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MILESTONES****Defense Management Institute Launched**

On January 31, IDA hosted the kick-off event announcing the [launch](#) of the Defense Management Institute (DMI). Deputy Secretary of Defense Kathleen Hicks (pictured with IDA President Norty Schwartz) and DOD Performance Improvement Officer Michael Donley made the announcement joined by President Schwartz and IDA Senior Fellow Peter Levine. Levine will serve as director of DMI, a Defense Department initiative committed to building a network of expertise and a community of practice in the management, organization, performance improvement, and enterprise business operations of the Department of Defense.

Celebrating 20 Years of the IDA Library Early Bird

The Early Bird is a flagship product of the IDA Library that provides researchers with a daily roundup of the latest in world events, making it a handy tool for interacting with DOD sponsors. This year, the IDA Early Bird celebrated its 20th anniversary; the first issue was compiled and shared by Brad Gernand and Jennifer Pond on January 6, 2003. To celebrate the occasion, the Library hosted a celebration on March 8 in the Library's TechSpace, next to the main lobby.

Interested staff can subscribe via the [Library's Reference Desk](#), and may also subscribe on behalf of sponsors. The Library produces a total of 14 situational awareness products, to include the Cloud Computing Compilation, Drone Digest, EMSO Newsletter, Quantum Digest and TechWatch. A full [product list](#) is available on the IIS.



New Partnership with the Virginia Tech National Security Institute

On February 7, IDA President Norty Schwartz joined Virginia Tech President Tim Sands at a ceremony [celebrating](#) the signing of a memorandum of understanding between the two organizations at Virginia Tech's Innovation Campus headquarters, a short walk from IDA. Virginia Tech is the first academic institution selected by IDA for collaboration. This collaboration will create new opportunities for workforce development and research initiatives.



(Photo courtesy of Virginia Tech)

Celebrating 67 Years of Service to the Nation

On April 20, IDA celebrated its 67th anniversary with a Roaring '20s/Great Gatsby-themed bash in the IDA Conference Center. Led by SDI Senior Programmer/Analyst Margery Waithaka, the Social Crew was responsible for planning the event from start to finish. Staff traveled back in time by wearing their finest costumes and accessories. They enjoyed the décor, various games and food options, a 360 photo booth and more. A roaring good time was had in celebration of IDA's hard work throughout the years!



MEET MATT BRINKLEY

Research Staff Member, Science and Technology Division

How would you describe quantum information science?

A combination of quantum mechanics and information theory, the primary focus of quantum information science (QIS) rests on the application of quantum mechanics to information processing, storage, transmission and retrieval. QIS draws from a number of disciplines, such as physics, computer science, electrical engineering and information theory.

What are the implications of QIS for national security and scientific advancement?

QIS could have profound ramifications for defense and science alike, leading to sensors with unprecedented sensitivity, more practical ultraprecise clocks, and computational platforms capable of certain calculations and simulations unachievable on classical computers. For additional information, refer to "[Future Directions in Quantum Information Science: A Joint Workshop Between the United States and Australia](#)," a recent report prepared by IDA in conjunction with leading figures in QIS research.

How does the Potomac Yard facility support your needs on a day-to-day basis?

The layout of the Potomac Yard facility encourages human interaction, prompting me to form several valuable collaborations. I also rely heavily on the facility's computational resources and networks for research and sponsor communications.



What's next for the Science and Technology Division in QIS?

The government relies on IDA's Science and Technology Division for QIS-centered research, strategic direction and programmatic guidance. Given the mounting worldwide interest in quantum technologies and capabilities, I anticipate that this need will only intensify and expand in the coming years.

MEET TYLER MORGAN-WALL

Research Staff Member, Operational Evaluation Division

How would you describe data visualization?

Data visualization is the process of transforming information into a graphical format to help people analyze and draw insights from it more easily. This involves mapping data to visual concepts such as points, lines and colors, and using those concepts to convey complex results in a clear and understandable way.

How is data visualization used to communicate information?

Our world is awash with data: we have the ability to gather massive quantities of information but it can be hard to draw insights from such large data sets. Even when talented researchers can analyze and understand the data, they then need to distill that knowledge into a format that can be understood by nonexperts. The human mind is incredibly adept at finding patterns within complex fields of visual information, and data visualization is a way to translate abstract numerical results into a visual language our minds are better equipped to understand. Data visualization helps stakeholders develop a deeper understanding of complex results, ultimately empowering them to make more informed decisions.

How does the Potomac Yard facility support your needs on a day-to-day basis?

The large conference rooms, unclassified V-rooms and multiple SVTC [secure video teleconferencing] facilities have greatly improved my ability to work with our government partners and other members of the test community. The Potomac Yard facility's beautiful outdoor spaces and location within a vibrant and growing neighborhood make it a joy to come into the office.



Tell us about design of experiments and how it's used to inform decision makers.

Operational testing is conducted in a resource-constrained environment: we don't have unlimited time or resources to execute tests. Thus, we need a methodology to maximize the amount of information we get from each taxpayer dollar spent on testing. Design of experiments provides an analytical framework to generate designs that balance risk and resources, and then evaluate the adequacy of those designs given the goals of the test program. Using design of experiments methods and tools, testers can provide decision-makers with an objective assessment of a test program before any data is collected or money is spent.

Morgan-Wall explains how data visualization helps people better represent and understand information, and he references the R package skpr in an [Eye on IDA video](#).

DIVE INTO DATA VISUALIZATION

Working groups have been established at IDA with members from across the Systems and Analyses Center and the Science and Technology Policy Institute. These working groups are focused on specific topics of strategic importance to our sponsors and IDA. For example, the Data Analytics Working Group (DAWG) was formed in February 2018 to advance the state of the art in data analytics across IDA. The working group's members include data analysts from across IDA's diverse areas of research to promote cross-collaboration and share newly developed skills.

To boost external engagement, the DAWG hosted a series of half-day forums at IDA's Potomac Yard facility. Speakers from industry, government, academia and IDA addressed analytics topics at a level accessible to a broad audience and provided venues for networking and sharing ideas.

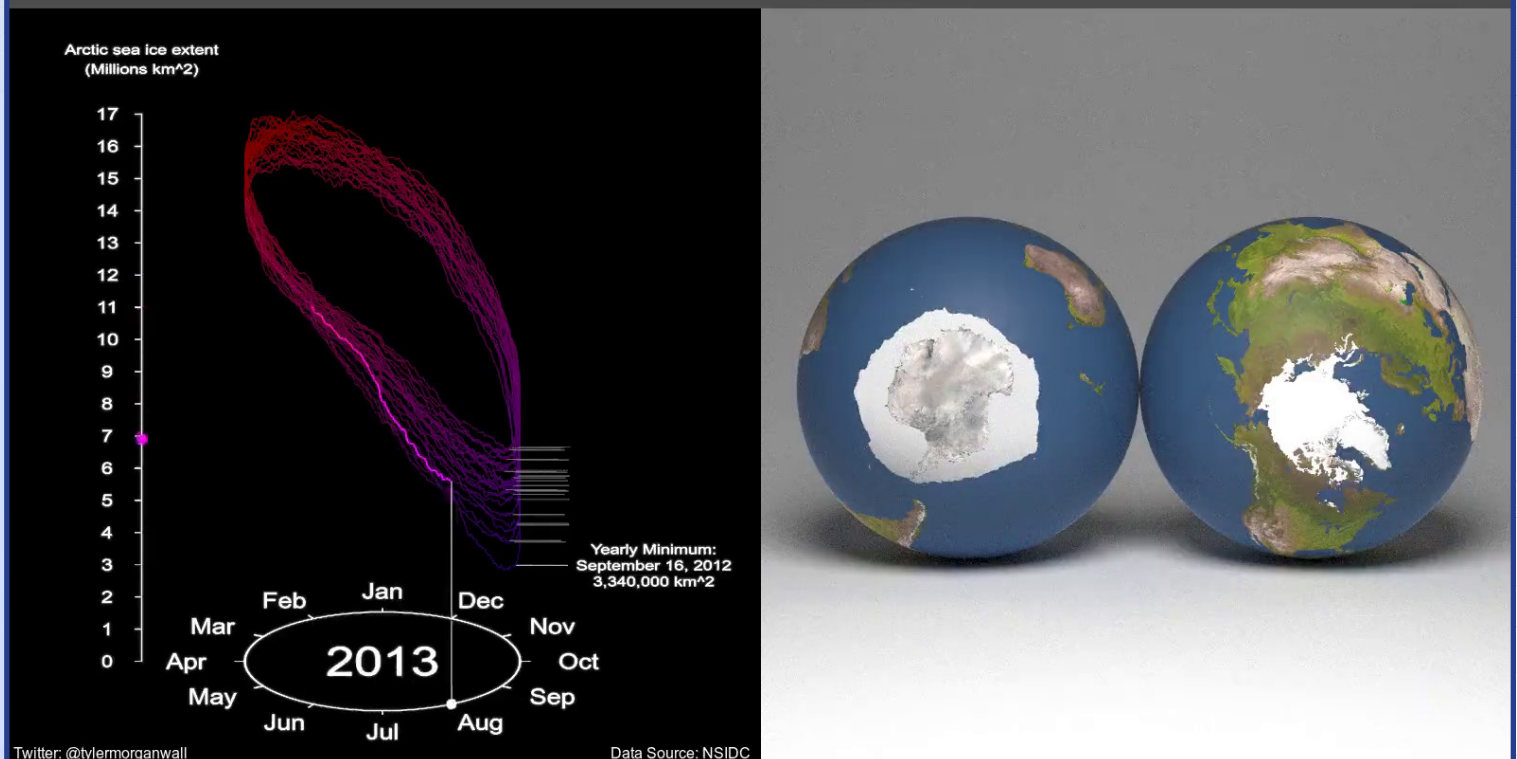
The DAWG's second mission area is to increase collaboration and innovation in analytics internally across IDA's different

research components. The DAWG hosted an inaugural data visualization contest open to all IDA staff in 2021. This competition allowed the IDA community to learn from each other as well as improve their skills in data visualization — a crucial component to sharing our innovative work both within IDA and with our government sponsors. Contestants entered a total of 23 submissions. Tyler Morgan-Wall was the winner of the contest. View all 2021 contest [submissions](#). **Stay tuned for voting for the most recent data visualization contest entries.**

Members of the DAWG have also formed teams to compete in data science competitions hosted by Kaggle to learn about new areas like using machine learning to recognize images. A team of DAWG members finished in 246th place out of 1,499 teams in a pneumonia-detection challenge.

To learn more about data analytics at IDA, contact DataAnalytics@ida.org.

Daily Global Sea Ice Total Area with Monthly Polar Sea Ice Extent, 1988-2020



MEET LUKE KNAPP

Senior Manager of Corporate Real Estate

What are your primary responsibilities?

I am responsible for managing IDA's real property assets. Under the umbrella of this broad role is real estate portfolio planning, lease negotiation and administration, facilities subcontracts and administration, and maintenance and repairs, to name just a few.

I help manage properties in four other IDA locations outside Alexandria, Virginia: Washington, D.C.; Bowie, Maryland; Princeton, New Jersey; and La Jolla, California. IDA owns some of these properties and leases land or space for others. While facilities-related matters at each of these other locations are handled by excellent dedicated staff locally, I oversee and coordinate efforts at a corporate level on behalf of all IDA components. This means assessing business needs, aligning capabilities, optimizing technology, gauging facility risk, and managing sustainability and energy.

While oversight of the leased property in D.C. is relatively easy given its proximity to IDA headquarters, the three more distant properties that together make up IDA's Center for Communications and Computing present unique challenges to ensure they have the facilities they need to be successful in their mission.

What is one of your priorities?

One of my priorities is to organize our resources to provide support to Center staff, including researchers, management and operations. In general, I work with the Center leadership to identify areas that provide most value to the staff and the mission.



What are some of your short- and long-term objectives?

Development of a capital plan requires continual assessment of business needs for all locations. We currently have facility condition assessments underway as well as workplace studies at the Center locations. Given IDA's passion for data-driven analysis, I plan to leverage technologies for system and process automation to improve and enable data capture.

I am also working with teams at the Center locations and developers to establish the timeline for many of their facility projects, establish controls for standardizing vendor performance management, and devise a sustainability strategy for the company as a whole and for each individual location.

THRIVE AT IDA

IDA is committed to the mental health and well-being of its staff. In keeping with principles of WELL Building, on which the Potomac Yard facility was designed, IDA maintains a welcoming environment where staff can thrive and bring their best selves to work. A broad range of benefits and health-related amenities are available to all staff in the Potomac Yard facility.

Fit Exercise into Your Schedule

Located on the third floor between towers in room W321, the Fitness Center has cardio and strength equipment, benches, mats and fitness accessories. It's never been more convenient to improve your health and reduce stress.



Create Your Calm in the Zen Garden

When life gets busy, seek out moments of peace. Zen gardens are designed to create a serene location. This unique aspect of the Potomac Yard facility, located just outside the Fitness Center, is a great place to unwind, increase mindfulness, or to just sit still for a moment. Contact [Facility Services](#) for access from the hallway.



Peace of Mind and Body

The Potomac Yard facility has private, lockable and accessible gender-neutral restrooms and wellness/lactation rooms on alternating floors in both towers. Located just outside each of these rooms you'll find a fire extinguisher and an automated external defibrillator (AED). Wellness/lactation rooms are equipped with blood pressure monitors and are WELL Health and Safety rated to offer a private space to use a breast pump while working on-site. Staff can also take a break in the day to enjoy a chair massage. Users can choose different styles and lengths of massage programs.



Locations:

Gender-neutral restrooms | Rooms E253, W313, E453, E553, W513, E653 and W713

Wellness/lactation rooms | Rooms E353, W413, W614 and E753

Massage chair | Room E753

AED/fire extinguisher | Outside each of the above rooms

THRIVE AT IDA

Get Visual

Enjoying a good piece of art can be peaceful and increase creative thought. When you are walking to your next meeting, consider taking a minute or two to analyze an assortment of sculptures, paintings, mixed media art and collages. The modern art theme extends to various abstract reminders of IDA and its history in the walls, lighting and carpeting. You can find many options in the Conference Center located on the first floor right off the main lobby and on walls throughout the facility.

Like hidden Mickeys at Disney theme parks, the letters I-D-A crop up in unexpected ways.



Commute-Conscious Add-Ons

The Potomac Yard Metrorail Station [opened](#) May 19, serving both Blue and Yellow lines. The Potomac Yard station is a short walk from IDA headquarters, giving staff and visitors easy access by transit. Explore the [WMATA Map](#) and [live view](#).

This is a good time to take advantage of [IDA's SmartBenefits](#) program, which provides up to \$300 toward transit or parking. Sign up now to enroll for July! Please note, SmartBenefits are only for commute to and from work.



Meet the Conference and Event Services Team

Earlier this year, [Staff Notice 23-01](#) announced that Conference and Event Services would be realigned within the Corporate Communications Directorate to create efficiencies and better serve staff, sponsors and visitors. The Conference and Event Services team serves as the primary organizer and coordinator for all support services related to complex meetings, conferences, symposiums, receptions or other events. The team is here to assist you with event/meeting planning and coordination, room configurations, catering pick-ups and drop-offs, and galley/pantry supply replenishment. The team's duties include:

- Assessing the needs of the client for clear understanding of event/meeting attendance, purpose, and budget in order to provide recommendations based on the desired outcome.
- Conducting walk-throughs and dry-runs to ensure all needs are executed.
- Serving as the primary contact to internal support departments to coordinate on behalf of the client to ensure that configuration/layouts, maintenance, janitorial, audio/video, communication, security, networking, catering and related functions are carried out.
- Recommending communication needs, including flyers, posters, signs, handouts and any other supporting material to effectively communicate direction and instruction.
- Overseeing execution of the meeting/event, including supervising set-up, event transitions, catering (delivery and serving) and visitor reception.
- Coordinating tear down, clean up and resetting of all spaces after the meeting/event.
- Arranging for executive and event transportation.





Reginald Marcellus, Manager, Corporate Events and Strategy

Reggie's main duties are to provide guidance and assistance with the planning, coordination, management and execution of meetings and events at the Potomac Yard facility. He also oversees daily operations for the Conference and Event Services Team. Reggie was born and raised in Providence, Rhode Island. He earned a bachelor's degree in event management and a master's degree in business administration with a concentration in marketing. His favorite aspect about the building is the patio located directly outside of the café when the weather is nice and sunny. Fun fact: he is a Celtics and Patriots fan!



Tonya Buford, Events Coordinator

Tonya's main duties consist of assisting the manager, corporate events strategy, coordinating and executing events, conferences, large meetings and other gatherings. She also serves as the primary point of contact for logistical coordination. Tonya is a Washington, D.C. native with over 20 years in event and business management. Her favorite aspect about the building is the conference center.



Mouna Mahbouli, Lead Event Services Assistant

Mouna assists and coordinates with IDA's event planning and layouts. She earned a Ph.D. in molecular biology and has experience in teaching and event planning. Her favorite aspect of the building is that it's a green building (LEED).



Myran Shifflett Jr., Event Services Assistant

Myran (Tiny) may be fairly new to the team, but he is a familiar face for many at IDA. Tiny has worked here for 30 years, most of those years in physical security. His main duties revolve around conference room layout. He is responsible for storage and distribution of coffee, tea and other supplies and VIP transportation. Tiny's favorite aspect about the building is the space for the security console, security locker room and Facility Services offices. Fun fact: he played five years of semi-pro football as right guard.



Christopher Greene Jr., Event Services Assistant

Chris assists with event planning and layout configuration. He is from Connecticut and studied computer science at Morehouse College, where he gained experience in coding and development. Chris' favorite aspect of the building is the gym.



Tiana Hall, Event Services Assistant

Tiana (Ti) is the newest member of the team. She has over 12 years of experience in hospitality and events. Ti is also the owner of a baking business. Her favorite aspect of the building is the mirrors and equipment in the gym.



STAFF TESTIMONIALS

India Lawson
Payroll Manager



"The Potomac Yard location is beautiful inside and out. I haven't worked at IDA very long but I am always excited to come back. The outside architecture and glass windows are beautiful. Once inside, I am always greeted by a friendly security officer with a smile on their face. The building is always clean and well-maintained. One thing I most enjoy about this building is the location. It is close to other restaurants and stores giving many options for lunch and the convenience to grab groceries before heading home."

Aaron Bowman
Security Shift Supervisor



"The new building has been an incredible place to work. Working on the frontlines to protect our national security by way of the building's top-tier security technology makes the work that we do every day feel worthwhile."

REMINDERS AND UPCOMING EVENTS



Protect yourself and IDA against phishing campaigns. IDA is tightening spam filters to capture more fraudulent emails. One common example of a phishing attempt is an urgent request to pay an invoice. One way to detect email fraud is to look at the email address of the sender. In this case, "Norton A. Schwartz <serviceaccount@example.com>" (or something similar), is likely fraudulent since it did not come from a known address for Norty, such as his @ida.org address. This fraud detection method applies to email not only from "Norton A Schwartz" but also from anyone else who works at IDA. As a reminder, if you receive a suspected fraudulent or suspicious email, send it to phishing@ida.org to have Cyber Security double check. Refer to this previous [INN article](#) for additional information.



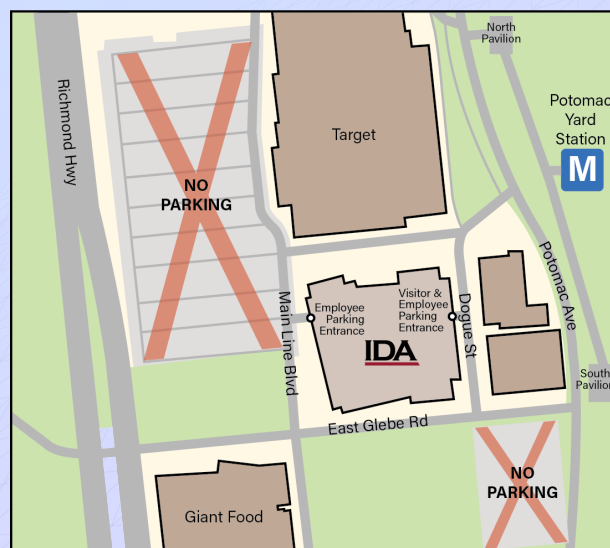
To accommodate day-to-day research and project needs, the facility contains over 25 dedicated project and lab spaces for activities ranging from modeling and simulation to wargaming. Information sharing is made easier with large screens in huddle rooms, which are essentially small meeting and collaboration spots scattered throughout the building.



Improve your public speaking and leadership skills by joining IDA's Toastmasters Club. The club generally meets on the first and third Tuesdays of the month, from noon to 1:00 p.m. EDT, in room E7332 at the Potomac Yard facility. A virtual option is available if you can't make it in person. Make plans to visit a future meeting to learn more. For more information, contact [Carla Wheaden](#), club president.



Be aware that IDA staff and visitors are no longer able to use the temporary overflow parking lot on East Glebe Road and the IDA shuttle was discontinued June 2. Please let visitors know there is very little paid parking available, limited parking in the IDA garage and the Target lot is prohibited. We recommend using public transit or rideshare to avoid any issues.



UPCOMING EVENTS

July Events			
Event Name	Date	Reservation Start and End Time	Location
AUKUS Industry Event	July 10	11:00 a.m. - 3:00 p.m.	Potomac Yard-1202/1203 Auditorium w/ Recept Area
IDA/VT Tech Exchange	July 11	9:00 a.m. - 11:00 a.m.	Potomac Yard-E2350/2351 EXEC Board Combination
Parts and Material Management Working Group Meeting	July 11-13	8:00 a.m. - 5:00 p.m.	Potomac Yard-1202/1203 Auditorium w/ Recept Area, Potomac Yard-1310, Potomac Yard-1306/1308 Combination and Potomac Yard-1316
IDA Cyber Seminar	July 17	11:00 a.m. - Noon	Potomac Yard-1202/1203 Auditorium w/ Recept Area
BFRST Meetings	July 17-18	8:00 a.m. - 5:30 p.m.	Potomac Yard-1306/1308 Combination
	July 19	11:30 a.m. - 3:00 p.m.	
BFRST Reception and Dinner	July 17	5:30 p.m. - 8:00 p.m.	Potomac Yard-1202/1203 Auditorium w/ Recept Area
CPR Training	July 18	5:00 p.m. - 9:00 p.m.	Potomac Yard-1310
BFRST Poster Session and Reception	July 18	3:30 p.m. - 5:30 p.m.	Potomac Yard-1202/1203 Auditorium w/ Recept Area
Monthly Board Game Night	July 21	5:00 p.m. - 8:30 p.m.	Potomac Yard-1306/1308

UPCOMING EVENTS

August Events			
Event Name	Date	Reservation Start and End Time	Location
Goodpaster Award Lecture	August 1	10:00 a.m. - 11:00 a.m.	Potomac Yard-1202/1203 Auditorium w/ Recept Area
Relationship Management Training	August 3	8:00 a.m. - Noon	Potomac Yard-1202 Auditorium
**The events above are current in the Conference Reservation System as of June 29, 2023 and are subject to change. Refer to the POC listed in the CRS for more information.			

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