

Chief Operating Officer Dave Nelson Recognizes the Front Lines

"Congratulations, standouts! As we continue through the summer months, customers will be coming in more often during the hectic PCS season. They want to see a friendly face and these associates have provided just that. You exemplify what we strive for every day and our most valued customers noticed. Thank you for all you doing taking care of our military service members and their families."

--Dave Nelson

PACIFIC REGION

"Misaki, Ataru and Yu, well done! We are proud of your accomplishments and desire to stand out. Thank you for going the extra mile to provide amazing experiences for our customers."

Yu Ikehara

CAMP FOSTER MAIN STORE

Yu embodies of our CORE values. As supervisor for the jewelry and cosmetics departments, she understands how important it is to take care of our customers. Yu decided to have a Fossil Smart watch and jewelry cleaning demo. She searched You Tube to learn how to set up the watch and clean the jewelry, not just put it in the cleaner. Her idea gave customers an opportunity to test the watch and learn the importance of cleaning their jewelry. By doing this, she informed customers how crucial it is to protect your purchases with an Exchange Protection Plan for jewelry. Jewelry EPP sales YTD are 13.4% above last year.

Misaki Shirai

MISAWA AB DUNKIN DONUT/BASKIN ROBBINS

Misaki Shirai has been with Misawa food team for 20 years. Her knowledge and strength in food is exceptional. She's focused, self-motivated and has supported not only her 2 concepts but Pizza Hut managers when they are short-staffed. While supporting Pizza Hut, the DOP has increased to 21.9% vs AFP. Misaki has also motivated her associates to continue to accumulate positive results in 2017. Her DOP for Dunkin Donuts is up 39.8% vs LY. She's a great team player and leader. Thanks for being an asset to Dunkin Donuts, Baskin Robbins, Pizza

Ataru Yoshiura

JAPAN DC

Ataru Yoshiura leads by example, taking on tasks outside of his normal scope of work without hesitation. Self-motivated, he learned and drilled into the DC's financials to better understand and identify opportunities for improvement and shared the information with the entire JDC team. His leadership and managerial skills have allowed him to enhance his knowledge, while ensuring his team is informed and engaged. Mr. Yoshiura and the team work vigorously supporting the Exchange and taking care of our customers. Ataru and his team are family serving family.

Hut and the Exchange.

EUROPE REGION

"Daniel, Jessa and Ronnie are epitomes of what customer service is all about overseas! We are proud to serve with our teammates!"

Daniel Czichran

HOHENFELS RETAIL STORE

On two-days' notice, the Hohenfels retail store had a unit request to set up a small troop store at FOB West in Hohenfels to support Combined Resolve VIII. Daniel was key in making this a success for our visiting Soldiers. He pulled the merchandise for the temporary facility, created a database for sales and inventory control, and helped run the store. Total sales were \$14,887, DOP was \$7,286. Customer comment: "Thanks from 4ID; A special thanks from 4ID for the FOB West Exchange support, made a big morale impact." Daniel also runs our customer request program for Hohenfels. In the past year, he has insured that 1,013 customer-service requests have been sourced and fulfilled, making customers happy and creating loyalty with our community while helping our store grow sales by \$264,643.

Jessa Sy

AVIANO AB

REEL TIME THEATER

Jessa is a dedicated theater supervisor who goes above and beyond in achieving and supporting post events, going the extra mile in all she does, striving to create excitement and taking advantage of every opportunity that comes her way. Jessa's consistent efforts and positive outlook have reflected in positive results. Theater sales increased 13.6% above AFP and DOR 57.6% above AFP. All tasks are executed with commitment to the highest possible standard. An excellent example of "Family Serving Family."

Ronnie Holmes

PANZER BARRACKS GARAGE

Ronnie provides extraordinary service to our customers at the Panzer garage and constantly receives thank you messages and positive customer comments. He often helps customers out in tight spots, whether the car needs quick attention so the kids can get picked up for school, the vacation does not have to get cancelled, a vehicle does not have to be registered non-operational temporarily while waiting for an appointment, and the list goes on. Ron has more than once given customers a ride home or to the car rental office when their car could not be driven. Ron is clearly customer orientated and a key member of the automotive team.

EASTERN REGION

"Thank you Laurie, Patrick, and Pam for making a difference and Driving for Results! We are very proud to have you on our team in ER! You give the best of you to our operations and truly make yourselves a valuable part of your Exchange. Thank you for your professionalism and determination to be the best"

Laurie Pollard

MOON TOWNSHIP TROOP STORE

Laurie is known for her bubbly personality. Because of her exceptional knowledge and customer service standard, she has 180 approved MILITARY STAR card applications YTD for 2017. Laurie now refers to herself as the "STAR Card Champion of the North East." She challenges her

Patrick Smith

FORT GORDON TACO BELL

Patrick has only been our Taco Bell manager since January, but his drive and engagement in the operation is showing already great results. Patrick has his team focused on delivering exceptional customer service

Pam Dyke

FORT BRAGG SERVICES

Pam is being recognized for her great talent of designing new marketing elements on Fort Bragg. This past week, she was recognized by HQ for the recruitment kit, an On The Spot Interview Poster, she designed for our local HR office and now it is on VMAG website for all visual

teammates to “Bring It on.” Her challenge has sparked many associates to step it up a notch. Besides the financial benefits impacting the bottom line with the facility receiving \$100.00 for each approved application, she is also pushing the e-commerce benefits of the card. Customers love the energy that Laurie brings to them. She takes the extra time to listen to their needs and wants. Working in a location with a limited stock assortment has challenges, but this doesn’t stop Laurie from making sure the customers know if they want it, she can get it via the shuttle program or from ShopMyExchange.com. Laurie truly loves her job and her customers, making each one feel like a family member. Laurie is deserving of this honor, and we are honored she serves with us!

while upholding brand standards. During his first inspection, Patrick and his team scored an outstanding 97.9%! His focus is also showing in his operational results: YTD Sales are up by 7.21% with a GP above BM. PC has been reduced by 19.55% which lead to a DOP (before depreciation) of \$55,998 or 26.63%. This is an increase of 24.15% over LY. Patrick’s operation is also exceeding the AFP: He’s beating sales by 12.5% and DOP by 148% YTD.

merchandisers to download and use for their recruitment. This is just one of many locally made designs that makes Fort Bragg stand out in the region due to Pam. Her creativity is inspiring to my team and her marketing efforts are being noticed by all.

CENTRAL REGION

“Paul, Olga and Karen are outstanding associates! They are awesome team players, passionate about what they do and truly exemplify Family Serving Family! We are honored to have them on our team and thank them for representing Central Region.”

Paul Barnes

MAXWELL AFB EXPRESS

As the inventory control associate, Mr. Barnes has been instrumental in growing retail sales at the Maxwell Express, up 33.6% over LY. Paul’s focus on operational excellence is demonstrated in retail sales continuing to increase over last year and, through Paul’s diligence, our supply expenses are below last year by 22.09%. He has incorporated the Express into Facebook and Instagram, posting pictures, videos, new products, manager specials and our monthly Express specials to help drive sales. Customers

Olga Rivera

FORT SAM HOUSTON

ANTHONY’S

Olga always displays a can-do attitude with an enormous amount of energy. She has also achieved the number one MILITARY STAR penetration rate in the food court for months. Olga is always eager to push the MILITARY STAR card and talks to customers with great passion. Moreover, she ends every transaction with “See you tomorrow!” While the standard

Karen Mattox

OFFUTT AFB

VISTA OPTICAL

Karen Mattox is store manager at Vista Optical and is 100% dedicated to service our customers. She led her team to grow sales 28% compared to LY, and above 3% YTD. She is consistently searching for new and creative ways to grow the business. Her team participated in the Omaha Diaper Drive with free gift-wrapping with sunglass purchases. She also collaborated with the project manager of our new StratCom facility to provide information

make special trips to the store for items they see in the social media posts. Paul is an energetic employee whose number one goal is customer service. He is always the first person to work and goes above and beyond on a daily basis to make the best experience possible for our customers. Paul takes tremendous pride in his work and is an outstanding role model and mentor for his fellow co-workers.

for food MILITARY STAR penetration is around 7%, Olga averages between 10%-11%. For May, she was at 9.70%!

on different safety glasses available at her store. You can see the pride Karen takes in her store and her team.

WESTERN REGION

"Thank you Imelda, Rebecca, and Veronica for reminding us how important the simple things are as true ambassadors of the "Art of Customer Service" Your interaction with customers on a daily basis create an environment worthy of emulation throughout the Exchange. Thank you for what you do in taking care of the most important customers in the world."

Rebecca Wyatt

MOUNTAIN HOME AFB MAIN STORE

Associate Rebecca Wyatt has been an outstanding asset to the firearms counter and our sales. She is great at providing exceptional customer service to every shopper, while taking time to explain the details to shoppers on the benefits of the MILITARY STAR card. She managed to win over shoppers who swore they'd never use anything except their debit cards. This has helped her gain a 21.41% YTD MILITARY STAR penetration rate. In April we sold 56 firearms with 31 credited to Rebecca. Her winning personality has gained us customers, especially repeat customers and first-time purchasers. She makes people feel at ease and frequently gets compliments on her knowledge and teaching ability. Her skills at the cash register are top notch, and she's mastered the Fish & Game computer. These skills help keep the firearms

Veronica

Cervantes

FORT BLISS

EBCC STARBUCKS

Barista Veronica Cervantes provides outstanding customer service to customers of the EBCC Starbucks. She always has a smile and her cheery disposition brightens the day of all people who come in contact with her. She not only knows the names of all her regular customers, but also knows their drinks and special orders and suggests new drinks and pastries for them to enjoy during their visit. When Veronica recently went on leave, a regular Starbucks customer came and asked me, "Please don't tell me that Veronica quit." I replied to him not to worry, she was just on leave. He commented that was

Imelda Rodarte

FT IRWIN DENTAL CLINIC

Imelda Rodarte is a Registered Dental Assistant for Ft. Irwin's Family Dental Clinic. Ms. Rodarte went above and beyond when she helped watch and soothe a patient's child until their procedure was complete. The patient was so happy with her positive experience at the Family Dental Clinic that she posted on social media about her excellent care. Ms. Rodarte is a true asset to the Exchange Family and exemplifies our vision statement of providing extraordinary customer experiences. *The Social media comment reads as follows: "A Shout out to the family dental clinic at Ft. Irwin. One sweet lady who worked there took the time to walk my 7 month old around the clinic in her stroller to keep her from crying while I had my procedure and until she fell asleep."*

department in #1 place. Her passion is contagious and customers continue to seek her out at the firearms counter.

a relief. Due in part to Veronica's efforts, the EBCC Starbucks has increased sales during the past two years couple of years compared to AFP and PY. The EBCC Starbucks is 50% above the AFP's sales and 15% above PY sales YTD. Congratulations, Veronica, for all you do to serve the best customers in the world."

She was so nice. The whole staff was".