

CHIEF OPERATING OFFICER DAVE NELSON'S OPERATION CALLOUTS!

"Congratulations, December standouts! During the busiest time of the year, you have demonstrated you are never too busy to take care of the best customers in the world. You are all clearly focused on enhancing the customer experience and we appreciate it. Thank you for all you do to make the Exchange shine."

-Chief Operating Officer Dave Nelson

PACIFIC REGION

"Chun-Hui, Pyong-Chol and Chin-Hong, we are extremely proud of you and what you do every day. Going the extra mile comes natural to you, and you epitomize true customer service. Thank you for leading the way."

Chun-Hui Hwang

OSAN AB MAIN STORE

Mr. Hwang is a prime example of "Doing the Right Thing." Two weeks ago, a customer showed up with a bike purchased three months ago. The bike had a damaged rim and chain from mountain biking. The customer was upset because he chose not to get the Exchange Protection Plan, and thought that the bike he bought was of poor quality. The customer knew that the bike was outside of the return period, but wanted spare parts or get it repaired. Without hesitation, Mr. Hwang offered to replace the bike with the same model, but asked about a more qualified bike for his level of

Pyong-Chol Chon

OSAN AB MOBILE FOOD TRUCK

Mr. Chon operates the mobile food truck and has served our Airmen who work on the flight line and who reside in remote tent cities. He is serving our military members every day, and he truly goes where they go. His outstanding efforts have increased sales by 17% over plan and increased earnings by 36%. His excellent customer service builds a true customer's service experience as the food mobile truck

Chin-hong Park

OSAN AB CAR RENTAL - PURUNSOL

Mr. Park, director of the car rental service, and his team have made tremendous improvements each month compared to 2016. Their YTD sales are \$172,000, 40% above the same period last year; YTD income is \$65,000, which is a 43% increase. The sales and income results show a complete turnaround from last year and shows that they have built a foundation with the local customer base.

riding. The customer agreed, and purchased a new Trek bike with the EPP plan. Then, Mr. Hwang offered to transfer the customer's safety gear from the old bike to the new bike, including the headlight, tail light, and add-on bike pump.

operation continues to grow.

EUROPE REGION

"This month our teammates once again exemplify our core value of Family Serving Family, and they set the standard for providing great service to the best customers in the world who deserve nothing but the best!"

Christian Aitchison

VICENZA MAIN STORE

Christian has been with the Vicenza main store for nearly 20 years and has proven to be one of our most hardworking and dedicated associates. His calm, friendly demeanor allows him to develop collaborative relationships with all team members and vendor partners, and he is always willing to share his job knowledge. Although not a supervisor, Christian's experience is evident as he continually offers suggestions to improve the stockroom's efficiency. Christian was the point-of-contact for facility transfers and shuttle program requests for many years and recently took over the remote warehouse's operation. He made training his replacement at the main store a top priority, ensuring the incoming associate was knowledgeable of all relevant policies and procedures. In less than a month,

Elena Buonocore

VICENZA ANTHONY'S PIZZA

"Bonni" has been instrumental in providing great customer service. A customer recently ordered 20 pizzas (\$240) for the school and requested pick-up at 10 a.m., before the operation even opens. Thanks to Bonni, the restaurant made it happen! Bonni also takes large pizza orders for military events to provide the best value to the main post, a housing area and the Del Din installation. Bonni has increased MILITARY STAR card use by 3% over LY by "asking every customer every time." She's always willing to assist any coworker in the food court and thereby contributes to increased sales. Thank you, Bonni!

Dennis Brown & Kamil Szymon DHI TELECOM

Dennis and Kamil have been instrumental by providing cell phone services to our Soldiers at the "tip of the spear" in Poland. They have set up throughout Poland, bringing hardware, sim cards, hotspots and plenty of smiles with them. Dennis and Kamil make it a point to not only serve the larger installations, but are also happy to take their lemonade stands and serve Soldiers a little further afield. Dennis and Kamil, thank you for your dedication and commitment to our Soldiers and their families.

he completely rebuilt the remote warehouse tracking system. Christian was the cornerstone in holding two warehouse sales that allowed us to move more than \$5,000 of furniture. He is instrumental in keeping clearance and phased-out merchandise flowing to the sales floor to be sold at the first markdown. With Christian now at our remote warehouse, we know the facility is being run as efficiently as possible.

EASTERN REGION

“Eastern Region is always so proud to show of our associates and for November we want to congratulate Evelyn, Heather and Marleny 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!”

Evelyn Ramos

PATRICK AFB MAIN STORE

Evelyn joined the Patrick MS team 7 months ago, however she is not a stranger to the Exchange. She has 22 years of service, all in Food. She transitioned from Food to Retail with ease, and brings a wealth of knowledge to promoting the Military Star program, as well as providing a memorable customer experience. Evelyn asks every customer, every time, “Will this be on your Star card”. She takes the time to explain the program resulting in, Yes I will apply. Evelyn has contributed to the Exchange’s YTD increase of 28% A PY for approved apps. She is currently our # 1 Associate in the Main Store YTD with 70 approved Military Star

Heather Lawson

FT LEE EINSTEIN BAGELS

Ms. Lawson is the Einstein Bagels Foreman and she has done an outstanding job of running her operation. Heather’s determination to reduce operational cost while remaining focused on the customer produced fantastic results for the prior month; reducing expenses 28.4% below AFP, increased productivity by 24.7%, all while producing a DOR 22.1% above AFP. Her dedication and ownership are exemplary. She is customer service focused and greets every guest with a smile and daily demonstrates her

Marleny Vitalis

FT BELVOIR/MYER SERVICES

Marleny has been an integral team member since she came on board Oct 2016. She has actively pursued new short term vendors to provide a full mall schedule through the year, adding 28 new vendors for 2017. Short Term Vendors have accounted for \$800K sales and \$170K income (21.25% average fee) so far this year! Additionally, Marleny exemplifies the meaning of customer service. She is highly focused on ensuring that every vendor partner, every customer and every peer is given the best shopping experience possible. She builds strong relationships with existing partners while expertly communicating the Exchange mission, vision and core values with prospective partners. She is an intricate part of the Ft Belvoir/Ft Myer Services Team.

applications, resulting in \$7,000 for the store. Her attitude and execution of the program speaks volumes. She often receives customer and coworker compliments about the service she provides. Evelyn has a special technique in promoting the Star Card and she doesn't hesitate to share it with her coworkers. She's instrumental in teaching our DECA partners all about the Star Card at Tabling Events and looks forward to, **"Growing sales/relationships with new and existing Star Card Customers"**. Evelyn definitely understands the importance of **"Families Serving Families"** and is a credit to the **Patrick Team!**

commitment to serving the best customers in the world.

CENTRAL REGION

"Cindy, Erann and Jui represent the remarkable associates and vendors we have all across Central Region. They truly exhibit a favorable impact to enhancing customer experience. They know what it takes to be a great team member and exemplify Family Serving Family. We are ecstatic you are a part of our team and want to share with

Cindy Patterson

SHEPPARD AFB TROOP/MCSS

Cindy Patterson is above reproach in exhibiting her excellent Shift Manager skills for Sheppard MCSS. She was promoted to full time shift manager for the Troop Store and has remained at the MCSS while the other MCSS Manager is on extended Leave. With manpower being down due to loss of personnel, she has taken on extra to ensure operations are not effected. She took the reins and learned all aspects to run the MCSS operations with minimum

Erann Hudson

FT LEONARD WOOD EINSTEIN BAGELS

Erann Hudson attended NBFF training at the Einstein Bagel Academy in Colorado. Her hard work achieved her the prestigious award of Valedictorian for her class. We are very proud of Erann and are excited to see the changes implemented from her training. She keeps Einstein running efficiently and always works to

Jui Chang

REDSTONE ARSENAL STRIPES ALTERATIONS

Mr. Chang has served the Redstone Arsenal community for several years as the contractor for Stripes Alterations. His loyalty and dedication to the Redstone force has not gone unnoticed. Mr. Chang recently received a personalized photo from LTG Wyche who retired on 21 July 2017, after forty years of service. LTG Wyche (Ret.) served as the Army Materiel Command Deputy Commander. His message read "Mr. Chang, Thank you for the exceptional support and what you do for Team

everyone how proud we are of each of you! Thank you for all you do for the Exchange and our customers!”

supervision. Cindy always is a go-getter and strives to improve the processes to make our Military Clothing the best in the Exchange. With the upcoming co-locating of the MCSS into the Troop Store, Cindy has begun the process of prepping the store for the move. She is consistently reviewing products and requesting cross balances for shortages from other bases when necessary to ensure product is available to meet customer’s needs. Through Cindy’s positive attitude and expert skills as a Shift Manager, she bestows outstanding credit to herself, Sheppard AFB, and the Exchange.

improve the store sales as well as sets her own store goals to increase sales and productivity. I have attached an email received from Joy Miller who is the regional license manager for Einstein.

“Hi Theresa, I just want you to know that it was a pleasure having Erann in class. She did such an awesome job this week. So much so that she was awarded the Valedictorian of the class. She learned a lot this week and I feel she will come back and implement some great things and I am really excited to work with her in the future”

Redstone. You are the best of the best.” – LTG Wyche (RET.)
Redstone Arsenal and the Exchange are fortunate to have such an exceptional contractor on our team!

WESTERN REGION

“Jeremiah, Emily and Benjamin....You are doing a great job elevating the customer experience for our valued customers. Your passion for serving others is evident by the sales increases you have achieved so far this year”.

Jeremiah Maniquiz

LA/MARCH EXCHANGE

Jeremiah is new to the Exchange and PowerZone. Within the first few weeks on the job, Jeremiah’s personality and customer service skills have helped increase electronic sales by 34% and Computer sales by 4%. His product knowledge and selling skills are excellent. He is always very courteous and willing to help out where ever he may be needed in the store. He

Emily Trimble

FAIRCHILD AFB

Since becoming the Starbucks Facility Manager just over two months ago, Emily has grown sales by 7% over the prior year. During the last month, Emily has set up the back stock and prep areas making it more efficient for inventory and set up. Last month Emily also tested and received her Coffee Master Certification from

Benjamin Botero

DYESS/GOODFELLOW A&A GIFT SHOP

Benjamin is known for his dedication to the customers at Dyess AFB, quite often arriving at his shop long before his posted hours of operation to get his area ready for his day of selling. Benjamin’s dedication is reflected in his sales, which have increased 6% in 2017, not to mention his ever-growing customer base. Benjamin’s willingness to participate in Exchange events is unmatched. As an example, he often lends a helping hand to his fellow vendors. Benjamin strives to provide

has proven to be a great addition to the Exchange family.

Starbucks, which enables her to elevate the customer experience. The Starbucks district manager even commented that her final project was the best presentation she had witnessed as a district manager.

the best customer service, and his continued success proves he's doing just that! Benjamin is a great teammate at Dyess!