

## DAVE NELSON'S OPERATION CALLOUTS

### *Calling out the front lines*

"With the new year upon us, I am excited to see our teammates' actions and commitment to providing an exceptional customer experience. What a tremendous standard you have set! Thank you for all you do to take care of the best customers in the world.

With Respect,  
Dave

#### **PACIFIC REGION**

*"Shigenori, Ryuji and Ms. Choi, you went above the normal call of duty to provide an extraordinary experience. You are why they come back. Thank you for all you do."*

#### **Shigenori Shirasu**

##### **YOKOTA AB MAIN STORE**

Shigenori is known for his artistic talents. With the Yokota Exchange YCC undergoing major renovations, Shiegenori dedicated his time and talents, providing holiday murals at the main store's temporary entrance tunnel. His artistic murals allowed the customers to enjoy festive photos and selfies with family and friends, all the while making the YCC look more like a Christmas wonderland than an extensive site under construction. Thank you, Shiegenori!

#### **Ryuji Konuta**

##### **CAMP ZAMA**

##### **MAIN STREET EXPRESSO**

Ryuji is a coffee barista at Main Street Espresso and does an outstanding job. He has received numerous positive customer comments pertaining to his care and finesse. A customer wrote, "I knew I had a big night ahead of me getting ready for a Christmas musical. I had only seven minutes to get to the food court, and when I arrived, it was two minutes to closing. Ryuji gave me a warm smile with his greeting and the best cup of coffee in Japan. O-M-G! I'm convinced only good things are in store

#### **Ga Ye Choi**

##### **CAMP WALKER BEAUTY SALON**

After receiving a manicure at an off-base establishment, a customer noticed her nails began to split and become painful. She then visited the Camp Walker Beauty Salon to ask what they could do. In a Facebook post, the customer wrote: "They sat me down, assessed the damage and began to explain what they could do to help. They layered each of my nails with healing/repair wrap, treated the nail beds and made me very comfortable. I'm very happy with the service they provided. They didn't rush, no matter how many people walked in, and they appeared to care about the health of my nails. This is where I'll be going from now on." Ga Ye Choi and her staff are masters of

## **EUROPE REGION**

*“Europe/SW Asia Region associates Stacey, Alessia and the entire DSN Internet Connection team in Kosovo make us proud! They exemplify the best in Europe and set the bar for outstanding customer service in all of our facilities!”*

### **Stacey Britt**

#### **WIESBADEN/HAINERBERG SHOPPING CENTER**

Stacey Britt is the early morning stocker and excels in serving customers throughout the store, assuring that they leave satisfied and appreciated. She understands the military customer’s needs like no other, being a family member herself. She acts like a true pro and does not stop until our customers are fully satisfied. We often have customers who see if Stacey is working, just to go ask her for whatever their needs may be due to her cheerfulness and kind words. Having children in the community, she is on different committees, may it be school or otherwise. Stacey epitomizes

for Main Street Espresso team. That’s more than just knowing your job—that’s love for the job and the people you serve.” Customer service is why the restaurant is so successful. Ryuji and his team averages \$17,774 month in sales and increased YTD bottom line by 50.3%. Ryuji and his team have taken the initiative to enhance their menu with items suggested by our customers.

### **Alessia Cappanera**

#### **LIVORNO SCHOOL MEAL PROGRAM**

Alessia is the cheerful and energetic supervisor at the School Meal program at Camp Darby in Livorno, Italy. She supervises the entire planning, coordinating and executing daily performance requirements. Alessia helped oversee the entire renovation of the Livorno/CampDarby School Meal Program, which included the kitchen, cafeteria and dining area. Based on her expertise and in-depth knowledge of the School Meal Program, she suggested and successfully acquired new

their trade and demonstrate the meaning of Family Serving Family every day.

### **Remzi Beqiri, Aid Kadriu, Shpend Mustafa, Driton Rexhepi & Dionis Mehmeti**

#### **KOSOVO DSN INTERNET CONCESSION**

A customer comment best tells the story: “A huge shoutout to the Internet concession here. They are extremely friendly, helpful and very professional and knowledgeable. They seriously go above and beyond to help their customers. My iPhone was messing up after an update, and I was devastated because that was my only way of keeping in touch with family and friends back home. One of the employees spent hours and hours trying to fix the problem. He even downloaded iTunes on his laptop to sync and reset my phone. And that definitely isn’t his job. It also wasn’t

“Family serving Family” like only a few can.

kitchen appliances, which have assisted her in achieving five-star ratings on all sanitary inspections. To support the military community, Alessia volunteers to cook and assist in the traditional community Thanksgiving dinners. Livorno/Camp Darby is a small community, and these dinners have brought cheer and joy to the military Community serving our country in a remote corner of Italy! Thank you, Alessia; you personify FAMILY SERVING FAMILY!

the first time I needed their help. They walked with me to my room before to figure out why my phone won't connect to the Wi-Fi. I had to constantly go their shop and was always greeted with a smile and received constant help. The guys at that Internet store are more than helpful. I've watched them interact with other customers who get the same treatment. As they were trying to fix my phone, there was another lady with a broken phone, which they sold a new phone to and set everything up for her!”

## **EASTERN REGION**

*“Eastern Region is always so proud to show off our associates. We congratulate Maria, Rebecca and Tempestt for being our Operation Callout 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!”*

### **Maria Hood**

#### **ROBINS AFB EXPRESS**

Maria demonstrates a passion for the Exchange in all that she does. In a short period, Maria has developed trust of her new team and led them to push more orders for best sellers, cement partnerships with vendors and increase communication among the team. Her efforts and leadership contributed to November earnings \$55,889, 18% increase above Plan. November pure retail sales of \$422,445, excluding gasoline, increased \$80,087, 23% above plan.

### **Tempestt Wilson**

#### **FORT BRAGG Q'DOBA**

Tempestt's unwavering drive for results and focus on giving great customer service has resulted in the Q'Doba achieving #1 ranking among all Q'Dobas YTD and reaching the outstanding sales goal of \$1.3 million in nine months, 55.4% above AFP. Tempestt has achieved this sales goal while maintaining YTD personnel costs of 26.39%, 11.61% below benchmark, and 10.9% in expenses, 4.1% below benchmark. This has resulted in DOPBEFDEP of

### **Rebecca Harris**

#### **FT BEVLOIR/FT MYER SERVICES**

Rebecca is responsible for our vending program at the Fort Belvoir and Fort Myer Exchanges. She actively seeks new business opportunities, looking for new locations and new vendors. She is proactive about communicating issues with vendors and ensures all machines are checked 100% weekly in high volume locations and monthly elsewhere. Rebecca's diligent overview of our vending program has yielded a YTD increase of 15% sales at Fort Belvoir and 24% sales increase at Fort Myer. She also consistently displays excellent customer service standards and is highly dedicated to

### **CENTRAL REGION**

“Takako, Brenda and Michelle are outstanding associates with unwavering dedication! They represent the outstanding teammates we have all across the Central Region. They are passionate about what they do and truly exemplify our core values. They show great enthusiasm for their work and what they do daily. We are honored to have them on our team and thank them for representing Central Region.”

### **Takako Bond**

#### **FORT LEAVENWORTH MAIN STORE**

Takako monitors seven facilities for the Exchange and is in charge of our purchase in transit (PIT). She provides information on questionable invoices, focusing her time ensuring that the PIT is current and we are recovering our shortages in a timely matter. Due to Takako’s diligence, she has recovered more than \$25,000 in 2017. When time permits, she lends a hand stocking the sales floor. She is a true team player!

30.28% or \$387,829, completely surpassing the AFP goal by 5.06%. Tempestt’s drive for results has been the primary contributor to the food court achieving 23.47% in DOPBEFDEP, #1 in Eastern Region.

### **Brenda Vanark**

#### **FORT RILEY SNACK BAR**

Brenda Vanark has been an asset to the Exchange for 30 years. Customers are what drives Brenda. She is the first to say hello to all our customers. She knows them by name and loves to serve them up a good-looking sandwich, wrap or burger. Customers know Brenda well. She is always ready for the rush and ensures that the prep table and coolers are stocked to meet our customer’s needs. Thank, you, Brenda, for your dedication, perseverance and commitment to our customers and the Exchange!

serving the best customers in the world.

### **Michelle Hoffman**

#### **MINOT AFB ALTERATIONS/LDC**

Michelle is retired military and knows exactly how uniforms should look. She is always helpful in ensuring all customers have exactly what they need for their uniforms. Michelle is very familiar with all the squadrons and command. Her outgoing personality and knowledge of the military makes her an asset to the Minot AFB Alterations shop. Michelle’s is part of the reason that the Minot Alterations is 20% above last year’s sales and 10% above in laundry and dry cleaning for the year.

## **WESTERN REGION**

*“Berenice, Luis, Carla and Misty.....You perfectly model ‘family serving family’ and are great role models for your fellow associates. You lead by example and have earned the respect of our entire team.”*

### **Misty Carson**

#### **FAIRCHILD AFB MAIN STORE**

Through her planning and talent in creating eye-catching displays, Misty managed to increase sales in cosmetics by 41.6% during the most recent fall beauty coupon event. Not only that, but Misty rounded up the entire sales team and ensured that proper execution was met for Black Friday weekend. The team worked late Wednesday night setting up displays, and Misty lead the entire staff on creating locations that would generate attachment sales in hardlines and softlines. Overall, the main store finished with the seventh highest percentage sales increase worldwide. In addition to her sales execution, Misty has mentored our newest department manager and two new supervisors.

### **Carla Mena**

#### **FORT BLISS COMMUNITY STARBUCKS**

Carla Mena is food service foreman at the East Bliss Community Center (EBCC) Starbucks. She started as an intermittent food service worker. Through hard work and dedication, Carla worked her way up to the foreman position. Carla has touched the lives of Soldiers and families by holding events and hosting spouses’ groups, among other events. Carla treats customers like family and ensures that patrons receive outstanding customer service. She knows her regular customers’ names and drink orders, and is always there to provide a warm smile, advice and information to her customers. With Carla leading the way, the EBCC Starbucks has performed admirably on the financial side of the house. YTD sales are 35% above plan and the store’s direct operating profit is a whopping 139% above plan. Carla truly embodies the spirit of “Serving of the best customers in the world.”

### **Berenice Morales & Luis Sandoval**

#### **VANDENBERG AFB LA CHIQUITA MEXICAN GRILL**

Thanks to the hard work of Berenice and Luis, managers of La Chiquita Mexican Grill, the restaurant has been able to exceed sales over LY by 2%. They prepare their food from scratch daily, and dedicate their efforts to focus on collaborative events. They have donated churros for the Exchange blood drive, chips and salsa for Oktoberfest, and 100 burritos to support firefighting efforts. Their quality food, commitment to serving the Vandenberg community, and devotion to customer service has made La Chiquita the #1 concessionaire on the installation, exceeding two name-brand restaurants, Dominos and Subway. Thank you, Luis and Berenice, for your continued service and excellence!

