

SOS

March 6, 2012

NOTICE TO THE TRADE – DeCA NOTICE 12-56

SUBJECT: Fort Carson New Store Opening Plans

The purpose of this Notice to the Trade (NTT) is to provide information regarding the opening of the new commissary at Fort Carson located near Colorado Springs, Colorado. The grand opening is scheduled for Wednesday, May 9, 2012, and Industry support will be critical to the success of this project.

The commissary will be a state-of-the-art facility and classified as a K5 commissary. Specifically, semi-perishable items (dry), chill/dairy items, and frozen items will be a K5 set. As the new store is larger, shelf space has been increased to reduce out-of-stock issues throughout the day on faster moving items.

Points of contact for the Area are Mr. Jerome Katrenick, Zone Manager and Ms. Rhonda Smith, Store Director. DeCA Store Operations points of contact are Mr. John Campbell, Mr. Michael Pfister, and Ms. Bonita Moffett. Ms. Doris Lowenstrom will be the point of contact for the deli/bakery operations and Ms. Michelle Camba for the setup on VIP night. Point of contact for the store merchandise set is Ms. Dawn Scharp.

The reset is scheduled to begin with frozen food, chill, dairy, and chill lunchmeat on Monday, March 12 at 8 a.m. for 2 days. The dry grocery set is scheduled to begin on Tuesday, March 13 at 8 a.m. and continuing through Thursday, March 15. In order to complete this aggressive schedule, vendor support will be extremely important during these timeframes.

Vendor supplied fixtures: All equipment necessary for the new store set including vendor supplied racks such as Millstone, Skillcraft, McCormick, Frito Lay, and peg bars should be ordered and delivered to the store March 5 through 9. The address for the new store is:

FORT CARSON COMMISSARY
Building 1551
1551 Prussman Blvd.
Fort Carson, Colorado 80902

Vendor stocking: Manufacturers/brokers are encouraged to begin briefing vendor stockers for the set, grand opening, and continuing operations. Their work will be crucial as we prepare for the grand opening.

Distributor support: As required by DeCA's Resale Ordering Agreement (ROA), it is the responsibility of the manufacturer or their representatives to ensure the timely delivery of their products to this new facility.

Your Commissary ... It's Worth the Trip!

DSD support: DSD ROA and blanket purchase agreement contracts. The Store Director, Ms. Rhonda Smith, will be the point of contact for all local suppliers of DSD and regional/local type items, local pricing issues, contract establishment, and item and promotional approval.

Please note: Mr. Katrenick will handle the scheduling of in-store product demonstrations and sampling programs at store level.

Promotional displays: National branded promotional item decisions for the grand opening (approximately 80 percent of the display space) will be determined by Ms. Smith and Mr. Katrenick. Most products selected for promotion for the grand opening will come from the display package. Deep discounts beyond the promotional pricing are highly encouraged. These discounts will remain in effect for at least the week of grand opening or longer and will be covered by local VCMs.

The grand opening color theme will be a “Red, White and Blue”. This theme should be used in point of sale material such as banners, posters, signs, and base wrap etc.

The VIP night is scheduled for Tuesday, May 8 at 4 p.m. until 6 p.m. Sales representatives are highly encouraged to utilize their creativity and “think outside the box” for the VIP event. Vendors or trade associations may voluntarily provide giveaways, outside entertainment, special merchandizing, or otherwise support the grand opening beyond the normal store set support. Offers for the VIP night setup in the deli/bakery should be coordinated with Mr. Katrenick and Ms. Smith.

Please help us make this a memorable event that everyone will remember! Games, large and small giveaways, product demonstrations, and coupons are acceptable. Brokers and manufacturers wishing to participate in this grand event should contact Mr. Katrenick with their promotional offers. DSD and local/regional brand promotions should be presented to Ms. Smith or her designated representative. All vendors or trade associations who participate in the grand opening will be equally recognized and thanked for their participation.

Points of contact with phone numbers for personnel listed in this Notice to the Trade are as follow:

Mr. Jerome Katrenick	Zone Manager	210-382-6177	
Ms. Rhonda Smith	Store Director	719-524-9800	ext. 102
Mr. John Campbell	Store Operations	916-569-4956	
Mr. Mike Pfister	Store Operations	804-734-8000	ext. 86210
Mr. Edward Mauk	Store Operations	916-569-4814	
Ms. Andreah Coyle	Store Operations	804-332-4587	
Ms. Doris Lowenstrom	Store Operations	916-569-4832	
Ms. Michelle Camba	Store Operations	916-569-4891	
Ms. Dawn Scharp	Store Operations	804-895-8135	

//signed//

James J. Hudson Jr.

Principal Deputy Director, Store Operations