



Congratulations, standouts! As we start our new fiscal year, it's a great time to acknowledge those who keep outstanding customer service at the forefront. Your actions truly reflect "Family Serving Family." I am honored to serve alongside associates like you and thank you for all you do!

*-Dave Nelson, chief operating officer*

#### **PACIFIC REGION**

"Kenji, Kiesha, Amanda, Charlotte and Ms. Yu, these examples bring us joy. Your efforts should be mimicked throughout. Thank you leading the teams and providing world-class service!"

#### **Hui-chong Yu**

##### **CAMP WALKER MAIN STORE**

Ms. Yu is a sales associate in softlines and is the picture of "Exchange is You." She reaches out to every customer to fulfill their needs. She checks an item's availability in every store in Korea to find what the customer needs when unavailable locally and willingly helps her fellow associates. She is a master at restocking and verifying inventory levels to ensure consistent product flow in softlines. Due to her efforts, Camp Walker main store's

#### **Kenji Nakasone**

##### **CAMP FOSTER MANCHU WOK**

Mr. Nakasone delivers premier service and quality experience to all Manchu Wok customers. Under his leadership, Foster Manchu Wok's sales have increased 16.4% above AFP and DOR 15.6% above AFP. Kenji encourages his team and conducts role play to ask every customer for MILITARY STAR for each transaction, which has resulted in a 13% increase in

#### **Kiesha, Amanda, Charlotte**

##### **CAMP WALKER STARBUCKS**

The team at Starbucks is always taking care of their customers. Their first Exchange comment of the New Year reads as follows: "Starbucks does it again!! Keisha and Amanda totally rock! They greet me with a smile and know my name. I purchased a gift and because they knew the person who it was for, they added a special bag. That's what makes them so awesome... knowing the needs of all their clientele! Also, a thank you to Charlotte for my morning coffee again; always a smile!" Being able to bring some delight and normalcy to those stationed far from home and family is

fashion sell-through and gross margin are always above the world-wide percentage. Thank you, Ms. Yu!

penetration. His positive attitude and big smile are contagious, bringing customers back for a great guest experience time and time again.

invaluable. We sincerely thank you for taking care of our military family.

## EUROPE REGION

"Horace, Jack and Besnik exemplify the Exchange spirit of going where they go and providing the comforts of home! We are proud to have them on our team!"

### Horace 'Dan' Mullin

#### RAF MILDENHALL BXTRA

Dan is one of many cashiers at the RAF Mildenhall Exchange. What sets Dan apart is his ability and willingness to interact with our customers daily. He greets all his customers with a smile and always engages in conversation with them during the checkout process. His attitude and attention to detail is evident in that he is our number one cashier in MILITARY STAR penetration, more than 15% for the year, and #1 impulse item of the month producer. Dan is also very active in his community. He is a pastor for the local communities and participates in community charitable functions for RAF Mildenhall as well as his community. Dan represented RAF Mildenhall in the "Planting of the Poppies" at the Tower of London for the Celebration of Remembrance Day. Dan is well liked by associates and customers and

### Jack Watson

#### RAF LAKENHEATH TACO BELL

Jack has made a big contribution to RAF Lakenheath's Taco Bell in meeting the goal for the MILITARY STAR program. We have increased it by 1.2% compared to last year. He is my customer service trainer for all cashiers. He leads by example daily and works very hard in delivering the best customer service to all our customers. He says he really enjoys serving them every day. Not only has his good customer service increased our MILITARY STAR goal, but it has also increased our average ticket goal by 5%. His great outlook reflects back on our team. He constantly works with all team members to push them to achieve the daily goal for the facility. Jack is a great asset to our facility and to the UK Exchange.

### Besnik Haliti

#### 101 GLOBAL SOLUTIONS OWNER

Besnik Haliti and his team have done an outstanding job of getting our barbershop locations up and running in Camps Kariliki and Trzebien and the DPTA in Poland. Their continued support of Operation Atlantic Resolve is greatly appreciated. We have no doubt that they will provide the services and satisfaction that our Soldiers and other customers come to expect. On behalf of all of us from the Exchange, Thank you, Mr. Haliti and team!

is a valuable asset to the RAF Mildenhall team.

## **EASTERN REGION**

“Russell, Tire and Samantha: you exemplify the meaning of “The Exchange is You!” Not only are you driving for results every day, but your dedication to our mission and how you take care of our customers set the bar high for us all to strive for! Thank you for how you represent Eastern Region!”

### **Russell Smith**

#### **LANGLEY AFB MAIN STORE**

Russell consistently goes above and beyond to assist customers, co-workers and the facility’s overall operation. He is a model associate who primarily works in the men’s department, but will work anywhere we need him. During the holiday season, he would open a register at central checkout to take care of our customers without direction. His positive attitude, professionalism and work ethic are profound. Men’s department sales were up for the past six months on average of 9% or \$41,000. By pushing merchandise to the sales floor, we also had an increase in GP of 36% or \$47,000! Russell’s efforts do not go unnoticed, and his consistent actions make him a superstar!

### **Tire Lewis**

#### **FORT GORDON TACO BELL**

Tire has been a major asset to the Fort Gordon food court with her leadership skills and impressive management skills. She has been Taco Bell manager for about three years and has worked tirelessly to make it one of the region’s best. While sales only increased by \$2,923 or 0.42%, Tire lowered personnel costs by \$36,590 or 12.81% and reduced her inventory. With continued training and coaching, the food cost was better controlled, which led to an increase of her GP by \$21,976. DOP before depreciation has increased by \$50,496 or 49.24%. In addition, Taco Bell scored 90.7%, 96.8% and 98.1% during her inspections, which lead her store on the path to finally becoming a training store. Tire has built a team that is loyal to the brand. When the opportunity for advancement presented itself to Tire, she even had

### **Samantha Johnson**

#### **FORT DRUM SERVICES**

Samantha has a proactive approach to Fort Drum vending and open communications to vendors. Samantha is constantly communicating issues to vendors, reporting ways to improve operations and expeditious follow-through with managers and services business partners. Vendors have high respect for her openness, candor and willingness to improve vending operations. She has strong work ethic, strong drive for the Exchange’s success and willingness to learn all aspects of her job. She creates positive enforcement with all to improve themselves. This very proactive approach to improvement has assisted to a sales increase of \$286,367, 25% compared to last year, and increase of DOR of \$128,811, 31% compared to last year.

## **CENTRAL REGION**

“Lisa, Annette, and Dennis are definitely self-starters, possess outstanding customer service and go above and beyond in our Exchange operations and community. You set the tone and example for others to follow, and we are so proud you are part of our Exchange. Your hard work and dedication are appreciated. We thank you for what you do daily!”

### **Lisa Brown**

#### **FORT SAM HOUSTON MILITARY CLOTHING STORE**

Lisa is a self-starter and extremely dedicated employee who goes above and beyond executing e-commerce customer orders. She is the e-com ready-to-wear guru, and always ready and willing to support her store in other areas. When an order is ready to ship and needed overnight or two-day delivery but FedEx has already picked up, she will take it to the FedEx station to ensure the customer receives it in the time. Lisa took the initiative to help in the warehouse by getting return authorization for not only e-commerce returns, but our regular damaged or defective merchandise for a total saving of \$10,899 that would have been clearance or written off in one month. Lisa is an exemplary associate who exceeds expectations and is consistently motivated to achieve optimal results. So glad you are on our team, Lisa!

her replacement ready to take her position.

### **Annette Boncordo**

#### **OFFUTT AFB TACO BELL**

Annette has strived during the past three years to bring our Taco Bell off the loss/marginal facility report. She is very focused, diligent and thorough in day-to-day operations. She demonstrates strong inventory and waste control, which has helped to bring DOR up 144% above the previous year. YTD DOR BDEP is \$32,550 or 12% compared to 6.5% for the previous year. Annette has also helped grow sales by 2% YTD and GP by 4% YTD. Thanks, Annette, for helping make our Taco Bell profitable!

### **Dennis Struttman**

#### **SCOTT AFB DOMINO'S**

The Domino's Pizza team members are great vendor partners within Scott AFB's Exchange. Dennis worked diligently to get pizza to his customers from opening at 1000 to close at 0100 on Friday evening, Jan.13, during an ice storm in which every other Exchange operation was closed. Being a former base fire fighter, Dennis was keenly aware when he would need to stop delivering pizzas due to extreme conditions. The base took precautions and had mission essential members only on that Friday. The Exchange opened for three hours and then closed once the weather was predicted to increase in intensity. Dennis did a record amount of deliveries for the store: 77 deliveries and \$3,800 in record sales. We thank the Scott Dominos and Dennis Struttman, who continue to support the Scott community and gave that extra customer service!

## **WESTERN REGION**

“Stephanie, Taylor and Becky, we appreciate your commitment to fantastic customer service. Your focus on achieving the coveted, extraordinary gold standard has your customers continuing to come back to the Exchange for lifelong memories.”

### **Stephanie Johnson**

#### **TRAVIS AFB VETERANS HOME**

Stephanie is recognized for her pivotal role at the Veterans Home serving those who served. Because we are a remote facility, the shuttle program is essential for transferring needed merchandise from the main store. Particularly during December, as our customers were looking for just the right gifts for their loved ones, Stephanie’s organization, great customer relations skills and personal knowledge of each customer helped ensure we transferred the right products in a timely manner. The customer satisfaction was apparent. Her efforts helped contribute to a 5.2% increase in sales over plan and an incredible 7,964% increase in earnings over plan for December.

### **Taylor Kipp**

#### **HILL AFB TACO BELL**

Taylor has provided the type of dedicated and focused leadership required to improve the overall Taco Bell operations. Taylor has worked with his staff every day on the importance of asking customers to use their MILITARY STAR card. His efforts, and those of his staff, are paying off with a positive increase in MILITARY STAR use at the Taco Bell. Taylor continues to develop his staff and has made Taco Bell into a great example for the entire food court to follow. Taylor has set high standards for his staff, and they have responded with an excellent 93.8% on their latest inspection.

### **Becky Henry**

#### **FORT BLISS SERVICES AND VENDING**

Becky, a services business tech, has recently taken over our short-term program on East Bliss and quickly turned it around, increasing sales by 28% over last year for the past two months. Despite recent deployments at Fort Bliss, she has strived to find out what our Soldiers were looking for, and searched out business owners who can provide the services or products. Becky has a very high commitment to customer service. She now runs our food truck program, increasing the number of contracts from 10 to 27 trucks. She also brought food truck sales up by 18% over last year for past two months. Becky continually strives to exceed expectations. She is an asset to our team and the Fort Bliss community.