Winter 2010

Compare the Past with the Present...Have Confidence in the Future

Loren M. Reno
Cedarville University, lmreno@cedarville.edu

Follow this and additional works at: http://digitalcommons.cedarville.edu/business_administration_publications

Part of the Defense and Security Studies Commons, and the Military and Veterans Studies Commons

Recommended Citation
Reno, Loren M., "Compare the Past with the Present...Have Confidence in the Future" (2010). Business Administration Faculty Publications. 33.
http://digitalcommons.cedarville.edu/business_administration_publications/33

This Article is brought to you for free and open access by DigitalCommons@Cedarville, a service of the Centennial Library. It has been accepted for inclusion in Business Administration Faculty Publications by an authorized administrator of DigitalCommons@Cedarville. For more information, please contact digitalcommons@cedarville.edu.
COMPARE THE PAST WITH THE PRESENT...
HAVE CONFIDENCE IN THE FUTURE

Although this will be published later, I’m writing it while at the annual LOA conference in Orlando. If you also attended, I think you’ll agree that it was a huge success. Having the Chief of Staff of the USAF; the commander of USSOUTHCOM; and the Assistant Secretary of the Air Force for Installations, Environment, and Logistics among the speakers made the conference superb.

One of the sessions I liked best was the Stars and Bars Luncheon. There were 30+ active duty and retired general officers and members of the Senior Executive Service present and more than twice that number of CGOs. As those who attended will recall, we had good table conversation on everything from morale to technology and from careers to deployments. Then, General Doug Fraser and I co-hosted the Q&A session. Our CGOs asked some dandies, and the various senior leaders responded from their wealth of experience.

I was thrilled by the relevance of the questions our young officers asked, their interest in very important matters, and their insight and dedication so early in their careers. Seeing that the theme of this ER is LOA: Past, Present and Future, it’s not hard for me to compare the past with the present…and to have confidence in the future. I’ll just say the caliber of our new officers is better than ever, and the significant challenges that we have will be in good hands as we train, educate, grow, and develop today’s young leaders into tomorrow’s senior ones.

Break, break, some asked that I print the Tips for Facing Tomorrow that I shared at the conference. Here they are:

- **Under promise, over deliver** (requires both temperance and moral courage)
- **You don’t have to own things to depend on them** (relationships matter, and this is linked to the first Tip in that others depend on you)
- **The whole is affected when one piece is diminished** (this applies to parts…and people)
- **Consider the 2nd and 3rd order effects** (your recommendations and decisions open opportunities or add constraints for others)
- **Find the balance: = cost with > performance OR = performance with < cost** (more performance at less cost is fine, but more cost and less performance aren’t options!)
- **Effectiveness and efficiency** (gone are the days when we could do the former without consideration for the latter)
- **Challenge old assumptions** (many examples here. Sometimes the best suggestions come from those who don’t know the limitations)
- **Lead, innovate, and adapt** (at least three of the keys to meeting today’s challenges)

This year’s LOA conference gave me plenty of opportunity to listen…both in formal sessions and informal conversations. It was a premier professional educational opportunity. Beyond the network-building and refreshment, it’s been a time to hear and consider our accomplishments and the challenges we face—both are long lists. I thank LOA, past, present, and future, for providing such a professional organization, journal, and forum to hear from the young and old(er) alike. That’s my view.

— **LT GEN LOREN RENO**  
**DEPUTY CHIEF OF STAFF FOR LOGISTICS, INSTALLATIONS AND MISSION SUPPORT, HEADQUARTERS U.S. AIR FORCE, WASHINGTON, D.C.**