

PHMA Seminar — The Path to Excellence:

Efficiency and Effectiveness Through Education

Mmilitary lodging, family housing and unaccompanied personnel housing (UPH) professionals converge in San Diego, Calif., next month for the Professional Housing Management Association's (PHMA) Professional Development Seminar (PDS) XXIV and Trade Expo 2012.

The seminar takes place from Jan. 30-Feb. 3 at the Town and Country Resort and Convention Center.

An estimated 1,400 military and civilian personnel, including active-duty military, government employees and housing and lodging personnel from the private sector, are expected to attend the event for the purpose of enhancing military lodging and housing facilities.

The theme of PDS XXIV is "The Path to Excellence: Efficiency and Effectiveness Through Education." According to the association, "The field of military housing is an evolutionary one. PDS is a rare opportunity for military housing professionals in all branches of the military service, including private sector employees, to gain insight and fresh perspectives by learning next to their counterparts. We believe this revolutionary educational event will help build the path to excellence.

"At PDS XXIV, PHMA will help military housing professionals navigate the path to excellence through our training courses and general sessions. We will cover a multitude of topics that are foremost in the minds of everyone involved in military housing and lodging."

TRADE EXPO

Military lodging and housing personnel can check out the latest products and services from approximately 130 vendors during Trade Expo 2012, which takes place Monday, Jan. 30, and Tuesday, Jan. 31.

The association noted that the trade expo offers a "venue for vendors to display and educate housing professionals on the latest items and services available in the housing industry to support Department of Defense (DoD) housing programs. This setting allows housing professionals to communicate directly with the vendor on issues and concerns that are most relevant to their housing program."

During Trade Expo 2012, vendors with General Services Administration (GSA) contracts will offer products and services suitable for DoD lodging and housing facilities, including linens; floor coverings; draperies; furniture; cleaning supplies; housekeeping equipment; security systems; uniforms; lighting; and office equipment.

On Monday, the trade expo will be open from noon through 2:15 p.m., and again from 5-7 p.m. An icebreaker/social is scheduled from 5-7 p.m., during which exhibitors and military buyers can network, discover new products, share ideas and enjoy a cash bar and food. Tuesday's trade expo hours are 12:15-2:45 p.m.

EDUCATIONAL SESSIONS

A full slate of Military Housing and Lodging Institute (MHLI) training and certification classes will be available for lodging and housing personnel to attend prior to the week of PDS XXIV. Pre-seminar classes take place from Monday, Jan. 23, through Saturday, Jan. 28, including certification courses designed specifically for unaccompanied housing managers and housing customer service representatives.

PDS XXIV begins on Monday, Jan. 30, with the official welcome and keynote address from 8-9:15 a.m.

Australian environmentalist, writer and motivational speaker Warren Macdonald will deliver the keynote address. In April 1997,



Approximately 130 vendors are expected to participate at Trade Expo 2012 during PHMA's Professional Development Seminar (PDS) XXIV. (PHMA PHOTO)



Maj. Gen. Del Euberg, USAF (ret.), PHMA president, delivers a speech during PDS XXIII. (PHMA PHOTO)

Macdonald suffered an accident on North Queensland's (Australia) Hinchinbrook Island. Climbing to the Island's tallest peak, he became trapped beneath a one-ton slab boulder in a freak rock fall. Two days later he was rescued, only to undergo the amputation of both legs at mid thigh. Just 10 months later, he climbed Tasmania's Cradle Mountain using a modified wheelchair and the seat of his pants.

In February 2003, Macdonald became the first double above-knee amputee to reach the summit of Africa's tallest peak, Mount Kilimanjaro.

PHMA and MHLI have organized sessions and workshops to follow three separate tracks of professional development — Personal Skills, Core Training and Private Sector. Attendees can choose to focus on one track or select workshops from all three tracks.

One of the key educational sessions taking place on Monday focuses on "The Next Phase of Privatization – Lodging," which runs from 9:30 a.m.-noon and again from 2:30-5 p.m. Aole Ansari, senior vice president and executive general manager of business development for Lend Lease Public Partnerships, will focus on a case study that highlights the success of the Privatization of Army Lodging (PAL) program.

The session will demonstrate the lessons learned and how PAL continues to pave the way for additional public-private partnerships within DoD. It will highlight how even during difficult financial times, the partnership between the Department of the Army and Lend Lease was successful in securing the financing it needed to close the multi-million dollar project.

MORE SESSIONS

On Tuesday, Jan. 31, MHLI instructor Mike Anderson will discuss "Furnishings Management: Quality Products for the Long Term" from 8-10 a.m., 10:15 a.m.-12:15 p.m. and 3-5 p.m.

This session will address how to look for quality in the products that are procured for unaccompanied housing, family housing, general and flag officers quarters and special command positions.

An Office of the Secretary of Defense (OSD) general session entitled "Energy Privatization and Green Initiatives" is scheduled from 7:45-9 a.m. on Wednesday, Feb. 1. The session will also include the presentation of the traditional team, privatization team and chapter awards.

Another Wednesday session of note is "Unaccompanied Housing Symposium: DoD Unaccompanied Housing Design 2012-2016" from 10:15 a.m.-12:15 p.m. Hosted by MHLI Deputy Director of Training Rick Worrell, CHA, the session will feature an initial briefing by representatives from each of the services related to their specific facility designs that they will use for new construction for the next several years.

SERVICE-SPECIFIC TRAINING

Service Day will take place Thursday, Feb. 2, as all services in attendance will break out into their own groups and have their own training sessions. These sessions will be open to all government attendees, as well as those from the private sector. A Joint Services Award Luncheon will also take place that day from 11:45 a.m.-1:15 p.m.

—MCH