



Director/CEO Tom Shull briefs military leadership in Dallas and at installations worldwide to bring attention to the benefits of Veterans online shopping benefit and the benefit of shopping the Exchange for military members and their families.

## Veterans Online Shopping Benefit— Our Success Depends on You

From Director/CEO Tom Shull

As the launch of the Veterans online shopping benefit approaches Nov. 11, each Exchange associate plays a vital role in welcoming 13 million Veterans back to their military family. Years of effort to recognize the service of all honorably discharged Veterans will finally pay off on Veterans Day, when shopmyexchange.com begins offering the first new benefit to Veterans since 1953.

Allowing online-only shopping is a small token of appreciation for those who served honorably. Today, 88 percent of Veterans receive no

exchange privilege because the benefit was limited to former service members with 20 years of service or 100 percent disabled. The number of Veterans excluded is even higher for younger former service members, many of whom served multiple tours and were discharged, often involuntarily, before meeting the 20-year criteria for retiree status.

### **A game changer for the Exchange**

The Veterans online shopping benefit is a game changer for the Exchange as it more than doubles

our customer base and is an opportunity to generate significant incremental sales and earnings to better support the entire military community. The program can also be used as a recruitment tool for the Armed Forces since all who serve honorably can leave the military with this lifetime privilege.

Mission success on this Veterans Day is crucial. The stakes are high for us and those we seek to honor. Across the Exchange, IT, Merchandising, eCommerce, Logistics, Human Resources, Business Development and

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Director/CEO Tom Shull briefs congress during one of his first visits to Washington D.C.

the Exchange Credit Program teams and region associates, through the Ship from Store initiative, are working tirelessly to ensure a successful rollout. Success depends on everyone.

**“The Veterans online shopping benefit is an important way to welcome home all who served honorably.”**

Whether at HQs or in the field, every associate is an ambassador of the Exchange brand. You know our story and mission—you live it daily, dedicating your lives to taking care of Soldiers, Airmen, retirees and their families.

#### **Share the good news**

How you can help: Share your knowl-

edge of how shopping the Exchange makes a difference to the military communities we serve and communicate the many advantages that shopping the Exchange online offers every member of our military family.

#### **You are a vital part of spreading the word:**

- Everyone knows a Veteran. Share the news about this new lifetime benefit for all who honorably served with Soldiers, Airmen, retirees and military families who you know.
- Military service is often a family tradition. Chances are Soldiers and Airmen you interact with have family members who can take advantage of the Veterans online shopping benefit, even if they didn't serve 20 years. Ask them to help spread the word!
- Tell shoppers the Exchange is preparing for a rollout on Veterans Day. We've been working toward implementing this benefit since it was first proposed five years ago.
- Remind shoppers that this online-only benefit doesn't take anything away from active-duty service members or retirees. Allowing Veterans to shop online strengthens the Exchange benefit to better serve all authorized shoppers. Additional authorized shoppers enables the Exchange to increase buying power to deliver better pricing and improve assortments for every member of the military community.
- Tout the benefits of shopmyexchange.com, including tax-free shopping with the same great prices found in-store, an assortment of roughly 3 million items

and free shipping when using a MILITARY STAR card.

#### **Exchanges will benefit**

Each Exchange stands to benefit from a forecasted increase in shopmyexchange.com traffic as a result of the shopping benefit. As is the case for current active-duty and retired customers, online sales to Veterans who live within a 40-mile radius will be credited to the nearest brick-and-mortar store.

Getting Veterans in your community online improves local sales. For the 65 Exchange locations participating, the Ship from Store initiative provides a positive impact, as each facility is given sales credit for each order they fulfill, just as if the customer was ringing the sale through your register! Ship from Store, which has the potential to expand beyond the stores currently offering it, makes the Exchange more competitive, allowing for quicker, less costly product delivery and a better in-stock rate because we pull from stores as well as our distribution centers. In Europe, for example, because of the initiative, the Exchange offers faster delivery than competitors, including Amazon.

#### **A well earned benefit**

The Veterans online shopping benefit is an important way to welcome home all who served honorably. All who raised their right hands, took the oath and did their part have earned this benefit. As the launch draws closer, we will share more information. The Exchange's success this Veterans Day lies with all of us. I'm sure our team is up to the task!

Hooah! Solider for Life! **X**



# Getting to the Core of Success

The Army had about 570,000 Soldiers in 2012. Today, the Army's ranks have shrunk to approximately 490,000.

This is only one example of how the Exchange team has excelled despite significant headwinds over the past five years as the organization has generated record earnings for the military communities we so proudly serve. The ability to maintain the benefit during this time is also a powerful reminder of the importance of crisp execution of strategies and programs and a continued focus on our development.

In my last Exchange Post column, I talked about our legacies and the lasting impact we make on those around us. Building a legacy takes time and, fortunately, we have the tools to help not only develop your professional legacy but also grow personally.

**“Development of core competencies makes us better prepared to carry out the Exchange’s 2017 strategic priorities.”**

**At the Exchange, we call these our core competencies:**

- **Thought Leadership** – thinking style, business and financial acumen, and potential to do the complex problem-solving and decision-making required to be a senior leader.
- **Results Leadership** – the desire for achievement, drive and initiative as well as persistence, energy level and willingness to take charge.

- **People Leadership** – interpersonal characteristics that are the foundation for building effective leadership skills critical for senior leader roles, including influencing, building relationships as well as developing teamwork and others.

- **Self-Leadership** – an ability to control emotions, act with integrity, take responsibility for actions and tolerate stress.

Each core competency has its place in our daily lives. Consider tackling one of these each month with a focus on how you will grow in that particular area. Do so and you will see how quickly the impossible becomes possible for both you and your teammates.

## Improving our teams for success

We need look no further than the New England Patriots to see how a “winning team” is not simply a cliché. The Patriots stunning Super Bowl comeback is just the latest example of how performance improvement is not only contagious, but also assists in individual and group success.

The Patriots head coach, Bill Belichick, gave us all a terrific example of how it’s never too early to start working toward our goals when he told the press the day after the big game, “As great as today is, in all honesty, we’re five weeks behind 30 teams in the league in preparing for the 2017 season.”

Whether you’re a Patriots fan or root for another team each Sunday, we can all benefit from taking a page out of Coach Belichick’s book by making a commitment to improve



EVP/Chief Operating Officer Dave Nelson presents his coins to the Express' Lawanda Adams at Fort Stewart, Ga.

ourselves and our team today in order to win tomorrow.

Regardless of profession, soft skills and competencies are the oxygen of success. We can always teach a new work skill, but interpersonal skills that truly affect our ability to reach our objectives can be more difficult to address.

It's not easy to take an honest look at that person in the mirror or share our true thoughts with those we work with, but we have an obligation to be candid in order to truly be the best we can be.

Development of core competencies makes us better prepared to carry out the Exchange's 2017 strate-

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# Veterans Online Shopping Benefit FAQ

These questions and answers provide important information to help you become ambassadors for the Veterans online shopping benefit.

**Q When does the Veterans online shopping benefit start?**

**A** Beginning Nov. 11, 2017, we will once again be able to serve honorably discharged Veterans online through a lifelong exchange benefit.

**Q Will Veterans be able to shop on any of the exchange websites?**

**A** Yes, any authorized Veteran will be able to enjoy tax-free shopping across all of the exchanges' websites.

**Q Why is the department extending a Veterans online shopping benefit to America's honorably discharged Veterans?**

**A** Currently, only 20-year "retired" and 100% disabled Veterans (and all active-duty, National Guard and Reserve military personnel) are eligible to shop military exchanges. Expanding online exchange shopping benefits is a modest recognition of honorably discharged Veterans' service to our Nation, especially since the vast majority of Veterans who served honorably do not meet the 20-year criteria to retain lifetime exchange benefits. The Veterans online shopping benefit represents an opportunity to strengthen funding of Morale, Welfare and Recreation programs in support of service members' and their families' Quality of Life.

**Q If Veterans will soon be able to shop online, why can't they shop in the brick-and-mortar exchange stores?**

**A** DoD's policy change to extend a lifetime online shopping benefit to Veterans is specific to online shopping only and does not include access to brick-and-mortar exchanges.

Visiting brick-and-mortar stores, many of which are on limited-access bases, involves logistics and policy issues to include credentialing, base access, etc. that could strain resources at already busy locations. Offering Veterans an exchange online benefit is a low-risk, low-cost opportunity to recognize their service without increasing costs to the DoD or overburdening the current infrastructure.

**Q Can Veterans' family members participate? Why not?**

**A** The Veterans online shopping benefit allows authorized Veterans access to the exchanges' online offerings. DoD's policy change to extend this benefit to honorably discharged Veterans did not extend access to their family members due to a determination that the costs associated with collecting and tracking these individuals in the database used for eligibility verification would be prohibitive.

**Q What happens to the profits that are generated from this initiative? How will the extra revenue be used?**

**A** Each exchange has a mission to support military Quality-of-Life programs through dividends generated. Consistent with each exchange's current dividend policy, Veterans online shopping benefit earnings will support military Quality-of-Life programs.

Beyond additional support for these important services, additional authorized shoppers enables the Exchange to have improved buying power to deliver better pricing and assortment for every member of the military community.

**Q How will Veterans be verified to enter the exchanges' websites? How can Veterans check whether they have access to the benefit?**

**A** The Defense Manpower Data Center is the sole source for verification data of authorized exchange shoppers. Veterans who are qualified to shop under the newly approved Veteran's online shopping benefit should visit VetVerify.org to be verified. The website VetVerify.org is being built to enable Veterans to check their authentication status before Veterans Day 2017. VetVerify.org will access DEERS records and inform Veterans if their records are complete and have the proper discharge status. In cases where a Veteran's information is incomplete, VetVerify.org will provide guidance. As soon as the VetVerify.org website is available, the Exchange will post information on our Facebook page and [ShopMyExchange.com/Veterans](http://ShopMyExchange.com/Veterans). X



# Exchange Working Groups, Working for Veteran Online Shopping Benefit Success

By Lisa Moak

Adding 13 million veteran shoppers to the Exchange customer base this coming November will be no small task. We need to ensure online and logistics are ready for the undertaking, plus we need the appropriate message to welcome and educate returning customers, some of whom have not shopped with the Exchange for years.

To ensure a successful launch of the Veteran's online shopping benefit, working groups have been developed to resolve problems and provide solutions to any challenges:

## The 10 working groups and their scope:

1. **eCommerce/Customer experience** – Review website modifications and call center capabilities needed to handle the extra customer demand from returning Veterans.
2. **Logistics** – Evaluate fulfillment and distribution capacities used to ship to new online shoppers.
3. **Human resources** - Train Associates to assist in serving a new customer base and providing contingency plans for seamless support with increased demand.
4. **Merchandising** - Review and implement planning, allocating and replenishment modifications to ensure adequate inventory. Enhance vendor performance management on current vendors along with on-boarding new vendors.
5. **Marketing** - Develop messaging and segment marketing strategy, with customer relations management functions and tailored communications tying into Soldier and Airman for Life Programs.
6. **Information technology** - Development of authentication website and performing shopping website updates along with ensuring all enterprise systems are prepared to deliver the required capabilities and forecasted demand.
7. **Business development/Business intelligences** - Work Authentication Process and Defense Manpower Data Center relations. Customer data analysis and modeling for decision making.
8. **Corporate communication** - Target communications to Veteran audience. Highlight benefits availability and advantages of using the online benefit primarily by social media posts. Help associates communicate the new benefit to their families and friends.
9. **Planning and partnerships** - Review and evaluate regulatory matters, update existing memorandum of understanding, association or agreement (MOA/MOU's) and draft new MOA/MOU's, as required.
10. **Credit** - Inspecting all credit vehicles and capitalizing on authentication data to reactivate prior MILITARY STAR cardholder accounts. Develop additional credit score cards and analyze card benefits to mitigate risk.

In upcoming Exchange Posts, these working groups will be described in depth and updates will be provided on progress. ✕

**“The Exchange’s success this Veterans Day lies with all of us. I’m sure our team is up to the task!”**

- Tom Shull, director /CEO Exchange



# Services, Food & Fuel Directorate — a Recipe for Success

By Lisa Moak



Strategies for growing Services, Food & Fuel businesses exceeded plans by \$29 million in 2016.

“A compelling mix of products, services, entertainment and food options along with fuel are being offered at Exchange locations to improve quality of life and positively impact the community – providing a sense of place that elevates the customer experience and cements our relevancy in today’s increasingly competitive retail arena,” said Services, Food & Fuel Directorate Senior Vice President Trini Saucedo.

Services and food sales were \$2 billion YTD December 2016, \$40 million ahead of last year, and \$51 million above plan. Net earnings for services, food, and fuel were \$362 million YTD December 2016, an increase of \$15M above plan.

Collectively, 115 new branded services and food concessions were

added in 2016. The pursuit of new business and growth with current business partners mean more than 100 openings are projected for 2017.

**“This is the Exchange’s commitment to healthier options for our service members so they are fit and mission-ready.”**

— Trini Saucedo, senior vice president of Services, Food & Fuel Directorate

## Recipe for Success

Providing food, healthy options and an exceptional customer experience have proved to be recipes for success for the food team. The Exchange opened or converted 67 new restaurants in 2016. The lineup for 2017 will include brands and choices that are food destinations for service members and their families

not only during the week, but also at night and on weekends.

## Supporting BE FIT initiatives

Initiatives for 2017 will include expanding existing brands, evaluating emerging trends and providing healthy food options. In support of the Department of Defense’s Healthy Army Communities and the Exchanges’ BE FIT initiatives, the Exchange opened 10 Boston Markets, seven Qdobas and a Freshens Fresh Food Studio in 2016. The second Freshens is due to open at Eglin AFB, Fla., this spring.

“This is in part a transition from the underperforming brands while aligning with popular national name brands,” Saucedo said, “More importantly, this is the Exchange’s commitment to healthier options for our service members so they are fit and mission ready.” X



The Exchange opened 10 Boston Markets in 2016.



Freshens brings more healthy options for service members.



Qdoba’s seven new locations offer healthy and popular choices for Soldiers and Airmen.



# Fort Riley Launches New Express Concept

By Lisa Moak



Wide aisles and a queuing system make the Big Red One Express unique and inviting.

Fort Riley's Big Red One Express is the pilot location for the reimagined Exchange convenience stores. The innovative format infuses new items, specialty beverages and hot-to-go foods into the assortment. A new queuing system at the registers gives customers multiple chances to pick up items on their way out.

Although it's too early to measure its success in numbers, customers have approved of the new food concepts, especially the J. Walken Chicken.

The Convenience Channel team collaborated closely with the Customer Experience and Central Region teams to retrofit the Express with the new concepts. The teams will evaluate and update as necessary to ensure designs and programs are successful

and scalable to smaller footprints.

"We will ensure they include the best of the best when it comes to assortments and that we create a quality customer experience," said Convenience Channel Division Vice President Sean Shaw.

Eric Sidman and his Customer Experience team blended the colors, textures and graphics to make the reimagined store inviting.

"When you enter the store, there are angled fixtures and displays that naturally lead customers through the middle of the store and, when it is time to check out, the queuing system navigates them past many enticing impulse items. The Class Six section of the store has new fixtures and is educational as well as inviting," Shaw said.

There are small changes, like a charging station where Soldiers can sit, eat, and charge their mobile devices. A Yeti drink station is situated perfectly to showcase this highly colorful array of cold treats instead of being lost on a counter with other beverages.

The Convenience Channel team is closely monitoring the results at Fort Riley, especially as troops return from Korea and Afghanistan. More than half the base has deployed since the decision was made to make Big Red One the first reimagined Express. About 4,000 troops are due back in April.

"We are confident that when troops return, they will be pleasantly surprised," Shaw said. X



Fresh food, made on site, by friendly associates will be welcomed by hungry troops.



The Yeti drink station is in a convenient location at the center of the Express.



Chicken and biscuits are already a popular treat with customers.

# Four Generations of Exchange ‘Family’ Members: Here’s What to Know About Them

By Steve Smith

Part of “Family Serving Family” means serving customers of all ages, generations with widely different shopping and work habits.

At a recent conference, Donald Cowin, main store manager at March ARB, Calif., and his staff learned valued information on cultural differences and how to better serve the Exchange’s diverse customer base.

Here are the types of customers the Exchange serves and a few tips Cowin and his staff learned about each:

## Traditionalists, born before 1945.

These customers have high expectations that center on being treated with respect. They grew up in a time where customer service was always top priority and expect our associates to live up to those standards.

Affected by the Great Depression, they live on cash and fixed budgets. They’re very loyal to the Exchange because they are military retirees.

They and their families are familiar with us, but they’re less familiar with technology.

## Baby Boomers, born 1946 to 1964.

Baby Boomers grew up in an era of economic growth and bounty. They’re more willing to pay full price, but, like traditionalists, are becoming bargain hunters.

They, too, expect great customer service, wanting to be top priority for when being assisted by an associate. Very loyal to the Exchange, but they’ll shop elsewhere for better bargains.



**March ARB, Calif.** – Associates pose after attending a training course in which they learned about how different generations of shoppers and coworkers think. From left, Ruby Rice, Stynia Johnson-Robinson, Donald Cowin, course leader Hayden Shaw, Zeb Campbell, Christine Hernandez, Socorro Linares and Rosie Martinez De Flores.

**“Understanding the wants and needs of each group is the first step toward exceptional customer service and living out Family Serving Family.”**

*–Donald Cowin,  
main store manager,  
March ARB, Calif.*

## Generation X’ers, born between 1965 and 1980.

The first generation to experience the tech boom of the early 1980’s, Generation X’ers willingly and more freely spend money, especially on brand names. But if we don’t have the items they desire or can’t get the merchandise to them quickly, they’ll look elsewhere. They’re also willing to spend more on family items than previous generations.

## Millennials, born between 1981 and 2001.

Impatient Millennials maintain very high expectations as to what

we should carry—and they want the items now. If we don’t have what they desire, they will go elsewhere without a second thought. Their Exchange loyalty is low because they know they can shop elsewhere.

## Thongs, flip-flops and slides

Cowin stated that understanding the wants and needs of each group is the first step toward exceptional customer service and living out “Family Serving Family.”

“We generally have a representative from each generation in our stores at all times, and each has been programmed with expectations that may not cross into other generations,” Cowin said. “A traditionalist may call a pair of sandals ‘thongs,’ while a Generation X’er may call them ‘flip-flops’ and a Millennial may say they’re ‘slides.’

“When you understand where they are coming from, how each generation views life, we can understand everyone better.” **X**



# SHARE YOUR STORY

Associates Share Their Stories of What Family Serving Family Means to Them

## Former Vietnamese Refugee Finds His Dream Job: Serving U.S. Troops

By Steve Smith

**MCCONNELL AFB, Kan.** – One of Nghi Le top goals he wanted to accomplish, when he landed on U.S. shores from his native Vietnam, was find a job that would serve the American military.

He was well familiar with American GIs, having served them in the post exchanges in Vietnam during the war from 1970-73.

“The American military tried to help my homeland and people,” said Le, who escaped from his native Vietnam via boat in the early 1980s after being imprisoned and tortured for a year in a Vietnamese prison with 58 others.

“I’ve always been grateful to them. When I was in Vietnam, I spoke with lots of GIs, and I knew they were good people.”

In 1998, Le’s wish to serve the American military came true when he became an Exchange cashier at McConnell AFB, Kan., where he still works today.

### Escaping Vietnam

In mid-1975, the last AAFES associates, thousands of Americans and some Vietnamese were airlifted by Marine choppers to safety before the fall of Saigon into the enemy’s hands. Unfortunately, Le, his wife and their three boys were among the thousands left behind, only to become part of the beleaguered “boat people” fleeing the country via sea.

The Vietnamese captured Le, but his family got away. Although enduring torture while in prison, Le never confessed to working for the Americans during the Vietnam War.

**“I was truly impressed with his dedication to find a better life for himself and his family.”**

*–Chief Master Sgt. Luis Reyes,  
Exchange senior enlisted advisor*

A year later, the Vietnamese released Le, who then successfully escaped the country via boat.

### Rescued at sea

Le doesn’t remember how long he and his fellow escapees drifted at sea. They were eventually rescued by ship and taken to Singapore, where he contacted his wife in the Philippines.

A brother sponsored Le’s trip to the U.S. in 1984, where Le received medical attention for injuries and health problems he suffered in Vietnam.

He now lives in Kansas with his wife, and five sons.

Exchange Chief Master Sgt. Luis Reyes recently presented the former Vietnamese refugee with a coin for Le’s exemplary work as cashier, his longevity as an Exchange associate and his devotion to serving the troops.

“I was truly impressed with his dedication to find a better life for himself and his family by overcoming



**McConnell AFB, Kan.** - Exchange Senior Enlisted Advisor Chief Master Sgt. Luis Reyes presents his coin to Cashier Nghi Le, who worked at a PX in Vietnam during the Vietnam War.

the dangers he experienced,” Reyes said. “Making it to America, especially as a refugee, is no easy task.” X

**FAMILY > SERVING < FAMILY**

You can find more Family Serving Family stories at [TheExchangePost.com](http://TheExchangePost.com).

### Share your story.

Email your Exchange Family Serving Family story to: [exchangeassoc@aafes.com](mailto:exchangeassoc@aafes.com)

# From Fort Riley With Love: Families Gather at Exchange To Send Love to Deployed Troops

By Julie Mitchell

FORT RILEY – With a wide grin and without an ounce of hesitation, first-grader Billy Sapp Jr. clutched an Uncle Sam hat prop and stepped up to the photo booth at the Fort Riley Exchange to send Valentine's Day wishes across the world to someone very special serving in Korea.

"I love you, Daddy" said Billy, blowing a kiss to his father, Staff Sgt. Billy Sapp Sr., who left Fort Riley for Korea in October—the last time he saw his wife and son. "Happy Valentine's Day!"

Billy and his mom, Sue, were the first in line at the Exchange's Sending Love to Your Love social media event. The two-day event was tailored to reach thousands of service members from Fort Riley who are serving in Korea, Afghanistan and Iraq. The first event, on Feb. 13, was timed to reach troops in Korea on Valentine's Day morning. The second event, on Feb. 14 focused on troops downrange.

"The Exchange is thrilled to be at Fort Riley to send love half a world away to all deployed troops," said EVP/Chief Operating Office Dave Nelson. "This is the first time the Exchange has planned a social media event to reach out to troops far from home. The Exchange has so much respect and appreciation for our customers, especially those serving overseas and downrange. With 8,000 deployed service members, Fort Riley was a natural choice to debut this type of event."

The Fort Riley community took photos, complete with whimsical



Military spouse, Lisa Nanton, right, receives encouragement at the photo booth from Exchange Social Media Analyst Lori Gillespy

patriotic and Valentine's Day props, to send love via an album shared on the Exchange Facebook page at [facebook.com/shopmyexchange](https://facebook.com/shopmyexchange). A Facebook Live video feed was streamed as well, so troops could see the outpouring of love in real time or play back the recording when it was convenient for them.

**"The Exchange is thrilled to be at Fort Riley to send love half a world away to all deployed troops,"**

— Dave Nelson, EVP/chief operating office

Families weren't the only ones sending well-wishes. Service members from Fort Riley sent shout-outs to their friends too.

"This event ties families to Soldiers who are deployed and gives them the ability to communicate with them and show them how much they love each other during holidays like Valentine's Day," said Sgt. Maj. Michael Udell.



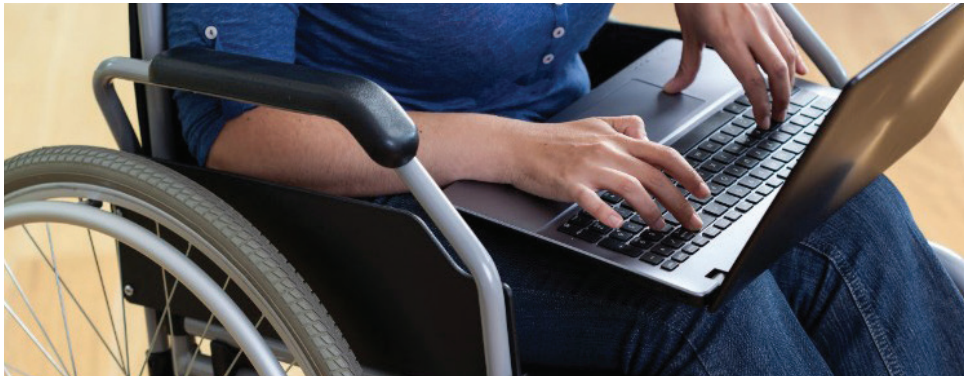
Military spouse Cyndi Gilbert sent love across the miles to her husband, Maj. Joe Gilbert, who's serving downrange.

For the Exchange, the social media event was another way to serve those who serve as the organization plans similar events at other installations.

"From Kansas to Kandahar, we are honored to take care of troops and their families. Serving is tough, hard and dangerous duty," Nelson said. "We consider it a privilege to go where they go and deliver a taste of home, wherever they are called to serve." X



## Hiring Tips for HRMs and Supervisors: Vocational Rehabilitation Contacts



Equal Employment Opportunity & Diversity and Inclusion (EEO/EDI) now provides a [Vocational Rehabilitation Contacts](#) portal link to assist you with your outreach and recruitment efforts for people with targeted disabilities (PWTDD). It is a federal mandate that our workforce must be comprised of 2 percent PWTDD. Thanks to you, the Exchange has met or exceeded this goal for nine consecutive years. Each month, EEO/EDI provides you with statistical data that keeps you abreast of your PWTDD accomplishments.

Vocational Rehabilitation Services centers provide customized services that can help fill open positions at your location with qualified job seekers with disabilities. They assess the workplace, help current associates become more aware of key disability issues and provide training and accommodation assistance. All this with no impact to your bottom line—it's free!

### Customized Services may include:

**Hiring & Retention Assistance**—Select from the most qualified job candidates who meet your business needs, and enhance employee retention and productivity:

- Job and career fairs
- Candidate screening, match-

ing and referral

- Training programs to prepare job candidates for employment with your business
- Follow-up to ensure the new associates has the accommodations and support needed to be productive and retain employment

**Disability Awareness & Education**—Learn about key disability employment issues in the workplace:

- Disability awareness training and presentations
- Business symposia and expos

**Worksite & Job Process Assessments**—Identify solutions to physical or other barriers that may limit your ability to recruit, hire, retain or accommodate an associate with a disability. Assess the:

- Physical worksite
- Workplace technology
- Interview process

The Exchange continues to be a preferred employer of PWTDD because of you and the outstanding partnership between the hiring managers and their HR professionals. ✕

## Exchange Honored at the 19th Annual LATINA Style Awards

The Exchange has been recognized by LATINA Style magazine as one of the country's 50 best companies for Latinas to work. LATINA Style picked the Exchange for the top 50 list out of 800 companies surveyed. The magazine celebrates achievements of Latinas and companies that provide opportunities for them to excel. The Exchange has been recognized by LATINA Style since 2008. ✕

**“I am honored to represent the Exchange at this important event!”**

– Trini Saucedo, senior vice president of Services, Food & Fuel Directorate



Trini Saucedo, senior vice president of the Services, Food & Fuel Directorate, accepted the award on behalf of the Exchange.

# Customer Service: These Associates Rock!

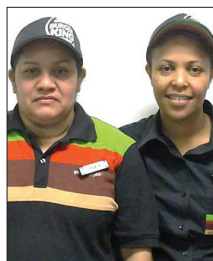
## Susi Pizzolato Overseas Region/ Vicenza, Italy

"She's always very kind and helps to resolve a situation for any change or orders."



## Hana Berry and Angela Flores Eastern Region/ Fort Belvoir, Va.

"You have two outstanding Burger King associates who worked hard and provide a very positive experience."



## Kris Zorn Central Region/ NAS Fort Worth JRB, Texas

"Kris exemplifies the high standards I have come to expect from my Exchange."



## Kristian Montoya Overseas Region/ Kadena AB, Japan

"Kristian is a terrific sales professional devoted to serving his customers' needs."



## Onroe Tetterton Western Region/ U.S. Air Force Academy, Colo.

"He sealed the deal. He is a customer-service ambassador."



## Jeanette Moss HQ Customer Contact Center

"Jeanette is willing to assist in any capacity in the Exchange Call Center. She strives for professionalism."



[See](#) their entire customer comments!



[Check out](#) who won Thanks Awards and celebrated anniversaries!



CHIEF OPERATING OFFICER

**COO**  
**DAVE NELSON**

## Recognizing the Front Lines: Calling Out Top Associates

"It's a great time to acknowledge those who keep outstanding customer service at the forefront. Your actions truly reflect 'Family Serving Family.'"

– Dave Nelson, chief operating officer

### EASTERN REGION

**Russell Smith,**  
Langley AFB  
main store

**Tire Lewis,**  
Fort Gordon  
Taco Bell

**Samantha Johnson,**  
Fort Drum  
Services

### CENTRAL REGION

**Lisa Brown,**  
Fort Sam Houston  
Military Clothing

**Annette Boncordo,**  
Offutt AFB  
Taco Bell

**Dennis Struttman,**  
Scott AFB  
Domino's

### WESTERN REGION

**Stephanie Johnson,**  
Travis AFB  
Veterans Home

**Taylor Kipp,**  
Hill AFB  
Taco Bell

**Becky Henry,**  
Fort Bliss  
Services

### OVERSEAS/PACIFIC

**Hui-chong Yu,**  
Camp Walker  
main store

**Kenji Nakasone,**  
Camp Foster  
Manchu Wok

**Kiesha, Amanda,  
Charlotte,**  
Camp Walker  
Starbucks

### OVERSEAS/EUROPE

**Horrace Dan Mullin,**  
RAF Mildenhall  
BXTRA

**Jack Watson,**  
RAF Lakenheath  
Taco Bell

**Besnik Haliti,**  
101 Global Solutions

[Read about them!](#)



## Getting to the Core of Success

gic priorities. These new objectives build on our already-established plan and provide an overarching direction for where we need to go. Execution is what gets us there.

If strategy is identifying what we need to do, execution is about making it happen. We are fortunate to have a game plan that encompass every facet of our business from financial results to associate well-being.

A disciplined and logical approach to getting things done is central to meeting our individual and collective goals. Every associate needs clear, measurable goals that support the organization's broader strategies.

We must track performance regularly to reward associates and have ongoing frank discussions about what is not working.

In the end, success depends on our ability to convert our plans to reality, and every one of us plays a part in this effort when we open our doors each morning.

No other organization can compare to the Exchange when it comes to taking care of service members and their families. Your passion for serving those who serve is a difference-maker.

We are great because of our people and your commitment to constant improvement. By focusing on our strategic priorities and developing our individual core competencies, we will exceed the expectations of our customers and co-workers.

As our Director/CEO Tom Shull so often says, our business and delivery of the benefit we provide is a team sport. ✕

## Super Bowl LI, A Personal Experience for LG's Deputy Director COL Fleming

By Philanda Morgan

When the NFL's New England Patriots staged their epic comeback in the second half of Super Bowl LI to defeat the Atlanta Falcons, few Patriots fans were more excited than Exchange associate COL Karen Fleming, deputy director, Logistics. Her son, no. 71, Cameron Fleming, is an offensive lineman for the winning Patriots.

The Patriots drafted Cameron out of Stanford University in 2014, where he majored in aeronautics and astronautics.

"I'm amazed at how well he's done in school, and then to go on to play in the NFL. It was something special to be selected to attend Stanford. You have to meet certain academic criteria, even as an athlete, to get in," Fleming said.

True football fans may remember the Patriots also won Super



COL Fleming celebrates the Patriots win with her son at Super Bowl LI.

Bowl XLIX— the year Cameron was drafted – and Fleming was there to witness her son's first Super Bowl victory.

"I never thought I'd go to one [Super Bowl], much less two. I'm quite proud," Fleming said. ✕

## Collaborating Through Coupons

By Philanda Morgan

When Dawn Colon notified store managers at Fort Bliss, Texas, that customers who present multiple coupons are perceived negatively by Exchange cashiers, General Manager Matthew Beatty took swift action.

Beatty contacted Colon the same day, and learned that she runs a 1,400-member Facebook group for military spouses and others to share money saving ideas through couponing, that's when he got an idea.

"I asked her if she would like to come and speak with me and the Fort Bliss main store team at our weekly promo meeting," Beatty said. Colon agreed, and the next day,

she and her friend, Nela Clayton, discussed the monetary benefits of coupons and their importance to military families. The two women shop at the Exchange because we allow stacking of Exchange and manufacturer coupons. ✕



Dawn Colon, left, GM Matthew Beatty, middle, and Nela Clayton, right.

# Loss Prevention's Caught ...Doing the Right Thing!

## Core Value: The Courage to Use Good Judgment

These associates are truly carrying out the Exchange core value “The courage to use good judgment” by ensuring they perform their jobs safely. They’re saving the Exchange hundreds of thousands of dollars in lost work time, workman’s comp expenses and other costs associated with injuries.



At Alaska’s Eielson AFB, Erica Camacho, left, was caught doing the right thing: using the proper Little Giant Step ladder to update shelf labels. At Fort Sill, Okla., Nancy Smith was also caught using an Exchange-authorized Little Giant Step ladder to stock merchandise on the top shelf.



At KMCC’s food court in Germany, Darlene Gideon and Klarissa Klein ham it up with “Caution Wet Floor” signs, but they know to ensure drinking stations have mats and the yellow caution signs to prevent slips and falls.



At RAF Mildenhall’s main store, manager Kathy Taylor conducts the daily electronic article surveillance (EAS) test. Taylor tries different types of tags at the entrances and exits with EAS alarms. EAS systems must be checked daily and the results logged.



## Before Getting These Procedures, Know What Your Insurance Will Pay

In many cities, 10 or more facilities offer the same common medical procedures and the quality of service varies little.

But there's a catch: getting a procedure at one facility could cost \$1,400, but the same procedure in the next ZIP code costs \$950.

If you go to the first one, expect to pay \$725 out of pocket, compared to \$320 if you chose the latter.

### What's all this about a 'maximum allowable amount?'

That's why learning about the "maximum allowable amount" is important before you schedule one of several common medical procedures.

Your health insurance will pay covered expenses only up to a maximum allowable amount, which vary by ZIP code. You'll pay anything over that.

### From cataracts to tonsils

To keep your out-of-pocket expenses as low as possible, call Aetna Member Services, 800-367-6276 before you pick a facility in which to have:

- Carpal tunnel release
- Cataract removal



### Your health insurance will pay covered expenses only up to a maximum allowable

- Colonoscopy
- CT scan with or without contrast
- Surgery to repair a hernia, called a "inguinal herniorrhaphy"
- MRI with or without contrast
- Removal of tonsils or appendix
- Upper endoscopy, where doctors examine the lining of your esophagus, stomach and some of your small intestine.

For more information go to [naf-healthplans.com/tools-and-resources/cost-caretools](http://naf-healthplans.com/tools-and-resources/cost-caretools). X

## 6 Ways to Reduce Healthcare Costs

Medical claims for the Exchange's health insurance plan topped \$211.8 million last year, a 3 percent jump over 2015.

The key drivers of the hike were treatment of high blood pressure, high cholesterol, heart failure, irregular heartbeats and diabetes.

Plus, we're spending the most money on drugs, such as metformin for diabetes, to treat those conditions and fight pain.

Here are six ways to control the Exchange's healthcare costs and your own:

1. Adopt a healthier lifestyle.
2. Use preventive services in your insurance plan, covered at 100 percent with no deductible.
3. Use urgent-care facilities rather than expensive emergency rooms—unless it's a real emergency.
4. Use the mail-order program or CVS for maintenance drugs you take regularly for high blood pressure and other conditions. You'll pay the same for 90 days worth of a medicine than for a 60-day supply.
5. Use generic drugs, which cost less than brand names and have the same quality.
6. Participate in Aetna's\* disease management program, if applicable.

\*Aetna is the third-party administrator for the Department of Defense Nonappropriated Fund Health Benefits Program. X

## Retirees: Get 24/7 Access to Pension Info

Retirees have online access to pension information 24 hours a day, seven days a week. Just go to [aafesretirement.mypenpay.com](http://aafesretirement.mypenpay.com).

### Once you have signed in, you can:

- **Change:** address, direct deposit bank information, tax withholding
- **View:** 18 months of state-

ments and tax forms from current and prior year

- **Request:** stop payments and reissue outstanding checks

Need help with your username or password? Call State Street's pension administration office, 877-247-2769 or for international, 904-791-2246. X

## TRANSFERS

**Frederick Hill** – store manager (BR), Thule AB, to store manager (BR/Gas), Fort Benning

**Vikki Scott** – field accountant II, HQ, to business analyst I, HQ

**Tina Spears** – store manager (BR), Fort McCoy, to sales area manager, Fort Polk

## IN MEMORY

**Martha Arellano**, 64, died Dec. 10 in El Paso, Texas. The OEF-OIF services business manager retired in 2011.

**Arthur Bagby**, 76, died Sept. 20 in Bluff Dale, Texas. The Exchange operation support center chief retired in 1993.

**J.A. Blansfield**, 84, died Jan. 9 in Conrad, Mont. The Exchange accounting technician retired in 1991.

**Betty Brewer**, 83, died Dec. 11 in Kilgore, Texas. The HQ office machine operator retired in 1995.

**Marty Castillo**, 72, died Nov. 20 in McDonough, Ga. The Dobbins AFB safety and security assistant retired in 2000.

**Constantino Cedeno**, 96, died Aug. 4 in Los Antos, Panama. The Exchange warehouse worker retired in 1979.

**Gloria Cornelius**, 81, died Dec. 8 in Graham, Wash. The JB Lewis-McChord operations assistant retired in 1995.

**Jeanette Davis**, 86, died Dec. 28 in Odessa, Fla. The Schofield Barracks food activity foreman retired in 1993.

**Jennette Dooley**, 60, died Dec. 12 in Forest Park, Ga. The Atlanta DC logistics assistant retired in 2009.

**Doris Embry**, 87, died Jan. 4 in Yucaipa, Calif. The March ARB cashier retired in 1992.

**Susan French**, 88, died Sept. 18 in Stockton, Calif. The Fort Benning operations clerk retired in 1983.

**Ingeborg Frew**, 91, died Jan. 3 in Burke, Va. The Exchange associate buyer retired in 1989.

**James Gildea**, 84, died Jan. 17 in Bensalem, Pa. The Giessen DC associate retired in 1993.

# Former SVP Passes Away



James K. Winters, a former senior vice president at the Exchange, died Jan. 3 in Carlisle, Pa. He was 68.

He retired in 2003, winding up a 35-year Exchange career as senior vice president of the Western Region. He held various positions during his career, including senior vice president of the HR Directorate, Southeast Region, Main Stores Strategic Business Group; and as field manager around the world.

His memorial service was held Jan. 21 at St. Patrick's Catholic Church in Carlisle.

**Staples Goode**, 74, died Jan. 18 in Las Vegas, Nev. He was a warehouse worker at Nellis AFB.

**Robert Friego**, 90, died Dec. 18 in Albuquerque, N.M. The Kirtland AFB sales associate retired in 1982.

**Teruko Griffin**, 90, died Dec. 14 in Hinesville, Ga. The Fort Stewart food service worker retired in 1987.

**Anne Grigis**, 93, died Dec. 24 in Plano, Texas. The HQ branch secretary retired in 1985.

**Louise Hargis**, 94, died Jan. 10 in Columbia, S.C. The Fort Jackson customer services rep retired in 1990.

**Caroline Hensley**, 28, died Jan. 13 in Waxahachie, Texas. She worked in HQ's Customer Contact Center.

**Francisco Hernandez**, 90, died Jan. 7 in Puyallup, Wash. The JB Lewis-McChord vending machine attendant retired in 1992.

**Norry Hersey**, 92, died Jan. 6 in Gulf Breeze, Fla. The HQ associate retired in 1980.

**Tiffany Hogan**, 23, died Nov. 28 in Cabot, Ark. She was a food service worker at Little Rock AFB.

**James Holloway**, 89, died Dec. 9 in Grand Prairie, Texas. The HQ associate retired in 1979.

**Glenn Ino**, 94, died Dec. 1 in Gold River, Calif. The HQ associate retired in 1978.

**Joel Inocencio**, 72, died Jan. 5 in San Antonio, Texas. The Fort Sam Houston warehouse foreman retired in 2000.

**Hazel Jones**, 91, died Sept. 18 in Fayetteville, N.C. The Fort Bragg cook retired in 1983.

**Dick Kamiya**, 91, died Dec. 3 in Pleasant Hill, Calif. The Golden Gate Region finance & accounting associate retired in 1983.

**Akio Kühlenbeck**, 91, died Jan. 9 in Charleston, S.C. The Chanute AFB cook retired in 1984.

**Rosalie LaFleur**, 88, died Nov. 8 in Beaverton, Ore. The Exchange merchandise support associate and senior manager retired in 1986.

**Glenda Lane**, 72, died Nov. 11 in Vacaville, Calif. The Travis AFB store associate retired in 1997.

**Mary Langdon**, 80, died Dec. 14 in Valley Ford, Calif. The Exchange branch secretary retired in 1984.

**Lorene Lightfoot**, 86, died Dec. 17 in Colorado Springs, Colo. The Fort Carson Military Clothing Store manager retired in 1995.

**Mary Jane McMunn**, 98, died Dec. 13 in Mayfield Heights, Ohio. The Wright-Patterson AFB department supervisor retired in 1984.

**Benjamin Montez**, 85, died Nov. 20 in Union City, Calif. The Oakland DC warehouse associate retired in 1995.

**Lydwina Murphy**, 87, died Dec. 3 in Browns Mills, N.J. The JB McGuire-Dix food service worker retired in 2000.

**Stanley Nakasone**, 79, died Dec. 12 in Wahiawa, Hawaii. The Hawaii Area air-conditioning equipment mechanic retired in 1982.

**Beatrice Ng**, 91, died Nov. 25 in Honolulu, Hawaii. The Exchange accounting technician retired in 1987.



**Ruby Orvin**, 90, died Oct. 29 in Athens, Ala. The Maxwell AFB cashier-checker leader retired in 1983.

**Linda Perry**, 79, died Dec. 7 in Phoenix, Ariz. The Luke AFB HR manager retired in 1996.

**Dorothy Ramus**, 60, died Dec. 20 in Fort Montgomery, N.Y. The U.S. Military Academy operations manager retired in 2003.

**Agnes Randolph**, 102, died Dec. 15 in Alexandria, Va. The Exchange accounting technician retired in 1980.

**Frederick Richards**, 80, died Dec. 19 in Dallas, Texas. The HQ EDP librarian retired in 2002.

**Albert Rollin**, 57, died Dec. 19 in Tampa, Fla. The West Coast DC facility manager retired in 2013.

**Carroll Seibert**, 85, died Nov. 10 in Giessen, Germany. The Giessen DC forklift operator retired in 2005.

**Joseph Serafin**, 100, died Oct. 28 in New Hyde Park, N.Y. The Exchange associate retired in 1973.

**Emma Shoaf**, 88, died Nov. 13 in Colorado Springs, Colo. The U.S. Air Force Academy services/vending supervisor retired in 1985.

**Hope Steele**, 83, died Dec. 3 in Prestonsburg, Ky. The Hill AFB supervisory cashier retired in 1992.

**Tommy Vithoulikas**, 89, died Sept. 22 in Greece, The Exchange cashier-checker retired in 1989.

**Edward Walker**, 61, died Nov. 29 in Newport News, Va. The Dan Daniel DC motor-vehicle operator retired in 2004.

**Ilse Walters**, 88, died Nov. 11 in Tacoma, Wash. The JB Lewis-McChord store associate retired in 2003.

**Felicia Wilson**, 78, died Nov. 26 in Brooklyn, N.Y. The Presidio of San Francisco sales associate retired in 1992.

**James Winters**, 68, died Jan. 3 in Carlisle, Pa. The Western Region senior vice president retired in 2003.

**Bessie Wolff**, 96, died Dec. 6 in Bernalillo, N.M. The Fort Sam Houston associate retired in 1974.

## RETIREMENTS

**Judy Barth**, Fort Belvoir, 38 years

**Julie Berry**, Offutt AFB, 12 years

**Joe Casey**, HQ, 6 years

**Pamela Cher**, HQ, 6 years

**Broderick Coleman**, HQ, 30 years

**Maria Crisostomo**, Andersen AFB, 24 years

**Denise Hendry**, Fort Hood, 21 years

**Rex McDermott**, Ramstein AB/Baumholder, 26 years

**Jovita Miller**, JB Andrews, 20 years

**Cynthia Muhr**, HQ, 24 years

**Charles Raulerson**, Ramstein AB/Baumholder, 26 years

**Virginia, Rivera**, West Coast DC, 15 years

**Margery Shiflette**, Dan Daniel DC, 16 years

**Mary Lou Sims**, Barksdale AFB, 23 years

**James Webb**, HQ, 9 years

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Manager

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Editor

**Steve Smith**  
Assistant Editor

## Branded Apparel, Gifts and Accessories for Exchange Associates and Retirees

**This could be you, sporting the Exchange brand!**

These items can be purchased with your personal credit card and delivered to your home from our vendor, American Eagle Imagewear, Inc.

[aafesbrand.com](http://aafesbrand.com)



**Associate attire program for retail associates remains unchanged.** The availability of these logo items for associates to order ([aafesbrand.com](http://aafesbrand.com)) does not change the official Exchange associate attire program for retail associates outlined in [EOP 40-11, Chapter 11](#). If you have questions about your work attire, ask your supervisor.

# Get to know the mission and unique customers at Beale AFB

## Beale AFB "Home to the Air Force's 9th Reconnaissance Wing"

Named in honor of Edward Fitzgerald Beale, a Navy Lieutenant and brigadier general in the California Militia who was an explorer and frontiersman.



During World War II, Camp Beale was an Army training base.

In 1945, Cpt. Della H. Raney, the first African-American U.S. Army nurse arrived and became head of the nursing staff at the Beale hospital.

[Learn](#) how the Exchange supports Beale AFB.



Beale AFB was home to the SR-71 reconnaissance aircraft.

The SR-71 cruised at three times the speed of sound and holds world records for:

1. Los Angeles to D.C. - 1hr 4m (avg. speed 2,144 mph)
2. Sustained Altitude (85,000 feet)



Today, Beale AFB is home to the U-2 (flying) and the Global Hawk unmanned aerial vehicle (ground).

The 9th Reconnaissance Wing's most notable intelligence operation took place during Operation Desert Storm. The wing flew more than 800 missions in the largest U-2 deployment ever.

## Krispy Kreme Honey Buns Come to Gruenstadt Bakery

Krispy Kreme honey buns started rolling off the line at the bakery in Gruenstadt Germany, on Feb 21. The new treats will be shipped to Exchanges and commissaries in Europe for Soldiers, Airmen and their families overseas.



## Photos From the Field on Flickr





# Calling All Military Brats: What's Your Story?

April is the Month of the Military Child. If you are a military brat, share your story, photos and memories to be featured in the Exchange Post and other communication channels.

**‘I am the son of a Soldier, and my wife is a Soldier’s daughter. My family, like so many of yours, understands the joys and challenges of being a military child, especially overseas.’**

*—Tom Shull, director/CEO, Exchange*

These associates were featured in the April 2016 military dependent edition. Send your photo and story to [ExchangeAssoc@aafes.com](mailto:ExchangeAssoc@aafes.com) by March 15, 2017.



**Stanford Hurley,**  
Senior Store Associate  
KMCC main store



**Courtney Aaron,**  
Senior Store Associate  
JB Myer HH Military Clothing



**Terry Thompson,**  
Restaurant Manager  
Fort Campbell, Popeyes