



DLA launches 'We Are DLA' initiative, Defense distribution mission renamed DLA Distribution

By Stacy L. Umstead, DLA Distribution Public Affairs

The Defense Logistics Agency launched a new initiative called "We Are DLA" July 19 in an effort to create a single-agency environment among its customers and its global workforce.

The agency, which has field sites in 48 states and 28 countries, helps customers get the supplies they need, but their organizational names often reflect missions or locations without associating them to the larger DLA enterprise. The We Are DLA initiative is expected to create a single-agency environment that lets customers know exactly "who" DLA is and helps the agency build a greater sense of community among its global workforce.

The distribution arm of DLA, Defense Distribution Center, located in New Cumberland, Pa., is now called DLA Distribution. Its 25 distribution centers and mapping offices are also renamed to reflect their affiliation with the DLA enterprise.

Organizational change always presents a time of great opportunity paired with anxiety, but this plan does not result in any changes to missions or functions. "This change is significant in terms of integration," said Senior Executive Service member and deputy commander for DLA Distribution, William Budden. "Our mission and primary focus remains to support the Warfighter by providing what they need to operate around-the-clock, around-the-globe."

The new name, DLA Distribution reflects the mission in providing distribution solutions to the Warfighter and other customers as an element of DLA's overarching mission and focus areas of Warfighter support enhancement, stewardship excellence and workforce development.

Agency leaders want to be unified in delivering what warfighters expect and to be viewed by stakeholders as a single enterprise DLA Headquarters officials said. The unified approach is especially critical as DLA continues integrating additional responsibilities and personnel from the military services through the 2005 Base Realignment and Closure recommendations.

"I think the resulting transparency will educate our customers on the total width and breadth of the enterprise behind their logistics services," said Vice Admiral Alan S. Thompson director, DLA. "Also, I believe it will enlighten our employees on both their place in this worldwide enterprise and the wide range of possibilities inherent in working for a global agency."

This is the first time in DLA's 49-year history that an attempt has been made to make organizational names consistent.

As the Department of Defense's combat logistics support agency, DLA provides the Army, Navy, Air Force, Marine Corps, other federal agencies, and joint and allied forces with a variety of logistics, acquisition and technical services. The agency sources and provides nearly 100 percent of the consumable items America's military forces need to operate, from food, fuel and energy, to uniforms, medical supplies, and construction and barrier equipment. DLA also supplies more than 80 percent of the military's spare parts.

Questions on the We Are DLA campaign can be sent to: WeAreDLA@dla.mil.

DLA DISTRIBUTION IN REVIEW

<i>Former Name</i>	<i>New Name</i>
Defense Distribution Center	DLA Distribution
Defense Distribution Depot Albany, Georgia	DLA Distribution Albany, Georgia
Defense Distribution Depot Anniston, Alabama	DLA Distribution Anniston, Alabama
Defense Distribution Depot Barstow, California	DLA Distribution Barstow, California
Defense Distribution Depot Cherry Point, North Carolina	DLA Distribution Cherry Point, North Carolina
Defense Distribution Depot Corpus Christi, Texas	DLA Distribution Corpus Christi, Texas
Defense Distribution Depot Europe	DLA Distribution Europe
Defense Distribution Depot Guam, Marianas	DLA Distribution Guam, Marianas
Defense Distribution Depot Hill, Utah	DLA Distribution Hill, Utah
Defense Distribution Depot Jacksonville, Florida	DLA Distribution Jacksonville, Florida
Defense Distribution Depot Korea	DLA Distribution Korea
Defense Distribution Depot Kuwait, Southwest Asia	DLA Distribution Kuwait, Southwest Asia
Defense Distribution Depot Norfolk, Virginia	DLA Distribution Norfolk, Virginia
Defense Distribution Depot Oklahoma City, Oklahoma	DLA Distribution Oklahoma City, Oklahoma
Defense Distribution Depot Pearl Harbor, Hawaii	DLA Distribution Pearl Harbor, Hawaii
Defense Distribution Depot Puget Sound, Washington	DLA Distribution Puget Sound, Washington
Defense Distribution Depot Red River, Texas	DLA Distribution Red River, Texas
Defense Distribution Depot Richmond, Virginia	DLA Distribution Richmond, Virginia
Defense Distribution Depot San Diego, California	DLA Distribution San Diego, California
Defense Distribution Depot Sigonella, Italy	DLA Distribution Sigonella, Italy
Defense Distribution Depot San Joaquin, California	DLA Distribution San Joaquin, California
Defense Distribution Depot Susquehanna, Pennsylvania	DLA Distribution Susquehanna, Pennsylvania
Defense Distribution Depot Tobyhanna, Pennsylvania	DLA Distribution Tobyhanna, Pennsylvania
Defense Distribution Depot Warner Robins, Georgia	DLA Distribution Warner Robins, Georgia
Defense Distribution Depot Yokosuka, Japan	DLA Distribution Yokosuka, Japan
Defense Distribution Depot Mapping Activity	DLA Distribution Mapping
	DLA Distribution Mapping Germany
	DLA Distribution Mapping Hawaii
	DLA Distribution Mapping Italy
	DLA Distribution Mapping Japan
	DLA Distribution Mapping Korea
	DLA Distribution Mapping Bahrain
	DLA Distribution Mapping Norfolk, Virginia
	DLA Distribution Mapping San Diego, California
	DLA Distribution Mapping, Tampa, Florida
Defense Distribution Expeditionary Depot	DLA Distribution Expeditionary