

## CHIEF OPERATING OFFICER DAVE NELSON'S CUSTOMER SHOUTOUTS

*"Congratulations to these stellar associates. Thank you for being all in for Soldiers, Airmen and their families, living out the Exchange's core values each day. It is a privilege to serve our Nation's heroes. Keep pressing!"*

*With Greatest Respect,  
Dave*

### **PACIFIC REGION**

*"Congratulations to three amazing associates representing the Pacific Region - Josephine Brazil, Marittes Hosokawa, and Doe-yun Kim. Through dedication and hard work, they epitomize the true essence of Family Serving Family. Thank you!"*

### **Josephine Brazil**

#### **CAMP HUMPHREY EXPRESS**

Josephine received this customer comment: *"I have been at Camp Humphreys my whole tour here in Korea and I have gone to most if not all of the Expresses. At one of them, Josephine has always had a big smile as she greets you walking into the store and you approach the checkout. She has taken time to get to know us who come in regularly. She is one of the people who have made my time in Korea more cheerful with her lively personality and joyful energy."* Josephine is an exceptional example of the dedication our associates have to make Humphreys home by providing an extraordinary customer experience.

### **Marittes Hosokawa**

#### **CAMP ZAMA ARNN ELEMENTARY**

During April, Taco Bell was with only three people left to run a seven-day operation. Marittes, a school food supervisor at John O. Arnn Elementary, instantly offered her assistance. Marittes was instrumental with increasing the ticket average to become the number one Taco Bell in the Pacific Region (\$10.13). We thank her for fostering a sense of responsibility and urgency to help create such a positive work environment. We understand just how vital she was, meshing seamlessly, needing no instruction and simply making our facility life easier. Our thanks go out to her again for her help and time serving the Best Customers in the World!

### **Doe-yun Kim**

#### **OSAN AB**

#### **ENGRAVING/SPECIALITY SHOP**

Ms. Kim, supervisor of the Engraving Shop, is the first person Osan customers see when entering. She has been proactive by improving the shop's display and cleanliness, ensuring timely service, and emphasizing customer interaction. February, March and April have seen MTD sales increases of 36%, 19% and 72%, resulting in YTD increase of \$8,300 or 45%. Ms. Kim's contribution has been very impactful through the first quarter of the year, benefiting the Osan customers and Exchange.

## **EUROPE REGION**

***“KMC and Pulaski Expresses, Jonathan and Giuliano make us proud to serve the troops and families away from home through exceptional customer service and delivering a taste of home!”***

**Paul Rincon, Derrick Bogar and Don Shavers**

### **KMC EXPRESS/PULASKI EXPRESS**

*“My son had his 3rd Birthday Party at the BX, in the rec room. We ordered 10 Hunt's Brothers pizzas at 1200, to be picked up at 1420. At 1345, the young man called me from Hunts Brothers. Their ovens went down and could not accommodate my order. Fifteen minutes before my the party and before 17 kids arrived, no pizza! I asked for a refund and I went to call other pizza places. The young man from the Hunt's Brothers called back and told me his manager felt horrible and they would put in an urgent request at the Pulaski Hunt's Brothers, they would go get it and deliver it to the party. They saved the day! The young man stopped by, apologized and told me the pizzas would arrive in about 15 minutes. The manager then dropped the pizzas off before 1500. They even called after the party to check that everything went well, how the pizzas were, and to again apologize. This team went above and beyond for me. I cannot even express my gratitude for them. They are phenomenal. Thank you again!*

**Jonathan Alvarado**

### **RAF LAKENHEATH PIZZA HUT**

In the short time that Jonathan has worked at Pizza Hut, he has done an outstanding job serving the best customers in the world. His service is second to none. He is always on hand to help our customers and his peers in any way he can and with an unwavering smile. Jonathan is always ready to go that extra mile and is a great team player, even coming to work on his days off. Jonathon continually pushes MILITARY STAR, which has resulted in an increase of 3.4% over last year. Jonathon is a true asset to the Pizza Hut team, and we are thrilled to have him on board.

**Giuliano Mamich**

### **VICENZA BANDIDOS**

Giuliano Mamich owns Bandidos, the most popular Mexican food in Vicenza Camp Ederle. He opened his second food kiosk in Del Din in February. By introducing fresh and healthy food options, he and his staff improved the quality of life for our services members at Del Din. Sales in February were \$35,278. In March, sales went up to \$42,051, a total of \$ 77,330. A big thank you to the entire Bandidos staff as they always provide excellent customer service and great meals!

## **EASTERN REGION**

*“Eastern Region proudly recognizes **Luz, Dana, and Anthony** for their contributions and support of the Exchange mission. The focus on customer service is a priority, and it shows in the results! Thanks for all you do!”*

### **Luz Ferraren**

#### **FORT EUSTIS MAIN STORE**

Ms. Ferraren is the example of the MILITARY STAR card ambassador! During the first 19 days of May, she assisted 33 customers open new accounts. Since Feb. 1, Luz has opened 259 MILITARY STAR accounts. Of the 558 applications approved for JJB Langley-Eustis, Luz is responsible for 54% of them! Ms. Ferraren takes the time to explain all the great benefits with each customer. Many new Soldiers are not aware of separate military clothing line of credit, 10% off in the food facilities, discounts on fuel purchases, deployment deferments, and anywhere from 10-15% off their first day's purchases. She makes sure that a calculator is available to show the customer what they could save on large items, such as laptops and gaming systems. Luz also assures our customers that their MILITARY STAR cards are with them for all their new duty assignments! She has an amazing dedication to our customers and the Exchange!

### **Dana Mondragon**

#### **EGLIN AFB/HURLBURT FIELD SUBWAY**

In the last five months, Dana has stepped up to the challenge and taken the reins of the Westgate Subway while her manager has been temporarily assigned to other duties. Dana's leadership has been instrumental in motivating the staff, which shows in the increased weekly sales during the last two years. The average weekly sales have increased from \$9,500 to \$11,000. During the Subway Cookie Challenge, Dana urged her associates to go for the gold; her team sold a record 352 dozen cookies. Dana is loved by her customers, who she addresses by their first names. She works closely with associates, who respect her. Together, they get the job done.

### **Anthony Cass**

#### **FORT DRUM ADMINISTRATION**

During his 25 years at Fort Drum's Exchange, Anthony has served in many roles in the main store, accounting office, Military Clothing store and administrative office. His experience gained from working in accounting has enabled him to review the POR and IGLAS for errors and ensure any are corrected quickly. His watchful eye has saved the Exchange from unnecessary bookings that would have had a direct negative impact. Anthony has developed a good working relationship with the post and public works, which helps get repairs done quickly. He oversees the utility charges and accruals, keeping them in line so the facilities are charged correctly. He is a wealth of knowledge, and everyone calls him for assistance. If anyone wants info about Fort Drum, they call Anthony.

## CENTRAL REGION

*"Sally, Caroline, Jo, and Linda, you make all of Central Region so proud! Your hard work and efforts continue to set the bar and your actions are paying off with magnificent results. Thank you for all you do every day taking care of our customers and driving for results!"*



**Sally Green**

### OFFUTT AFB MAIN STORE

Sally is a one-in-a-million associate at the main store's central checkout. Sally takes time to greet each customer by name and always asks if you found everything you needed. Sally always talks about MILITARY STAR's benefits and walks customers through the application process. In 2018, Sally got 223 approved MILITARY STAR applications. While these numbers are impressive, her contribution of \$23,300 to the main store's bottom line is remarkable. For FY 2019, Sally has 107 MILITARY STAR accounts with 87 approved! Sally was an integral part of Team Offutt winning April's M&M impulse item challenge. Sally alone sold 650 of the candies! Sally assists in training

### Caroline Mitchem & Jo Langford KEESLER AFB MOBILE FOOD TRUCK

Ms. Mitchem's mobile truck serves food and drinks to our students, instructors, construction workers or anyone at any place. She and Jo's dedication and contribution to serve those that serve is shown every day. What a great team! Caroline arrives at 0400 to get her truck ready. Jo arrives at 0500 to start on sandwiches. Caroline is out in the rain, cold or heat every day at 0500. They never call in sick or arrive late. Caroline has given the Exchange her commitment for 38 years and Jo has given us her commitment for 34 years. That alone is amazing, but it cannot top their sales: about \$2,300 a day. During the last two weeks, sales have reached almost \$2,600 every day with a top sales of \$2,780. Only one person making sandwiches and one selling. No food concept can say they do those sales in eight hours with only two employees. It is past amazing and a real example of what great and dedicated employees they are to the Exchange and Keesler AFB.

### Linda Zeigenbein FORT LEONARDWOOD VISTA OPTICAL

*"The customer service is outstanding. My husband and I took advantage of the buy a frame get a frame free sale. We weren't able to go at the same time, but they still honored that price when I came in later and found the better deal. Linda helped me pick a pair of glasses. She was so sweet and gave me her honest opinion on every pair I tried. My glasses arrived with one damaged lens. They ordered me a new lens before they called to tell me that I could still pick them up and wear them while I waited for my replacement. When I picked up my glasses, I could not even tell there was a damage to the lens, which means their attention to detail is impeccable. I would highly recommend this shop to anyone looking for glasses!"*

new cashiers and brings out the best of our associates with her patience, kindness and understanding. It is rare to find an associate who has a profound affection for what they do, let alone a talent for creating relationship with customers in a few short moments. Sally is certainly a valued member of the main store central checkout team who continues to deliver consistently. We are honored to have Sally on our team!

#### **WESTERN REGION**

***“Judith, Chelsea, and Marcelle, your vast experience providing an exceptional customer experience to our valued customers is commendable. You have a wealth of knowledge, and we thank you for your many years of service to our communities.”***

#### **Judith Oliksy**

##### **NELLIS AFB MCSS**

Judith celebrated her 35<sup>th</sup> anniversary of extraordinary service with the Exchange in March. She has held several positions in the Military Clothing Store, such as sales associate, shift supervisor, and customer experience associate. Judy has earned the respect of customers, fellow associates, and managers because she is an advocate of the foundations of customer service. Her customer experience awards received is a true testament to her professionalism, love for her customers and consistent display of the Exchange core values. Judy is a champion regarding the MILITARY STAR card in which she has achieved the most approved new

#### **Marcelle Knudsen**

##### **MOUNTAIN HOME AFB BURGER KING**

Marcelle is a senior assistant manager at Burger King. She has worked for the Exchange since February 1999. That length of time shows how passionate and dedicated Marcelle is to the military family that she has served and the Exchange. At Mountain Home AFB, we have a permanent Singaporean squadron. The Singaporean customers commented that “Marcelle is a great friend to all Singaporean people!” They love her personality and friendly and great customer service. They have even invited her to visit them when they return to Singapore and will provide her a

#### **Chelsea Banks Rodriguez**

##### **FORT BLISS CUTCO**

The Fort Bliss roving vendor Cutco has built a very successful business. Consultant Chelsea Banks Rodriguez, and her team’s enthusiastic approach to selling creates an environment of excitement in Freedom Crossing Market Place. Standing out among their peers with sales of \$151,000 in 2018, they continue to raise the bar with sales of \$50,600 in their first event of 2019 that lasted seven days and included a secondary location partnering with the commissary. Chelsea communicates well with our team and her playful spirit draws customers over to her booth. She always has a warm smile and is willing to try new things to grow the business. Chelsea added Holloman AFB to her schedule. Her willingness to service a smaller nearby Exchange does not go

applicants YTD. She is high spirited and has a huge following at the Military Clothing Store. Her wealth of knowledge makes her stand out as the “go-to expert” and sets her apart from her peers. She is an asset to the Military Clothing team and the perfect model for all to follow as she exemplifies family serving family.

place to stay and be her tour guides! Marcelle goes above and beyond providing all customers with great service. She recently received this customer comment: *“I would like to pass on my appreciation for Marcelle Knudsen. During my visit to BK, an elderly gentleman ordered a meal. Marcelle asked him to take a seat and took his order, brought his drink and meal to his table. This is customer service that you hardly see at a restaurant. I was continually surprised by her customer service!”* This is just one of many outstanding comments she has received during the years. Since Marcelle has been at this Burger King 14 years, our guest satisfaction score has outscored the Top 20% of all Burger Kings year after year. The ranking is due in part to her compassion for our customers and her dedication to the Exchange mission, vision, and core values!

unrecognized. They had \$12,300 in sales at the first event. Her team has agreed to return to Holloman, giving Airmen the opportunity to shop these quality products. Customers look forward to their events, and many have commented how nice it is to see them at Exchanges across the country.

## **LOSS PREVENTION**

*“Justin does a tremendous job of representing the LP Directorate with full-time emphasis on the safety program. Fort Carson Consolidated is a safer work environment because of his efforts.”*

## **Leonor Conry**

### **FORT CARSON LOSS PREVENTION**

Justin Trujillo is an Exchange safety and security assistant. Since July 2013, has been the dedicated safety specialist for the Colorado Springs Exchanges. Justin started with the Exchange in June 2011 and brought 21 years of Army experience. Justin has shown great dedication to his work and has played a significant role in reducing accidents across the Colorado Springs exchanges, where 676 associates work. He has built relationships with units on to facilitate community awareness events that help educate the community and drive foot traffic to our stores. His work ethic, dedication and knowledge have been driving forces in the Loss Prevention program and exemplifies the core principles of LP's mission.