



CHIEF OPERATING OFFICER  
**COO**  
**DAVE NELSON**

## *OPERATION CALLOUTS*

Congratulations, standouts! What a great way to continue the New Year by recognizing our teammates who go above and beyond taking care of our customers. You all play an important role creating an exceptional customer experience. Based on these comments, our customers notice. Thank you for all you do!

Dave Nelson

### **PACIFIC REGION**

"Maeshiro, Ms. Hwang and Mr. Kim, these are some of the best service levels described yet. You truly amaze us with your dedication and drive. We appreciate you more than you know."

#### **Chak-su Kim**

##### **YONGSAN MAIN EXPRESS**

Mr. Kim's expertise, efficiency and outstanding customer service have gained notoriety by the Yongsan community. Recently, he put together a \$4,000 wine order within two hours for the U.S. Embassy. The Embassy staff members were so impressed with his selections and quick preparations, they placed 3 more special orders totaling another \$4,000. Word has

#### **Genji Maeshiro**

##### **OKINAWA MOBILE FOOD/AIRLINE CATERING**

Mr. Maeshiro and his staff were recently faced with the unexpected challenge of supplying meals for 7 aircrafts in one week in addition to keeping the mobile food units and Expresses on Okinawa filled with products. In 6 days, they supplied 2,331 meals, \$20,408 in sales and an additional \$6,580 income by cleaning the aircrafts. This major undertaking required

#### **Hye-chin Hwang**

##### **CAMP HUMPHREY KOREA TELECOM**

Ms. Hwang's world-class customer service is the driving force behind a 117% increase in sales and 37% increase in Income. Her focus on the customer has resulted in capturing an additional \$860,511 in business that could have easily been lost to off-base competitors. Ms. Hwang and the Humphreys Korea Telecom team are concession superstars.

spread regarding Mr. Kim, creating an additional 2 orders totaling another \$4,000! Mr. Kim's excellent service has been instrumental in increasing sales at M/P Express.

precision planning. His execution and ability to adapt resulted in 60% increase in sales and 46% increase in DOR!

## EUROPE REGION

"David, Conor and Omer are truly 'all in' regarding their commitment to our customers and making the Exchange better every day! We are proud to have teammates like them among our ranks!"

### David Mroczkowski LANDSTUHL REGIONAL MEDICAL CENTER EXPRESS

David's co-workers refer to him as the "King of Solution Selling." He goes above and beyond to promote new items and OTB items at the counter with additional sales just from his register of \$2,000 every month. He actively engages with customers and provides them with product information. He is also taking the extra step by recording the additional sales every day and shares with his coworkers and managers. This motivates his co-workers to sell more solution items. He also leads all cashiers in MILITARY STAR penetration by telling the customers the savings on gas and points they can earn. Dave is the best example of an Exchange associate who takes

### Conor Clemens

#### RAF LAKENHEATH CHARLEY'S

Conor is primarily a cashier at the Lakenheath Charley's and does an outstanding job. He has received numerous positive customer comments on Charley's surveys due to his outstanding customer service. In November, customer satisfaction increased to 83.33%, the highest Charley's percentage in Europe. He sang Christmas songs with our customers throughout December and was getting everyone in the Christmas spirit. He continually pushes both MILITARY STAR and add-on sales, which have resulted in Charley's MILITARY STAR penetration rate increasing YTD by 19.73% and the average ticket increasing by 2% YTD. Conor is a great asset to the Lakenheath Charley's, and goes above and beyond daily.

### Omer Serbetci

#### GRAFENWOEHR BUN-D'S PITA

Mr. Serbetci established himself in the Grafenwoehr military community with a food trailer that has turned out to be a huge success. He had an impressive August, making more than \$80,000 serving our troops on rotations in our training area. Our community loves the wide variety of healthy options that Bun-D provides at a great value. Bun-D has expanded as a permanent location in our shopping mall, proving to be successful in sales and more importantly from a customer satisfaction standpoint. To Omer and his team, thank you for your efforts. Keep up the good work!

ownership and is proud to be on the Exchange team.

## **EASTERN REGION**

“Jana, Michelle, and Tyler, we cannot thank you enough for all you do for the best customers in the world! Your hard work, dedication and daily contributions are driving results to the bottom line! We are proud to have you on the team, giving us all a great example to follow.”

### **Jana Bushey**

#### **FORT BRAGG NORTH POST**

Jana, a lead cashier at central checkout, is dedicated to great customer service. She is the key to training new associates on the importance of the MILITARY STAR program. For December, Jana had 51 approved applications and a penetration rate of 42.81%. Jana has not only been a driving force with MILITARY STAR, but ensures each customer going through her line gets her undivided attention following the key foundations of greet, listen, suggest and thank. She is a true asset to the central checkout team at the Fort Bragg North Post PX.

### **Michelle Mair**

#### **JB ANDREWS STARBUCKS**

Michelle Mair and her team provide first-class customer service and keep the customers coming back! The Starbucks team was recently recognized in the Starbucks Winter Planning Sirens Guide that goes to all Starbucks restaurants throughout the United States. A customer wrote, “I just wanted someone to know that Joint Base Andrews is my favorite store. My drink is always correct. I am always greeted with a smile. The store is clean and has a pleasant atmosphere. When I walk in, I’m always greeted with ‘Hi, Ms. Holly,’ which means they know me.” Customer service is why the restaurant is so successful. Michelle and her team average \$76,000 a month in sales and increased YTD bottom line by 25%.

### **Tyler Harris**

#### **FORT JACKSON/SHAW AFB VENDING MACHINE ATTENDANT**

Tyler has been with the Services department for two months, and has noticeably taken an active part in increasing sales. After his first month, he installed more than 20 new machines into VMIS and had 100% accountability for this month. Tyler has helped to expand vending by bringing in new vendors, such as Grow Healthy Vending, making it his priority to expand products throughout Shaw and Jackson. Due to his persistent efforts, sales are up from last year by 63%, \$33,000! Tyler approaches every day with a can-do teamwork attitude and is truly deserving of recognition for the positive impact he’s made in the Fort Jackson and Shaw AFB Services Office.

## **CENTRAL REGION**

"Doaa, Samantha and Mary make incredible effort to exceed customer expectations, set the bar high and bring value to their Exchanges. We are so proud you are on team Central. No matter the size of the Exchange, the three of you have made a big difference in our operations, to our customers and to our community. Thank you for consistently going above to bring the very best to Central!"

### **Mary Olrich** **LACKLAND AFB MAIN STORE**

As a member of the Ship From Store eCommerce team, Mary's dedication and commitment to the program's success resulted in \$290,416 and 2,214 units shipped during November. Mary does a tremendous job in keeping the Ship From Store program running smoothly and efficiently by ensuring we have the needed supplies for packing and shipping. She always has a smile on her face and a positive attitude, and is a perfect example of what it means to be a team player. Thank you, Mary!

### **Samantha Lagasse** **OFFUTT AFB STARBUCKS**

Samantha is our Starbucks foreman and is truly dedicated. She gives her all to our guests and associates. In November, Sam helped to increase GP by 6% and DOR by 1,156% over PY. Her attention to daily operations stands out in the numbers. Samantha knows all our regulars, what they drink, and what pastries they like. Her shift always runs smoothly regardless of staffing, and it shows in the increase in sales. Due to her dedication to our customers, she is asked for by name. They look forward to seeing her bright, smiling helpful face every morning.

### **Doaa Hassan** **SELFRIDGE AFB SERVICES**

As the services business manager, Doaa is always looking for new ways to grow the services and concession business. She has a strong Base Command relationship and works towards partnerships with the different agencies, such as DECA and MWR, for events that strengthen the community bond. One of her many successes with mobile concession food was a collaborative effort with MWR to host a holiday shopping vendor show at a remote Army location. Sales for the three-day event were \$16,000 with income of \$1,800. Her short-term sales for December are trending 9% up and income is up 3%. Doaa is making a difference and is a great example of "Services Serving Family."

## **WESTERN REGION**

"Enthusiasm is very contagious! Thank you, Tanner, Ivy and Thoi for leading the way as great customer service professionals! You inspire, motivate and instill pride for us all in Western Region!"

### **Tanner Decker** **LUKE AFB MAIN STORE**

Tanner has greatly contributed to the Luke Exchange firearms and sporting goods department. He is dedicated to providing a great experience for our customers on a daily basis. He has taken the initiative to improve the companion product performance sales. By adding items to the

### **Ivy Williams** **FAIRCHILD AFB STARBUCKS**

Ivy is a Starbucks barista who consistently receives fantastic customer comments and praise on her ability to remember customers' drinks and make everyone feel welcome. She greatly contributes to the success of the Starbucks. Ivy routinely adjusts her schedule for extra work and varying shifts

### **Apirudee (Thoi) Ross** **KIRTLAND AFB FLOWER SHOP**

Thoi is known for her dedication to the customers at Kirtland AFB, quite often arriving at her shop long before her posted hours of operation to get flower arrangements to various base functions early in the morning. That dedication has reflected in her sales, which have increased 11% YTD in 2016, not to mention her ever-growing customer base. Thoi's willingness to participate in Exchange events is unmatched. As an example, she donated

firearms, such as optical scopes, pistol grips, laser sights, flashlights and upgrading the handguards, primary item sales YTD have risen 8.23% for firearms and 4.5% increase over LY for accessories. Furthermore, Exchange Protection Plan sales for the sporting goods department has increased a whopping 38% over LY. His professionalism, initiative toward excellence, and positive manner towards his work and fellow associates set the tone for a positive working environment. He is a tremendous asset to the Luke Exchange!

despite being a full-time student at Eastern Washington University. She is asked for by name during Guard weekends to make drinks due to her accuracy and speed.

flowers to the recent Exchange beauty night and handed out flowers to our early-bird customers on Veterans Day. Thoi strives to provide the best customer service, and her continued success proves she's doing just that! Thoi is a great teammate at Kirtland!