

The Sinclair Advisor



E-News for our clients, prospective clients, and Associates

FIRST EDITION

MARCH 2011

Welcome to the first edition of *The Sinclair Advisor*, a monthly electronic newsletter for clients and Associates of The Sinclair Advisory Group LLC. The Sinclair Advisory Group is a leading provider of strategic planning, leadership development, and expert advisory services to government agencies and private industry.

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A WORD ON OUR NEW E-NEWSLETTER

In July 2010, Watkins Sinclair LLC was renamed Sinclair Advisory Group (SAG) LLC. Our new name reflects recent changes to our ownership structure, and better describes our business model. As part of our rebranding initiative, we have committed to keeping our customers and consultants better informed about our services and accomplishments.

Sinclair Associate Everett A. Chasen has agreed to lead our new communications initiative. In addition to editing *The Sinclair Advisor*, Ev will be supporting SAG's Facebook and Twitter accounts, helping revise our web site, and assisting with our other communications vehicles including news releases, fact sheets and other brochures.

For more information, contact Ev at Everett.Chasen@sinclairadvisorygroup.com.

FINDING FUNDS IN PHILLY

The Sinclair Advisory Group was recently selected to provide technical fiscal advisory support for the Philadelphia VA Medical Center (VAMC). The Philadelphia VAMC provides a full range of patient care services, education and research.

A recent assessment of facility operations identified opportunities for improvement in the areas of financial management and budgeting. SAG is providing the facility expert support for one year in assessing the current fiscal service and reviewing processes for budget oversight and execution.

William (Bill) Boyle is SAG's senior expert and key resource for the project. Bill is a former Army Warrant Officer and helicopter pilot in Vietnam. He is also the former Chief Financial Officer for VA's VISN 4, and Vice President for Finance at the Pittsburgh VA Healthcare System. Contact Bill at William.Boyle@Sinclairadvisorygroup.com.

SUPER BOWL SOFTWARE SCORES FOR SINCLAIR, TOO!

Decision Lens develops decision-making software that enables organizations to make complex decisions more effectively and efficiently. Their collaborative software platform structures decisions, quantifies intangible factors and evaluates choices to help organizations reach their goals. One of their clients was the 2011 Super Bowl Champion Green Bay Packers, who are the first NFL team to use the software for player selection.

SAG is a strategic partner with Decision Lens, and hopes to use their software in many of our future planning assignments. "We've found that Decision Lens is an ideal tool for federal leaders, because it helps simplify the complex factors they have to deal with in making decisions, such as budget and policy issues," says Seth Sinclair, SAG Member. "It's a perfect complement to what we do in strategic planning."

For more information about Decision Lens, check out their website at www.decisionlens.com. For information about how SAG uses the software, contact Seth at Seth.Sinclair@sinclairadvisorygroup.com.

BEAT THE BUDGETARY BLUES

One of the most important tasks facing any government organization is to effectively manage its annual budget. SAG, led by Associate and former VA Veterans Integrated Service Network (VISN) Director Tim Shea, has established a new Business and Budgetary Planning service line to help VISNs and hospitals organize their budgetary planning processes.

"We actually build a business plan from the ground up, using templates we've developed," Tim explains. "First, we train service chiefs on how to create an annual plan. Then we work with them to establish tactical objectives to accomplish during the year. We help them with workload, resource, and control point estimates and provide the chiefs with information on how comparable VA facilities are funded and staffed. Once the chiefs have compiled data on their service area's needs, we work with the leadership team to generate a realistic facility budget, oversee and implement cost savings initiatives, and monitor the plan's implementation."

Several VA VISNs and facilities are already using the system to develop measurable operating plans that are aligned with both facility goals and budgetary requirements. One such facility required \$16 million in emergency funding last year. With Tim's help, the facility is on track towards balancing its FY 2011 budget.

"The Continuing Resolution and the current fiscal climate are making it harder and harder for facilities to align their costs with their limited budgets," Tim says. "Every VA facility could benefit from using our process."

Interested in learning more? Contact Tim at Tim.Shea@sinclairadvisorygroup.com.

ASSOCIATES' AREA

Here are two special messages this month for SAG Associates:

- For those of you with LinkedIn profiles, please be sure that your profile reflects your Associate status, along with whatever other information you choose to display. We want your friends and LinkedIn associates to know you're one of us!
- If you know someone with strong leadership or management skills who has recently retired from full-time employment, and wants to continue to work on a part-time basis, why not ask them if they're interested in joining SAG? Our business model is to bring in knowledgeable people and give them the support they need to succeed. It may be just the right "next step" for a senior leader's career. Call Seth at 703-885-8174 if you're aware of an interesting candidate.

THE LAST WORD

You are receiving this newsletter because you either are, or have expressed interest in becoming, a client or Associate of Sinclair Advisory Group LLC. To unsubscribe, click [here](#), and type "Unsubscribe" in the subject line of the memo.

Sinclair Advisory group is located at 13665 Dulles Technology Drive, Suite 200, Herndon, VA 20170. Our telephone number is 703-885-8180. We are a Veteran Owned Small Business, an Equal Opportunity Employer, and a GSA Contract Holder (Contract Number: GS-10F-0272V.)

Visit us on the web at www.sinclairadvisorygroup.com.