

LCA NEWS

January 2015



*We wish you a
Happy New Year
filled peace and
prosperity.*

A Recent Market Study Reveals LCA Delivers More Value Than the Competition

Relative to its 12 closest competitors, LCA:

- Completes the strategic planning process months ahead of the competition.
 - 1-2 months from start to finish, and only 2-3 days of meeting time!
- Delivers some of the most comprehensive final products available.
 - Delivering a strategic plan and full report within 1 week of your meeting!
- Provides these valuable services at or below the cost of most of its competitors!

A recent market study on strategic planning consulting companies in the greater DC metro area has affirmed LCA's unique value proposition. The study, conducted by American University business students as a senior capstone project, has found that LCA provides its clients with complete, high quality strategic planning services in a dramatically reduced time frame, all while beating the average price of the competition.

Unrivaled Speed

The study focused on twelve consulting companies offering similar services to those of LCA. The average length of a strategic planning engagement was 6-12 months. By contrast, LCA compresses the entire strategic planning process into a 1-2 month time frame, with only 2-3 days of meeting time needed from clients. The speed with which LCA executes strategic planning is unrivaled - minimizing clients' time and energy spent in developing their plans, and ensuring that those plans are current, relevant, and readily adaptable.

Comprehensive Final Products

The study also examined the end products delivered by these respective consulting companies. Most companies' strategic planning efforts are targeted solely at the executive leadership, while LCA offers its clients an opportunity to collect input from all levels of an organization, developing employee buy-in and providing leadership with valuable insights.

Furthermore, while most of these companies leave their clients with only recommendations,

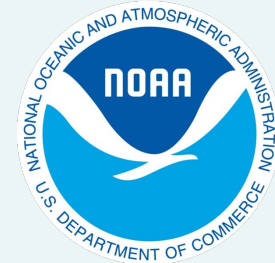
guidance, and advice on how the client should write its final strategic plan, LCA provides these services and guarantees a final detailed plan and report within one week of its planning meetings.

LCA Value

Lastly, relative pricing was examined based on data found on USASpending.gov. The study's findings place LCA at the medium-low end of the pricing spectrum for strategic planning services. Taken together, LCA offers the shortest turnaround time, among the most thorough and complete final products, and does so while charging below average fees.

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NOAA-Wide 5-Year Blank Purchase Agreement (BPA)



NOAA clients may continue to utilize the LCA BPA through September 2018 for a diversity of consulting services, including:

- Facilitation
- Executive Management Consultation
- Leadership Coaching and Support
- Strategic Planning
- Change Management
- Diversity Training
- Policy Review and Drafting
- Other Technical and Specialty Consulting Services

The contracting process is straight-forward, requiring NOAA clients to contact the new CO-TR, Sherri Watkins at Sherri.Watkins@NOAA.gov (301-713-3196 x 147) to develop a statement of work, and when approved, commit funding. Because LCA has already competed for this contract award, the process is streamlined and time efficient for the Line Offices.

If you would like to find out more about the contract or would like to enlist LCA services, please contact Lynne Carbone at LCarbone@LynneCarbone.com.

LCA Welcomes its Newest Associates

LCA is pleased to welcome its newest associates. Our new Associates bring a diversity of expertise and experience to the team. Their areas of expertise are highlighted below, with more information available by clicking on each name. Please join us in welcoming:

Laurie Allen

- Environmental Science & Policy
 - Regulatory Advising
 - Policy Training/Advising
 - Science Training/Advising
 - Technical Consulting
- Strategic Planning
- Management Consulting
- Meeting Facilitation

Sara Raley, PhD

- Diversity Training/Workshops:
 - Demography
 - Gender
 - Work and Family

Mary Gross

Melissa Schwartz and The Bromwich

- Change Management
- Culture Change
- Strategic Planning
- Team Building
- Leadership Development
- Coaching
- Succession Planning
- Organizational Change
- Emotional Intelligence Development
- MBTI
- Meeting Facilitation

Group

- Strategic Communications
- Public Affairs/Relations

Bob Winokur

- Technical Advising
- Management Consulting
- Executive Coaching

Philip Heller, PhD

- Organizational Development and Restructuring
- Performance Management
- Team Development
- Executive Coaching
- Strategic Planning

Glen Dastugue II

- Project Management
- Business Development
- Financial Analysis and Reporting
- Management
- Coaching
- Sales Operations

Laurie Allen

- Environmental Science & Policy
 - Regulatory Advising
 - Policy Training/Advising
 - Science Training/Advising
 - Technical Consulting
- Strategic Planning
- Management Consulting
- Meeting Facilitation

Laurie Allen joined the LCA team as a consultant in September 2014. Laurie has had a 20 year federal career in environmental science and policy, with additional experience in state and nonprofit sectors.

She has a unique combination of organizational, policy and science training and experience and the energy and enthusiasm needed to lead groups on a common journey to reach shared goals.



She is an expert at finding science-based solutions to complex terrestrial and marine environmental problems in dynamic and controversial situations. She has also excelled in technical, managerial and executive positions in natural resource agencies and organizations, and in translating highly technical scientific information into language everyone can understand.

She has extensive experience with the Endangered Species Act, Marine Mammal Protection Act, National Environmental Policy Act and Magnuson Stevens Fishery Conservation and Management Act, in both domestic and international contexts. Working at the policy and science interface and bringing these two paradigms to mutual respect and understanding is a specialty. Her leadership and management experience includes regulatory, scientific and nonprofit organizations and their programs.

She has facilitated meetings with stakeholders for strategic planning and regulatory applications, including prioritization of scientific research to meet natural resource decision needs. She has also produced results in program development.

Additional skills include leading negotiated rulemaking process from legislative mandate to implementing regulation. Laurie brings another capability to the LCA Team - experience researching and writing technical support documentation, for example environmental impact or biological assessments, environmental planning materials, analysis of regulatory requirements, biological opinions and regulations, permitting requirements and is adept at navigating government processes.

She is currently a PhD candidate conducting research on the microbial ecology of mid Atlantic estuaries and has earned a Master of Public Administration and a Bachelor of Science in Wildlife and Fisheries Biology.

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Sara Raley, PhD

- Diversity Training/Workshops:
 - Demography
 - Gender
 - Work and Family
 - Time Use
 - Consumption

Sara Raley earned her PhD in Sociology from the University of Maryland with an emphasis on demography and gender, work, and family.

Sara is a Professor of Sociology at McDaniel College in Maryland, and has been published in the *Encyclopedia of Sociology*, *Annual Review of Sociology*, and *Contemporary Sociology*, and more than dozen other journals and books for her research and work in the field.

She brings a unique expertise to the LCA team, and has led a number of Diversity Training sessions and workshops this past year.

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Philip Heller, PhD

- Organizational Development and Restructuring
- Performance Management
- Team Development
- Executive Coaching
- Strategic Planning

Philip Heller has 25 years of experience in managing change and developing leaders in government, community agencies, education and medical centers.

Philip has led change projects involving strategic planning, restructuring positions and improving performance processes. He has coached managers and teams to respond effectively to sensitive conflicts, role coordination and critical performance issues at the individual, team and inter-agency



level. He has assisted senior leaders to reach decisions on high profile expenditures and agency policies.

Philip received his Doctor of Philosophy in Education from Michigan State University focusing on learning and problem solving. He has taught at the Federal Executive Institute and New York City Management Academy. As a member of Human System Development Professionals, an association of senior professionals, he is committed to high standards of practice and self-development.

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Mary Gross

- Change Management
- Culture Change
- Strategic Planning
- Team Building
- Leadership Development
- Coaching
- Succession Planning
- Organizational Change
- Emotional Intelligence Development
- MBTI
- Meeting Facilitation

Mary Gross has extensive experience with leadership development, team dynamics, and managing change. She is currently a PhD candidate in Organizational Psychology at Rutgers University.



Among other esteemed prior experiences, Mary served as the Director of Leadership and Management Development at Bank of America; the Global Head of Learning and Development at Merrill Lynch Investment Managers; and the Director of Career Management Services at the Wharton MBA Executive Program.

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Melissa Schwartz

The Bromwich Group

- Strategic Communications
- Public Affairs/Relations

Melissa Schwartz, Vice President for Strategy and External Affairs with the Bromwich Group, is currently working through LCA's NOAA BPA to aid in strategic communications to the National Weather Service.

Melissa has extensive experience in the areas of strategic communications and public relations. Her previous experiences have included - but are not limited to - serving as the Communications Advisor to Secretary of the Interior at U.S. Department of the Interior; Deputy Chief of Staff and Communications Director at the Bureau of Ocean Energy Management, Regulation and Enforcement; Senior Public



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Bob Winokur

On assignment with NOAA - NESDIS

- Technical Advising
- Management Consulting
- Executive Coaching



Bob Winokur has over 50 years of experience in marine science and satellite remote sensing and retired as a long-time senior executive in May 2013 after 47 years federal service. His most recent position in the federal government was Deputy Oceanographer of the Navy and Deputy/Technical Director for Oceanography, Space and Maritime Domain Awareness, within the office of the Chief of Naval Operations. Prior positions include Assistant Administrator for Satellite and Information Services and Acting Director, National Weather Service, National Oceanic and Atmospheric Administration; acting Oceanographer of the Navy and various senior executive positions in the Navy and the private sector, including in the Office of the Assistant Secretary of the Navy, the Office of Naval Research, President, Earth Satellite Corporation and Vice President, Consortium for Oceanographic Research and Education. He is currently consulting on ocean and space policy and programs.

Mr. Winokur has a bachelor's degree from Rensselaer Polytechnic Institute and a master's degree from The American University. His awards include Presidential Meritorious and Distinguished Rank Awards; Department of Commerce Gold Medal; National Academy of Public Administration Public Service Award; The American University Roger Jones Award for Public Service; and Fellow, Acoustical Society of America, Marine Technology Society and American Meteorological Society; and Distinguished Achievement Award, Compass Publications and Marine Technology Society.

He has a broad range of experience in acoustical oceanography, anti-submarine warfare and undersea technology, ocean observing and satellite remote sensing systems, oceanographic ship policy, disaster information technology, and national ocean policy. He served on and chaired numerous national and international committees, including co-chair Interagency Working Group on Facilities and Infrastructure; chair Satellite Task Force for NOAA Science Advisory Board; Chair, NATO research ship Independent Expert Team; the President's National Ocean Policy Task Force; US member of the Scientific Committee of National Representatives to the NATO SACLANT Centre for Undersea Warfare; the international Committee on Earth Observing Satellites; and co-chair, Interagency Disaster Information Task Force.

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Glen F. Dastugue II

On long term assignment with NOAA - NDBC

- Project Management
- Business Development
- Financial Analysis and Reporting
- Management
- Coaching
- Sales Operations

Glen Dastugue II is currently on assignment with NOAA NDBC where he is working full time. Glen's brings to the team a technical background and extensive experience in management and financial analysis. Prior to Glen's most recent NOAA NDBC assignment he was a Technical Professional at AT&T, and at various times a Project Officer, Financial Analyst, and Branch Director for the State of Mississippi Emergency Management Agency (MEMA).

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