

MPS

October 26, 2011

NOTICE TO THE TRADE – DeCA NOTICE 12-3

SUBJECT: Top-to-Top Meetings

The Defense Commissary Agency (DeCA) fully endorses reviews in the top-to-top format. Comprehensive top-to-top reviews are valuable tools that assist DeCA and Industry to develop sound business objectives and align goals.

To effectively manage scheduling and requirements for these meetings, all requests for top-to-top reviews with DeCA leadership will be made through the Sales, Marketing, and Policy Group's Sales Directorate. Requests will be submitted via e-mail to the point of contact (POC) listed below at least 30 days prior to the anticipated meeting date. Appointment requests must include a statement of purpose, a list of attendees (with their business titles), and a proposed meeting agenda (to include location, e.g., DeCA Headquarters or company's corporate headquarters).

Top-to-top meetings should be presented by corporate-level executives and address a broad scope of business metrics and analyses relative to the grocery industry, category management, the DeCA market, and the achieved patron savings. In addition, significant emerging consumer trends, specific market development strategies, and innovation at the brand and category levels should be provided. The agenda, biographies, and briefing charts, to arrive in final version, are due to the POC 2 weeks prior to the appointment.

DeCA appreciates the opportunity to share ideas and insights with Industry leaders who promote our commitment to serving the military community. My point of contact for appointment requests is Ms. Gloria Hill at (804) 734-8000, extension 4-8278, or gloria.hill@deca.mil.

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Rogers E. Campbell
Executive Director, SES
Sales, Marketing & Policy

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