



“Congratulations, December standouts! We face an ever increasing competitive landscape, with our customers having many options for shopping. Fortunately for us, we have exceptional teammates, such as you, on the front line. You know how to help our customers find what they need, whether that’s in-store or online. Thank you for your outstanding work!”

-Dave Nelson, chief operating officer

OVERSEAS REGION/PACIFIC

"We are speechless about what you are doing to support the world's best military. Thank you for setting yourselves apart and representing the Exchange."

Yochong Kim

CAMP CASEY MAIN EXCHANGE

Ms. Kim has demonstrated outstanding leadership during the rotational troop period at Korea's Camp Casey. She worked relentlessly preparing not only for the incoming troops, but outgoing troops to maximize sales. Due to her efforts, Camp Casey earned outstanding results with a 26% increase in Sales versus last year and 58% above plan. She and her team increased MILITARY STAR applications by 202%; approving 111 MILITARY STAR applications resulted in an additional \$11,100 in financial revenues. Ms. Kim is a professional leader who is dedicated to her job.

Chong-mun Choe

CAMP HUMPHREY'S MOBILE FOOD UNIT

Mr. Choe is dedicated to his job as leader in the mobile unit operation. He services remote locations within the garrison and recognized throughout. For many customers, he is their breakfast and lunch. When he receives requests for service off his regular schedule, he adjusts to accommodate the needs of the Soldiers. His relationship with his customers is noteworthy; they treat him like a friend. He takes the "We go where you go" spirit to heart, which is reflected in his results: sales up 283% and gross profit up 276% over plan.

Jeong-kyung Sin

KUNSAN AB CAR RENTAL

Our new rental car concession has raised the bar on customer service. Office Manager Jeong-kyung Sin and his Gold Tower team have actively engaged the Kunsan community. They've identified opportunities and adjusted the business to cater to specific needs, such as adding concierge drop off and pick up service. Their attention to service has resulted in an 80% increase in sales and 498% in income. Gold Tower is golden for the Exchange!

OVERSEAS REGION/EUROPE

"Ivey, Allen and Dotty make us proud to be part of such a great organization with wonderful associates, especially during the holiday season, when serving our valued customers overseas is more important than ever!"

Ivey Ellis

RAMSTEIN AB EXPRESS

Store Associate Ivey Ellis went above and beyond in assisting a customer. The customer had a credit card that would not work at the gas pumps. Ivey asked the customer to go into the Express to use the ATM. The ATM did not accept her card either, and Ivey ended up paying for the gas. Ivey

Allen Gross

GRAFENWOEHR PIZZA HUT

Allen has had a major impact on the IMenu 360 Success for Pizza Hut, Popeyes and Subway. By providing outstanding customer service and executing timely delivery service, he has helped contribute to the \$200,000 in sales for fiscal year

Doty Wilson

ROSE BARRACKS STYLIQUE SALON

Doty Wilson has been a mainstay with The Exchange since 1981, when she started in Wurzburg, Germany. She has had numerous Salons throughout Germany and has worked as a hair style/haircut trainer downrange, including Afghanistan, Pakistan, Bosnia, Kosovo and Kyrgyzstan. On behalf of all of the Exchanges in

didn't want any form of reimbursement and just asked the customer to pay it forward! The customer contacted her credit-card company, and apparently there was fraudulent activity detected on the account so the company locked the card for security purposes.

2016. Allen brings a vast level of work experiences and customer service knowledge to the team, creating a loyal returning customer base. He shares his knowledge by training other associates and creating a super-charged team leading the way in quality delivery and services. Allen's ability to multi-task, his reliability and control of the back of the house has been instrumental in maintaining a successful delivery/IMenu 360 program.

Europe and the rest of the world, we would like to thank Mrs. Wilson for her time, service and dedication to not only our Exchange, but many, many more.

EASTERN REGION

"Jean, Dominique and Deborah, you make all of Easter Region proud! Your hard work and efforts continue to set the bar and your actions are paying off with magnificent results. Congratulations! Thank you again for all you do every day taking care of our customers and driving for results!"

Virginia 'Jean' Quinata MACDILL AFB EXPRESS

Jean is a true professional dedicated to providing and maintaining an emotional connection with each one of her customers. Her tenacity and willingness to go above and beyond to satisfy customers reflects in her day-to-day performance, so much so that it specifically touched one of our valued customers, who was having a problem with payment. She insisted that Virginia be recognized by managers for her excellent customer service. She wrote: *"Jean, I don't know if you remember me ...but two weeks ago you paid for my daughter's milk*

Dominique Pope FORT LEE SUBWAY

Mrs. Pope works diligently to improve LogU Subway operations. Her commitment and dedication are second to none! Dominique leads by example, coaches her team and enforces Subway standards. The impact: increased sales by 8% in October and 1% YTD; increased direct operating revenue by 190% in October and 6% YTD. She has continued to lead her team to 100% compliance evaluations throughout 2016.

Deborah Hunt FORT BRAGG SERVICES

Debbie does a tremendous job keeping the office running smoothly. She shows pride in her job and performs at the highest level, whether she is answering the phone, helping an upset customer or reviewing settlement reports. She'll do her absolute best to assist anyone who comes through the door or calls our office. She tracks all services' sales and income down to the last penny and provides updates before our final cut-off each month. Ms. Hunt's hard work and dedication reflects greatly upon herself and the Exchange.

and my personal items. I wish I could hug you and say, 'Thank you' in person. You are an amazing person. Thank you!" When managers recognized Virginia, she replied: *"I'm just doing my job."* Thank you, Virginia, for a job well done.

CENTRAL REGION

"Thank you, David, Roy and Kathryn, for making a difference! You show up and make every day count for our customers. You give the best of you to our operations and truly make yourselves a valuable part of your Exchanges. Thank you for your professionalism and determination to achieve the best in Central!"

David Garcia

LACKLAND AFB EXCHANGE/MINIMALL

David is assigned to the Lackland Mini Mall, which took over the initial issue requirements for all Air Force basic trainees arriving at Lackland, starting in July of this year—a requirement previously split between two troop stores. David has been an integral player in collecting, coordinating, and delivering the initially required items 800 trainees weekly, or 35,000 to 40,000 trainees per year, must have. With each trainee purchasing \$175 in merchandise, this has resulted in \$6 million to \$7 million in sales this FY. David's tireless efforts have turned this very difficult logistical process into a well-oiled machine that serves our future Airmen quickly and efficiently during their second or third day of basic training. David's dedication and exemplary efforts

Roy Seals

BARKSDALE AFB FOOD COURT

As a food professional of four facilities, Roy's focus and determination on financial goals has improved operations overall for the entire facility. YTD direct operating revenue is 100% above that of last year, showing positive and consistent improvements. MILITARY STAR card penetration was 2nd in the region for October, and Roy's efforts are a large part of that. Overall, food court MILITARY STAR card penetration for October was 8.34%, well above the median and outperforming many larger volume bases. Through his leadership and training, name-brand franchise inspections continue to

Kathryn James

REDSTONE ARSENAL/ COLUMBUS AFB SERVICES

Ms. James reported as the new Redstone/Columbus AFB service business manager in August. She has been instrumental in building partnerships throughout the Redstone and Columbus AFB Exchanges with all our tenant organizations. Ms. James brings a contagious can-do attitude to the team. Kathryn works hard daily networking with the local community to increase the variety of goods and services for our patrons, while working with our vendor partners on the latest Exchange initiatives, training and promoting our MILITARY STAR card at every opportunity. We are proud of you, Kathryn!

have contributed to the overall success of this mission. Starting the customer bond and experience from the very first day is our goal at the BMT Mini Mall. Thank you David for your dedication to BMT and the Exchange!

produce outstanding results: September Starbucks inspection scored 96%; Taco Bell, 92.5%; and Charley's, 82%. Thank you, Roy, for all you do!

WESTERN REGION

"We are extremely humbled to work with customer service professionals like Donovan, Virgie and Olga as they continue to remind us that memorable customer service can only take place in human-to-human situations. Thank you for taking the lead!"

Olga Hayes

FORT BLISS MAIN EXCHANGE

Olga Hayes has done a great job at the Fort Bliss main store jewelry counter. She greets every customer with a smile and a positive attitude. Olga goes above and beyond to ensure that there is always a pleasant shopping experience at the counter. Olga receives numerous customer comments about how she does a great job because of her positive attitude and her job knowledge. She consistently sells Exchange Protection Plans for the jewelry counter with a monthly average of 40 for sunglasses. She has been the top performer for add-on sales for customers at the jewelry counter. Olga is also our first associate certified by the Gemological Institute of America.

Donovan Haynes

LUKE AFB CHARLEY'S

Donovan is a fantastic foreman of Charley's Steakery and is known for his smart work and dedication. He has increased Charley's sales 25% above plan. Direct operating revenue is a staggering 53% above plan. Donovan does an awesome job on the "We Love Feedback" survey, averaging 93 customer surveys per month and an 88% average score. Donovan also motivates his team on MILITARY STAR penetration and it shows: number 2 worldwide with a YTD rate of 13.65%. Cedric Chun of Charley's corporate office also recognized Donovan for his leadership, saying that when he "wakes up in the morning and knows he is going to Charley's it's going to be a great day." Donovan

Virgie Johnson

NORTHERN ALASKA SERVICES

Virgie plays an integral part in the continued success of the Ft Wainwright & Eielson AFB Exchanges. Along with keeping up with the day to day business, Virgie is always on the lookout for new and exciting businesses to bring to the Exchange as well as planning and executing special events. Her efforts have helped the Ft Wainwright and Eielson AFB Exchanges achieve sales growth of 40% in 2014, 22% in 2015 and on pace for over 20% in 2016 resulting in an increase of over 6 million dollars in sales. Her enthusiasm and teamwork are second to none. She exemplifies what it means to be a team player and is always willing to do what it takes to make the Exchange a place to work and shop!

definitely creates an
environment that enables
people to do whatever it
takes to make our customers
happy!