

Now Open—The New ShopMyExchange.com

From Director/CEO Tom Shull



As brick-and-mortar retailers invest heavily in strengthening online offerings and e-commerce powerhouses

acquire competitors to leverage physical stores, we are witnessing a seismic shift in retail. Fortunately, we saw this coming and began focusing resources, time and attention to ShopMyExchange.com five years ago.

Everything about the Exchange online experience, from purchase to delivery, has been significantly improved and our customers are noticing. In fact, our YTD online sales are up 18 percent vs. prior year, with nearly 3 million items ordered. ShopMyExchange.com's average online order is now \$248,

“Everything about the Exchange online experience, from purchase to delivery, has been significantly improved and our customers are noticing.”

far above Walmart.com's average of \$108. Additionally, our August after-purchase customer satisfaction survey (conducted by ForeSee, the leading independent retail analytics company) achieved a score of 79 vs. the overall retail average of 71.

While we have made tremendous headway, there is much more to be done. IT is our lead tank on our Next Generation or “NextGen” initiative to further improve the customer experience. Even though the look and feel of the website remains largely unchanged to the customer, NextGen has important

“under the hood” enhancements critical for improving the shopping experience and allowing for future modernizations. The first two phases, launched in August, provided the following important key features:

- **Responsive design** enhances the mobile shopping experience so ShopMyExchange.com fits the screen of whichever device a customer is using to shop. Around 50 percent of customers shop ShopMyExchange.com on a mobile device and the other half use a desktop. Going forward, mobile device shoppers will have a materially improved shopping experience.
- **Near real-time inventory** allows ShopMyExchange.com to update inventory every 30 to 45 minutes. This is a game

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changer especially for our Ship-From-Store program. Before, if an item was inadvertently sold that was actually out of stock, we would have to manually process these orders causing extra costs and potential customer disappointments. With inventory updates throughout the day, customers can be sure the item they desire is in stock and ready to ship.

- **Future base pricing** provides a platform to better time manage promotional pricing. This will facilitate MD's sales event management.
- **Business preview environment** allows us to review items and pricing before they go live on the website, thereby reducing errors, which can frustrate customers and erode the bottom line.
- Highly available website decreases downtime even as upgrades are made.
- **Capacity upgrade** – NextGen allows 30,000 customers to shop simultaneously and can

“We all play a role in adjusting to the rapidly changing retail landscape. Thank you for all you have done and will do to ensure our business and the benefit we are honored to provide service members and their families are healthy and relevant.”

further increase as the business expands. This is essential as we welcome all of our nation's honorably discharged Veterans home to their military family this Veterans Day when the Veterans online shopping benefit officially launches. (Tell a Veteran to go to VetVerify.org today!)

While IT has the lead on NextGen, all members of our team are doing their part to make ShopMyExchange.com a success. Logistics has reimaged our supply chain as they transform warehouses into fulfillment centers; associates in our brick-and-mortar

exchanges are leaning forward with Ship-from-Store to improve delivery times and reduce costs; call center teammates are addressing challenges and ensuring customer satisfaction; eCommerce and Business Intelligence are launching targeted marketing efforts to drive higher conversion rates; and the Merchandise Directorate is refining the online assortment to ensure we are competitive.

The online customer experience has significantly improved, but by no means is the end result. The foundation we build today is a spring board for continual progress. Plans are already in the works for further customer experience and value-added service enhancements in 2018.

We all play a role in adjusting to the rapidly changing retail landscape. Thank you for all you have done and will do to ensure our business and the benefit we are honored to provide service members and their families are healthy and relevant.

Soldier for Life! Veteran For Life! X

Read more about NextGen and how it supports our strategic priorities [here](#) or on pages 4-5.



Great American Truck Show

Director/CEO Tom Shull congratulates the Logistics team for another winning year at the Great American Truck Show. The Exchange fleet took home the prestigious People's Choice Trophy and second place in the Company Working Combo Class. See more about this event [here](#) or on page 10. X

Four Core Competencies for Effective Leaders



During the past several Exchange Post articles, and more recently in my monthly “Taking Care of People is Good for

Business” messages, you may have noticed a focus on the need for us to further develop our competencies as we improve ourselves to be even more effective. People who have the best competencies have what I like to refer to as the “It Factor;” they exhibit traits that stand out from the crowd.

Whether assisting customers, setting a planogram, managing a refund or developing a new program, we all contribute, but it is those who make the ordinary extraordinary who raise the game of everyone around them. These are the people with the “It Factor” who take the time to invest in strengthening their core competencies.

So much of our time is focused on accomplishing the next task that personal development regrettably often gets overlooked. To truly be successful, we must go beyond process and take a hard look at our core competencies. At the Exchange, we have identified four core competencies to be effective leaders, associates and teammates:

People Leadership

- How are you developing your team and those around you?
- In what ways do you encourage them to grow?
- Are you communicating with

“To truly be successful, we must go beyond process and take a hard look at our core competencies”

your teammates? Do they understand what’s going on in the organization?

Self Leadership

- How do you continue to grow yourself?
- What new tasks do you take on to keep your skills fresh?
- Do you deliver on the commitments you make?

Thought Leadership

- Do you consider the entire issue before making a decision?
- Do you embrace new programs and show enthusiasm when you explain them to others?
- Do you regularly review your financials to understand where opportunities for improvement exist?
- Do you communicate current events and corporate financial news?

Results Leadership

- Are you regularly focused on customers and how to provide an enhanced experience?
- Are you all in when it comes to meeting your facility and our corporate objectives?
- Do you have a plan for how you accomplish your role on a daily, monthly and annual basis?

LEX has many resources to help with competency development. A wealth of information about effective retail skills, including engagement, attentiveness and business competencies are also available on the Internet.

Noted leadership author John C. Maxwell says, “Reflection turns experience into insight. It’s not the experience that’s the teacher, it’s the reflection. Reflection says go back to what you’ve done and give it some thought. Out of that reflection, pull something out that you have learned or observed that is going to help you be a better person.”

Conducting an inventory

Maxwell’s charge reminds us all of the necessity to conduct an inventory of our competencies prior to beginning a journey of improvement. How have you developed yourself? How can you grow further? Take a look in the mirror to determine where opportunities exist.

We have a robust workforce of dedicated associates who embody what it means to serve. Other than wearing a military uniform, there is no greater honor than serving those who serve. With this awesome privilege comes great responsibility.

Make a choice now

As Director/CEO Tom Shull said recently, “. . . your steadfast commitment proves the Exchange is all in to serve those who serve.” Simply stated, our customers deserve the very best from each of us every day.

Make the choice to begin a process of self-examination and put a plan together to deliver the level of performance the selfless service of the best customers in the world truly deserve. I look forward to seeing your competency improvement plans as I visit stores as we strengthen our collective “It Factor.”

Thank you for all you do in serving the best customers in the world. **X**

Understanding Exchange Strategic Priorities

Create a Secure, Digitally Integrated Infrastructure to Support the Exchange's Corporate Growth Strategies



By Steve Smith

The project NextGen, as in “next generation,” is an important component of the Exchange’s 2017 strategic priority: **Create a secure, digitally integrated infrastructure to support the Exchange’s corporate growth strategies.**

The IT Directorate and EPMO teamed up with the Customer Experience business leads, Kris Kovas and Masuma Tiwana, to create what managers call a “remarkable customer experience.”

Other participating directorates include Merchandising, the Exchange Credit Program, Finance & Accounting, Logistics and the Executive Group.

“NextGen ensures that our website provides a great customer experience for our current customers and the millions of Veterans we are welcoming home.”

– Danny Starnes,
vice president of mobile and web services

This project is also critical for the Exchange’s 2017 top priority: **Execute the Veterans online shopping benefit.**

‘Boundary-less’ experience

On Nov. 11, potentially 13 million honorably discharged Veterans will be able to shop for the first time on

ShopMyExchange.com, regardless of their years in the armed forces. NextGen and other improvements to the back-end technology will help ensure the website can handle that much additional traffic.

“NextGen is one of the keys to providing a “boundary-less” retail experience for our customers,” said Danny Starnes who, as vice president of mobile and web services, is directing the overarching Veterans shopping project.

“NextGen was truly a team effort, with multiple teams across several directorates creating our Next Generation shopping site.”

“NextGen ensures that our

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“All Exchange associates should be aware of the improvements to ShopMyExchange.com and encourage shoppers to go online.”

*– Tanesha Roberts,
IT lead delivery manager*

website provides a great customer experience for our current customers and the millions of Veterans we are welcoming home,” Starnes said. “An enhanced eCommerce returns process also was implemented with NextGen to support those Veterans.”

Laying the foundation

The Exchange’s Clyde Todd and Natalia Donovan, who are leading the day-in, day-out project activities, said NextGen also lays the foundation to ensure the site can handle peak season volume along with expected demand from the Veterans online shopping benefit.

NextGen provides the most advanced eCommerce technology to support future growth and address the shopping habits of today’s tech-savvy Exchange customers. Last month, online shoppers began seeing the entire [ShopMyExchange.com](#) screen regardless of what device—

smartphone, tablet or desktop computer—they were using.

NextGen also addresses a critical piece of the Ship-From-Store program by providing near real-time inventory updates.

NextGen now allows [ShopMyExchange.com](#) to update inventory within 30 to 45 minutes from the time of an in-store sale so customers will know immediately if an item is available. “This improves the customer experience and ensures they receive accurate in-stock and out-of-stock notifications online,” said Tanesha Roberts, who, along with Will Gibbs, is leading the project for all Veterans online shopping benefit activities.

Encourage shoppers

All associates should be aware of the improvements to [ShopMyExchange.com](#) and encourage shoppers to go online, Roberts said.

Another value-added service planned for 2018 is the redesigning of the online shopping cart and checkout section to include ways to prompt customers to sign up for the MILITARY STAR® card. This will fulfill another Exchange strategic priority: **[Increase the MILITARY STAR portfolio.](#)** X

Keeping Veterans Online Shopping Benefit on Track

By Lisa Moak

As the Information Technology Directorate’s lead delivery manager, Tanesha Roberts seamlessly manages the day-to-day activities of one of the most important initiatives in Exchange history—the Veterans Online Shopping Benefit.

“She holds it all together,” said Ana Middleton, president and chief merchandise officer. “Tanesha is the one behind the scenes who makes it work.”

Roberts works with core teams to track how well the Exchange is progressing in preparing for potentially 13 million new online shoppers come Veterans Day.

She spearheads all project deliverables, working with every directorate to keep critical items and tasks on track. For instance, she was an instrumental force in developing key action plans and leading teams to begin on May 15 the critical testing of [VetVerify.org](#). The website is where Veterans must first register to get approved before shopping the Exchange online.

Roberts ensures Veterans don’t experience problems on [VetVerify.org](#) and how many of them use their MILITARY STAR cards to pay when they buy on [ShopMyExchange.com](#).

“I am excited to be a part of such a monumental event for the Exchange and work with such an awesome group of leaders,” Roberts said. “I greatly appreciate the opportunity.” X



IT Lead Delivery Manager Tanesha Roberts speaks with Veterans attending a retail management class about the Veterans online shopping benefit.

Exchange Delivers a Lifeline for Soldiers Supporting NATO Mission in Poland

By Julie Mitchell

BEMOWO PISKIE TRAINING AREA, Poland — For [NATO's Enhanced Forward Presence](#) in Poland, reminders of home are close at hand thanks to a 53-foot-long Exchange trailer parked on the installation.

Since late March, the mobile field exchange (MFE) has brought cold drinks, microwavable meals and supplies—even TVs and Xboxes—to U.S. Soldiers with Battle Group Poland just 100 miles from the Russian border.

Sending visible signal

The U.S.-led multinational battle group, one of four combat-ready groups in Eastern Europe, strengthens NATO's posture of deterrence and defense while sending a visible signal that an attack against one ally is an attack against all.



Troops grabbing snacks in the MFE.

“The Exchange’s service at the tip of the spear represents the very best of what we do.”

—Director/CEO Tom Shull

While the Exchange has MFEs and troop stores for Soldiers as the Army’s mission expands throughout Eastern Europe, the BPTA trailer is the only one serving U.S. troops supporting a NATO mission.

“The Exchange’s service at the tip of the spear represents the very best of what we do,” said Director/CEO Tom Shull. “We are all in to support Soldiers serving with NATO’s Battle Group Poland to ensure they remain ready and resilient. Familiar products and a warm smile can make home seem not so far away.”

‘A little piece of home’

Spc. Noah Campbell, who has been at BPTA for three months, appreciates the familiar products as he stops by the MFE daily for drinks and snacks.

“If I’m going out to the field for a couple days, I’ll stock up so I can have stuff I can snack on if I get tired of MREs (meals ready to eat),” Campbell said. “Thank you to all the people who put this together so we can have a little piece of home. It makes us feel better.”

For Lt. Matthew Medlin, who’s been away from his home near Washington, D.C., for almost a year, energy drinks and tuna are his lifelines back to the States.

“The Exchange has been a real

morale booster,” Medlin said.

“The guys are able to get a lot of things that they couldn’t get on the economy here—things that remind them of home. It’s really nice having the Exchange follow us.”

Besides offering drinks, snacks and supplies, the Exchange operates a barber shop in a tent across from the MFE.

“If we couldn’t come here, we’d be practicing on each other,” said Sgt. Ian Vincent. “We’d be looking a mess.”

Xboxes, TVs and ear protection

The five Exchange associates work hard to meet Soldiers’ needs. If troops can’t find what they need, team leader Mickeal Jenkins can special order merchandise from Grafenwoehr, Germany.

“A couple of months ago, a customer asked for an Xbox,” Jenkins said. “I made sure with Command that it was OK, and he said it was perfectly fine, and I was able to bring some in. Customers have requested TVs—and that’s an item we now keep in the store.”

2nd Lt. David Truong knows the personal service that Jenkins and his team provide. Jenkins ordered additional ear protection after Truong’s was destroyed in the field.

Truong also appreciates the MFE’s comforts of home—chips, tuna and cream soda.

“We know that behind every Soldier, there are 10 more people supporting us,” Truong said. “Without them, we wouldn’t be able to do what we do.” X

From an MFE, Five Associates Serve 1,000 Troops at Tip of Spear

By Julie Mitchell

BEMOWO PISKIE TRAINING AREA, Poland — Store Manager Mickeal Jenkins has always had a servant's heart.

In April, his passion for serving led him to the tip of the spear in Poland, where he leads a team running a mobile field exchange (MFE) at Bemowo Piskie Training Area.

Jenkins and his four associates keep the MFE filled with supplies, food and cold drinks to care for nearly 1,000 U.S. Soldiers serving with [NATO's Enhanced Forward Presence](#).

"I was a medic in the Army, so I got to serve Soldiers and take care of them," said Jenkins, who served in the Army for four years. "This is something I love to do."

Jenkins joined the Grafenwoehr Exchange in Germany two-and-a-half years ago and has worked in food and retail roles. He deployed last year to support troops serving

"The best part is working with these local nationals . . . They work hard, and they get stuff done."

—Mickeal Jenkins

in Poland during [Anakonda 16](#). The experience was so rewarding that he decided to deploy again.

Living as Soldiers do

Because the four contract associates who work with Jenkins are Polish nationals, they live near the installation and go home after each shift.

Jenkins, though, lives as Soldiers do—he sleeps in the barracks and eats his meals in the chow hall. And, just like the Soldiers, he isn't able to leave the installation.

"I don't get any special accommodations," Jenkins said. "It does get kind of lonely, but it doesn't

bother me. It's more rewarding that I'm here, bringing goods to these guys who need and want it."

A natural teacher

Robert Golaszewski, a Polish national at the MFE, said Jenkins is a natural teacher.

"I'm still learning how this works, and we learn a lot from him," he said. "We get better every single day."

Jenkins and the team stay busy stocking the MFE, ordering merchandise and tending to roughly 500 customers a day.

While he loves taking care of Soldiers, Jenkins is fond of those who serve alongside him.

"The best part is working with these local nationals," Jenkins said. "They're really cool, really great guys. They work hard, and they get stuff done." X



Store Manager Mickeal Jenkins and Polish local national associate Robert Golaszewski assist a Soldier.

Small Customer Relations Team Creates Big Results

By Lisa Moak

For Soldiers and Airmen and their families, Exchange shopping is a benefit they've earned through their service. For that reason, they hold us to a higher standard in delivering that benefit and providing them with a shopping experience equal to their commitment to our great Nation. Key to providing exceptional experiences is to resolve customers' needs or concerns at the earliest opportunity, hopefully at the point of sale or first contact. When an issue isn't resolved at first contact, a small team of associates is dedicated to assisting customers with various questions, comments and concerns.

The Customer Relations team consists of Executive Response Specialist Rhonda Real and customer relations specialists Corrina Unal, Carey Smith and Chelley Johnson. The team answers more than 13,000 comments annually. Comments come to them through phone calls, Facebook comments, email, the online Exchange Customer Comment Program, Interactive Customer Evaluation and the Customer Satisfaction Index. Comments also come in to Director/CEO Tom Shull's office, congressional offices and even from the office of the President of the United States. The Customer Relations team manages those comments.

Comments range from complaints about service levels at Exchanges, ShopMyExchange.com, MILITARY STAR® card to price-matching policies and hours of operations. The team assists with providing information to Veterans about VetVerify.org and the Veterans online shopping benefit. Monitoring and

"We are all passionate about providing excellent customer service. It's incredibly rewarding to have a customer tell us how much they appreciate our efforts."

—Rhonda Real, executive response specialist

addressing comments on social media have become a more urgent focus as the Veterans online shopping benefit launch approaches. Actively correcting misinformation and providing guidance on Facebook and Twitter are paramount to protecting the reputation of the Exchange brand.

The customer relations team tracks and reports customer comment trends to senior leaders to highlight opportunities for improvement.

Recently, a customer reached out to the team because he ordered a crib online and never received it. The crib was misplaced once it reached the store. Real and her team reached out to the departments and resolved the customer's issue quickly. During this process, they identified areas of improvement for the labeling, shipping and receiving of online orders.

"Resolving customer concerns is our number one priority," Real said. "We make every effort to turn negative experiences into positive ones."

"We are all passionate about providing excellent customer service. It's incredibly rewarding to have a customer tell us how much they appreciate our efforts." X



Customer Relations Specialists Corrina Unal, Chelley Johnson and Carey Smith meet with Executive Response Specialist Rhonda Real, right, to discuss messaging opportunities for VetVerify.org and the Veterans online shopping benefit.

SHARE YOUR STORY

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

General Manager's Goal to Inspire Associates— 'If I Can Do It, You Can Do It'

By Julie Mitchell

In early 2004, Mikel Hunter was a security guard in at Mainz-Finthen, Germany, standing watch over the gate near the housing area that was home to Exchange associates at the Europe Region headquarters in Wiesbaden.

This July, Hunter's career came full circle. Thanks to tenacity and leaders who believed in him, he's now general manager of the Wiesbaden Exchange.

"I want to inspire those folks who are just coming up through the organization," Hunter said. "If I can do it, you can do it."

Didn't give up

While working as a security guard, Hunter applied for a full-time position with the Wiesbaden Exchange. The job was offered to someone else, but he didn't give up.

By September 2004, Hunter accepted a 20-hour-a-week position in Services as a machine operator, filling out vending machine installation reports. That job was temporary—it was to have lasted only 90 days.

After a few weeks, Hunter, fluent in German, was translating documents for his boss. He quickly made himself invaluable and was hired permanently, providing support to the facility management office and Services.

More opportunities came for Hunter. He was temporarily

"I want to inspire those folks who are coming up through the organization. If I can do it, you can do it."

promoted to services business manager, and when a permanent manager was hired, he served as an assistant.

Taking career to the next level

In 2006, he took his career to the next level by deploying to Afghanistan for three months.

"I felt like I needed another challenge," Hunter said. "Someone asked if I was interested in deploying. I thought it'd be a great way to serve Soldiers."

After his deployment, Hunter took his first assignment in the United States as the services business manager at Fort Lee, Va. Hunter held both German and U.S. citizenship—his father was in the Army, stationed in Germany, where Hunter grew up. He had never lived in the States until he took the Fort Lee job.

Expanding horizons

His career in Services took him to Fort Campbell, Ky., and then to Dallas headquarters. He expanded his horizons, serving as the Europe Region retail program specialist in 2015 until he returned to Wiesbaden as the general manager this summer.



GM Mikel Hunter talks with a valued customer at the Wiesbaden Exchange.

Hunter credits his success to working hard and having a team of people who supported him.

"I wouldn't be where I am today without people who believed in me," he said.

Learning from a winding path

Hunter is an example of perseverance and fortitude who lives by the core value of "family serving family." He says others can learn from his long, winding path to general manager.

"With the Exchange, opportunity is there—you just have to grab it," he said. "You have to find a way to say, 'I might not get the promotion today, but I'll do my best to get that promotion tomorrow.'" **X**

Exchange Takes People's Choice Award at Great American Trucking Show



Left to right, Nick DeVincenzo, chief of fleet operations; Sheryl Rico, fleet transportation analyst; Dianna Williams, the Exchange's first million-mile female driver; Bradley Wacks, two-time driver of the year and two-time GATS winner; and Billy Shirley, fleet, safety and compliance.

For the second year in a row, the Exchange fleet has taken top awards at the Great American Truck Show (GATS) in Dallas. The event allows the Exchange to show off our fleet while also focusing on recruitment.

The Exchange fleet took home the prestigious People's Choice Trophy and second place in the Company Working Combo Class. Dayton Motor Vehicle Operator Bradley Wacks and the Waco DC, spent several weeks preparing the entries, a 2016 International tractor—with 126,000 miles on the odometer—and trailer, to make them show worthy. Besides recruitment, an important purpose for the entry this year was to communicate the Veterans online shopping benefit. The Exchange team handed out hundreds of fliers to GATS attendees so they could pass them on to friends and family. **X**



Pictured above is the Great American Truck Show People's Choice Award winning international tractor. The Veterans online shopping benefit truck wrap was designed by Public Affairs Liaison and Army Veteran Mark Matthews.

Veterans Online Shopping Benefit Hits the Road



[Read](#) the names of the Logistics team and see more [photos](#) of the trucks.

The first of the new Veterans online shopping benefit truck designs was recently unveiled at the Waco Distribution Center. Chief of Fleet Operations Nick Devincenzo and the entire logistics team played an important role in bringing this message to life. The trucks will serve as the centerpiece of the Exchange's

outreach efforts this fall.

Exchange Associates, Army Veteran Mark Matthews and Marine Corps Veteran Johnny Olson, created the truck designs that capture the power of the Exchange's connection to the Army and Air Force while providing a warm welcome home to all honorable Veterans. **X**



DHL Express Opens in Dallas



Director of Transportation Operations Morgan Meeks, Senior Transportation Analyst Richard Silvis and Deputy Director COL Karen Fleming attend the DHL opening.

Exchange logistics managers were invited to the opening of the DHL Express. A state-of-the-art, 50,000 square-foot facility in Dallas. The facility provides later pickup cutoff times and earlier deliveries.

DHL Express is a carrier partner for the Exchange. The company covers more than 18 of the Exchange's international lanes for heavy weight air movements to include contingency locations.

It also handles small packages, and time sensitive OCONUS shipments from the Dan Daniel and West Coast DCs. At the Exchange HQ, DHL handles all of the film vault movie returns worldwide.

Being an asset-based company with its own fleet of planes, trucks, service centers and a worldwide transportation network, DHL offers the Exchange excellent service at competitive rates, which leads to transportation savings, logistics managers said. **X**

General Sees Exchange DC Technology Firsthand

Managers at the West Coast Distribution Center recently provided U.S. States Army Installation Management Command Commander LTG Kenneth Dahl a behind-the-scenes look at how the Exchange's logistics network is transforming to welcome home 13 million Veterans with a lifetime online shopping benefit, starting on Veterans Day.

Dahl's visit in August marked the first time the member of the Exchange's Board of Directors toured a U.S.-based Exchange distribution center. Managers gave Dahl an operations overview of the central California DC, including receiving, storage, order selection, flow, transportation, shipping and e-commerce.

Being 'at the epicenter'

As the Exchange prepares for launching the Veterans online benefit, fulfilling e-commerce orders efficiently and accurately takes on even greater importance.

"It's exciting to be here at the epicenter of all you are doing to welcome home Veterans online," Dahl said. "Veterans have a desire and propensity for continued service to the nation. Keeping them tightly connected with the military after they transition is critical, and I view the Veterans online benefit as an important ingredient in sustaining that connection."

Updated warehouse management and transportation management software, reallocated space for e-commerce order fulfillment and revamped duties for associates are among the changes the Exchange's distribution centers are undergoing to prepare for increased online traffic.



Humberto Tovar, e-commerce manager at WCDC, tells LTG Dahl about efficiencies gained to prepare for the launch of Veterans online shopping benefit.

Keeping a 'connection'

Dahl praised the Exchange for offering Veterans what other retailers can't—a connection to their military family.

"Veterans will want to shop with you online," he said. "They will like the connection to the military—Soldier for Life, Airman for Life. They will recognize that by shopping with the Exchange, they are putting money back into Morale, Welfare and Recreation programs in local communities.

"It's very important we sustain our connection with Veterans, and Veterans online is an exciting new way to do that."



Installation Management Command Commanding General Lt. Gen. Kenneth Dahl and Command Sgt. Maj. Melissa Judkins got close-up views of the new Veteran online shopping benefit-themed truck at the West Coast DC.

Veterans Online Shopping Benefit

Get the Word Out!



“We all play a role in adjusting to the rapidly changing retail landscape. Thank you for all you have done and will do to ensure our business and the benefit we are honored to provide service members and their families are healthy and relevant.”

—Tom Shull, Exchange director/CEO

The Veterans online shopping benefit awareness campaign is in full swing with the official launch on Nov. 11. Now is the perfect time to work with installation and community leadership to communicate the benefit our Veterans truly deserve:



F. E. Warren Exchange's Auturo Garcia, general manager and Teresa Arambula, visual merchandiser, set up marketing materials in the waiting rooms and entrances at the local VA.

These organizations in your community support Veterans initiatives and provide programs for troops. Partner with them to get the word out:

- The American Legion
- Veterans of Foreign Wars
- Local chapters of the Military Officers Association of America (MOAA)
- Veterans Affairs
- State Veterans Affairs Nursing Homes

Marketing materials are available to assist your efforts communicating the Veterans online shopping benefit:

- [Poster](#)
- [Flyer](#)
- [Slide](#)

If the venue cannot accommodate the Exchange into a briefing, offer to provide hard copies of the materials, including the slide, for use.

Veterans online shopping benefit updates will be included in the Exchange Post and posted on associate billboards each month. Look for more information at [Exchange Virtual Toolbox](#) and shopmyexchange.com/veterans.

Customer Service: These Associates Rock!



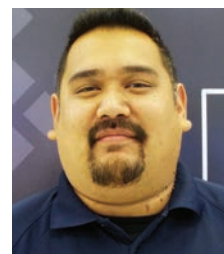
Mitchell Phillips and SuEllen King
Eastern Region/Fort Detrick Md.

"They went out of their way to help me (with an online order)."



Shelbi Ruark
Central Region/Fort Rucker, Ala.

"Words cannot express my gratitude."



Alberto Stevens
Western Region/JB Elmendorf, Alaska

"Alberto's knowledge made our decision to purchase very easy."



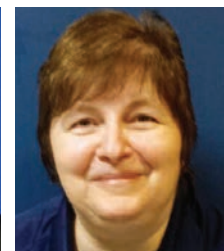
Chung-Hun Park
Pacific Region/Camp Carroll, Korea

"He is obviously a valued member of your team, given his care and attention to detail."



Tiffaney Young
HQ Customer Contact Center

Kudos to Tiffaney for helping reset a customer's passwords for myecp.com and ShopMyExchange.com.



Terry Cherry and Christel Mayer
Europe Region/Sembach, Germany

"Pass on my sincere gratitude for their customer service."

[Read](#) their entire customer comments!



CHIEF OPERATING OFFICER

COO
DAVE NELSON

Recognizing the Front Lines: Calling Out Top Associates

"Your focus on the customer experience has never been as important as it is today in this highly competitive retail environment." – Dave Nelson, chief operating officer

EASTERN REGION

Wendy Romero
Soto Cano AB,
Honduras

Sofia D'oley
Shaw AFB
Burger King

Jason Cook
Robins AFB/Moody AFB
Visual merchandiser

CENTRAL REGION

Michael Burdine
Keesler AFB
Main store

Lauren Borgan
Offutt AFB
Burger King

**Magaly Colon and
Kalei San Nicolas**
Barksdale AFB Services

WESTERN REGION

Jason Watson
Travis AFB
Class Six

Adrian Lewis
Eielson AFB
Food court

Cindy Updike
Kirtland AFB
Optical Shop
[Read](#) about them!

PACIFIC REGION

**Otto Roland
McGregor**
Misawa AB
Furniture store

Choe Chae-u
Osan AB
Arby's

Christy Abad
Andersen AFB
DoCoMo Pacific

EUROPE REGION

Lucia Rotter
Aviano AB
Main store

Ashley Jagroop
RAF Lakenheath
Burger King

Dragoslav Kijanovic
KMCC
Concessionaire



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

ARE YOU A VETERAN?

Share your

#VetForLife

story with your fellow associates

Help associates understand what it means to serve.

- Challenges
- Military culture
- Exchange benefit

Send your story to

ExchangeAssoc@aafes.com



VET FOR LIFE

Sergeants, Exchange Partner to Bring Backpacks to Kids

EDWARDS AFB, Calif. —

Exchange associates and the First Sergeants Association ensured that students returned to school with backpacks full of the right supplies.

More than 66 families received support thanks to the sergeants-Exchange partnership.

For the past two years, association members have teamed with main store associates for an annual backpack drive to help families receive school supplies.

A-shopping we will go

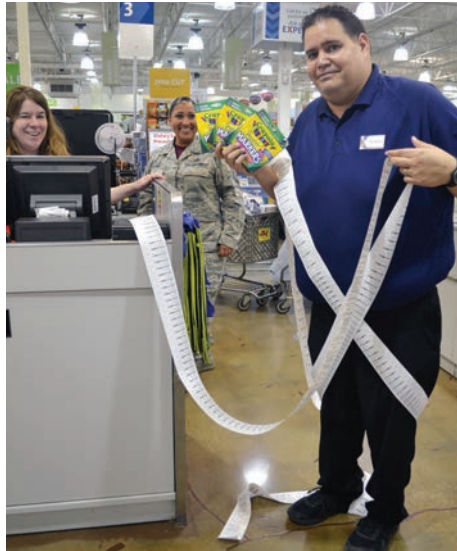
In June, the association's sergeants provided a very detailed shopping list, which included supplies and helpful breakdowns of genders and grades.

With the shopping list filled, which saved time and effort for the sergeants, the last step was to ring up the sales.

"It was a great sight to see, cart after cart of supplies for a fantastic cause," said Pam Valley, sales & merchandise manager.

Going a step further

Associates worked with Exchange headquarters in Dallas to get additional quantities of supplies to keep enough back-to-school items for regular customers.



Operations Manager John Anderson, right, and Sales & Merchandise Manager Pam Valley ring up the school supplies that MSgt Venessa Brown, center, and her sergeants organization bought for school children.

Although the checkout line was normally the last step, Exchange associates went one step further and also delivered the entire order.

'Truly a family'

Valley said associates were honored to assist the First Sergeants Association towards the educational enrichment of children.

"The Edwards community is truly a family," she said. "We may be a small, remote store, but we take care of each other and work together like a real family." X

"We may be a small, remote store, but we take care of each other and work together like a real family."

— Pam Valley,
sales & merchandise manager

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

Core Value: The Courage to Use Good Judgment



PATRICK AFB, Fla. — Express Associate Bobby Jackson was caught doing the right thing by cleaning spill basins using proper tools and safety cones.



TOWER BARRACKS, Germany — Associate Gaby Gonzalez was caught doing the right thing before vacuuming a carpeted area. She ensured to check all electrical cables for splices and damages to the equipment to prevent burn injuries.

Got Questions About Healthcare FSA? We Have Your Answers . . . and More

With open enrollment for benefits in early November, here are common questions and answers about the Healthcare Flexible Spending Account:

Q: Who can enroll in the FSA and when?

A: Regular part-time and full-time associates can enroll or change their choices:

- During open enrollment, with benefits starting Jan. 1.
- Within 31 days of certain life events, such as marriage or the birth of a child.

You must re-enroll each year.

Q: How does a healthcare FSA change the way I pay medical bills?

A: Each year, you expect to pay for prescriptions or doctor and hospital visits, but out of what paychecks? Just hope that several healthcare bills don't hit at once.

However, an FSA allows you to spread out the costs over the year. You contribute an amount of your pay each pay period and start the year with a "piggy bank" of tax-free money on a healthcare debit card. You can use the card to pay for certain healthcare expenses.



Think of a healthcare flexible spending account as a "piggy bank" of tax-free money on a healthcare debit card that you use to pay certain medical expenses.

Q: If I enroll, where will I see the benefits?

A: In addition to the debit card, your FSA contributions reduce your salary's taxable portion. For every \$100 you contribute to your the FSA, you reduce taxes by about \$20.

Your take-home pay will go down, but by nowhere near what you're putting into your FSA.

Q: Tax breaks from the IRS? Okay, so what's the catch?

A: One catch is your FSA covers only [eligible medical expenses](#), such as:

- Copays for medical and dental procedures
- Prescription drug expenses
- Some over-the-counter items

You can't have coverage or reimbursement for those expenses from any insurance plan.

You must spend all the debit card money by year's end or lose it, except for up to \$500 that carries over to the next year.

Q: Must I send receipts?

A: For expenses like doctor's office visits and prescription copays, you won't. For others, you must send receipts to prove the expenses were eligible.

Q. I need more information?

• Go to [Employee Self Service](#) on the portal, click on "eBenefits," see Health Care FSA brochure in Benefit Information Center. The link to an FSA savings calculator and video is in middle of the page.

• PAYFLEX website: payflex.com/products-and-services/flexible-spending-account.

• NAFHEALTHPLANS website: nafhealthplans.com/health-benefits/flexible-spending-account/payflex/. ❌

Do We Have Your Right Address?

Before open enrollment kicks off in November, the Exchange will mail important benefit plan information to all eligible associates with addresses on record.

It's extremely important for associates to ensure their personnel records include their

correct mailing address or they'll miss getting this important information about health and insurance benefits.

Visit [Employee Self Service](#) and click on "Personal" under the "Personal & Work" to make any corrections. ❌

TRANSFERS

Amanda Borchardt – secretary, HQ, to executive assistant I, HQ

Robin Boylan – region retail program specialist, Europe, to general manager, Spangdahlem AB

Lameicka Bray – merchandising assistant, HQ, to e-commerce tech, HQ

Dirk Burns – warehouse manager, HQ, to business analyst II, HQ

Billy Byrd – e-commerce tech, HQ, to system tech, HQ

Carrie Cammel – general manager, Wiesbaden, to general manager, Grafenwoehr

Donald Cantwell – sales & merchandise manager, Fort Campbell, to general manager, Little Rock AFB

Carl Carpenter – general manager, Grafenwoehr, to general manager, Ramstein/Baumholder

Don Cassens – logistics analyst, HQ, to assistant DC manager III, Dan Daniel DC

Lynette Cavazos – concept manager, Fort Campbell, to food court manager, Kwajalein

Maggie Conlon – store manager, Baumholder, to region retail program specialist, Europe Region

Darryl Dove – customer contact assistant, HQ, to e-commerce ops tech, HQ

Willie Edwards – sales area manager, Spangdahlem AB, to assistant store manager, Chievres AB

Marc Floyd – general manager, Ramstein/Baumholder, to general manager, San Antonio Exchanges

David Gauvin – assistant store manager, Eielson AFB, to store manager (BR/Gas), Fort Bliss

Jeffrey Gunn – area LP manager III, Europe Region, to area LP manager III, Ramstein/Baumholder

Chris Haefner – general manager, NAS Fort Worth JRB, to chief, region business office, Europe Region

Christine Harlan – general manager, Fort Leavenworth, to general manager, Fort Leonard Wood

Chris Holifield – general manager, EUCOM Exchange, to general manager, Hawaii Area

Kara Johnson – services business tech supervisor, Fort Hood, to services business manager, Fort Leavenworth

Kathleen Lieb – services business manager, Fort Leavenworth, to services business manager, JB McGuire-Dix

Denise Lundie – e-learning developer, HQ, to store manager, Grafenwoehr

Charlyne Morganfield – general manager, Korea Northern, to general manager, Osan AB

Nelly Nevarez – food court manager, Dyess AFB, to restaurant manager, JB McGuire-Dix

Paul Olney – buyer III, HQ, to buyer IV, Pacific Region

Mary Omler – store manager (MS), Keesler AFB, to general manager, Fort Leavenworth

Steven Pena – general manager, Korea Central, to store planning analysis manager, HQ

Dennis Robertson – buyer III, HQ, to buyer III, Europe Region

Craig Rowland – IT field support manager, HQ, to IT field support manager, Pacific Region

Michael Ryan – general manager, Spangdahlem AB, to general manager, EUCOM

Stephen Shaw – store manager (MS), Grafenwoehr, to store manager, Okinawa

Brian Sonntag – retail business manager, Okinawa, to general manager, Korea Southern

David Swenson – general manager, Fort Leonard Wood, to general manager, Fort Campbell

Lynn Thompson – retail program specialist, Pacific Region, to general manager, NAS Fort Worth JRB

Charles Wickersham – customer response technician, HQ, to e-com business analyst, HQ

Ann Yi – store manager, Okinawa, to general manager, Korea Central

IN MEMORY

Verna Adams, 90, died June 12 in Frisco, Texas. The HQ computer systems analyst retired in 1990.

Mary Anderson-Taylor, 57, died July 14 in North Charleston, S.C. She an associate at JB Charleston.

Louise Casey, 85, died May 18 in University Place, Wash. The JB Lewis-McChord operations food clerk retired in 1992.

June Castin, 82, died June 15 in Red Bank, N.J. The Fort Monmouth supervisory sales assistant retired in 1994.

Antonio Cogliandro, 70, died June 28 in Redondo Beach, Calif. He was an associate at Los Angeles AFB.

Finest Dennis, 62, died June 11 in San Antonio, Texas. The Lackland AFB motor vehicle operator retired in 2012.

Ja'Von Dixon, 29, died July 2 at Nellis AFB, Nev. He was operations manager at Nellis AFB.

Earl Eckenrode, 70, died June 13 in Waco, Texas. The Waco DC motor vehicle operator retired in 2009.

Roland Faucher, 91, died May 21 in Springfield, Va. The HQ associate retired in 1986.

Herbert Foster, 85, died May 17 in Colorado Springs, Colo. The Fort Carson mobile sales associate retired in 1993.

Maie Garnett, 72, died July 11 in Bowling Green, Va. The Fort Belvoir store manager retired in 2005.

Anita Gonzales, 51, died July 24 in Sierra Vista, Ariz. She was a shift manager at Fort Huachuca.

Francisco Gonzalez, 86, died June 19 in Daly City, Calif. The Presidio of San Francisco auto worker foreman retired in 1990.

Hazel Hayes, 99, died July 7 in Hallandale, Fla. The Westover AFB associate retired in 1972.

Howard Holding, 64, died July 3 in Salinas, Calif. He was a Presidio of Monterey warehouse worker.

Janet Human, 59, died June 24 in DeSoto, Texas. The HQ applications systems programmer retired in 2017.

Ernest Ingram, 60, died July 23 in Germany. He was a shift manager at the Wiesbaden Exchange.

Susan Ivy, 66, died July 13 in Fort Worth, Texas. The HQ accounting technician retired in 2005.

Wonpen Lofton, 72, died May 14 in Cumberland, N.C. The Fort Bragg senior store associate retired in 2012.

Jennifer McCormick, 83, died June 18 in Austin, Texas. The NAS Fort Worth JRB manager retired in 1992.

David Money, 73, died June 11 in Summerfield, Fla. The Wright-Patterson AFB, motor vehicle operator retired in 1999.

Billie Montgomery, 64, died July 15 in Killeen, Texas. She was a food service worker at Fort Hood.

Doris Mae Pennington, 85, died June 24 in Roseville, Calif. The McClellan AFB operations clerk retired in 1994.

Leticia Plateros, 77, died May 25 in Angeles City, the Philippines. The West Coast DC logistics assistant retired in 2011.

Theresa Posey, 89, died April 1 in Palmyra, Pa. The Carlisle Barracks cashier retired in 1982.

Ingrid Resto-Carrion, 78, died June 16 in San Antonio, Texas. The Fort Sam Houston shift manager retired in 1994.

Juanita Reyna, 81, died June 19 in Dallas, Texas. The HQ bindery machine operator retired in 1998.

Alice Roth, 95, died June 16 in Charlestown, W.V. The Exchange inventory management specialist retired in 1998.

Loretta Springer, 73, died June 13 in Columbus, Ga. The Fort Benning shift manager retired in 2004.

Robert Stacey, 63, died May 1 in Waco, Texas. He was a Waco DC maintenance mechanic.

Julia Tilley, 82, died April 3 in Carmel, N.Y. The Vandenberg AFB services manager retired in 1989.

Chong Tracey, 59, died July 5 in Manhattan, Kansas. She was a senior store associate at Fort Riley.

Betty Walden, 72, died June 3 in Jackson, Ga. The HQ inspection and testing branch manager retired in 2005.

Mary Wallis, 92, died June 7 in Grand Prairie, Texas. The HQ inventory management assistant retired in 1995.

Eloise Walters, 83, died May 22 in Willingboro, N.J. The JB McGuire-Dix services supervisor retired in 1986.

Shanon Weesies, 54, died July 9 in South Ogden, Utah. She was a Hill AFB vending associate.

Veteran Managers Named SVPs



Anna Iosefo



Mike Smietana

Anna Iosefo has been promoted to senior vice president of the Central Region, while Mike Smietana has been named senior vice president of real estate, Director/CEO Tom Shull announced.

In their new roles, Iosefo and Smietana will lead strategies of their respective divisions to align with the Exchange's mission, vision and long-term business objectives, Shull said.

Iosefo replaces Ken Brewington, who retired recently after a 36-year Exchange career.

At the Exchange, Anna has served as main store manager, general manager, area manager and, most recently, vice president of the Merchandising Directorate.

She attended the University of Mary Hardin-Baylor and earned a Bachelor of Business Administration degree in Management.

"As senior vice president, she will be a tremendous asset to our entire organization," Shull said.

Smietana served 26 years as an Air Force civil engineer, including as commander of civil engineer squadrons. He also held positions in the Air Combat Command headquarters and Pentagon.

He has a Bachelor of Science degree in Civil Engineering from the State University of New York, Master of Business Administration from the University of West Florida and Master of Science from the Industrial College of the Armed Forces. He is also a registered professional engineer.

"Mike's experience as vice president of Exchange's Real Estate division since 2011 combined with his thorough knowledge of military strategic priorities makes him perfectly suited to manage the Exchange capital expenditures portfolio," Shull said.

RETIREMENTS

Elizabeth Alcordo, Schofield Barracks, 17 years

Ken Brewington, HQ, 36 years

Karen Brown, 8 years

Angela Burrows, Fort Belvoir, 35 years

Peter Catineau, Dan Daniel DC, 30 years

Hui Einsporn, Ellsworth AFB, 12 years

Michael Farren, JB McGuire-Dix, 17 years

Betty Harmon, JB Langley-Eustis, 16 years

Gary Hein, Alaska Area, 15 years

Beverly Hunt, HQ, 15 years

Lawrence Monahan, Dan Daniel DC, 12 years

Josephine Stephan, HQ, 9 years

Kenneth Stuckey, Waco DC, 28 years

Esther Torres, MacDill AFB, 13 years

Eleanor Turgeon, HQ, 18 years

Margarida Wertz, Keesler AFB, 14 years

Sharon White, Fort Drum, 8 years

Exchange History: Snack Wagons Throughout the Years

Throughout the years, snack wagons became part of AAFES lore, living out the motto, “We go where you go,” by delivering food and drinks to troops wherever they were deployed. In fact, in 1917, U.S. Army mobile canteens, called “field kitchens,” began feeding troops located in remote locations.

Today, hundreds of Exchange concessionaire-operated food wagons are serving troops everything from bratwurst to burgers.

Check out this history pictorial of Exchange “food wagons.”



Camp Croft, S.C., World War II, circa 1943



Berlin Airlift, 1948-49



Sheppard AFB, Texas, 1951



On military exercises in Europe, 1953



Randolph AFB, Texas, 1955



AAFES’ “little white school bus,” China Beach,



Bosnia, 1996



JB Lewis-McChord, Wash., 2016



Forest fires, Washington State, 2016



Scott AFB, Ill., on food court Friday, 2016

[Check out](#) more pics of our food trucks in the Exchange history Flickr album.

funfact

A surplus U.S. Army wagon became the first ‘food truck’

Today’s food trucks are direct descendants from the chuck wagon, a cowboy’s portable kitchen used on the cattle trails.

In 1866, Charles Goodnight invented the chuck wagon from a surplus U.S. Army wagon with interior shelving and drawers, and plenty of dried beans, coffee, cornmeal, bacon, salt pork, beef, water barrels, and a sling to kindle wood to heat and cook food.

STAY CONNECTED!



Exchange Manager

Announce weather alerts and facility news to your associates

Communicate with your associates, eliminating "noise" in your email inbox

Send and receive messages, photos, and videos



Exchange Associate

Network with fellow associates without sharing personal information

Access informational documents without logging into home.aafes.com

Share ideas, tips, and info from fellow associates around the globe



How?

- 1 | Download Red e App from the app store
- 2 | Create your account/profile
- 3 | Join the Exchange Network
- 4 | Enter your Y-ID

Need Help?

Call Red e App Support! **1-855-733-3277**
or email **support@redeapp.com**



Get to know the mission and unique customers at Yokota Air Base

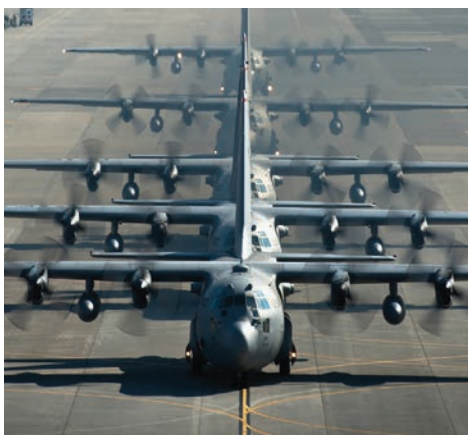
JAPAN



The Imperial Japanese Army opened Tama Airfield in 1940. Tama was their flight test center.

U.S. Forces arrived in September 1945 and found nearly 200 aircraft, including a reconstructed B-17 with the then-classified Norden bombsight, (above).

From 1946 to 1950, Yokota supported bomber, reconnaissance and air defense missions during the U.S. occupation of Japan.



Created in 1948, the 374th Airlift Wing, which has never been stationed in the U.S, is the only airlift wing in the Pacific Air Force.

The wing flies the C-130 Hercules (above), C-12 Huron and UH-1N Huey helicopter.



The Fifth Air Force, the country's oldest continuously serving numbered air force, is responsible for U.S. Air Force units in Japan.

U.S. Forces Japan is responsible for the 50,000 military personnel and 40,000 dependents and defense plans of Japan under the U.S.-Japan Security Treaty.

The AF 3-star commander of Fifth AF is also the commander of USFJ.

Major Units



Fifth Air Force



374th Airlift Wing



U.S. Forces Japan

FAMILY > SERVING < FAMILY

To serve Yokota Air Base, we have:



1

Main Store



3

Expresses



13

Restaurants

Social Media Installation Monthly Update

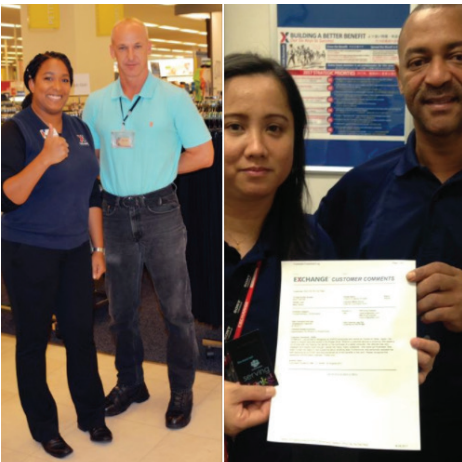
Find all Exchange social media channels and links [here](#).

How does your Exchange social media stack up?	Reach	Likes	Check-ins	Weekly Growth	Engagement	Reactions
Week of August 1	19,814 Fort Belvoir	2,138 Ramstein/ KMCC	5,324 Randolph AFB	12% Edwards AFB	7.4% Wright-Patterson AFB	150 Fort Bragg
Week of August 6	10,664 Ramstein/ KMCC	2,198 Ramstein-KMCC	5,335 Randolph AFB	26% Fort Buchanan	6.5% Fort Buchanan	168 Fort Buchanan
Week of August 13	7,310 Edwards AFB	2,216 Ramstein-KMCC	5,353 Randolph AFB	6.22% Fort Buchanan	8.46% Wright-Patterson AFB	204 Fort Bragg
Week of August 20	17,241 Fort Bliss	2,240 Ramstein - KMCC	5,370 Randolph AFB	14.6% Fairchild AFB	7% JB Langley - Eustis	205 Fort Bragg

Below are samples of Exchange events posted by installation social media outlets:



Luke AFB Month of Military Child Essay Contest Winner - Raymond J. Hesser III.



Yokota AB showed off two associates with complimentary customer comments.



The long awaited Dunkin's Donuts opening at Rose Barracks, Germany.



\$1500 Exchange gift card awarded to second place You Made the Grade sweepstakes winner at Dyess AFB.

TheExchangePost.com

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Photos From the Field on Flickr

