



CHIEF OPERATING OFFICER
COO
DAVE NELSON

"Congratulations standouts! Your dedication to an exceptional customer experience can be seen in the way you interact with the customers, whether by greeting them by name, volunteering in the community or simply saying hello with a smile. Thank you for being a true example of Family Serving Family."

- Dave Nelson, chief operating officer

PACIFIC REGION

"We are extremely proud of each of you. The way you take care of our customers is second to none. Thank you for being the best and leading by example. You are awesome!"

Ki-Su Kwon CAMP MUJUK

Mr. Kwon operates a small retail store at Camp Mujuk, the only Marine Camp in South Korea. In FY16, Mr. Kwon's operation's sales increased 27% and DOP increased 34% with a 19% increase on the bottom line. The most important element to Mr. Kwon's job is to take care of 800 Marines who rotate through the camp. He provides exceptional service regardless of the sales volume, which can fluctuate from \$19,000 to \$130,000 per month. Thank you, Mr. Kwon,

Misawa Food Court Team MISAWA AB FOOD COURT

The Misawa food court team deserves a big "Shout Out" for growing the business for the AMC Passenger Terminal. The team's mini-operation in the terminal cares for passengers traveling in and out of Misawa AB. Sales have increased 55% and YTD sales are up 5.5% vs AFP. The team goes above and beyond its duties to help ensure all patriots are fed during their 1½- to 2- hour layover. Thank you, Misawa food team, for taking care of our military families in transit!

Sun Lee PEACE TOUR

As part of the Peace Tour concession staff, Ms. Lee is known for providing exceptional customer service. She engages each customer, making them feel comfortable with their trip or tour purchase. Ms. Lee is so committed to the customer experience that she volunteered as a tour guide when a customer needed assistance on their trip to Jeju Island. Peace Tours is a success, with sales up 300%. This is largely due to Ms. Lee's commitment to the business, the Exchange and most importantly, her customers.

for your dedicated service to our military patrons.

EUROPE REGION

“Scott, Francesca and Marion are shining examples of the Europe commitment to excellence through putting customers first in all they do!”

Dr. Scott Sanzotta

KMCC OPTOMETRY

Dr. Sanzotta, KMCC’s optometrist, has worked for the Exchange 11 years and demonstrates outstanding professionalism and high regard for patient care, which resulted in increased sales of 4% and DOP 54% for FY 16. Dr. Sanzotta is a key contributor to the success of Overseas Region/Europe’s entire optometry program in Germany. His many contributions to the program include not only support to his peers and colleagues but to the Exchange HQ staff. Specifically, Dr. Sanzotta assisted with the recent procurement of new medical equipment, with the selection and implementation of clinic management software and with the effort to expand ophthalmic services in Europe and the Pacific. His assistance has been key to achieving these successes. For that, we would like to say, “Thanks for making it better.”

Francesca Gallu

AVIANO AB POPEYES

Francesca has made a big contribution in maintaining the high operating standards, achieving an outstanding assessment score of 99.3%, with a 2% improvement over the last assessment. Her big smile is the reason for bringing customers back for a great “Voice of Guest” experience. Aviano Popeyes’ “Voice of Guest” surveys have increased by 87% during previous months. Her dedication and hard work are greatly appreciated. Francesca has been a major asset to Aviano’s Popeyes.

Marion Walter

CONTR PETALS & BLOOMS

Mrs. Marion Walter is a mainstay in the Grafenwoehr Shopping Mall and has been since the mall opened in 2007. Marion had a very strong Valentine’s Day, making over \$48,000 in sales, up 5% over last year. The financial success is not what drives her; it is her love of what she does. The increased volume required that she hire more staff to ensure that bouquets, stuffed animals, balloons and deliveries were all made on time. The result was an entire community of happy customers.

EASTERN REGION

“Eastern Region congratulations go out to Khallia, Shauniqua, and Gloria! Thank you for setting the pace and for all of us to follow in taking care of our customers every day while also driving bottom line results.”

Khallia Flowers

JB ANDREWS MAIN STORE

Khallia Flowers is an outstanding member of the JB Andrews main store team. She is not only an office assistant; she does so much more! Khallia edits our Buddy List, gathering information and ensuring it is out to the customer in a timely manner. Khallia took on maintaining our Facebook page. She posts events and information regularly, keeping our customers and associates informed. Khallia also follows up with the visual merchandising team on advertising for manager's specials and other events requiring their assistance. Khallia performs her regular duties confidently and with ease. Khallia is quick to volunteer to assist in any area. With the Exchange under renovation, she provides access to all the construction workers. She also coordinates for vendors, scheduling demonstrations and fixture

Shauniqua Cheverez

SHAW AFB TACO BELL

Shauniqua has taken charge of Shaw AFB's Taco Bell and turned the negatives into positives. She has ideas and plans to help her and her team be very competitive with the MILITARY STAR penetration rate of 10.16%; the goal is 9.96%. Her team's sales increased 2.63% over last year. She has decreased personnel costs by 6.35 percent. Her GP is 70.93 YTD, which is above the region benchmark of 67.55. Shauniqua and her team are all BMT and ServSafe certified. Shauniqua has recently completed the ROMA program, where she gained in-depth knowledge of the program and leadership skills. Shauniqua has also received recognition from Eastern Region Vice President Ronny Rexrode for having the most positive customer comments in the region for December.

Gloria Dingle

FORT STEWART SERVICES

Gloria Dingle manages our Fort Stewart short-term vendor program. With hard work and dedication, she added 30 new short-term vendors this year, resulting in short-term sales being 33% above LY YTD and income being 69% above LY YTD. Her efforts have directly contributed to those increases.

installations. Khallia is the glue that holds us together and keeps us on track!

CENTRAL REGION

“Angela, Josh, Thomas and Bernard are absolutely wonderful associates! The positive impact they have in the community and where they work is truly tremendous! They show great passion for their work and what they do daily. Thank you for representing Central Region in this way. We are so proud of you!”

Angela Curtis and Josh Canada FORT LEAVENWORTH and WHITEMAN AFB MAIN STORES

Customer Service Associate
Angela Curtis and PowerZone Associate Josh Canada provided above and beyond service to a customer, which resonated so deeply that she sent local command a letter telling them about her experience with the Exchange. Both associates have been with the Exchange for less than six months. Angela and Josh, you have made positive impact! Thank you for all you do!

Thomas Schodlatz FORT LEONARD WOOD DUNKIN DONUTS

Thomas actively contributed to the increase in MILITARY STAR card penetration rate at Dunkin Donuts, raising it from 3.37% for FY15 to 3.94% FY16. He has received numerous customer comments because of his wonderful personality and consistently providing a high level of customer service. He knows his customers very well, takes pride in accuracy, and remembers their orders. Thank you, Thomas, for the wonderful service you provide for our Fort Leonard Wood community! Great job!

Bernard Engel LACKLAND AFB SERVICES

Bernard oversees vending businesses at Lackland AFB, and his hard work resulted in \$235,566, or 15%, increase for vending YTD 2016. Bernard works diligently with building managers, commands and vending operators to tap into new opportunities. He also brings in new business to the Exchange, such as a new greeting card vending machine at Lackland, the first one for the Exchange. Through these new vending business initiatives and his hard work, DOR is \$657,194, an 11% increase compared to LY. Thank you, Bernard, for consistently looking for new business opportunities and providing choices for our customers! Terrific job!

WESTERN REGION

“Thank you, Auroa, Maggie, Steve and Gilbert for your commitment to customer service! The extraordinary chemistry that you have with your customers continues to foster very positive long-term relationships on your installations.”

**Gilbert Miller
GOODFELLOW AFB EXPRESS**
Gilbert Miller has been a key performer for the Goodfellow Express since April 2016. Gilbert has exemplified our core values to respect everyone and show the courage to use good judgment. He has built respectable relationships with our young troops here at the Goodfellow Express so much

**Auroa Chavez
and Maggie Perdon
LOS ANGELES AFB**
We have received countless comments about the Starbucks team at the Los Angeles AFB, especially for Auroa and Maggie. Customers say they are the “A” team. They constantly give excellent customer service. They know customers by name and

**Steve Manning
JBER SERVICES – STEVE & SON’S SIGNS**
Steve Manning of Steve and Son’s Signs began his sign making business in 1986. One of the customer comments Steve received says, “I ordered a sign from Steve as a wedding present for a friend of mine who was getting married in two weeks. I asked Steve if he could rush the sign as I needed to send it quickly. Not only did Steve finish the sign in time, he went above and beyond my

that they look to see his smiling face so they can receive the absolute best customer service experience. Gilbert helps to maintain our stock assortment by tackling the freight right away each day when he reports for duty. This has helped increase the store's sales by 22% above LY! Productivity has also skyrocketed to a 19% increase due to his efforts. Gilbert is a key booster in morale. His peers really enjoy working with Gilbert, who is a one-of-a-kind star at the Goodfellow Express!

their drinks. It is because of the great customer service Auroa and Maggie provide that keeps customers coming back—and it shows in the sales: Starbucks is 3.4% above financial plan.

expectations and sent the sign for me. This is excellent customer service in my opinion!" Steve cares about the Soldiers and Airmen at Joint Base Elmendorf Richardson. He is truly the model vendor and often comes in early and stays late to accommodate customers' needs. Steve consistently talks to potential vendors at the Saturday Market to persuade them to give the Exchange a try for vending opportunities; he is a tremendous asset to JBER's concessionaires and the Exchange.