



Your focus on the customer experience has never been as important as it is today in this highly competitive retail environment. Through your actions, you are creating customer loyalty and demonstrating our appreciation for their service to our country. Thank you for standing tall as you serve the best customers in the world.

--Dave Nelson, Exchange chief operating officer

PACIFIC REGION

"Roland, Mr. Choe and Christy have taken customer service to the next level. Each of you understands the importance of growing MILITARY STAR, sales and earnings, and you've pushed the envelope setting yourselves apart for this special recognition. We are extremely proud of your accomplishments."

Otto Roland McGregor

MISAWA AB FURNITURE STORE

Army Veteran and retired U.S. Navy chief Otto Roland McGregor has done a superior job as senior sales associate at the Misawa Exchange Furniture Store. Otto's efforts of communicating the benefits of the MILITARY STAR card to all our customers every time, contributed to the highest MILITARY STAR penetration rate YTD in the Japan/Okinawa area of 34.67%, exceeding our penetration goal of 25.05%. Otto ranks second as an associate with 24 MILITARY STAR approvals YTD just behind the top associate of 27 approvals. Otto relates to his vast military experience. We are extremely fortunate to have Otto in our AAFES family.

Chae-u Choe

OSAN AB ARBY'S

Osan Arby's Manager Mr. Choe is leading the pack with outstanding results in sales, earnings and MILITARY STAR penetration. His sales are 11.4% over FP, earnings are 95.2% over FP, and penetration is 11.2% and tops worldwide. His outstanding leadership and efforts take Osan Arby's to another level, and it pushes other concepts to build business trends between brands. He is by far one of the most self-motivated and determined managers in his Exchange.

Christy Abad

ANDERSEN AFB DOCOMO PACIFIC

With a Hafa Adai spirit, Christy has been very instrumental in growing MILITARY STAR sales. She has trained her staff to ask every customer about using the MILITARY STAR card for new cell phone services, accessories and payments. Christy's efforts have resulted in DoCoMo Pacific having the highest MILITARY STAR sales and percentage at \$109,484 and 15% among all Andersen concessions.

Editor's Note: Docomo Pacific is a Japanese-based telecommunications provider.

EUROPE REGION

*"The Europe Region is honored to have dedicated and compassionate teammates like **Lucia, Ashley and Sascha**, who demonstrate exemplary customer service every day! We are proud they represent the Europe Region!"*

Lucia Rotter

AVIANO AB MAIN STORE

Lucia is a role model to co-workers due to her sense of urgency to complete tasks and serve customers. Her attitude towards work is outstanding and she always wants to contribute more and help her colleagues. When serving customers, Lucia goes the extra mile and checks every avenue to offer the item customers are looking for, such as the shuttle service or our web site, [ShopMyExchange.com](https://www.shopmyexchange.com). Lucia is an asset to the Aviano team and well deserving of this recognition.

Ashley Jagroop

RAF LAKENHEATH BURGER KING

Ashley Jagroop has been a silent unsung hero working in the Lakenheath Burger King kitchen. Her dedication and ability to adapt to different situations has helped to provide quality customer service, while delivering hot and fresh food to our customers. Ashley's kitchen expertise helped Lakenheath BK maintain our drive-thru speed of service goal below 2:45 minutes for the past five months while increasing drive-thru sales percentage to 57%.

Dragoslav Kijanovic

KMCC CONCESSIONAIRE

Dragoslav Kijanovic, also known as "Sascha," has been working as a concessionaire with the Exchange for more than 25 years. He started at the Vogelweh and Ramstein Exchanges in 1991. Sascha's artistic talent—using chalk to draw personalized portraits have become more popular and well received with our community. His special talent has gone around the world and has left many lasting memories, smiles and emotions with our Exchange family. We are extremely thankful and honored to have someone as dedicated, caring and extraordinary like Sascha as a member on our Exchange services team. We thank Sascha from the bottoms of our hearts!

EASTERN REGION

*"Eastern Region is always so proud to show off our associates, and we want to congratulate **Wendy, Sofia and Jason** for being our "call out" associates of the month! Thank you so much for what you not only do for your Exchange every day, but most importantly what you do for our great customers every day!"*

Wendy Romero

SOTO CANO AB, HONDURAS

Wendy is a Honduras national employee and one of the Exchange's most dedicated associates. She recently put her personal comforts and family life on hold to deploy to Belize in support of the annual U.S. Army South's Beyond the Horizon exercise. Wendy and her co-worker, Soto, provided basic goods and excellent customer service to more than 1,800 Soldiers, Airmen and Marines while generated \$101,420 in sales, a 39% increase over the 2016 mission. Wendy and Soto provided extraordinary support to the service members during the extended mission. Both received special recognition and certificates of appreciations from Brig. Gen. Alberto Rosende, U.S. ARMY Reserve Commander and his deputy commander. Wendy has directly contributed to accomplishing the mission of Exchange and honorably lived the organization's core values and motto, "We go where you go." The extraordinary customer service, respect, courage and self-sacrifice demonstrated by Wendy had exemplified her personal commitment to serving those who serve.

Sofia D'oyley

SHAW AFB BURGER KING

Sofia has been with the Shaw AFB Burger King and Subway for 15 years. Sofia crossed-trained to a higher volume facility where she exceeds the best of the best standards during her day-to-day operations. For the first quarter, Sofia took excessive financial charges of the facility and turned the negatives into positive numbers. She has come up with ideas and plans to help her and her associates be very competitive with MILITARY STAR penetration rate, which has increased from 7.59% to 9.69%. Her team, led by Sofia, are showing a positive sales increase of 2.63% over last year. She has decreased personnel cost from 43.35% to 36.45% over last year. Her GP is 73.47% which is above the region benchmark of 68%, DOR YTD is in double digits, a 11.88% increase. Also, Sofia and her team are 100% ServSafe certified. Sofia continues to set her standards high and is an asset to Shaw AFB's Burger King and food court.

Jason Cook

ROBINS AFB/MOODY AFB EXCHANGE

Jason is the visual merchandiser for all Robins and Moody facilities. His expertise and professionalism is noted by all managers and workers. Jason consistently goes above and beyond to ensure standards are executed. He recently conducted one-on-one training with associates and showed them how to correctly print signs and batches in web design. Jason has become an administrator to our local Facebook page, where he actively promotes Exchange happenings. Jason also created a QR code that allows customers to go to our Facebook page and read more about what is going on. Jason's forward thinking and ability to meet customers' needs has greatly benefited the Exchange.

CENTRAL REGION

“Michael, Lauren, Magaly and Kalei represent the outstanding associates we have all across the Central Region. These four associates know what it takes to be great team members and truly exemplify family serving family. Their dedication, loyalty and great passion for their work and what they do daily make us proud of them and their selections to represent the Central Region. Thank you!”

Michael Burdine

KEESLER AFB MAIN STORE

Mike is stockroom foreman responsible for operations of the stockers and receivers at Keesler main store. In June, the main store received 9,206 cases of merchandise from the Waco DC. Mike was responsible for unloading the trucks, sorting the merchandise and ensuring the stocking was completed prior to the 9 a.m. store opening. More than \$1 million of merchandise was received from the DC, and without Mike’s oversight, the main store could not have achieved \$2 million in sales for June. Mike is the “Go to Guy” at Keesler. He organizes and tracks the extra fixtures and displays necessary to keep the store within standards. Mike is the premier gondola builder, forklift driver, furniture mover, cart collector, custodial worker and finder of lost or misplaced merchandise and fixtures at the Keesler main store. Mike is the first one to volunteer to help the other facilities on Keesler.

Lauren Burgan

MINOT AFB BURGER KING

Lauren has only been working at Burger King for three months, but she has stepped up and learned all of BK standards. During her shifts, she always goes above and beyond on helping customers, our BK team, managers and overall operation. Lauren asks every customer to complete surveys to get the proper feedback. During her shifts, she takes charge of her area and more, always giving 110% to complete all tasks and willing to take on more. She is a great asset to the Exchange and Minot’s Burger King team. She is always eager to learn more about the Exchange and Burger King. Dedication, determination and pride are three words to describe Lauren. She is a “keeper” for our Minot Burger King team.

Magaly Colon &

Kalei San Nicolas

BARKSDALE AFB SERVICES

Barksdale AFB’s Services was invited to attend the North Louisiana Matchmaker and Training Conference to meet with more than 100 small-business owners about opportunities with The Exchange. Magaly spoke on a panel explaining the supplier diversity program, long/short-term contracting, and how to do business with the Exchange. Nearly all 100 participants spoke individually with Magaly and Kalei, who handed out source list applications and Exchange information. They had nine prospective new vendors before the day was out. From this conference, the team has already received approval to negotiate with iShuttle to provide services around the base to customers.

WESTERN REGION

"Jason, Adrian and Cindy, you live out our mission of family serving family and your commitment to exceptional customer service is evident by the way you interact with your community. Thanks for all you do daily to serve our customers."

Jason Watson

TRAVIS AFB CLASS SIX

Jason has been an essential part of our team since joining last December 2016. He's learned his job duties and how it contributes to the larger organizational mission quickly and effectively, which was not an easy task coming onboard in the middle of the fast-paced holiday shopping season. As a father and a husband to a deployed Air Force service member, Jason truly exhibits Family Serving Family and importance of what we do as an organization. He is dependable and often volunteers to stay late. Jason's efforts to promote MILITARY STAR card penetration contributed to the Travis Class Six's achieving an overall penetration rate of 13.34%, the highest among Class Six worldwide. Jason had the highest penetration rate of 12.01% for March among all his peers. Jason stepped up to answer the call when asked to become a temporary shift manager to assist his facility in operational needs. With further guidance and conditioning, Jason can be a valuable asset to the overall organization. Thank you, Mr. Jason Watson, for all that you do and exemplifying Family Serving Family.

Adrian Lewis

EIELSON AFB FOOD COURT

Adrian is a very productive, dependable dining room attendant in the food court. Adrian goes above and beyond to help customers and co-workers. When the food court is short-handed, he maintains the dining room and pitches in at Burger King and Charley's. His fellow associates are very happy with his work ethic and dedication to helping them out even though it is not his primary job. Adrian has expanded his knowledge by learning BK and Charley's basic procedures to help ensure customers have great experiences. When products are delivered, he off-loads and stores the products properly. He ensures to follow Exchange policies and procedures for food makes sure to inform managers of discrepancies that he may find. Adrian is always friendly and all smiles. Customers enjoy the experience they receive while Adrian is working. He exhibits the positive image that the Exchange expects for our customers.

Cindy Updike

KIRTLAND AFB OPTICAL SHOP

Cindy has created an environment of excellence at the Kirtland Exchange Optical Shop. She regularly reaches out to the Kirtland AFB community, creating a lifelong bond with many customers. Whether it's a visit to Sandia Elementary for courtesy eye checks, working with units assigned to Kirtland AFB to ensure they have proper safety eyewear, or working with the chaplain's office to assist Airmen in need, Cindy is always there. Her strong involvement with the community and excellent customer service skills has resulted in a 20% increase in sales in 2017. Her commitment to serving those who serve is unchallenged.

