

Resource Page

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Services MWR Websites

Air Force

Army <http://www.armymwr.com/>

Coast Guard <http://www.uscg.mil/mwr/>

Navy <http://navymwr.org/>

Marine Corps <http://www.usmc-mccs.org/>

MWR

DoD Instruction 1015.10, Programs for Military Morale, Welfare and Recreation (MWR)

DoD Instruction 1015.15, Procedures for Establishment, Management, and Control of NAFI and Financial Management of Supporting

DoDI 1330.09 – ARMED SERVICES EXCHANGE POLICY – Covers fast food

COMDTINST M1710.13 (series), Coast Guard Morale, Well-Being, and Recreation Manual, (series)

Marine Corps Order 1700.27 – MARINE CORPS COMMUNITY SERVICES (MCCS) PROGRAM – Overarching policy for all of MCCS and covers family programs and MWR

Marine Corps Order 1700.30 - MARINE CORPS COMMUNITY SERVICES (MCCS) BUSINESS OPERATIONS MANUAL – Covers lodging and food and beverage

DoDI 4150.07 – DoD PEST MANAGEMENT PROGRAM

NAVMED P-5010-2 (from 1995) MANUAL OF NAVAL PREVENTIVE MEDICINE --Facility inspections are based off of in the Navy and Marine Corps)

DoDI 1015.11 – LODGING POLICY

Planning

DoD Instruction 1015.10, Programs for Military Morale, Welfare and Recreation (MWR)

COMDTINST M1710.13(series), Coast Guard Morale, Well-Being, and Recreation Manual

Budgets

Association for Budgeting and Financial Management (ABFM) – www.abfm.org

The ABFM has a content-rich website, an annual conference, and publications including *Public Budgeting & Finance*, which “serves as a forum for the communication of research and experiences on all facets of government finance and provides meaningful exchange between research from universities, private and nonprofit research institutes, practitioners in public financial markets, government agencies, and the experience of those who practice government budgeting and finance.”

For Service-specific, contact your financial management office or your headquarters.

Capital Expenditures

DoD Instruction 1015.13, *DoD Procedures for Implementing Public-Private Ventures (PPVs) for Morale, Welfare and Recreation (MWR), and Armed Services Exchange Category C Revenue-Generating Activities*

DoD Instruction 7700.18, *Commissary Surcharge, Nonappropriated Fund (NAF), and Privately Financed Construction Reporting Procedures*

Financial Statements

Check your individual Service regulations for specific guidance on the guidelines and standards for your NAF activities.

Internal Controls

GAO/AIMD-00-21.3.1, *GAO Standards for Internal Control in the Federal Government*, November 1999
DoD Financial Management Regulation 7000.14-R Federal Managers’ Financial Integrity Act of 1982, Public Law (PL) 97-255 OMB Circular A-123, Management’s Responsibility for Internal Control, 21 December

U.S. General Accounting Office (GAO) Standards for Internal Control in the Federal Government, November 1999: <http://www.gao.gov/special.pubs/ai000221p.pdf>

DoD Directive 5010.40, 28 August 1996, Management Control (MC) Procedures

Army Regulation 11-2, Management Control, 1 August 1994

Assistant Chief of Staff for Installation Management Memorandum, DAIM-ZA, 1 August 2005, subject: Management Control Process, Headquarters, Installation Management Agency

United States Coast Guard Morale, Well-Being, and Recreation Nonappropriated Fund Internal Control/Audit Guide

BUPERSINST 1710.11C, Operation of Morale, Welfare, and Recreation (MWR) Program

Purchasing

FAR Website <http://www.acquisition.gov/far/>

DOD Instruction 5000.35, *Defense Acquisition Regulations (DAR) System*

DoD Directive 4105.67, *Nonappropriated Fund (NAF) Procurement Policy*

DoD Instruction 4105.71, *Nonappropriated Fund (NAF) Procurement Procedures*

Department of Defense procurement and Acquisition Policy website

http://www.acq.osd.mil/dpap/pdi/pc/policy_documents.html

AFNAFPO website www.afnafpo.com

Inventory

DODI 1015.15, Military Morale, Welfare, and Recreation (MWR) Programs

In addition, see your specific Service regulations.

Risk Management

Center for Disease Control <http://www.cdc.gov/>

Food & Drug Administration <http://www.fda.gov/>

United States Department of Agriculture <http://www.usda.gov/>

Texas Department of Health Services <http://www.dshs.state.tx.us/foods/rules.shtm>

Essentials of Food Safety & Sanitation: Food Safety Fundamentals.

On Cooking: A Textbook of Culinary Fundamentals for Education Management Corporation, 4th Edition.

ServSafe Coursebook, Now in it's 6th edition

ServSafe Alcohol: Fundamentals of Responsible Alcohol Service, 2nd ed.

Facility Design

DoDI 7700.18, *Commissary Surcharge, Nonappropriated Fund (NAF), and Privately Financed Construction Reporting Procedures*

Facility Planning Criteria for Navy & Marine Corps Shore Installations NAVFAC P-80 Mar 95, with changes

Marketing

DoD Instruction 5120.4, Department of Defense Newspapers, Magazines, and Civilian Enterprise Publications, 06/16/1997, with changes

DoD Instruction 1015.10, Military Morale, Welfare, and Recreation (MWR) Programs, 7/6/2009, with changes

DoD Instruction 8550.01,

DoD Internet Services and Internet-Based Capabilities , September 11, 2012

SECNAVINST 5720.44C – DEPARTMENT OF THE NAVY PUBLIC AFFIARS POLICY AND REGULATIONS

SECNAVINST 4001.2H – ACCEPTANCE OF GIFTS

Berkowitz, Eric, Hartley, Steven W., Kerin, Roger, Rudelius, William, Marketing 7th Edition, McGraw-Hill Irwin, 2003.

www.marketingpower.com/, American Marketing Association website.

Guerrilla Marketing was a 1984 book by Jay Conrad Levinson which changed the way small businesses looked at marketing. It has spawned many additional books, most of which can be helpful to MWR/Services activity managers. Look for any of the Guerrilla Marketing books at your favorite book store.

AMA Complete Guide to Small Business Advertising is a 1995 book by Joe Vitale which provides a simple yet effective marketing guide for those without marketing degrees. You don't have to be a member of the American Marketing Association to buy and it will definitely help the MWR/Services activity manager.

Selling with Integrity is a 1997 book by Sharon Drew Morgen which treats selling as a process involving honesty and respect for your customers. This way of looking at the sales process is exactly right for MWR/Services managers. You can find this, and other books on marketing at most book suppliers, including "brick & mortar" and on-line book stores.

Personnel Management

See your individual Service regulations and servicing personnel office requirements.

Communication

The University of Maine Cooperative Extension, Getting Things Done in Groups, Effective Communication Bulletin #6103, <http://www.umext.maine.edu/onlinepubs/pdfpubs/6103.pdf>.

Harvard Extension Blog, February 27, 2013

<http://m.extension.harvard.edu/hub/blog/extension-blog/3-tips-overcome-fear-public-speaking>.

Customer Service

Quality World Class Customer Service Edward Parady, Sr., 4th Edition

ETA International www.eta-i.org

(Although focused on the electronics industry, this organization has excellent information and certification on customer service.)

<http://pd.sim.edu.sg/sim/pro/course/?sh=DETAIL&id=CO00095-2011>

<http://www.assetbasedmarketing.com/marketing-news/myth-the-average-unhappy-customer-will-tell-10-people-about-the-poor-service-he-or-she-received.html>

4imprint Blue Papers Customer Service Promotional Products Blog

<http://info.4imprint.com/bluepapers/>

“Customer Service the Disney Way” forbes.com

<http://www.forbes.com/sites/carminegallo/2011/04/14/customer-service-the-disney-way/>

<http://www.assetbasedmarketing.com/marketing-news/myth-the-average-unhappy-customer-will-tell-10-people-about-the-poor-service-he-or-she-received.html>.

Dale Carnegie Quick Tips for Outstanding Customer Service, Dale Carnegie Training, www.dalecarnegie.com. 2008 Dale Carnegie and Associates, Inc., 290 Motor Parkway, Hauppauge, NY 11788.

Ethics

Additional information on ethics issues is available on the United States Office of Government Ethics web site at www.usoge.gov and the DoD Standards of Conduct website at www.defenselink.mil/dodgc/defense_ethics.

Executive Order (E.O.) 11222, E.O. 12674, as modified by E.O. 12731, 3 C.F.R., 1990

Comp., pp. 306-311; 5 C.F.R. § 2635.101. Lawrence Kohlberg, The Psychology of Moral Development, New York: Harper & Row, 1984

DoD Directive 5500.7, *Standards of Conduct* See also your individual Service regulations and installation requirements.