

## CHIEF OPERATING OFFICER DAVE NELSON'S OPERATION SHOUTOUTS!

"Through your dedication and hard work, you are shining examples of how we should Serve Those Who Serve. Making our customers feel important and valued in a sincere manner is the most important thing we can do. Your actions improve customer loyalty and our reputation as they share their experiences with others. Thank you for your service to the best customers in the world! It is an honor to call you a teammate."

With the Greatest Respect,  
Dave Nelson

### **PACIFIC REGION**

*"Words can't express how proud we are to have a team of dedicated, selfless members that go beyond the normal call of duty every day. **Ashley, Kristine and Michiko**; you epitomize the true essence of family serving family. Thank you!"*

### **Ashley Klida**

#### **HICKAM AFB MAIN STORE**

I came across Ashley assisting a customer with a laptop bundle that she recently purchased from the Exchange. The customer didn't seem to be familiar with computers at all, but expressed to Ashley that she would like an easier way to find Microsoft Word on her laptop. Ashley patiently listened to the customer's needs, asked follow-up questions for clarification, and assisted her in putting the Microsoft Word shortcut on her laptop's desktop screen.

Furthermore, the customer's laptop bundle came with a wireless mouse which the customer couldn't figure out how to connect via Bluetooth to the laptop. Ashley properly identified that such a mouse would need the Bluetooth receiver USB-insert and attempted to describe it

### **Kristin Arnado**

#### **SCHOFIELD BARRACKS BASKIN ROBBINS**

A valued customer, Morgan Armer, came to place a cake order at Baskin Robbins on 17th of May for her daughter's 15th birthday. She requested a specialty cake, to show case her daughter's favorite football team's color of blue and green (Seahawks) for pickup on the 24th. Ms. Morgan Armer wrote:

*"I am extremely pleased with my experience ordering an ice cream cake from Kristin. She answered my endless questions and was very knowledgeable and friendly. Kristin called a week after I placed the order to confirm everything. I was very surprised and pleased when I picked up the cake yesterday. Not only did Kristin add the green and blue frosting I had requested, she*

### **Michiko Matsuda**

#### **KADENA AB & CAMP FOSTER PHOTO STUDIO**

Ms. Michiko works as a Photo Studio Concession employee and is well known for her polite and professional manner in any situation. Ms. Michiko always takes time to understand every customer's needs and explain the details clearly about services provided. The most recent complementary comment from a customer proves her excellent customer service:

*"I would like to sincerely thank the One Hour Photo concession for their fantastic service. I recently completed a series of photo printing and framing projects that would not have been possible without the assistance of Michiko-san at both the Kadena AB and Camp Foster One Hour Photo. The prints I needed were large and required precise custom sizing and*

to the customer since the customer was uncertain of what it was; Ashley pulled another wireless mouse with clear packaging from the shelf so she could show the customer the USB-insert receiver. Although the customer then understood what she would need for the mouse to work, she couldn't find it in the box or with the other packaging from the laptop bundle. Ashley took the time to help the customer search through the packaging, and even opened up the battery cover of the mouse to find the USB.

I stayed in the Powerzone with Ashley throughout this transaction to both observe and assist other customers so that she could continue helping that woman without delaying other customers in the sales area, and she did an amazing job!

*actually drew the Seahawks logo on the ice cream! She went above and beyond when she made my daughter's cake and I hope she gets recognition for her hard work. I have never had such good service when ordering a cake."*

*cropping. Michiko took the time to understand the finished result I hoped to achieve. She applied valuable skills, information, and opinions about color, proportion, contrast, and assembly of the photo and frame combinations. With her help, I was able to produce terrific results. Thanks Michiko!"* We are very proud of Ms. Michiko and that her fantastic customer service encourages other concessionaires to follow her footsteps.

## **EUROPE REGION**

*"Jignesh, Bell and Nelly make is proud in what they do every day to serve the best customers in the world at the Tip of the Spear in Kuwait and in Europe! Associates like them are the backbone of our success!"*

### **Jignesh Darji**

#### **ARIFJAN ZONE 6 TROOP STORE**

Jignesh blazes a path that isn't easily followed by others and sets a standard of performance that is second to none. Jignesh stocks our HBC department and he is fired up and eager to keep his area stocked to provide the best service to our customers. His efforts have improved sales by 4.3%, GM by 4.5%, GP by 5.4%, all while keeping markdowns 20% below last year. In

### **Bell Adriatik**

#### **KMCC HOFBRAUHAUS**

Bell is the Hofbrauhaus' Manager and is a key team player who always goes above and beyond supporting all events, ideas and any last minute community functions that are tossed his way. He always solves for a "yes" in making things happen. Not only does he provide the highest level of customer service, but he ensures "quality" of services are

### **Nelly Acosta-Alvarado**

#### **VICENZA SERVICES**

Nelly was instrumental in finding 33 new short-term concession partners and one "market truck", selling fresh fruits and vegetables within our military community over the last year. Nelly also contributed to setting up five new concessions. Our customers truly enjoy these new shopping opportunities. Total sales for the five concessions were

addition to that, Jignesh assisted his facility to a record month in EPP sales during May. The store sold 401 plans versus only 35 from the previous year. Jignesh was responsible for 93 plans sold during the month which represents 23% of all EPPS sold. Jignesh is very deserving of the recognition of his peers for the superior job he does month after month.

also met. Recently we threw out an idea – “Sunday Brunch”, Bell took it to the next level. The “Sunday Brunch” has become a huge hit here in the KMCC area and his hard work truly reflects on the 2018 1st quarter sales - 12.76% above prior year and 30% increase in the Military Star sales. Bell is our role model of a true partnership!

\$20,672, with an overall fee of \$4,134. Way to go, Nelly!

#### **EASTERN REGION**

*“We are so proud of **Steven, Martina, and Pam** for representing the very best we have in Eastern Region. Every month it is hard to call out only three “top notch performers”, however these associates stand out in an elite group and deserve our recognition...thank you from all of ER for taking care of our customers!”*

#### **Eileen Martin**

##### **PATRICK AFB MAIN STORE**

Eileen has celebrated 5 Exchange Anniversaries with the Patrick MS and is a valued teammate. As an ODL Associate she has contributed to the sales lift of **\$30k, 12%A YTD** and has set a goal for achieving at least a 20% increase by end of the ODL season. Eileen is confident she will help to meet the goal. She takes the initiative and ownership in her dept. to ensure each customer’s shopping experience is memorable. She also supports the Major Appliance dept. and is known as one of the top performers of **EPP sales**, which are 20% A YTD and **Military Star card Apps./sales**. Eileen is not only dedicated to Excellent customer service, she is supportive of the Exchange Vision and Mission.

#### **Jessica Wernsman**

##### **JBA BOSTON MARKET**

Jessica Wernsman’s commitment to her customer’s satisfaction is paramount! She is awesome with customers and maintains standards in Boston Market. Recently, Jessica and her team achieved all green in Boston Market Guest Experience Measurement (GEM)! Only through her focus on executing excellence could this be accomplished! Jessica is dedicated to the Exchange and Boston Market team and is always willing to assist whenever needed, without hesitation. Boston Market continues to maintain Milstar penetration rate above 10.60% YTD. Jessica is highly appreciated for all her hard work and love for her job!

#### **Brenda Frazier**

##### **FT. BRAGG/SEYMOUR JOHNSON SERVICES**

Brenda plays an integral part in the continued success of the Ft Bragg Exchange. While in her position, Ms. Frazier has demonstrated professionalism in carrying out her responsibilities and duties. She excels in effective human relations when working with vendors, potential sources and Exchange team members. She handles situations with tact and diplomacy. Brenda creates a comfortable atmosphere for subordinates to work and expand their learning. She regularly takes advantage of opportunities for Services team members to learn and grow in their positions. One area Brenda has focused on is bringing in more Food Trucks to serve our customers. **Sales for 2018 are \$150,342, an increase of \$58,173 or 64% A LY.** Our current count of Food

## **CENTRAL REGION**

*"Darlene, James and Pablo are outstanding associates with unwavering dedication! They represent the outstanding teammates we have all across CER! They are passionate about what they do and truly exemplify our Core Values! The three of them 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."*

### **Darlene Lisby**

#### **WRIGHT PATTERSON AFB MAIN STORE**

Darlene has become the model MCS associate for all Exchange locations. SSgt Keith Peck and his new bride Katlin were selected to have their wedding televised on **Good Morning America** during the DIY segment. Darlene was approached by the couple, informing her that they had a short time frame to put together a Mess Dress uniform for their wedding day. Darlene's engaging personality quickly defused their anxieties. She quickly gathered the parts and pieces then fitted SSgt Peck into a Mess Dress Uniform, the wedding aired on May 31, 2018. To go three steps further, Darlene received yet another outstanding customer comment from an appreciative customer. A retired Smsgt from PA reported he was in immediate need of a new Dress Blues coat for his son's wedding, after calling the WPAFB MCS and speaking with Darlene she set aside two jackets she thought would be fitting. The Retired Smsgt drove four and a half

### **James Martinez**

#### **FT. SAM HOUSTON SUBWAY**

CSM Pinkerton from Germany went to Main Food Court Subway and received excellent Customer Service from James Martinez. James engaged in a conversation with CSM Pinkerton while preparing his sandwich about Germany, traveling to Europe and about his dreams. After James finished making his sandwich, CSM Pinkerton stated, *"James, you have great Customer Service and Thank You for making my sandwich and keep up the great job."* After sitting in the dining room and watching James interact with other customers, the CSM was very impressed. He came to the counter, spoke to Christopher Fuentez (Subway Manager) and stated, *"You never know who you will encounter in this world and I would like to say after watching this young man working for over an hour you have such a great employee. James attitude and commitment is what customer service is all about."* The respect

Trucks is 14, with new sources coming in regularly. She is in the process of training another team member to submit approval requests as well as maintaining a calendar to rotate the trucks each week. Great job Brenda!

### **Rochel Holder**

#### **LITTLE ROCK AFB**

Rochel has been a great addition to the LRAFB Services team. In the few months she has been working with Services, she has been instrumental in working to improve the vending, concessions and food truck programs. During this time she has been making sure all of the vending machines are working and reaching their earnings potential while constantly searching for new opportunities. In addition, Rochel has been key in improving the food truck choices for our customers. These new food trucks have been a huge hit with our customers. Currently the Services team has increased their sales 28% and their revenue 17.8% over last year. Great Job Rochel!

hours to be greeted by Darlene with a warm welcoming smile and personality. After quickly fitting him and verifying the coat material matched the pants material, she verified his rank and retrieved the correct insignia, rang him out and got him directly to alterations. Within less than an hour Smsgt Guiste had been provided everything he needed and was headed back home in time to have dinner with his family and much less stress. He stated that standard of professionalism is extremely rare to come in contact with anymore.

#### **WESTERN REGION**

*“Pat, Glenda, and Erik, your energy and enthusiasm to drive the customer experience are second to none. You continue to make a difference in the lives of our customers as true ambassadors of first class customer service. Thank you for all you do to serve as a model for all associates to follow in putting the customer first.”*

#### **Erik Larson**

##### **ELLSWORTH AFB**

Erik has been an excellent example of providing a great customer experience and a professional demeanor with every customer. He is a disabled military veteran and this is his first job in retail. He has shown a steady appetite for knowledge and progression. Erik gives every customer his full attention and makes them feel special. He readily greets, suggests, listens and thanks every customer enthusiastically. He personalizes each transaction to the customer's needs and regularly excels in all our local competitions such as EPP, and Military Star Applications. Because of his work, we have increased our

he shows customers is going above and beyond and he is greatly appreciative. CSM Pinkerton then presented James Martinez with a coin in honor of his great Customer Service. Mr. Martinez, thanked the CSM for the coin and was very appreciative.

#### **Glenda Cordero**

##### **FT. BLISS BOSTON MARKET**

Mrs. Glenda Cordero is setting an example with her customers and peers. She is always smiling and has a positive attitude, friendly, and attentive with the customer needs and employees. She has patience with all customers especially new customers who have never eaten at our Boston Market. Despite any situation, she is always willing to help and volunteers to stay over if someone calls in or shorthanded. Mrs. Cordero, is the go-to person when it comes to training the new employees at Boston Market. Her expectations are set high for herself and she sets the same bar

#### **Patricia Warner**

##### **LUKE AFB SERVICES**

Since Pat Warner has joined the Luke services team just a little over a year ago, she has done an outstanding job. She is full of energy and works hard at keeping our kiosks full, always lending a helping hand to vendors with their kiosks. So far this year she has signed on 24 new vendors and has had 4 new vending machines installed. She has done an awesome job of keeping all short term and vending contracts in order and up to date. She is always encouraging vendors to making military Star a # 1 form of payment and giving ideas to help increase sales. Recently we presented an Exchange Credit Program Award for Military Star to

approved Military Star application count by 185%. Erik was challenged to sell 10 Samsung 55" 4K TVs that were on sale at the time for \$499.00. He not only sold them within the week, but attached 8 EPP's to those sales. He has been a model of consistency and is now moving forward within the Exchange by temporarily taking the SBM position. Every Exchange needs an Erik!

for others. I recently received a phone call from a customer informing me that Mrs. Cordero's customer service was excellent. The customer had ordered a Chicken Caesar Salad and Mrs. Cordero prepped a fresh salad for her even though it was in the middle of lunch rush. The customer enjoyed the salad so much that he stated he was going to come back and order the Chicken Caesar Salad at Boston Market again. Also Mrs. Cordero informed him that the we have Salad Wednesday where if he ordered a salad he will get \$2.00 off his meal and if he used his Military Star Card he can get 10% off his whole meal. Mrs. Cordero, also informs customer of the 15% off their meal when they fill out the Boston Market Survey. The surveys have increased 30% due to Glenda's constant emphasis on the program.

the Stylique Salon, thanking them for their YTD 42% increase vs PY. She is consistently showing her dedication not just to our vendors but also to our company as well. She is by far an asset to the Luke Exchange. Because of her role and dedication she has helped increase our sales YTD 10%A AFP and our income YTD 19.4% A AFP.