

Dear Colleague,

You are invited to participate in a unique and exciting venture to share your experiences with NASA's next generation of business and program control practitioners. We plan to publish a book tentatively titled ***The Business Behind the Exploration of Space*** which will describe best practices and lessons learned in the business management of NASA's space missions and enterprises. The book will consist of approximately 20 to 25 chapters focusing on the business aspects of project management, from pre-formulation to project close out. Our vision in commissioning this book is to enlist seasoned analysts and managers to provide their stories of success and failure with the business and program control processes over the last ten years and look ahead into what the future holds for business management of NASA projects. The authors of this book will be drawn from the NASA government and contractor workforce.

You are receiving this invitation to submit a proposal to participate in this production as an author of your own chapter in the book. You may propose your own topic, or use the list of suggested topics below. The book will be published by NASA, and the authors will be cited both in the table of contents and the beginning of their chapter. Compensation for this effort will be limited to a copy of the book and your personal pride and satisfaction in knowing that some of your knowledge will be passed on to others.

We plan to minimize the use of editors in this venture, so we expect to receive your manuscript ready to print, with good grammar. We suggest that you review your manuscript with a few of your peers who will give you honest and constructive feedback prior to submittal. Your chapter should be 20-25 pages in a word document, double spaced, font size 12, Times New Roman. You should provide references for any cited materials, in the APA format, attached. Also include your chapter name, your name and a 100 word biography which will be included with your chapter. Please see attachment for biography format. You may use charts, tables or figures, but please don't use anything with a copyright unless you have written permission to include the copyrighted material in this publication. All charts, tables and figures must be submitted in a separate word file in addition to being included in the text of your chapter. No ITAR controlled, proprietary or business sensitive information should be included in your chapter.

If you are interested in participating in this venture, please submit a brief proposal of your intentions to us by July 1, 2009. Using the attached format, send us your name and contact information, your proposed chapter name (this can be modified as you write your chapter), and a 50 word synopsis of your chapter. You can upload this information into the following website: <http://PMbook.gsfc.nasa.gov>. We don't anticipate a lot of overlap in topics since everyone has unique experiences, but just in case everyone wants to write about the same topic, we would like to know before you start writing. A Table of Contents for the chapters that we have already received is included for your information. Final chapters will be due by October 16, 2009. We reserve the right to review all submissions and accept those with the highest quality writing and most compelling lessons.

If you know anyone who might be interested in this opportunity, please forward this message and attachment to them.

If you have any questions or concerns, please contact us. Zac Dolch will be the project manager of this activity, and will be happy to address your concerns if you can't reach us. We encourage you to seriously consider participation in this important project. We are counting on you to write a great book that will inspire and train our young people.

Thank you for your consideration and time,

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Suggested topics:

1. Acquisition stories
2. Implementing a new accounting system
3. Cost and schedule reserves
4. Configuration change management
5. Implementing changes to the agency's business systems
6. The replan process from the contractor's point of view
7. Schedule assessments
8. Earned Value Management
9. Integrated baseline reviews
10. EVMS validation of contractors
11. Work authorization processes
12. Effectively preparing and defending a budget
13. Effective forecasting of cost and schedule estimates at completion
14. Configuration change control concepts

15. Risk management- simulations and integration of risk with cost and schedule
16. Cost estimating
17. Presenting business status to senior management
18. Developing collaborative workspaces and websites
19. Logistics Management
20. Attracting, training and retaining a qualified staff
21. Mentoring
22. Dealing with international partners
23. Dealing schedule slips and overruns in contracts from a business point of view (different from acquisition point of view)
24. Preparing proposals
25. Evaluating proposals
26. Developing integrated business tool solutions
27. Innovative ideas in program control