



DEPARTMENT OF THE NAVY
OFFICE OF THE ASSISTANT SECRETARY
(FINANCIAL MANAGEMENT AND COMPTROLLER)
1000 NAVY PENTAGON
WASHINGTON, D.C. 20350-1000

08 JUL 1999

MEMORANDUM FOR DISTRIBUTION

Subj: DEPARTMENT OF THE NAVY GUIDANCE FOR PROCURING BUSINESS CARDS

Ref: (a) DOD Joint Ethics Regulation, Section 2-301b

The following provides Department of the Navy (DON) guidance for procuring business cards. DON appropriated funds, with one exception, are not available for the procurement of business cards for DON military or civilian employees. The restrictions on the use of appropriated funds exclude both traditional printing, as well as the specific procurement of software or consumables to enable desk-top publishing of business cards. These restrictions do not prevent a DON employee from using Government computers, existing software, and off-the-shelf consumables to print business cards when the criteria of reference (a) are met.

Reference (a) contains limited authority for the use of Government resources to print business cards. Under reference (a), which is premised on the Standards of Ethical Conduct for Executive Branch Employees, Federal employees are authorized to use Government equipment for permissible personal uses under specified circumstances, with the advance consent of the command designee.

As such, a DON command designee may approve the use of Government equipment, such as desk-top printing equipment, for a subordinate's personal use when it:

- a. will not affect the performance of official duties by the employee or the organization in an adverse way;
- b. is of reasonable duration and frequency;
- c. serves a legitimate public interest;
- d. will not reflect adversely on the service or the DON component; and
- e. creates no significant additional costs to the DON component.

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When a Government employee seeks to use Government equipment to make Government business cards for the employee's use, an agency designee must ensure that all the specified conditions of reference (a) are met before authorizing the use of Government equipment. For example, the employee should provide any necessary business card stock at his or her own expense in order to meet the fifth criteria.

The word processing software, such as WordPerfect or Microsoft Word, utilized within the command must be used to produce business cards on desk-top computer systems. The introduction of private software onto Government computer systems must be in accordance with the DON Automated Information Systems Security Program and local command requirements, although its use is discouraged.

The only exception to this policy is for recruiting. Business cards may be paid for by public expense for use only by those directly engaged in recruiting, i.e., for personnel initiating and maintaining direct contact with prospective recruits in the recruiting process. The content of the card is limited to the name of the recruiter, title or rank, recruiting office address, telephone and fax numbers, electronic-mail address, and the official activity seal of the recruiting command. The title "recruiter" must be used in conjunction with the individual's name to identify the card as recruiting material. White index paper stock not to exceed 110 pound weight must be used along with black ink, Navy Blue No. 3 ink, or Marine Green ink.

The heads of DON components and activities may issue guidance based on the above policy. My point of contact for this issue is Ms. Shari Ritter, FMO-113, (202) 685-6711, DSN 325-6711 or email ritter.shari@fmo.navy.mil.


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Acting

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CARDS

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