress on modernizing DOL's information technology infrastructure. I oversaw the conceptual development, drafted content, managed the approval process, created the template, and coordinated distribution through multiple DOL agency platforms.

Internal Communications

IT Mod Squad Mail: Weekly Digest



January 20, 2012

This week: Welcome to the IT Mod Squad!

The OCIO and IT Modernization (IT Mod) Team are pleased you decided to join the IT Mod Squad; this is an exciting group where we will cultivate ideas, as well as share information and resources on new technology implementations and innovations at the Department. Hopefully, you have been able to review the IT Modernization pages on LaborNet and invited your colleagues to join this group.

Based on your registration for the January 25, 2012 IT Mod Squad WebEx or sign-up on Yammer, you are now receiving the IT Mod Mail Weekly Digest. If you prefer not to receive this digest, please email ITModSquad@dol.gov.

Trending Topics: Your ideas and feedback on technology are important to us.

You, the members of the IT Mod Squad are a diverse group of individuals, representing Agencies and locations across the Department. Many of you are interested in and able to access Yammer, and others of you face Agency restrictions or prefer not to use this tool. We want to assure all IT Mod Squad members have the opportunity and accessibility to share their perspective with the IT Mod Team.

Below are some of the most recent questions and IT Mod factoids raised on Yammer; if you have not already shared your perspective, please send your thoughts via ITModSquad@dol.gov or in the IT Mod Squad group on Yammer.

- What interests you most about this group?
- What are some of your favorite technologies to use?
- Are there specific innovations you hope to see at the office this year?
- What questions do you have about IT Modernization?
- Have you been hearing anything about IT Modernization in your office?

News You Can Use/News Reel: Additional information and resources.

- IT Mod Squad Communications Resources - Getting Started on Yammer (see attached)
- IT Mod Squad LaborNet Page: <http://www.labornet.dol.gov/itc/it/IT-Modernization-Program/step1/IT-ModSquad.asp>
- IT Modernization LaborNet page: <http://www.labornet.dol.gov/itc/it/IT-Modernization-Program/index.htm>

IT Mod Squad Chatter:

"I am looking forward to new technology that will help us better connect with each other and with the public...I hope this group will let us see what is possible and technologically feasible.

This should be fun!"

Client: US Department of Labor

I designed, produced and distributed 30 issues of this weekly newsletter, created to communicate with the "IT Mod Squad" – a group of 1,500 key internal stakeholders and supporters of DOL's IT modernization efforts.

Remember, you can always contact us at ITModSquad@dol.gov

Internal Communications



danga daybook

Mond

Federal Issues

- Rep. Dan Boren's (D-OK) office sent today's press release from the (see below) to members of the House Natural Gas Caucus.

Client: America's Natural Gas Alliance

I launched and served as executive editor for more than 150 issues of this daily update provided to ANGA staff and member company executives. Many member company executives cited this daily email as their "go-to" source for the latest news and updates on industry happenings.

State Issues

Colorado:

- In case you missed it, [more good pushback](#) on the *New York Times* piece from Vincent Carroll, a key Denver Post columnist. Our team sat down with Carroll earlier this year, after he published several columns less than favorable to our industry during the Clean Air Clean Jobs Act debate.

New York/Pennsylvania/West Virginia:

- The Pennsylvania DEP issued a statement March 7 saying that it had sampled water supplies downstream of water treatment plants in November and December in the Marcellus Shale region and found that the "water is safe." The river testing stations that were evaluated are the Monongahela at Charleroi in Washington County; South Fork Ten Mile Creek in Greene County; Conemaugh in Indiana County; Allegheny at Kennerdell in Venango County; Beaver in Beaver County; Tioga in Tioga County; and the West Branch of the Susquehanna in Lycoming County. "We deal in facts based on sound science," said DEP acting Secretary Michael Krancer. "Here are the facts: all samples were at or below background levels of radioactivity; and all samples showed levels below the federal drinking water standard for Radium 226 and 228."
- Two important letters to the editor questioning the *New York Times* article's allegations were published in that paper [over the weekend](#) – one from former DEP Secretary John Hanger and one from the MSC's Kathryn Klaber.
- The ANGA field team met with Dave Williams, a Wayne County farmer who is also a State Board Director for the PA Farm Bureau. Williams runs a popular radio show based in Pennsylvania that is broadcast six days a week on 25 channels across PA, NY & NJ. The program reaches 1.25 million listeners every week and extends through most of the through the shale footprint. The PA operatives are working with Williams to find a way to place pro-gas voices on the radio network.
- The Pennsylvania field team worked with two local landowners (one of then the head of the Northern Wayne Property Owners Alliance) to develop and place [letters to the editor](#) thanking Bradford County Commissioner Doug McLinko for supporting natural gas

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state to stop burning coal and to begin burning natural gas by 2025. Before shutting its coal-fired units completely, TransAlta will install air pollution controls to reduce nitrogen oxides.

External Affairs

- Today Regina spoke at the Opening General Session of the National Association of Counties 2011 Spring Legislative Conference. She introduced ANGA to a group of more than 1,500 county officials, discussing the importance of natural gas to our country, and that changes are happening across the country as state, cities and counties determine where their power will come from and what will fuel their vehicles. ANGA's support for NACo is an important component of our overall outreach strategy to educate policymakers at the state and local levels on the benefits of the increased use of natural gas. [NACo's](#) membership represents three-fourths of the total counties in the United

Internal Communications



Politically Direct

SUMMER 2007

An update from DMA on the legislative and regulatory issues that affect the direct marketing community.

INSIDE

2. Data Security/Environment

3. Online Tax/Hill Visits

4. State-by-State

5. Capitol Hill



SPYWARE LEGISLATION MOVES QUICKLY IN HOUSE

Software that is downloaded from a Web site onto a person's computer can greatly enhance the online experience. But in the wrong hands, downloadable software can cause substantial harm, putting the consumer at risk for fraud or identity theft, and even affecting the operating ability of the computer itself.

For the past several years, Congress has wrestled with how to combat deceptive and unethical use of spyware and other downloadable software. This year, two legislative proposals have emerged in the US House of Representatives.

Support H.R. 1525

In May, the House passed the Internet Spyware Prevention Act (H.R. 1525). The bill calls for additional resources to identify cyber criminals and punishes anyone who intentionally causes software to be copied onto a computer — and damages it or steals personal information — with fines and up to five years in prison.

DMA strongly supports the "I-SPY" measure, which reflects the House Judiciary Committee's continued focus on strict enforcement against violators.

STATE BY STATE 'DO NOT MAIL' BILLS

In April, North Carolina became the 15th state to introduce do not mail legislation in 2007. No bill has been reported out of committee in any state. But 23 state legislatures are still in session, and several will remain so for much of the year. DMA and the Mail Moves America Coalition will remain vigilant on any effort to limit mail delivery. Updated information is always available at www.the-dma.org/donotmail.



15 states have introduced do not mail bills.

OTHER BILLS

ALABAMA

H. 207 has passed the House and was reported "do pass" from the Senate Banking Committee. The bill limits the use of a lender's trade name or trademark or the referencing of loan information by anyone other than the lender without the lender's consent. Further restrictions apply to loan number, loan amount, or loan-specific information on the outside of the envelope or visible through the envelope window.

CALIFORNIA

S.B. 250 has passed the Senate. The bill requires a retailer to refund in cash to the consumer any amount less than \$20, which is unused when the consumer purchases goods or services with a gift certificate. DMA continues to oppose.

CONNECTICUT

H.B. 7204 amends the automatic renewal law with additional onerous requirements. After much work, the legislature has narrowed the onerous new requirements to trash contracts. But the proposed bill now states that the written notice requirement of automatic renewal is satisfied by being sent through the US mail. DMA is working to extend the same satisfaction to email.

KANSAS

A House bill (H. 2008) would have prohibited an automatic renewal provision in a consumer contract unless the consumer is given separate, written notice prior to the date the contract is scheduled for renewal.

A violation of the provisions would allow the consumer to void the contract. The bill did not pass and Kansas has adjourned for 2007.

MASSACHUSETTS

A Senate bill (S. 565) would prohibit the mailing of unsolicited loan instruments unless the instrument is not negotiable more than 30 days after the date on the instrument. The bill also requires specific disclosures regarding liability for nonpayment.

governor, Telecommunications (CTIA), and international Knight, 11

Before moving to the Senate, Berry served as chief counsel to the Senate Foreign Relations Committee and as assistant secretary of state for legislative affairs during the George H.W. Bush

HAPPENING ON THE HILL

Bill Name	Summary/Impact on Marketers	DMA Position	Status
Security Breach Notification S. 495 S. 1178 S. 1260 H.R. 516 H.R. 958 H.R. 1685	Require the notification of customers when personal data have been compromised, putting the consumer at risk for ID theft or fraud. Some bills also impose mandatory security standards or provisions for consumer access to and correction of personal records.	DMA supports security breach notification legislation in general. We are working with lawmakers to ensure bills focus only on data that could put consumers at risk for ID theft, and not on more general marketing information. We oppose language providing consumer access and correction.	S. 495 approved by Judiciary Committee on May 3. S. 1178 approved by Commerce Committee on April 25. All other bills remain in various committees.
Spyware H.R. 964 H.R. 1525	Prohibits and sets criminal penalties for the use of software that accesses personal data without the consumer's permission or inhibits the performance of individual computers.	DMA supports increased penalties for the use of spyware and malware, but will work to make sure that language in spyware bills does not have unintended negative consequences for legitimate marketers.	H.R. 1525 passed House on May 23. H.R. 964 passed the House on June 6.
Social Security Number Protection S. 238 S. 1208 H.R. 2206 H.R. 948	Provisions in these bills would, to varying degrees, place strict limitations on how Social Security numbers can be used by both government agencies and the private sector. Some language would prohibit the display, sale, or purchase of Social Security numbers without the affirmatively expressed consent of the individual. Others prohibit a commercial entity from requiring an individual to provide a Social Security number when purchasing a commercial good or service.	DMA seeks to protect the ability for marketers to use Social Security numbers for identity verification purposes.	H.R. 948 approved by Energy and Commerce Committee on May 10. All other bills remain in various committees.
Internet-Access Tax S. 156 H.R. 743 H.R. 1077	Make permanent a moratorium on the taxation of Internet access. The current moratorium expires November 1, 2007.	DMA supports these bills, but will oppose any efforts to attach amendments that would allow states to collect sales tax on online or other remote purchases from companies that have no physical presence in that state.	S. 156 referred to Commerce Committee. House Bills Referred to Judiciary Committee.
Internet Sales Tax S. 34	Require the collection of sales tax for all remote purchases (e.g., online and mail-order catalog). Would force businesses to collect and remit sales taxes for each of the 7,600 tax jurisdictions around the country, regardless of the business' location.	DMA strongly opposes such proposals as they create an unworkable burden and barrier to growth for most businesses, a loss of competition, and possibly increased prices for consumers.	Senate bill referred to Commerce Committee.

Client: Direct Marketing Association

I launched this quarterly newsletter as part of efforts I led to build a grassroots advocacy network, ultimately recruiting more than 500 DMA members and tripling recorded contacts with members of Congress.