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| **OPERATION CALLOUTS**  **“Congratulations October standouts! As you go about your day, you take the time to acknowledge our customers and ensure their experience is a positively memorable one. You are truly examples of family serving family, and nobody does it better than you. Thank you for being ambassadors of the Exchange.”**    *-Dave Nelson, chief operating officer* | | | |
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| **PACIFIC REGION**  *“****Ms. Pak, Mr. Pyon and Mr. Chong****, we are proud to have you on the PAC team. Your contributions are some of the best in the region.”* | **Kyong-Suk Pak**  **Yongsan Main Post Express**  Ms. Pak is an example to her coworkers, leading them with a sense of urgency to complete tasks and do them properly. Customers shop at the Express because they know the items they need are always in-stock. When serving customers, she goes the extra mile and checks every avenue to offer the items to customers, taking care of all special orders and informing customers about our web site [shopmyexchange.com](http://shopmyexchange.com). Ms. Pak is an outstanding asset to the Express, and although store sales are down due to troop movement to Camp Humphreys, tobacco products, her primary area of responsibility, sales are consistent at the same rate as last year—13% of store total sales. Yongsan Main Post Express team will continue with providing the best customer service possible with Ms. Pak and her teammates’ outstanding customer service--Family Serving Family. | **Son-chun Pyon**  **Camp Humpheys Popeyes**  Mr. Pyon is recognized as a dedicated shift manager who contributed to a sales increase of 23.8% above AFP, DOR up by 60% above AFP YTD, average ticket increase by 4.6% over PY. He has led his team to #1 sales among the Popeyes facilities in Korea and #4 worldwide. Many events, such as shooting tournaments, Korean traditional games, mini golf and Hula Hoop in the food court resulted in repeat visits. The most recent Hula Hoop contest had 50 contestants, including parents and children. He is a good role model for all associates and a great asset to our facility and the Humphreys Exchange. | **Man-ho Chong**  **Camp Humphreys GNC**  YTD sales are up $336K (18.5%) compared to LY. He is a knowledgeable and friendly manager who listens to customers’ needs and suggests the most efficient item by adding sales with supplements. He recognizes customers’ buying habits and prepares for their next visits. He is often referred to as the “vitamin doctor” due to his ability to suggest healthy options. |
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| **EUROPE REGION**  *“The Europe Region is extremely proud to have enthusiastic and outstanding Associates like Sincera, Ellis and Mohammed, who support our military and their families across Europe and Southwest Asia!”* | **Sincera Allen**  **Jordan Exchange**  Ms. Allen has become a valuable asset in Jordan. Her ability to communicate has kept the lines of information open and work to on improving operations in Jordan. This skill was instrumental in gaining access to remote rodeo locations, which resulted in additional sales of $2,500-$3,000 per month. Ms. Allen shows the community that the Exchange lives on the motto “We Go Where You Go.” | **Ellis Briggs**  **RAF Lakenheath  food court**  Ellis is a dedicated food service worker at Pizza Hut. His customer focus is second to none, and he is always willing to go the extra mile to meet our customers’ needs. His drive and enthusiasm has led to an increase in MILITARY STAR sales of 31% YTD; delivery sales by 5% YTD. Ellis is a great team player, and an even greater asset to the Exchange. | **Mohammed Hossain**  **Kuwait Services**  Hossain is a 15-year contingency veteran, with six years as services tech and theater supervisor. His enthusiasm makes him a great fit for this environment as he has helped service business managers during the years, providing continuity to an ever-changing location. He meets new challenges with "Let's Do It!" attitude and is proactive in seeking ways to grow the short-term program. Hossain has organized remote bazaars, providing much needed services to our deployed troops. He exemplifies our core values and is a valued member of the Exchange family. |
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| **EASTERN REGION**  *“Thank you, Eden, Mary and Jasmine for making a difference and driving for results! We are very proud to have you on our team in ER! You give the best to our operations and truly make yourselves valuable parts of your Exchange.*  *Thank you for your professionalism and determination to be the best”* | **Eden Tunstall**  **Langley AFB main store**  Eden is very interactive with customers and highlights current/upcoming sales to drive top-line sales. She constantly changes her mannequins in her area. Taking great pride, she wants customers to see new merchandise in her area every day. She consistently pulls merchandise from the stockroom and ensures her merchandise is priced to “Shout the Savings” to our customers. She knows her top sellers, and is always willing to help throughout the store.  She takes the initiative to run a register when she sees the lines are getting long. Eden knows that great customer service will bring the customers back to shop, so she goes above and beyond every time. What was the impact? Eden’s ladies department sales are up 6% for the year, $27,582. Because she loves bringing merchandise to the sales floor, GP is up 3% YTD or $4,997. For spring/summer 2017, the fashion sell-through is consistently beating the average and is a major contributor in exceeding our sell-through projections. Keep up the great work, Eden! | **Mary Delargy-Henderson**  **U.S. Military Academy Starbucks**  Mary diligently connects with every customer and is very active in the West Point community. She recognizes, and is recognized, by many customers and commanders. Mary engages each customer with a warm smile and kind words, and has received several positive customer comments. We have many repeat customers here, and she is very good with learning their names and their drink preferences. She is proficient in suggestive selling, increasing the average guest check by 4% and 3% increase in retail sales. Mary is very consistent and knowledgeable about engaging customers on the use and benefits of MILITARY STAR. Mary excels in knowing the current business numbers and how to read reports. Mary has spearheaded sales of our overstock of summer tumblers, and increased sales by 5%. Since her start in the store in May 2017, our MILITARY STAR capture rate has increased by  8%. | **Jasmine Hill**  **Eglin AFB/Hurlburt Field Vending**  Jasmine is a Veteran who recently joined the Exchange team. She recognized the importance of the Exchange mission, and she wanted to continue to serve. Within the first two weeks on the services team, she had checked every vending machine throughout both installations and was regularly communicating with every vendor partner. Jasmine has been meeting with the building managers regularly, and is always gaining feedback on how we can improve service. Her drive and determination to improve the customer experience and place new machines have produced impressive results.  Vending was below in sales and income by double digits, but when Jasmine arrived, she has reversed that trend and sales are now 9% above year to date and continually improving. |
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| **CENTRAL REGION**  *“Central Region is proud to nominate Dawn, Naomi and Dan, who represent the best of customer service in Central! Their dedication to doing what’s right and dedication to our mission are great examples for others to follow. These star associates have been instrumental with ‘Enhancing the Customer’s Experience,’ and we are fortunate to have them on our team!”* | **Dawn McCullough**  **Selfridge ANGB main store**  Dawn is very dependable and always shows up to start her day with a friendly smile. She is a model associate who performs her duties with little or no direction and is always ready to lend a helping hand. Recently, Dawn was in the main store’s parking lot collecting shopping carts when she looked down and found a man’s wallet. She took the wallet and turned it into our LP office. The customer who lost it returned to the store and discovered that the wallet had been found and turned in by Dawn. The customer was so overwhelmed because that wallet contained $3,000 in cash and was still in the wallet! He became very emotional and stated, “He could not believe that there are still good people in the world.”Hugs were shared by all. Truly amazing! Dawn’s actions and fortitude exemplify what Family Serving Family is all about, and she is our hero! | **Naomi Walker**  **Fort Sam Houston Sunbway**  Naomi has been with us for several years, starting as a Burger King food service worker. She has taken it upon herself to learn every concept in the Mini Mall food court. She has also worked to gain a strong understanding of the Exchange’s financies. For July and August she provided the GM’s office a statement analysis for each concept of the Mini Mall food court. During Hurricane Harvey, Naomi came in with a team to help in the food court servicing AIT students who were restricted to the installation. Because of her hard work, loyalty and dedication, Naomi was placed in the management ranks.  She exemplifies the pride of Fort Sam Houston. | **Dan Shibe**  **Tinker AFB BX Mall**  Dan Shibe has been on board nine months, but has quickly learned short-term concessions. He aggressively pursues new concessionaires. By attended four craft/trade shows, he recruited 55 new vendors so far this year. He is hard working and enthusiastic about services, and we are looking forward to many great events and vendors with him leading the way! |
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| ***WESTERN REGION***  *“Alyssa, Hunter and Samantha, your great initiatives are making the work place better for both our associates and customers. Thank you for your commitment to excellence.”* | **Hunter Carolyn**  **Malmstrom AFB main store**  Stockrooom Foreman Hunter Carlyon has been back with Malmstrom’s Exchange for less than one year. He was rehired as an early morning stocker, was promoted to Express receiving clerk and now is our stockroom foreman. He has made huge strides in cleaning out our warehouse from transferring, organizing and moving merchandise to the sales floor. Hunter has been a huge motivation to all associates. Mr. Carlyon has brought new and exciting ideas to make our Exchange a more efficient, profitable and safer facility. He has been successful in supporting our branches to make sure they get all requested merchandise daily. Hunter has been a huge asset to the Malmstrom Exchange. Thank you! | **Samantha Breeden**  **Fort Carson Starbucks**  Samantha Breeden is the facility manager at the Evans Hospital Starbucks. She has led her team to a higher standard of customer service and increased sales YTD and 20.1% above AFP, increased gross profit by 31 basis points, reducing personal costs by 67 basis points and reducing expenses by 87 basis points—all resulting with an increase to DOP increase of $12,468 for a 12.52% bottom line YTD! Samantha and her team were recognized by Starbucks as having the “Store Team of the Quarter.” Recognition from Starbucks was based on the team achieving an increase in sales over PY, increase in food sales and high QASA score of 97% overall. | **Alyssa Myers**  **Vandenberg AFB GNC**  Alyssa is a proud military spouse who managers the GNC. She grows relationships with reaching out to the local fitness center to collaborate on cross-promotional ideas events and partnering with DeCA to provide samples and demonstrations during new product launches. She has partnered with the services business manager for training materials and sessions to better develop her employees and empower them to drive MILITARY STAR use and earn My GNC Rewards points. Alyssa’s focus and determination to GNC, the Exchange and the Vandenberg community resulted in a MILITARY STAR penetration increase of 45% from July 17 to Aug 17. Alyssa truly knows what it takes to be an example of Family Serving Family! Alyssa, thank you for all your hard work and commitment to Vandenberg and our military community! |
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