

# Sun Tzu Exhibit Scores Direct Hit at Air Force Association Show

Sun Tzu, ancient Chinese warrior and military strategist, made a personal appearance at DSMC's booth at the Sept. 13-15 Air Force Association Show in Washington, D.C.

Author of the *Art of War* written in 450 B.C., Sun appeared in excellent shape for his age. He distributed DSMC catalogs and other publications from his favorite traveling chair inside a tower on the Great Wall. DSMC's booth theme was based on the concept that although Sun Tzu is still *the* source for the strategy of war, DSMC is the main source for the strategy of program management.

Sun's wisdom was expounded via a fortune cookie with a quote on one side and DSMC information on the other. A large poster with Chinese calligraphy and flyers with a list of Sun's wisdom, applicable to acquisition management, were also popular handouts.

Booth designer Greg Caruth once again succeeded in creating a "unique" environment that attracted the curious. Many attendees unofficially voted the booth best at this show. His previous DSMC booths have been just as unusual – including a "mechanical" Uncle Sam fortune-teller and the first caveman program officer.

For those unfamiliar with Sun Tzu, he recorded the causes and effects of battle strategy using experiences from a vast period of continuous civil war – known as the Warring States period – that preceded him by 50 years and lasted a total of 200 years. Sun's insights hold lasting appeal and application to the military and today's business managers. His strategies are so popular they appear virtually everywhere – books, study guides, Internet chatrooms – and are even available on some personal electronic notepads. Attendees have also mentioned a video game about Sun a few years ago. Even today, 2,450 years later, Sun Tzu lives!

Caruth, a big fan of ancient history, particularly Chinese history and art, collected his props from locations across the country, and was involved in the costume design as well. One of his other favorite subjects will become next year's theme – Leonardo da Vinci, a genius at military invention. But Leo was in sad need of reputable, skilled program managers to bring his tanks, flying machines, helicopters, and machine guns to reality during his century. Ed Boyd, better known as the caveman program manager or "Dave Cave" in past exhibits, will play Leo.



CATALOGS, POSTERS, EDUCATIONAL INFORMATION, AND MORE! VISITORS STOP BY DSMC'S "ART OF WAR" EXHIBIT TO COLLECT DSMC PUBLICATIONS AND SAMPLE THE FORTUNE COOKIES. PICTURED FROM LEFT: CADETS DREW BURKLEY AND CRYSTAL KNAUER, AIR FORCE JUNIOR ROTC, MIDDLETOWN,

DEL.; SUN TZU (PLAYED BY STEVE SHIH); AARONITA PERRY, AIR FORCE CIVILIAN, HEADQUARTERS, PENTAGON; GREG CARUTH, DSMC VISUAL ARTS AND PRESS DIRECTOR; ARMY LT. COL. DOUG WISNIOSKI, OFFICE OF THE CHAIRMAN, JOINT CHIEFS OF STAFF, PENTAGON..

# Sun Tzu – Ageless Wisdom in the Art of Warfare for Today's Acquisition Warriors and PMs

*A truly successful army is one that no one dares to fight.*

*Weapons are ominous tools to be used only when there is no alternative.*

*Any fight can be won by determination. A clever fight is won by thought.*

*Know your enemy well. Knowledge of the enemy is best obtained through spies.*

*When you prepare to fight everywhere, you are weak everywhere.*

*Know when to fight and when not to fight.*

*All warfare is based on deception. What the enemy thinks is more important than the truth.*

*Don't repeat tactics just because they worked before; change methods with new circumstances.*

*A leader needs freedom to act without interference from politicians.*

*Take the enemy when it is least prepared.*

*Advance without expecting fame; retreat without fear of disgrace. Always do what is best for the country.*

*The spirit of the troops must be as high at the bottom as it is on the top.*

*Weary a rested enemy, starve him when he is well-fed, and make him move when he is tired.*

*A good leader has wisdom, sincerity, benevolence, courage, and strictness.*

*Defeat an enemy by defeating his strategy. Defeat his strategy by adopting it.*

*Leave the enemy a path of escape. An enemy driven into a corner acts irrationally.*

*All warfare is based on deception. What the enemy thinks is more important than the truth.*

*If you know the battleground, you control the battle.*

*Avoid an enemy's strengths and strike its weaknesses.*

*Bait and entice the enemy. Choose times and situations to your advantage.*

*Speed is the essence of war. Travel unexpected routes and strike where the enemy is unprepared.*

*Feasible plans take into account the best and worst that can happen.*

*Prolonged warfare benefits no one.*

Paraphrased from numerous books of quotations, with special credit to Thomas Cleary's book, *The Illustrated Art of War* by Sun Tzu, Shambhala Publications, 1998.

## GSA PUBLISHES THE INTEGRATED WORKPLACE: A COMPREHENSIVE APPROACH TO DEVELOPING WORKSPACE

To help federal agencies develop workspace that better suits their business needs, the U.S. General Services Administration (GSA) has published *The Integrated Workplace: A Comprehensive Approach to Developing Workspace*. The report provides an overview and describes the basic elements of the Integrated Workplace; why it is important; how it can help improve employee productivity, health, and satisfaction; and how it can improve space usage. It also provides a broad framework for implementing Integrated Workplace solutions and serves as a platform for future program development.

The report is now available at <http://policyworks.gov/org/main/mp/library/policydocs/agiwp.htm> on the Internet.

