



# **Ft. Bliss Support to the 155<sup>th</sup> ABCT**

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**March 2018**

# EXCHANGE™ **Ft. Bliss Support to the 155<sup>th</sup> ABCT**

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- **The 155th Armored Brigade Combat Team is the largest unit in the Mississippi National Guard with approximately 3,500 Soldiers. The "Dixie Thunder" brigade is headquartered in Tupelo and contains subordinate units covering the entire Magnolia State**





# EXCHANGE™ **Command Request for Exchange Support**

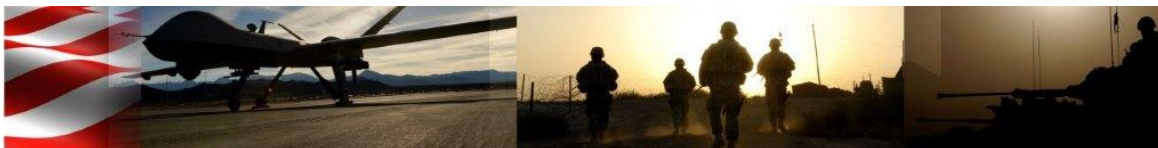
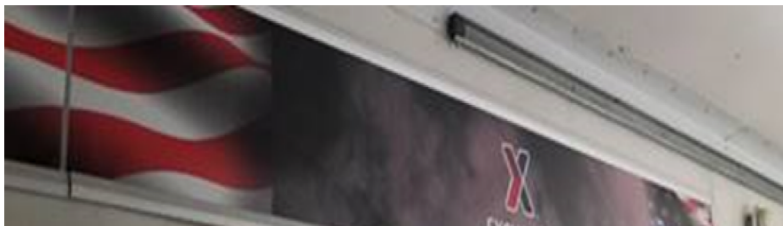
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- **Ft Bliss Command Requested Exchange Support for the incoming 7400 Soldiers of the 155<sup>th</sup> ABCT and Supporting Units**
- **Support Requested from 15 March thru 30 June at the Dona Ana and Westbrook Life Support Area's (LSA)**
- **The Following Missions were Executed at each LSA;**
  - Two 58' Mobile Field Exchanges
  - Two 28' Reefer's
  - Two 28' Dry Storage Containers
  - Prime Power Connected to the MFEs and Reefers (Command funded)
  - Patriot Outfitters (Concessionaire) 60' Mobile Store Placed at Dona Ana
  - 11 Vending Machines
  - GME Barber Shop with Two Chairs at Dona Ana
  - Four Concession Food Trucks (ETA 28 – 30 March)

- MFEs arrived with dated marketing, the VM team updated all elements to the current standard
- **Before**



- **After**



## ➤ Team Bliss Prepping and Stocking the MFEs





# Ready for Our Customer's





# MFE Opening Day

- Opening Day!
- Total Sales \$15,127.00





# Patriot Outfitters Trailer at Dona Ana

- Grand Opening Wednesday 21 March, sales exceeded \$10,000
- Patriot Outfitters goal is \$50K a month

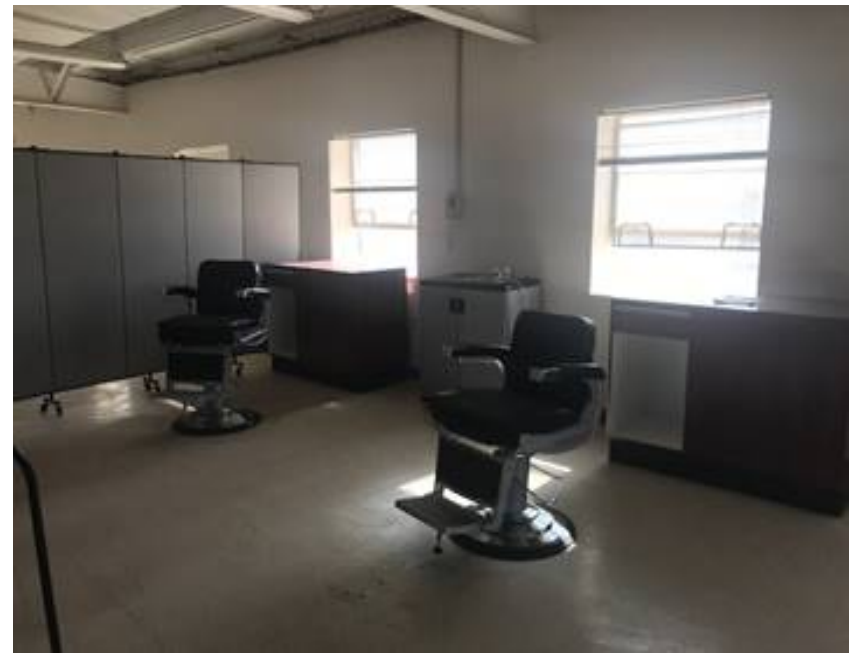


- 11 Vending Machines Spread Across Both LSA's
- Coke, Pepsi and Full Line Vending



# GME Barber Shop

- Barber Shop Opens 28 March in MWR Building at Dona Ana LSA
- VMs are Creating Signing





## › **McGregor Base Camp Troop Store**

- › MTD Sales \$79,000 ALY or 38A

## › **Mobile Field Exchanges**

- › Dona Ana Sales to Date \$40,700
- › Westbrook Sales to Date \$9,200

## › **Direct Operated Food Trucks**

- › Hideaway Kitchen Food Truck Sales – MTD 54A LY
- › Arby's Mobile Food Truck Sales – MTD 32A LY

## › **Patriot Outfitters Tactical Trailer**

- › MTD sales of \$20K



**EXCHANGE**

ARMY & AIR FORCE EXCHANGE SERVICE

*There is no greater honor  
than serving those who serve.*