

SUBJECT: Business Cards

PURPOSE: To Update AMC Staff On The Rules For Printing Business Cards

FACTS:

O Employees who regularly deal with members of the public or with organizations outside of their office may print business cards on their computers and printers using Government-purchased card stock.

O There are four Army policy restrictions to this authority.

oo We cannot customize the business cards.

ooo This means that each organization should use a reasonably standard format.

ooo We can put our name, address, telephone numbers, and e-mail address on the cards without violating this restriction.

oo We must print business cards in black and white only.

ooo This applies even where offices have access to a color printer.

oo We should print business cards in batches of fifty or less.

ooo This is to conserve resources and to avoid violating a fiscal law principle known as the "bona fide needs rule."

oo We cannot purchase new software to print the cards.

ooo However, many commercial word processing systems have business card templates built into them.

O In addition, as a matter of DA policy, investigators and recruiters may purchase business cards from a commercial printer.

oo These purchases must be approved by a General Officer or member of the Senior Executive Service.

oo The business cards must be necessary to facilitate investigators' and recruiters' mission-related business communications.

oo As above, the cards must be in black and white and cannot be customized.

oo "Commercial printer" means either the Government Printing Office or the Defense Printing Service. It may also mean an "outside" printer, such as a local office supply store, if permitted by AR 25-30, "The Army Integrated Publishing and Printing Program."

O The Army made a conscious decision to implement a restrictive business card policy. They concluded, as a matter of policy, that money spent on commercially-printed business cards could be better spent elsewhere.

O The rules on business cards will be included in an upcoming change to AR 25-30, "The Army Integrated Publishing and Printing Program."

O This policy does not apply to business cards purchased at personal expense. Employees using their personal funds may purchase any type of business cards, as long as the cards do not reflect poorly on the Army.

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