

Dave Nelson's October Operation Callouts

"Taking that extra step to make our customers' experience at the Exchange is positive and one that will keep them coming back. You are an excellent example of being a community partner. Thank you for all setting the bar in serving the best customers in the world.

--Dave Nelson, chief operating officer

PACIFIC REGION

"Courtney, Saeko and Naoko strive every day to ensure the Exchange is the place our customers want to shop. They understand the importance of providing exceptional customer service and the benefits of the MILITARY STAR card. We are proud to have them represent Pacific Region!"

Courtney Howard

Misawa AB

Main Express

Ms. Howard's work performance is always top notch. Her friendly and outgoing personality always make shopping at the Express enjoyable. She greets customers at the door and always asks how their day is going. She goes above and beyond to ensure that customers leave the store happy and satisfied. She is a top performer and gets the customers to use their MILITARY STAR card by always being friendly and reminding them of its benefits. With her assistance, the store is above the MILITARY STAR Penetration goal (4.38% YTD/Goal of 3.95%) and Snack Avenue sales (12.5% increased sales versus 2016 and GP increased from 49.7% to 50.2%). Her dedication, along with our

Saeko Kawasugi

Yokota AB

Baskin-Robbins

Saeko's commitment and support of her team at Baskin-Robbins is unprecedented. Her efforts to drive sales and improve awareness of MILITARY STAR by communicating the benefits and shouting the savings are moving the needle. Her engagement contributed to an increase in sales by 33% compared to LY, average ticket by \$0.30 (from \$5.96 to \$6.26) and an increase in MILITARY STAR penetration by 30% compared to LY results. Well done, Saeko!

Naoko Teruya

Okinawa

Services

From craft fairs to car shows, Naoko provides customers with unique shopping opportunities. Most recently, she coordinated with four food-truck vendors to provide food and refreshments for Marines at the annual beach bash, serving 750 Marines and family members. Her dedication to providing excellent customer service and manage any hurdle should also be noted. When food courts are experiencing power or water outages, Ms. Teruya is quick to schedule food trucks on site so Exchange customers don't go hungry. Another impressive feat of Ms. Teruya is booking more than 50 vendors to participate in the upcoming holiday bazaar. Last year's bazaar totaled \$141K in

other associates, enables us to continue providing quality service to our valued customers.

sales in only three days. We are very lucky to have Ms. Teruya on our team and wish for her service to be recognized as exceptional.

EUROPE REGION

*"The Europe Region is truly honored to have dedicated and compassionate associates like **Nexhat, Emrush, Misret** (who supported Exercise Saber Guardian 2017 at the tip of the spear in Bulgaria), along with **Elena and Manfred** who also demonstrate they are equally dedicated and proud to support our customers across Europe!"*

Nexhat Tahiri, Emrush Hasani & Misret Rexhepi
Camp Bondsteel, Kosovo
Nexhat, Emrush and Misret volunteered to work at NSTA in Bulgaria for 60 days during Saber Guardian exercise for 2017. They all worked 60 hours a week with smiles on their face and singing as they stocked, helped customers and contributed to the operation's success. Store sales went from an average of \$2,000 to more than \$20,000 per day. The Soldiers were amazed and appreciative of their contributions.

Elena Visintin
Vicenza AB
Del Din Subway
Elena is an extraordinary and outstanding associate. Elena's hard work and dedication contributed to an increase in sales of 8.89%, due to her upselling skills. She is always professional and friendly with our customers and always with a big smile. In an effort to help her team, she shares with coworkers her successful stories of "How to add bacon" on any sandwich. Her enthusiasm contributed to 231 customers adding extra bacon, which is 19% above the goal, and an increase in average ticket sales by 14%. She is truly a major asset to the Italy Exchange

Manfred Gloeckner
KMC Mall
SWAROVSKI
Mr Gloeckner is a very loyal vendor partner and passionate about doing business with the Exchange. He demonstrates a strong connection with our customers, going that extra mile to personally call the customer with any informational opportunities that benefit both the customer and the Exchange. The 12.8% increase in sales and DOR are reflective of his enthusiasm and excellent customer service. In July, he signed up two new MILITARY STAR card accounts and has a 1.25% increase in MILITARY STAR penetration. The store is always in an immaculate, manicured appearance with most warm welcoming greetings!

EASTERN REGION

*"Thank you, **Tiffany, Valerie and Jacqueline** for making a difference and driving for results! We are very proud to have you on our team. You give the best of you to our operations and truly make yourselves valuable parts of your Exchange. Thank you for your professionalism*

Tiffany Brown
ROBINS AFB
PowerZone
Tiffany has been performing exceptionally since joining the PowerZone team in February. As the newest member, Tiffany sold the most Exchange Protection Plans for four months in a row, averaging 45 EPPs per month—the highest among all Robins MS

Valerie Myers
Fort Gordon
Boston Market
Valerie is a true asset to the Food Court. Less than one year after opening Boston Market, Valerie and her team became a certified training store and have successfully trained new managers and Foremen. Her attention to detail and great management

Jacqueline Black
Fort Lee
Vending Operations
Jackee is the vending operations assistant at Fort Lee. She has worked diligently to increase our sales and grow the vending business and her hard work really shows. YTD sales are up 29%. She has been pushing healthy vending, and it is up 48% above prior year. Jackee

and determination to be the best”

associates. Tiffany also completes POGs, promo signing and helps with 13 opened MILITARY STAR apps for the year, adding an additional \$1300 to the Exchange bottom line. She actively recommends add-on sales for customers suggesting items they did not realize they needed. Customers return asking for her service. Her quality of service has helped the Robins Exchange gain customer loyalty every single day.

skills also show in her financials: Sales are 1% above plan and with reducing PC by \$44,240 or 23.91% and expenses by \$1,926 or 3.72%, Valerie was able to increase her DOP by \$13,745 or 23.61% over LY. Valerie’s team is focused on taking care of our guests by delivering fast, friendly service while offering great products. Brand standards are in place, even in Val’s absence as noted during our last brand inspection when her team scored a 97.7%, our highest score yet.

constantly works with our contractors in looking for the best locations to place machines to help increase sales. Jackee is a true asset to the Services team and the Exchange. Her commitment to customer service extends beyond vending. She takes every opportunity to provide the highest level of service in the main store, mall and branches. Fort Lee Services is raising the bar!

CENTRAL REGION

“Florina, Ashley, Mike and James are absolutely wonderful associates, who represent the outstanding associates we have in the Central Region! The positive impact the four of them have in the community and where they work is truly tremendous. You show great passion for your work and what you do daily. Thank you for representing Central Region in this way.....we are so proud of you!”

Florina Kappel

**Randolph AFB
Main Store**

Florina works in our men's department, including athletics. From the time the merchandise hits the stockroom, she will make sure that it gets to the sales floor. She is a seasoned associate who knows the trends, such as what styles are coming in for the season and what we have received in previous years. Florina takes pride in what she does, from teaching her co-workers to training the new associates. She is always willing to share her knowledge with others. Florina consistently introduces new merchandising ideas in her area and is not afraid to lead our VIPs through her area. Her commitment and dedication to her

Ashley Lafortune

**Minot AFB
Burger King**

Ashley joined the BK team four months ago and has done an outstanding job! Ashley always goes above and beyond to help customers, our BK team and overall operation. She takes charge of her shift, making sure everything exceeds BK and food sanitation standards. Ashley reminds every customer to save 10% using their MILITARY STAR cards. She is a great asset to the Minot Burger King team. Her attitude towards work is outstanding, and she always wants to contribute more and help her coworkers. Dedication, determination and pride

Mike Horn & James Noble

**Little Rock AFB
Firestone/Express**

A special shout-out to the managers and associates at the Little Rock AFB Express and Firestone during what could have potentially been a deadly situation on a hot Arkansas day. The incident occurred at the Class Six Express, when a mother of two (her newborn and toddler) were shopping at the Express. The mother started her car and placed the toddler in the vehicle, somehow the vehicle auto locked and when she went to put the infant in the car, she could not open the vehicle. Mike from Firestone went immediately outside to assist even before the store personnel were alerted to the issue. He contacted a locksmith who was just off base and informed store managers

department contributed to the men's department sales increase for the month of August \$124,681 and up 4% over PY for CM and YTD sales of \$788,857 which is 3% above PY.

are three words to describe Ashley. Our customers love her.

of the incident. The store contacted security forces to make sure the locksmith was able to go straight in the gate without having to stop and alert MP's and fire department. Mike's swift, calm response and quick thinking prevented a potentially fatal situation. Mike's actions resulted in a speedy safe ending without having to break the glass, especially with the toddler roaming around the vehicle. James gave the scared child his own special drink when the vehicle was finally opened and the mother and child were reunited.

WESTERN REGION

"Mary, Gary and America....Your passion for serving our heroes is unsurpassed and a great example to all of us. Thank you for your dedication and loyalty. We are so fortunate to have you on our team!"

Mary Funk

**Kirkland AFB
East Side Express**

Mary is one of the unsung heroes of the Kirtland East Side Express. As our receiver, she ensures proper accountability for all deliveries, while maintaining professional relationships with our vendors. She is respected by them, and they are accountable to her. Mary always has a great attitude and is dedicated to providing the best customer service. She helps cashiers during lunch hour, tends to the Snack Avenue counters, and stocks the facility when she is not receiving. During this past month, several key team members have been out. Mary stepped up to help fill in as shift manager, inventory control associate and opening

America Marquez

**Luke AFB
Burger King**

Ms. Marquez is the spouse of an active duty Airmen so she completely understands our unique opportunity to serve those who serve. She is exceptional with our customers, always ready with a smile and conversation whether you are a first-time or frequent guest. Our customers definitely feel how genuine she is; she gets to know everyone and we constantly hear her greeting customers by name. Exceeding customers' expectations alone would make her invaluable, but she also understands how the MILITARY STAR card greatly benefits our customers. She is effortless in conveying

Gary Gallemore

**Fort Wainwright and
Eielson AFB
GNC**

Gary, who manages the GNCs at both location, has been with GNC for a little over a year. Under his leadership, both Eielson and Ft Wainwright stores have increased sales to be 10% above AFP year to date. The Eielson location has seen its MILITARY STAR increase more than a full percentage point from 3.30% to 4.52% YTD, while the Ft Wainwright store has maintained a steady penetration rate of 4%. Gary is constantly working with his vendors to provide samplings and educations to our valued customers. Having served for eight years in the Army, Gary connects easily with customers and provides excellent customer service to everyone who walks into

cashier, ensuring we didn't miss a beat in serving our customers. Mary shows that Family Serving Family not only applies to associates serving customers, but it is also reflected in her efforts to serve in the stead of her coworkers!

that message and constantly exceeds our store goal of a 10% penetration rate, having days when her personal results have been above 20%. Ms. Marquez exemplifies what we want our AAFES employees to be... she is genuine has common sense and a passion for life. Her work ethic is the best, always on time, always busy cleaning or stocking, she is definitely a role-model for the store.

the facility. The Exchanges at Eielson and Ft Wainwright are grateful to have Gary as part of the team.