


'The commissary ... it's worth the trip!'

[www.commissaries.com](http://www.commissaries.com)

# deca<sup>o</sup>vision<sup>o</sup>

Vol. 19, No. 5 2010



**Delivering the benefit  
directly to customers:**

**On-site  
sales**

Page 4



# deca<sup>vision</sup>

Vol. 19, No. 5 2010

deca<sup>vision</sup> is an authorized publication for members of the Defense Commissary Agency. It is published by the Office of Communication, DeCA Headquarters, Fort Lee, Va. Contents are not necessarily the official views of, or endorsed by, the U.S. government, the Department of Defense or DeCA. Printing is by offset method; printed circulation: 10,000. Readers may submit articles and photos. Suggestions and criticisms are welcomed. All pictures are DeCA photos unless otherwise identified.

Contact editor at: deca<sup>vision</sup>, HQ DeCA Office of Communication, 1300 E Ave., Fort Lee VA 23801-1800; telephone 804-734-8000, ext. 4-8768; e-mail: cherie.huntington@deca.mil



**Thomas E. Milks**  
Acting DeCA director and CEO

**Office of Communication**

- James Frost ..... director
- Gary Frankovich ..... chief, strategic communications
- Karen McComas ..... chief, strategic marketing

**Staff contributors**

- Rick Brink ..... PAO, DeCA East
- Leslie Brown ..... PAO, DeCA Europe
- Cherie Huntington ..... editor, deca<sup>vision</sup>
- Nancy O'Neill ..... PAO, DeCA West
- Kevin Robinson ..... media relations
- Ben Rouse ..... PA assistant
- Sarah Rutter ..... PA assistant, DeCA West
- Millie Slamin ..... social media

**20 PENGUIN PARTY:** Sheppard Commissary, Texas, entices customers to remember frozen fish as a convenient lunch or dinner entree with this Silver Penguin award-winning display. Penguins for 2010 have found their final roosts, Pages 20-26. DeCA photo

**36 EEO HONORS FOR 2010:** The agency's shining stars in equal employment opportunity serve as an inspiration to all.

**ALSO IN THIS ISSUE:**

- Commissary trendsetters ..... 15
- September case lot success ..... 27
- You've got mail ..... 32
- Heart of the benefit ..... 38
- PASSION values mini poster ..... 47

**COVER STORY:** Store Manager **Veronica Wright, Fort Gillem Commissary, Ga.**, knows the secrets to success in holding some of DeCA's largest Guard and Reserve on-site sales. Read about this maturing process of delivering the benefit where military members live and work, Pages 4-14. DeCA photo: Rick Brink





fromthetop

# Fiscal 2011: Here we go

## Successful, challenging 2010 makes exit

**Thomas E. Milks**

*Acting DeCA director and CEO*

In case you've been too busy to notice, we've closed the books on another fiscal year.

It's a shame that we don't get more of a chance to reflect on our accomplishments from the year gone by, but we just keep on "keeping on," taking care of customers and ensuring their shopping experience remains world-class quality.

So, let me take a few moments and tell you a little about fiscal 2010.

DeCA experienced one of the most economically challenging years in its existence yet maintained a stable transaction level. Although sales came down from inflated levels of fiscal 2009, they were well ahead of fiscal 2008 levels. This decline proved unavoidable as we faced a multitude of challenges:

- Unprecedented deflation since DeCA's inception in 1991;
- Volatile foreign currency fluctuations;
- Reduced customer discretionary income from unemployment and economic downturn;
- Unusually severe weather and sales-negative events, such as a petroleum company explosion near the commissary at Fort Buchanan, Puerto Rico, which caused millions in damages and closed the store for 11 days;
- A severe drop in tobacco unit volume, due in large part to a new excise tax;
- A number of store closures or drawdowns anticipating closure; and
- A number of stores undergoing major renovation, which can adversely impact sales.

As a team, we confronted these issues head-on and moved forward to the business at hand:

- We continued helping our customers recognize the benefits of healthy eating and fitness with our inaugural Family Fun Fitness Festival in May – what a superb event you rolled out for our patrons! I've heard so many good things about the festival and how shoppers loved this partnership with the exchanges and morale, welfare and recreation programs.
- Speaking of case lot sales, you continued breaking sales records and delivering savings by the "U-boat," the large carts our shoppers use to tote mountains of groceries to their cars.
- The on-site sales program thrived, delivering savings directly to our customers' home turf for



**Acting Store Director Sharon Chai, Kaneohe Bay Commissary, Hawaii, meets DeCA Acting Director and CEO Thomas E. Milks during his store tour in August.** *DeCA photo: Nancy O'Neil*

another amazing year. You've got this down to a fine art, and our "commissary on wheels" travels throughout the country to Guard and Reserve locations. The average purchase rose from \$110 in fiscal 2009 to nearly \$125.

I could talk all day about how proud I am of your performance for the past fiscal year, but I know you're not looking back – you've been in holiday mode, our busiest time of the year. So, I just want to tell you: You have once again delivered a world-class benefit in a way that was world class. You set another record for customer service, scoring the highest Commissary Customer Service Survey scores in the history of DeCA. Congratulations and thank you.

You're pleasing military members and their families all around the world. You're helping them by making their busy lives a little easier and helping them stretch their dollars when they need it most.

Team DeCA, you've got PASSION, and it shows. ■



# On-site sales rock on

## 10 years of Guard-Reserve service matures to world-class program

**Carrie Williams**

*DeCA Guard-Reserve Branch*

**F**or authorized customers who live many miles from an installation commissary, it can be challenging to realize the 30 percent or more savings available through regular shopping there.

To make these savings more accessible for geographically remote Guard and Reserve service members and their families, DeCA began taking the commissary on the road to Guard and Reserve units. Since DeCA first established its official on-site sales program in fiscal 2007, the agency has generated more than \$10 million in savings for customers through these events.

### Defense Department mandate

“The Guard and Reserve have done, and continue doing, many tours in support of the War on Terror,” said DeCA’s Acting Director and CEO **Thomas E. Milks**, “so the Department of Defense gave DeCA a mandate to expand the benefit to the reserve forces. We knew these sales were

an ingenious way to do it; we knew we had an eager customer base that lived too far from commissaries to shop; and we knew if we could come up with an official program to promote the sales and operate them efficiently, it would help us meet the mandate and create much goodwill.”

In 2008, DeCA received an annual budget of \$4.3 million through 2015 for an official Guard and Reserve on-site sale program. Commissaries kicked off “Bringing the Benefit to You” with a flurry of sales in warehouses, aircraft hangars, armories, tents in parking lots and even the back ends of semitrailers on Guard and Reserve bases across the United States.

### \$4 million in savings

The program has proven to be enormously popular with customers, improving their quality of life by giving them opportunities to stock their pantries and feed their families at substantial savings. In fiscal 2010 alone, customer savings are estimated to be \$4 million.

Since the program’s inception, DeCA has hosted a total of 425 events, served about 193,000 service members and their families and generated more than \$22.2 million in sales.

### Good numbers

Take a look at how the numbers break down:

**Fiscal 2008: 104 events; \$4.4 million in sales; 41,000 customers**

**Fiscal 2009: 165 events; \$9.1 million in sales; 82,000 customers**

**Fiscal 2010: 156 events; \$8.7 million in sales; 70,000 customers**

The growing attention over the events comes as no surprise, considering that they’ve become such a hit with thousands of customers served by on-site sales, according to **Chris Burns**, DeCA’s director of sales.

“The Guard and Reserve program produces big results in terms of quality of life for service members in remote areas and enormous goodwill within the military community,” he said. “The numbers represent positive



## Legacy of on-site sales

On the road to six-figure ‘megasales’

### May 2000

Eastern Region, Southern Area holds first on-site sale: Alabama Air National Guard, Birmingham, Ala.

(3 days)

Sales: \$86,000

### May 2000

Nellis Commissary, Nev., hosts on-site sale for Army National Guard, St. George, Utah

(2 days)

Sales: \$131,000



**McChord Commissary, Wash., delivers the benefit to the Oregon National Guard in Portland, Ore., Oct. 8-10, with sales of \$48,780. DeCA photo: Nancy O'Neil**

sales growth for DeCA, and that's good for the health and longevity of the commissary benefit."

In fiscal 2011, Burns said DeCA will look for ways to drive down the logistical costs of supporting these sales, allowing commissaries to reach even more customers but spend less to do so. The most notable cost-reducing step will be to implement Internet-ordering capabilities, allowing customers to order and pay for products

online and pick up their orders at a designated on-site location. This is expected to significantly decrease operating costs such as labor, travel and transportation.

Additional cost-saving measures include increased planning with Guard and Reserve units to negotiate the use of unit assets such as troop labor, materiel handling equipment and facilities, and early and more aggressive marketing to boost customer awareness of the events.

In addition to supporting Guard and Reserve members, these sales are open to all authorized commissary customers. For the schedule of on-site sales, visit DeCA's Web site at [http://www.commissaries.com/guard\\_reserve\\_sales.cfm](http://www.commissaries.com/guard_reserve_sales.cfm). As a sales date nears, customers should contact the store director of the supporting store for confirmation and additional information. ■



**April 2001**

**Patrick Commissary, Fla., hosts first on-site sale for Southern Command, Miami (2 days)**

**February 2003**

**Meridian Commissary, Miss., and other small stores in the East start on-site sales**

**November 2003**

**2004 National Defense Authorization Act authorizes unlimited commissary shopping for Guard-Reserve**



**April 2004**

**Unlimited benefit "Full Time Finally" campaign starts at Carlisle Barracks Commissary, Pa.**



# 'U-boats' of savings

**Rick Brink**

*DeCA East public affairs officer*

**D**espite the August heat and humidity, customer Stacy Tolston was all smiles as she finished paying for a "U-boat" and shopping cart's worth of items picked up in an airplane hangar that was the site of the Dobbins Air Reserve Base on-site sale in the Atlanta suburbs.

"I'm just going to put these things in the SUV and then I'm coming right back to get the cold items. These sales are the reason my husband hasn't finished our basement – that's where I store all of this," said Tolston, who recalled how much the sale has improved since the first one held a couple years ago under tents in the base exchange parking lot – and it rained.

This sale, held Aug. 4-6 during a time news headlines read, "Deadly Heat Wave Searing South," provided 14 registers set up inside an open-bay airplane hangar. It rang up \$248,000 in sales and served 1,711 customers, according to **Susan Edmonds**, store director of the **Fort Gillem Commissary**, Ga., which sponsored the sale.



**Susan Edmonds**

## Bargains beat heat

"We ordered 14,903 cases for this since Dobbins sales consistently run around \$250,000," Edmonds said. "We work to make each sale better than the one before, and each sale poses its own challenges. This time our sale was successful, in spite of extreme temperatures. The combination of heat and humidity made for average daily temperatures of

## Fort Gillem Commissary reigns as master of Guard-Reserve on-site sales

102-plus during the sale, and we did it all without air conditioning in the sales area."

There's something about on-site sales. They're like family camping trips, where everyone pulls together to make the best of challenging situations. The logistical challenges make on-site sales "hard sales" compared to sales done routinely in the climate-controlled conditions of commissaries.

It takes extensive coordination and planning with the sponsoring military unit, sales reps and distributors, other stores in the region and the Guard and Reserve Support Branch at DeCA headquarters to pull off a sale the size of Dobbins.

## Job opportunities

The morning of the sale's first day, store secretary **Mary Linton** had 17 young people lined up in front of a huge U.S. flag, as she led them in an oath for their temporary employment. A side benefit of on-site sales is that they offer temporary job opportunities for military family members, and the 17 – all military family members – were all veterans of previous sales, Linton said.



**Mary Linton**

"There's quite a bit of bureaucratic paperwork that goes into hiring the temporary

**September  
2004**

**Hill Commissary, Utah, starts Guard-Reserve on-site sale tradition, "Governor's Day," Camp Williams, Utah**

**September  
2005**

**Fort Lee Commissary tests pre-ordered Guard-Reserve case lot sale, Fort Pickett, Va. Sales: \$46,000**

**November  
2005**

**Fort Drum Commissary, N.Y., holds its first pre-ordered Guard-Reserve case lot sale, Camp Johnson, Vt. Sales: \$51,000**

**June  
2006**

**Fort Huachuca Commissary, Ariz., starts a "traveling commissary" to serve Marine reservists supporting U.S. Border Patrol**



help, both on DeCA’s part and the employee’s part,” said Linton. “We’ve had good crews and the service they provide, from keeping the sales area clear of clutter to making sure carts and U-boats are available for customers, makes our sales more enjoyable for everyone.”

It’s good experience and a good paycheck, according to **Adriana Lard**, a student at Savannah State University, whose father recently retired from the Marines and her mother works at Dobbins. “It’s good money for three days’ work, and I’m learning about customer service and how important it is to be organized to do a good job,” Lard said.

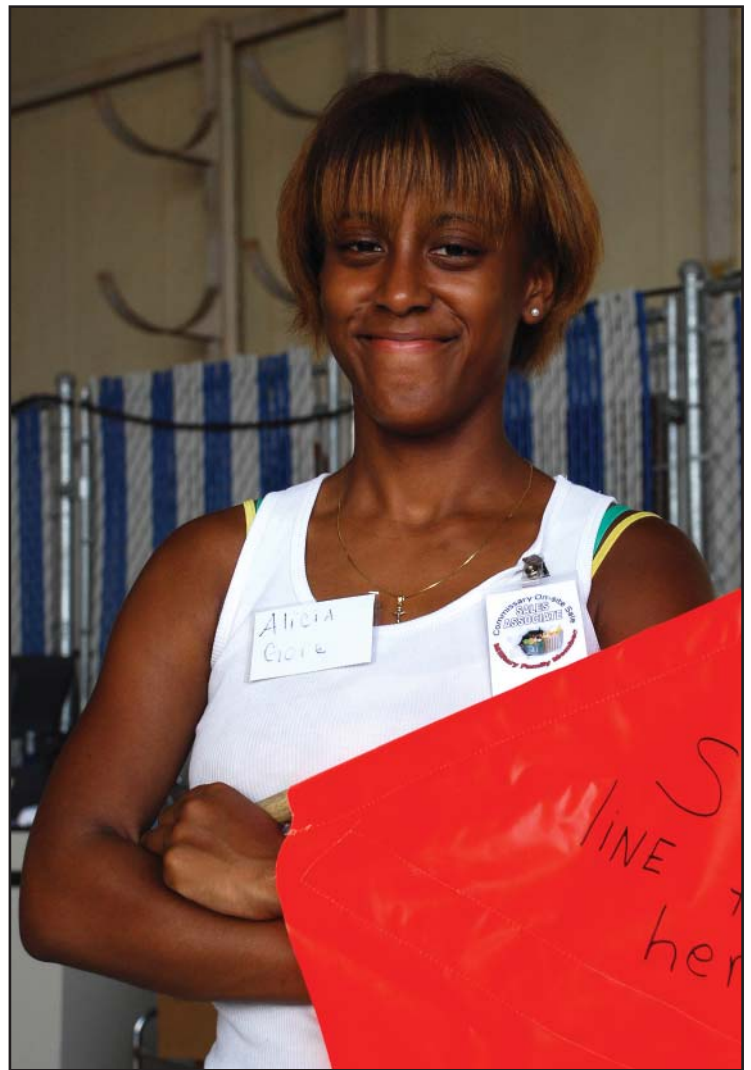
### Looking at logistics

The logistical organization for the August sale began in May with a discussion with the unit point of contact to nail down a firm sale date. In June there were meetings with sales reps to work on getting orders to distributors at least 30 days before the sale, Edmonds said.

“We all work together to get the best pricing at the stores so regular on-site sale shoppers have access to the commissary’s average market basket savings of 30 percent or more. We also want to have the right items – items our customers want – otherwise we have to truck it back. We’re always looking at our results in between sales to see what’s selling, and we’re not afraid to try new items if we feel that’s what customers want,” said Edmonds, who hosted several small on-site sales when she was store director of **C.E. Kelly Commissary, Pa.**, before taking the reins at Gillem earlier this year.

“A successful sale is when we don’t have to truck back a lot of items that didn’t sell,” said **Veronica Wright**, Fort Gillem store manager. “We have 17 trailers here – in two days we unloaded 14 trailers to set up for the sale – and that’s a lot of product to hope to sell.”

Wright said knowledge of the product is key to efficiently laying out a large sales area. The



**Alecia Gore of Kennesaw, Ga., a local-hire, temporary employee for Fort Gillem Commissary, Ga., waits to direct customers to the start of the checkout line at August’s Guard-Reserve on-site sale. Events at Dobbins Air Reserve Base in Atlanta typically draw sales of more than \$200,000.**  
DeCA photo: Rick Brink

**Fiscal  
2008**

**DeCA receives DoD funding for the on-site sale program through fiscal 2015**

**March  
2008**

**Little Rock Commissary, Ark., hits six-figure sales for Guard-Reserve on-site sale**

**April  
2008**

**Fort Bragg South Commissary, N.C., exceeds \$200,000 sales for Guard-Reserve on-site sale**

**September  
2008**

**Guard-Reserve on-site sales jump from 27 in fiscal 2007 to 104 in fiscal 2008**



layout has to make sense for sales reps as well as customers. Because sales reps manage their products in the sales area, the pallets of items are laid out accordingly, so the reps can stay in one area to manage all their products.

“We put it out there on the pallets and the reps open the boxes and keep up with their areas throughout the sale, letting us know when they need more,” Wright said. “It’s real teamwork.”

The area Sarvis representative, **Russell Powell**, pointed out the importance of working the area through interacting with customers. “Basically, my stuff is club packs, because they’re easier to manage logistically,” he said. “We offer the best deals because that’s what customers are looking for, and we’re out here pointing that out to them, which really makes the sale a special event for everyone.”

### Experts from far, wide

So much is involved in the sale that it requires a variety of people with a wide range of job specialties to make it all happen – and the people come from far and wide, not just from the sponsoring store. Among them were:



**Military coupons on top of savings please these Air National Guard members at a Portland, Ore., on-site sale delivered by McChord Commissary, Wash. DeCA photo: Nancy O’Neil**



**Hikaru Smith, information technology technician from DeCA headquarters, networks registers at the Atlanta case lot sale. DeCA photo: Rick Brink**

**November  
2008**

**Anchorage Area  
Commissary, Alaska, holds  
National Guard on-site  
sale with a record average  
purchase of  
\$461.83**

**April  
2009**

**Pearl Harbor  
Commissary, Hawaii, sets  
current DeCA West record  
for Guard-Reserve on-  
site sales, at American  
Samoa: \$283,845**

**June  
2009**

**Fort Drum Commissary,  
N.Y., surpasses \$100,000  
for a pre-booked Guard-  
Reserve on-site sale**

**August  
2009**

**Fort Jackson Commissary,  
S.C., holds sale at  
Greenville, S.C., with  
continental U.S. record  
average purchase of  
\$319.54**





**Temporary storeworker Laneshia Lee helps Petty Officer 1<sup>st</sup> Class Kechia Scott at checkout at the Atlanta on-site sale.** DeCA photos: Rick Brink

• **Hikaru Smith**, information technology technician from DeCA headquarters, helped set up and network the registers through a portable broadband box (photo, opposite page.)

• **Lerma “Lee” Anderson** (photo, Page 10), customer service manager of **Fort McPherson Commissary, Ga.**, took care of money-handling and accountability issues.

• **Nickie Robson**, Supervalu consultant, ensured product fulfillment.

• **Sheila Collins**, **Moody Commissary, Ga.**, ▶



**At-ease customer Petty Officer 2<sup>nd</sup> Class David Ray pushes his loaded “U-boat” at the Atlanta on-site sale in August.**

## Six-figure on-site sales

Five commissaries host ‘six-figure’ events in fourth quarter

Fort Gillem, Ga., at Chattanooga, Tenn.	Sep 10	\$265,125
Fort Gillem at Atlanta	Aug 10	\$248,649
Fort Campbell, Ky., at Knoxville, Tenn.	Aug 10	\$150,720
F.E. Warren, Wyo., at Nebraska ANG, Kearney, Neb.	Aug 10	\$131,550
Fort Bragg South, N.C., at Charlotte, N.C.	Aug 10	\$120,416
Randolph AFB, JB San Antonio, at Ellington Field, Texas	Sep 10	\$100,100

**September 2009**

**Fort Gillem Commissary, Ga., sets current DeCA record for Guard-Reserve on-site sales, at Chattanooga, Tenn.: \$286,959**

**September 2009**

**Guard-Reserve on-site sales increase to 165 in fiscal 2009, with sales of \$9.1 million, savings of \$4.2 million**

**September 2010**

**Hill Commissary, Utah, holds completely pre-ordered on-site sale, with unit cost of 1 cent. Sales: \$39,318**

**September 2010**

**Average purchase at Guard-Reserve on-site sales rises 15 percent, to nearly \$125**



**An Air Guard member at Portland, Ore., fills his cart at an on-site sale hosted by McChord Commissary, Wash., in October. DeCA photo: Nancy O'Neil**



**Fort McPherson Commissary, Ga., Customer Service Manager Lerma "Lee" Anderson helps a customer with a heavy cart at the Atlanta on-site sale. DeCA photo: Rick Brink**



**Sales store checker Leslita "Leslie" Williams, McChord Commissary, Wash., scans coupons for Air National Guard Tech. Sgt. Barbara Budworth at the Portland, Ore., on-site sale. DeCA photo: Nancy O'Neil**

store associate and forklift operator, checked IDs at the front entrance on opening day and was available to help to move product. ID checks are conducted at the entrance and at the registers.

• **Helen Spencer, Fort Benning Commissary, Ga.**, store associate, manned the registers along with three other Benning employees.

• **Tim Depetro, Camp Merrill Commissary, Ga.**, store associate, operated a forklift to unload trucks and set up the sales area.

• **Keith Clare**, Webco merchandiser and vendor stocker, helped set up and manage the sales area.

"It's really tough, but very rewarding work," Wright said. "Just look at this hangar. We're setting up sales space in places that weren't built for this."

Shopper and Petty Officer 1<sup>st</sup> Class Kechi Scott said she appreciates the work that goes into an on-site sale.

"It's a good time to have it because a lot of units are having family days this weekend, and I'll pass the word," she said. "I compared prices and the savings are huge." ■



# Local hiring for on-sites

## Sales bring temporary income for military family members

### Requesting information for on-site sales

- Headquarters human resources staffer contacts host store via e-mail at least 40 days prior to event.
- Host store replies to e-mail with the following information:
  - Sale hours,
  - Number of family members needed to work sale,
  - Dates and hours family members are to work sale, and
  - Family readiness contact's information, to include name, phone number and e-mail address.
- Host store provides request for personnel actions through resource management to Defense Logistics Agency for military family member hiring.
- Human resources provides the host store, DLA and the family readiness contact with a flyer to be posted by the family readiness contact to engage the community.
- The following forms must be completed by the applicant and host store the first day of the sale and submitted to DLA no later than Monday following sale:
  - Form I-9, Employment Eligibility Verification;
  - Optional Form 306, Declaration for Federal Employment;

- Special Form 61, Appointment Affidavits;
- Special Form 181, Ethnicity and Race Identification; and
- Special Form 256, Self-Identification of Handicap.

### Hiring personnel for on-site sales

- Applicant should submit only a resume to DLA at fax number provided on flyer by first cutoff, 10 days prior to sale.
- Applicants with questions should contact family readiness representative listed on flyer.
- Resumes are reviewed and selections made by host store, which contacts applicant with report date and time.
- Applicants reporting for duty should have SF-256, Form I-9, OF-306, SF-61 and SF-181 completed and ready for commissary personnel review and signature.
- Commissary personnel administer oath of office to family member prior to working sale.
- Host store submits completed forms to DLA no later than Monday following the sale. ■ ▶



**Secretary Mary Linton, Fort Gillem Commissary, Ga., swears in 17 youths for their temporary employment at the Atlanta on-site sale in August. The sale takes place in an aircraft hangar. DeCA photo: Rick Brink**



# On-site sales abroad

## Airplanes, ships required for Pearl Harbor's program

**F**or Pearl Harbor Commissary, Joint Base Pearl Harbor-Hickam, Hawaii, on-site sales present a new dimension of challenge and success. As Store Director **Eyvinne Umemoto** discussed below, the commissary's "road show" could be more accurately described as a "land and sea show," as sale locations lay outside the island of Oahu.

### What sales have you held outside the U.S. mainland?

We've been to Hilo, Hawaii, 216 miles from Pearl Harbor Commissary, five times to support the Guard and Reserve members and retirees living on this island. The first sale was held in May 2007. Nearly every time we go back, sales have increased, going from \$120,000 the first sale to \$246,000 in May 2010.

We've held two sales in American Samoa, in August 2008 and April 2009. American Samoa is in the South Pacific, 2,600 miles southwest of Pearl Harbor, between Hawaii and New Zealand. There is a large Army Reserve unit stationed on American Samoa. The number of authorized commissary shoppers on the island is about 4,100. Sales for the two on-site sales averaged \$268,000.

We've held two sales on the island of Kauai, at the Naval Pacific Missile Range Facility Barking Sands, to support the active-duty sailors, Air National Guard, retirees and family members living there.

And, we held an on-site sale on the island of Maui, in June 2010, for the Army Reserve, Hawaii



**Shopper Maj. Dave Lowery, Air National Guard, shows his appreciation to store associate Charlene Reganit for the savings he banked during the on-site sale in Kauai, Hawaii, in June. DeCA photo: Eyvinne Umemoto**

National Guard, retirees and their family members living on Maui.

**What are some challenges you faced during these sales that might not have been a challenge if the sale were held on the mainland? How did you overcome them?**

Making sure we plan far enough in advance to get people and product to the sale is our biggest challenge. We can't load product into a truck and drive to these sales. We order product 60 days in advance for sales in American Samoa and 30



days in advance for sales on an outer island.

Commissary Advanced Resale Transaction System registers cannot be used in American Samoa, because the sale is held outside the coverage area of the major wireless providers. We use manual cash registers during the sale, and when we get back to Pearl Harbor, we enter items sold into the IBM CARTS registers by universal product code.

Commercial passenger flights from Honolulu to American Samoa are only available Sundays and Thursdays, so we schedule the on-site sale for Mondays, Tuesdays and Wednesdays, between flights. Cashiers take a flight in on Sunday and out on Thursday.

For a sale on an outer island, a commissary setup team flies to the sale location two days before the sale to receive containers and set up for the sale. The remaining store associates working the sale fly in the morning of the sale.

**Who are your key contacts, and what role do they play in executing a successful sale?**

The first contact I make is with the military agency requesting the sale. In Hawaii, these contacts are with Army Reserve units, the Hawaii Army and Air National Guard and the Navy commander

at Pacific Missile Range Facility Barking Sands, Kauai.

We rely on many people working together to accomplish a successful on-site sale. Most of the on-site workers come from Pearl Harbor Commissary, but we also recruit volunteers from the three other commissaries on Oahu — **Schofield Barracks, Hickam and Kaneohe Bay.** When the DeCA Hawaii on-site team comes together, we work in lock step to execute the sale. Other important contacts are with industry representatives, shipping companies, DeCA headquarters and DeCA West.

**How important is industry, and how do you work with them for a successful sale?**

Our industry partners make sure the quantities we want are available for the sale. They promote their products with coupons and commissary gift vouchers, and they hand out freebies during the sale.

**When holding a sale outside the U.S. mainland, who or what could you not do without and why?**

We couldn't hold a sale without the shipment containers to get the resale products to the site or airline flights to get the staff to the sale. And, of course, we couldn't hold a successful sale without our valued commissary patrons.

**What's unique about holding an on-site sale outside the U.S. mainland?**

The commissary savings in Hawaii and American Samoa is between 50 and 65 percent compared to commercial grocery store prices. That's a tremendous savings. Also, Guard and Reserve members living on American Samoa or the outer Hawaiian islands cannot drive to a commissary, even if they were willing to drive for hours. You can't get to a commissary by car.

For Guard and Reserve members stationed on American Samoa, finding U.S. products is challenging. There are two retail grocery stores on American Samoa, and both are stocked primarily with products from Australia and New Zealand. Army and Air Force Exchange Service operates a small facility in American Samoa, but the store sells no perishable products.

So, when we hold a sale on one of the Hawaiian Islands or on American Samoa, all authorized shoppers come to the sale. It's a big event on the island. We fill a tremendous need.

**Are there any other tips you can share to help DeCA employees preparing for an on-site sale outside of the U.S. mainland?**

Remind each on-site team member to maintain a valid U.S. passport. Another tip that's a little harder to execute, but doable: Plan to provide full operational support at the store, while a portion of your staff is out supporting the on-site sale. ■ ▶

**Left, commissary goods arrive in American Samoa via shipment containers, seen here at a 2008 sale.**  
*DeCA photo*





# On-site sale top 10 'to-do' list

**It pretty much starts and ends with a phone call (but there's a 'gator' in there somewhere!)**



**1** Immediately call or e-mail your region Guard-Reserve point of contact to get your sale date and location added to the schedule.

DeCA East: **Caroline Williams**, caroline.williams@deca.mil or 804-734-8000, ext. 48061.  
DeCA West: **Efren Metrillo**, efren.metrillo@deca.mil or DSN 839-4985.

**2** Report any changes in your sale date or location to your region POC.

**3** Fill out the 45-day checklist.

The 45-day checklist automatically initiates various support functions, most notably TGA banking services, marketing on DeCA's website and network connectivity via the "gator box."

**4** Fill out the trailer work sheet.

If you need distributor support, fill out a trailer work sheet and send it to **Lisa Tipton**, traffic management specialist, at lisa.tipton@deca.mil. If you don't need distributor support, drop Lisa a courtesy e-mail and let her know so she can mark your sale off her "to do" list.

**5** Read Chapter 6 of the Commissary Advanced Resale Transaction System Sustainment Training Manual.

This informative guide walks you through setup and testing of the registers in remote mode at the store before the sale. It provides explicit, step-by-step instructions on enabling "parent" registers, setting prices correctly, conducting the sale in remote mode, payment types and uploading data after the sale. Additional recommended reading: Chapter 7 addresses common problems and has a handy troubleshooting guide; Chapter 8 provides instruction on borrowing, reconfiguring and using "child" registers in remote mode.

**6** Read the standard operating procedure.

From A to Z, the SOP covers every aspect of Guard-Reserve sales, including planning as well as operation. Topics not to be missed are sale preparation, marketing, inventory accountability, cost

worksheet, transportation requirements, front-end operations, setting up the broadband box, using hand-held terminals, funds handling and hiring workers.

**7** Put your registers in remote mode and test them at the store before packing them to take to the sale.

**8** Fill out a cost work sheet once you have completed your sale and send it to your region POC within seven days.

All materials are available in the Sale Kit on public folders under DeCA East / Operational Business Area (DO) / Guard & Reserve Support / Sale Kit.

**9** Dial the Guard-Reserve "bat phone" if you need assistance, available "24-7": 804-892-9790.

**10** Read the SOP.

It's worth repeating. Reading the SOP will prepare you for your sale and just about any circumstance that might come up. ■



# hotsales



Barbara Vigil, customer service manager at U.S. Air Force Academy Commissary, Colo., bagger Bruce Hight and head bagger Chuck Nelson show their patriotic support for the troops overseas by wearing red shirts each Friday. DeCA photo: Janice Davis



Schofield Barracks Commissary, Hawaii, uses an actual shopping cart comparison to remind its customers that the savings can't be beat. DeCA photo

## Trendsetters

### Stores put innovation, inspiration to work to please patrons

A simple idea can reap huge rewards when it comes to boosting sales, improving customer service or inspiring employee excellence. Take a look at a few ideas that could be put to use in your commissary.

#### Red resolve

Employees and baggers at U.S. Air Force Academy Commissary, Colo., wear red shirts to honor military members each Friday, called "Red Shirt Day," showing support and solidarity for the troops.

#### Convenient carts

Bitburg Commissary, Germany, recently purchased 50 special self-checkout carts, making shopping easier for customers who only want to purchase a few items and not have to use a hand

carrier (photo, next page). The carts are now available throughout DeCA Europe commissaries. ▷



These little customers enjoy their pint-sized shopping carts at Panzer Kaserne Commissary, Germany. DeCA photo



**Elena Hammar-Saeed, store associate at Fort Bliss Commissary, Texas, wears one of the store's "Good Service Starts With Me" buttons.**  
*DeCA photo: Mike Mena*



**Bitburg Commissary, Germany, Zone 32, provides 50 carts designed especially for customer convenience at the self-checkout counter.**  
*DeCA photo: Ron Trimble*



**A soldier displays a hearty boxed lunch, shown close-up on right, prepared at Vilseck Commissary, Germany.**  
*DeCA photos: Terry Ford*





### Button inspiration

Store Director **Mike Mena**, **Fort Bliss Commissary**, Texas, designed a large button that states, “Best Service STARTS With Me,” to help inspire world-class customer service. The new garrison commander saw employees wearing the new buttons and gave kudos to the staff.

### One-on-one

A number of commissaries, including **U.S. Army Garrison Bamberg**, Germany; **Edwards Air Force Base**, Calif.; and **Fort Drum**, N.Y., participate in joint “Meet the Manager” events, held with their local Army and Air Force Exchange Service. In a continuing effort to be more visible to customers, managers from both facilities chat with patrons, hand out information and listen to feedback on how the stores can improve performance.

### Healthy eating classes

**Heidelberg Commissary**, Germany, in collaboration with the Army Wellness Center, hosted the first of a new series of community informational classes entitled, “Meals in Minutes.” The class highlighted healthy, easy, affordable meal solutions for Army spouses and families. Participants were given ideas and advice regarding meal planning and healthy eating. With nearly 20 participants attending

**General Manager Vincent James of the exchange and Store Director Robert Smith of the commissary at Fort Drum, N.Y., offer customers “Meet the Managers” sessions. AAFES**  
*photo: Nancy Dutton*

the first meeting, the class was considered a success, and more classes are planned for the future.

### Kid-pleasing carts

**Panzer Kaserne Commissary**, Germany, provides colorful children’s shopping carts for the little ones so they can help parents with shopping or maybe pick out a few favorites for purchase (*photo, Page 15*).

### Wednesday savings

**Tyndall Commissary**, Fla., hosts “Wheelin’ Dealin’ Wednesday” events to draw customers and generate excitement for a Wednesday that’s normally a routine day. Highlighting great prices on phased-out or deleted items serves as a major draw.

### Seeing savings

**Schofield Barracks Commissary**, Hawaii, built a shopping cart display showing the dramatic savings offered by the commissary compared to commercial grocery stores. Two carts loaded with identical items were priced at the commissary and at an off-base store, revealing savings of 53 percent, illustrated with attractive signage (*photo, Page 15*). ▶



## Trendsetters spotlight:

# Spangdahlem Commissary, Germany

**Leslie Brown**

*DeCA Europe public affairs officer*

**W**hen the dining facility closed for renovations at **Spangdahlem Air Base**, Germany, the commissary wanted to support the airmen and their families any way possible.

**Birgit Weber**, Spangdahlem Commissary's deli-bakery manager, knew just what to do. She began preparing loads of box lunches for airmen and other base employees to grab lunchtime meals without waiting.

"Birgit loves working with the customers and wants them to keep coming back," said Store Director **Jeff Rose**, now store director at **Patch Barracks Commissary**, Germany. "These lunches are just another example of the initiative she takes every day to take care of her customers."

**The Spang Deli is a major lunch destination and everybody knows Birgit ... She has many creations, including cheese pretzels, holiday wreath cakes made with cupcakes, and many varieties of wraps. She is always creating new favorites. Her efforts have increased sales and kept the community well-fed at a great 'DeCA-licious' value.**

**Store Director Jeff Rose**

Weber prepares box lunches to satisfy many different tastes. The four variations consist of a sub-style sandwich on either baguette or Italian bread, with a variety of meats and cheeses, different flavors of chips and either a can of soda or an energy drink.

When Weber's not busy making box lunches, she decorates cakes, makes party trays, stocks the self-serve bakery and cooks rotisserie chicken for hot meals to go. She's proud of the box lunches she prepares for some of her youngest customers. She fixes bologna, ham or chicken on either white or wheat bread, along with peanut butter and jelly crackers and a drink box or pouch.

"Mothers love to be able to pick up a quick lunch for their children and know they are still eating well," she said. ■



**Deli-bakery manager Birgit Weber creates Spangdahlem's favorite sandwich, the "Commander."**

*DeCA photo*

## Trendsetters ...

*(Continued from previous page)*

### Sweet success

#### Spangdahlem

**Commissary** bakery, Germany, pushed sales with innovative summer specialty cakes and cupcakes, including one week's new design of summer sunflowers (*related story, above*).

The deli also features a "Fresh at Five Program," which targets dinner and impulse sales during the after-work rush.

### Lunch innovations

**Vilseck Commissary**, Germany, spearheaded an initiative of selling new but traditional sandwiches at its deli. Old-time favorites like grilled peanut butter and jelly, grilled ham and cheese, and grilled cheese have sparked a new interest with patrons. During the first week of

availability, the store sold 132 of these sandwiches.

Another successful endeavor at Vilseck hearkens to a customer's grade school days when mom packed a nutritious lunch each day. The commissary offers large and small lunch boxes that include items such as deli sandwiches, fruit, chips, fruit juice and a sweet treat (*photos, Page 16*). ■



# Top 10 commissaries in sales

(Fiscal 2010)

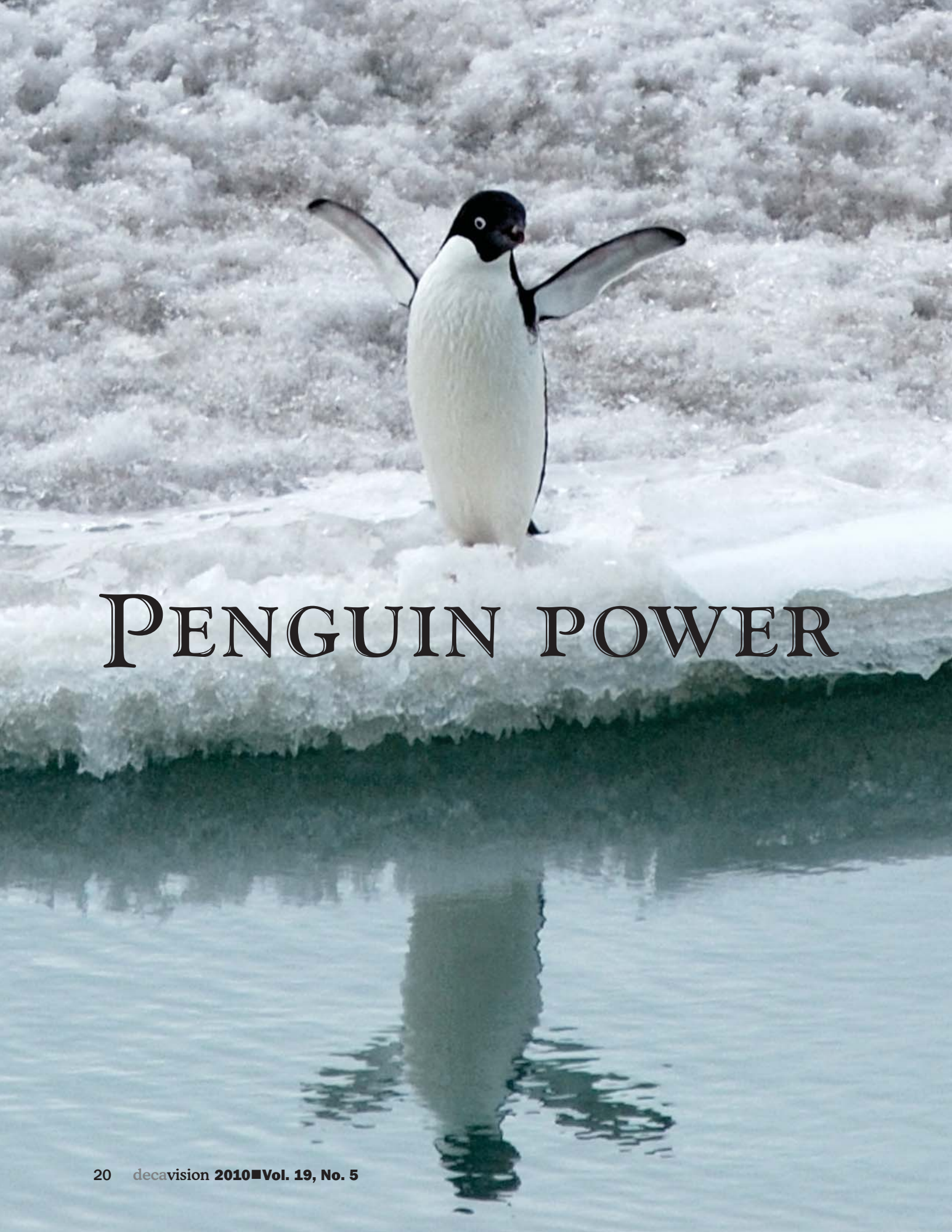
1. Fort Belvoir Commissary, Va.	\$ 97,169,899 ▼
2. San Diego Commissary	\$ 89,218,070 ▲
3. Pearl Harbor Commissary, Hawaii	\$ 86,038,443 ▲
4. Oceana Commissary, Va.	\$ 76,769,252 ▼
5. Fort Meade Commissary, Md.	\$ 72,078,377 ▼
6. Fort Bragg South Commissary, N.C.	\$ 71,233,181 ▼
7. Fort Campbell Commissary, Ky.	\$ 69,267,137 ▼
8. Fort Lewis Commissary, Wash.	\$ 67,810,601 ▼
9. Schofield Barracks, Hawaii	\$ 67,808,561 ▲
10. Langley Commissary, Va.	\$ 65,948,900 ▼

## 'Million transactions club'

(Fiscal 2010)

1. Pearl Harbor Commissary, Hawaii	1,353,598 ▲
2. San Diego Commissary	1,271,182 ▲
3. Ramstein Commissary, Germany	1,171,915 ▲
4. Fort Belvoir Commissary, Va.	1,089,953 ▼
5. Fort Lewis Commissary, Wash.	1,063,714 ▼
6. Fort Bragg South Commissary, N.C.	1,061,423 ▼
7. Schofield Barracks, Hawaii	1,055,234 ▲
8. Fort Campbell Commissary, Ky.	1,038,965 ▼
9. Fort Meade Commissary, Md.	1,006,524 ▼

▲ ▼ Compared to Fiscal 2009 figures



# PENGUIN POWER



Left, at Aberdeen Commissary, Md., penguins peek from everywhere, even in displays where lions roam. DeCA photo: Diane Mann

## 'Penguin pros,' newcomers alike win coveted trophies

**T**he annual Penguin quest doesn't necessarily bring the red carpet treatment and fame of the Academy Awards. However, it does create drama, excitement and resolve to win the prize, and the 2010 events were no exception.

The National Frozen & Refrigerated Food Association awards amber, gold and silver Penguins in three annual competitions: March Frozen Food Month, June Dairy Month, and Ice Cream and Novelties featured in June and July.

Here's the Penguin honor roll for this year:

### **March Frozen Food Month Gold**

**Aberdeen Commissary, Md.**, best overall store promotion (2<sup>nd</sup> consecutive)

**Beale Commissary, Calif.**, best end cap

**Fort Worth Commissary, Texas**, best end cap

**Tinker Commissary, Okla.**, best department display (2<sup>nd</sup> consecutive)

### **Silver**

**Aberdeen Commissary, Md.** (2), best department display, best end cap (3<sup>rd</sup> consecutive)

**Fort Hood II Commissary, Texas**, best department display

**Fort Sill Commissary, Okla.**, best department display

**McConnell Commissary, Kan.**, best end cap

**Pensacola Commissary, Fla.** (3), best overall store promotion, best department display, best end cap

**Sheppard Commissary, Texas**, best end cap

**Tinker Commissary, Okla.** (2), best overall store promotion, best end cap

### **June Dairy Month**

#### **Gold**

**Aberdeen Commissary, Md.**, best end cap (2<sup>nd</sup> consecutive)

#### **Silver**

**Aberdeen Commissary, Md.** (2), best department display, best overall store promotion

### **Fort Bragg South**

**Commissary, N.C.**, best department display

**Fort Lewis Commissary, Wash.**, best end cap

### **June-July Ice Cream & Novelties Gold**

**Aberdeen Commissary, Md.**, Northeast

**Eglin Commissary, Fla.**, Southeast





For DeCA, this year’s drama included the following scenes:

▪ Newcomers emerged to win center stage with gold: **Fort Bragg South Commissary**, N.C.; **Fort Hood II** and **Fort Worth** commissaries, Texas; **Fort Lewis Commissary**, Wash.; and **Fort Sill Commissary**, Okla.;

▪ **Pensacola Commissary**, Fla., returned victorious after a three-year absence;

▪ Penguin professionals at **Aberdeen Commissary**, Md., captured eight trophies (*see related story, Page 27*), while famed fellow “penguinophiles” at **Eglin Commissary**, Fla., scored only one this round;

▪ **Quantico Commissary**, Va., saw its five-year winning streak end;

▪ **Fort Leonard Wood Commissary**, Mo., had its hopes dashed for another gold;

▪ Previously successful Penguin hunters found themselves shut out, Penguin-less: **Davis-Monthan Commissary**, Ariz.; **Fort Bliss Commissary**, Texas; **Kirtland Commissary**, N.M.; **McClellan** and **Travis** commissaries, Calif.; and **Nellis Commissary**, Nev.; and

▪ **Beale Commissary**, Calif., and **Tinker Commissary**, Okla., each maintained a quiet, “solid gold” presence – can they continue to give chase to Aberdeen next year?

Only the Penguin shadow knows. ■



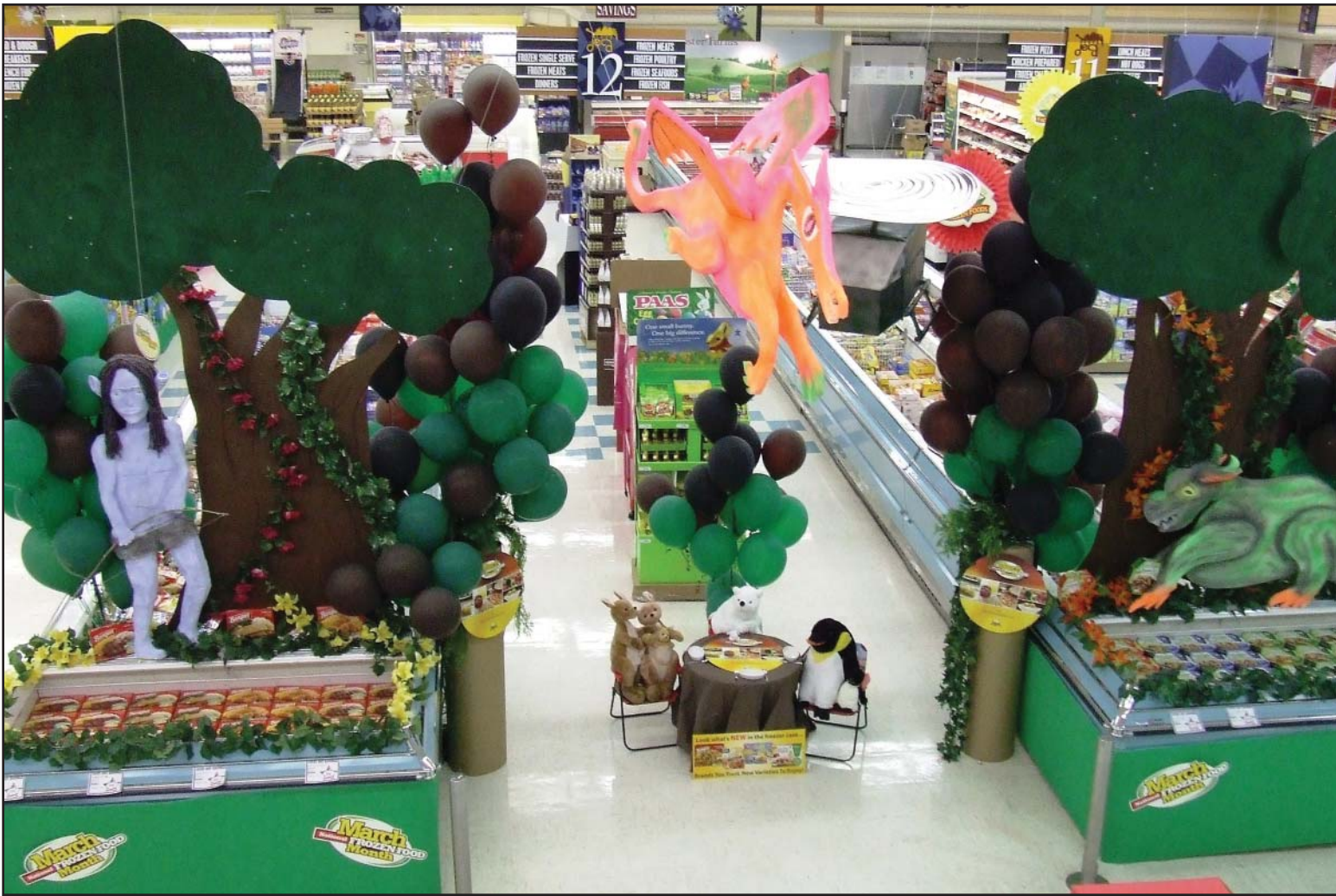
**Tinker Commissary, Okla., wins its second consecutive Golden Penguin for best department display.** DeCA photo: Jimmy Smalley



**Eglin Commissary, Fla., features scenes of summer fun on freezers during its ice cream and novelties promotion, June through July.** DeCA photo: Maggie Hayden



**Fort Worth Commissary, Texas, scores gold for best end cap in Frozen Food Month competition.** DeCA photo: Jean Pirmann




These freezer end cap displays feature an “Avatar” movie theme, which garnered the store Golden Penguin honors and proved popular with customers at Beale Commissary, Calif. DeCA photo: Joan Meyer



Tinker Commissary, Okla., which won one gold and two silver awards, keeps customers intrigued by sometimes featuring live participants in a display. DeCA photo: Jimmy Smalley



Pensacola Commissary, Fla., creates elaborate freezer-top scenes to win Penguins for best overall store promotion, best department display and best end cap. DeCA photo 



# Penguins welcome here

**Aberdeen Commissary —  
hot prices, no private label,  
lots of promotion  
and team spirit  
help garner 41 Penguins**

**Warren Thayer**

*Editor, Frozen & Dairy Buyer*

**A**side from shoppers in uniform, what hits me right away about the Army commissary at the Aberdeen Proving Ground, Md., are the hot prices and the complete lack of private label.

No “GI Beans” or “GI Gravy” here — just the name brands, thank you. And the hot pricing is the result of sales being made at cost plus 5 percent, providing military families with the very valuable benefit of 30 percent or more off prices in regular supermarkets.



**Warren Thayer**

## 41 Penguins

I’ve flown into Baltimore and driven about an hour north to the base to learn what makes commissaries tick, and why this particular store has won 23 Golden Penguins and 18 Silver Penguins for merchandising excellence over the years.

The folks here take March Frozen Food Month very seriously. In fact, the first thing you see when you walk into the store is a glass trophy case holding the Penguins — honors bestowed over the years in competitions put on by the Harrisburg, Pa.-based National Frozen & Refrigerated Foods Association.

I ask **Diane Mann** to stand next to the case for a photo, and she good-naturedly agrees even though she hates having her picture taken. Mann is the store manager and something of a living legend within the NFRA for her stellar Golden Penguin award entries.

It’s immediately apparent that Mann lives, breathes and sleeps grocery merchandising. It’s also immediately apparent that she understands how to build and motivate a team. She protests, over and over again, that it’s the team that wins all the awards, and that she doesn’t deserve nearly as much credit as she gets. Well, OK. If she says so.

I start the day with a quick photo session at a freezer case. The fellow in the cover shot (*photo*,

*next page*) kindly volunteered after my night-before panicked request to please have someone in uniform available to be photographed. (I’ve arrived at 8 a.m., two hours before the store officially opens, so this was a concern.) Of course, not all the shoppers are active military — the mix includes spouses and children, and a goodly number are Army retirees.

This particular store, built in 1994, has 36,500 square feet of selling area — making it smaller than most commissaries — and annual sales just north of \$20 million. (Don’t forget that prices are 30 percent or more less than typical supermarkets, so keep that in mind if you’re slicing or dicing the numbers.)



**Diane Mann remains modest about the Penguins amassed by Aberdeen Commissary over the years.** *Frozen & Dairy Buyer photo: Warren Thayer*





**Specialist Carlos Rios, U.S. Army, shops for frozen foods at Aberdeen Commissary.** *Frozen & Dairy Buyer photo: Warren Thayer*

### Not 'Top Secret'

There don't seem to be any secrets about the commissary system. All you have to do is go to <http://www.commissaries.com> and you can learn about planograms (including brands and space allocation for each, by category), reset schedules, promotions, breaking news and plenty more. You can even follow the commissaries on Twitter (<http://twitter.com/TheCommissary>) and Facebook (<http://www.facebook.com/YourCommissary>). So writing this story was refreshing, since I usually feel like a spy skulking behind enemy lines when researching "civilian" retailers.

Mann has had lifelong experience with both grocery retailing and the military. Back in the 1970s, she worked for Grand Union when the chain made an effort to expand into Maryland. She left that job when she joined her Army husband on a transfer to Germany, and over the years she's worked at commissaries at McGuire Commissary, N.J., and Fort Meade Commissary, Md.

We chatted.

### How did you win all those Golden Penguin awards?

I enjoy doing displays and promotions, but ideas don't come from just one person. I've been fortunate to have support from both management and the everyday employees. They'll automatically stay and help — it's like a family. What helps us win is having an attitude that you want to give the customer your all. Being part of a military family myself, I appreciate more what our military gives up to protect this country, and you just want to do things for them. Customer service is DeCA's thing. We also have fun doing these promotions. If I'm up on top of a freezer decorating or whatever, I make sure I have little things with me that I can toss to the kids when they spot me up there.

### Any particular promotions come to mind?

One Frozen Food Month during Desert Storm, when so many men were deployed and kids were without their fathers, we set up an ice rink and had ice cream demos, with clowns painting faces and all. The kids loved it. This year, when so many customers were tired of all the snow, we had a "safari" to frozen food savings, with big cardboard elephants and penguins going down the aisle.





Right, Aberdeen Commissary finds cross-merchandising to be especially effective during June and July with the ice cream and novelties promotion. DeCA photo: Diane Mann

The customers really get involved and offer suggestions. We've taken recipes from the NFRA site and put the products on demos. DeCA is very big on mass displays and contests, and we roll right from one to the other, with the companies helping us out.

**What are some other ways vendor companies help out?**

The vendors do a lot through the American Logistics Association ([www.ala-national.org](http://www.ala-national.org).) Over the past couple years, they've gotten behind the Wounded Warrior Project ([www.woundedwarriorproject.org](http://www.woundedwarriorproject.org)), which helps the vets who are coming back disabled. There's a golf outing, raffles, a luncheon and donations — the reps for the companies work really hard. To me, it is one of the best things I have seen the industry do. At other times, vendors work with us to help military families or retirees who may be struggling. We set up a date where these families can shop, and companies chip in to provide them with goodie bags, basics, or maybe coupons to make turkeys cheaper at Thanksgiving, for example.

**What sort of products have been selling especially well in frozen and dairy lately?**

Everyone's looking at healthier foods now. They're looking at cholesterol, salt and fat and

“Branded manufacturers would weep at the sight of the shelves in the commissary. Not only is there no slotting [fees for shelf space], but there is zero private label ... Pricing is hot, thanks to the no-profit policy of the commissaries. And the displays and merchandising are everywhere, done with spunk and spirit. Yep. I'd shop there anytime.”  
— Warren Thayer

so on. The younger generation is really into the new steamed vegetables. Breakfast foods have always done well, and dinners do well with single GIs and widows and widowers.

**Who does most of the shopping?**

Usually it is the wife who does the shopping. We have gentlemen here who will be on the phone

asking, “What did you want again, hon?” A lot of families come here together, especially on Sundays, right after church. We hire quite a few of the kids, and sometimes they work with us from age 16 through college. They have to keep a decent grade point average, and we work around sports and family events.

**Any fun stories to relate?**

During Ice Cream Month, we cross-merchandise any way that we can. This year, we sprinkled Cookie Crisp cereal onto ice cream cups during demos. It was just something different, and we pointed out that cereal was healthier than the usual toppings. The kids loved it, but it was the adults who came back for seconds. (Reprinted courtesy *Frozen & Dairy Buyer magazine*) ■



# Fall case lot sale

## DeCA West achieves record sales in 10<sup>th</sup> annual event

**T**he September 2009 worldwide case lot sale rang up such record sales that beating those

achievements presented a nearly insurmountable challenge. Yet DeCA West, with a 6.3 percent increase in sales in the event, met

the challenge to emerge with its all-time record this year.

“We attribute West’s sales increase to the right selection of products at great prices, targeted publicity and well-organized sales,” said DeCA West Director **Keith Hagenbuch**. “Nine stores in DeCA West moved from three-day sales to four-day sales; and two stores – **Fort Lewis Commissary**, Wash., and **March Commissary**, Calif., moved from three-day sales to five-day sales. In most cases, the additional day or days increased sales.”

Some West stores also hosted a repeat performance of May’s Family Fun Fitness Festival. ▷



“Case lot sale” doesn’t have to mean just cans, jars and boxes — as Picatinny Arsenal Commissary, N.J., shows its customers by featuring lots of fresh produce. Welcoming customers to the event are Karadina Prather, grocery manager; Akiko Medeiros, lead front end associate; and Portia Collazo, store associate. DeCA photo: Todd Mozes

### Best ‘sell through’ items

(sales closest to quantity ordered)

	Customer savings
1. Disinfectant wipes	48%
2. Fruit punch 4-pack, Orange juice 4-pack	46%
3. Oriental soup cup 12-pack	32%
4. Dishwasher detergent	32%
5. Baby wipes	44%
6. Laundry detergent	39%
7. Instant mashed potatoes	54%
8. Baby wipes refill	28%
9. Cereal 10-pack	66%
10. Apple juice 6-pack	46%
11. Fabric softener	32%
12. Dried cranberries	39%

## STORE-LEVEL RECORDS

Fort Leonard Wood, Mo.	Sep	Record sales day	\$257,796
Incirlik, Turkey	Aug	Salad bar record sales day	\$780
NB Norfolk, Va.	Sep	Record sales day	\$274,853
Richards Gebaur, Mo.	Sep	Meat record sales day	\$4,135
Rota, Spain	Aug	Salad bar record sales	\$11,000
NB San Diego	Oct	All-time record sales	\$8 million
Tyndall AFB, Fla.	Sep	Case lot sale record sales	\$340,000
Vandenberg AFB, Calif.	Aug	Meat all-time record sales day	\$5,217 ■

Right, Lajes Commissary, Portugal, creates a custom cargo plane to deliver case lot savings to customers. Storeworker Kyle Roland built the aircraft using foam from air freight shipments. DeCA photo: Teresa De Jesus



### Top quantities sold

1. Bath tissue
2. Bath tissue
3. Paper towels
4. Paper towels
5. Bath tissue
6. Oriental soup cup
7. Laundry detergent
8. Canned mushrooms
9. Apple juice 10-pack
10. Instant mashed potatoes
11. Paper towels
12. Brownie mix



San Diego Commissary, Calif., calls its three-day September event a “Mega Case Lot Sale,” making it a community happening no one wants to miss. DeCA photo: William Vick

Right, Art Barker, Kraft sales representative, dresses the part for a Labor Day barbecue at Gunter Commissary, Ala., during its September case lot sale. Kraft and Sarvis combined efforts to help product fly off the shelves by delivering great prices and coupons, too. DeCA photo: Beverly Montgomery





## outreachpros

# Commando 'battle' ends in Marine victory

## Team surged to win from 4<sup>th</sup> place in 2009

**Ben Rouse**

*Corporate Communication*

**D**eCA announced the six winning teams who brought in the most single service members to the commissary benefit during May's annual Commissary Commando Competition.

This year's \$1,500 grand prize winner is the Single Marine Program at **Marine Corps Air Station Miramar**, Calif., who shattered their 4<sup>th</sup> place finish last year.

The following five teams earned place awards and honorable mention:

- 1<sup>st</sup> place, \$1,000: Single Airmen Program, **Sheppard Air Force Base**, Texas (grand prize winners 2009)

- 2<sup>nd</sup> place, \$750: Better Opportunities for Single Soldiers, **Fort Stewart**, Ga.

- 3<sup>rd</sup> place, \$500: BOSS, **Fort Carson**, Colo.

- 4<sup>th</sup> place, \$250: BOSS, **Fort Eustis**, Joint Base Langley-Eustis, Va. (2<sup>nd</sup> place winner 2009)

- Honorable mention, \$150: Single Marine Program, **Marine Corps Base Kaneohe Bay**, Hawaii

During Commissary Awareness Month in May, single service programs partner with commissaries to compete in the Commissary Commando Competition. The main goal is to introduce young, new, single or unaccompanied service members to commissary shopping.

Store directors and coordinators for the Army's BOSS, Marine's Single Marine Program, Air Force's Single Airmen Program and Single Sailor programs tried to show the commissary to as many service members as possible, using games like supermarket sweep,

turkey bowling, eating contests and other games with prizes such as bikes, gift checks and more. Also, commissary directors educated visitors about the commissary benefit via tours and trivia questions.

This year more than 50 groups brought in service members for tours, with 17 of the groups submitting entries to compete in Commissary Commando.

Food industry partners — part of the American Logistics Association's Consumer Awareness Team — sponsor the annual competition and provide the cash prizes. The team meets with DeCA marketing reps to judge the top submissions, which are based on creativity, originality, presentation and the total number of service members brought into the commissaries. ■



Nearly 3,000 airmen at Sheppard Air Force Base, Texas, drop by the commissary to learn about their benefit during Commissary Awareness Month in May. U.S. Air Force photo



# Parris Island 'thinks pink'

## Commissary hosts special breakfast for military community



A gift table provides a vision in pink, loaded with industry-donated goodies for attendees. DeCA photos: Liberty Nito

**Cindy Six, store director**  
Parris Island Commissary, S.C.

**S**usan G. Komen Foundation in Charleston, S.C., came to Naval Hospital Beaufort at **Marine Corps Recruit Depot Parris Island** to discuss how they could reach out more to active-duty members.

I asked if I could meet with them as well. The base usually has a breast cancer awareness breakfast every October and decided they were not going to do one this year. Without even thinking, I said "Then I will do it."

With limited space, we decided we would invite 50 active-duty women and military wives. We had great support:

□ Semper Fit and the base provided the tables and tablecloths.



Store Director Cindy Six, center, welcomes her sisters to the event: Patty Rabagia, left, and Laura Ritter. Rabagia, a two-year cancer survivor, spoke of her experiences.



Attendees could light a candle in tribute to a breast cancer survivor at this elegant table.



**Military members and military spouses enjoy a breakfast of eggs, bacon, sausage, grits, pancakes, fruit, muffins and yogurt, courtesy DeCA's vendor partners. The deli-bakery contractor donated fresh strawberry cupcakes.**

- The hospital had a table full of information.
- A radiologist on the board for the Susan G. Komen Foundation accepted an invitation as guest speaker.
- Industry donated the meal and giveaways.

Employees kicked it into high gear for these special customers — as they always do. I flew my sister in from Utah, as she is a recent cancer survivor, and I thought this would really help her to be able to tell her story.

The rest is history and it was a wonderful outreach event! ■



**Store associate Cassandra Baker-Ashcraft prepares for lunch guests.**



*Special edition : on-site sale kudos*

**Bangor Commissary, Maine,  
at Caribou, Maine**

- Enjoy the people who come to the sale. They make the visit very nice and very worthwhile.
- Heartfelt thanks for all you do.
- Great for shopping bulk.
- Great opportunity! Keep them coming.
- Wonderful products. Can't wait till next time.

**Columbus Commissary, Miss.,  
at Tupelo, Miss.**

- Superb operation, first class. Lot of effort by the commissary employees. Greatly appreciated.
- Keep up the good work.
- Thank you for this benefit. This was a great sale.
- Great savings to help military families.

**Ellsworth  
Commissary, S.D.,  
at Douglas, Wyo.**

- This is a great opportunity for our community and the soldiers. Would love to have it come back.
- This was great. I've really missed the commissary since we have been out.
- It was great to be able to shop the commissary again. Please continue to do this.

**Fairchild  
Commissary, Wash.,  
at Yakima, Wash.**

- Enjoyed the friendly service.
- I feel this was the best one yet; also like the new location.
- Glad we heard about it; helped us save.
- Thank you for polite help and coupons.
- These sales are great. The people are very helpful and very polite. Please keep the sales going.



**'Pink together' display**

**Charleston Commissary, S.C., celebrates all things pink with this display highlighting Breast Cancer Awareness Month in October. General Mills photo: Wendy House!**





# On-site service superstar: Fort Drum

## Buffalo-Rochester, N.Y.

I thank you all for coming to the Buffalo-Rochester Area! It is so great that my family has the opportunity to shop at a commissary. We have not missed one sale since you started coming to the area. We love the way you send out e-mails when you are coming and we have the ability to pre-order as well as shop on site. We only wish you could come to the area more often, such as once a quarter, so we could stock up on a regular basis rather than not knowing exactly when you will be back.



**Store Director  
Robert Smith**

In all of the times we have shopped at the sales, we have never encountered a problem. Your staff is always so helpful, friendly and a joy to deal with. They go out of the way to help you and will find anything you need if you ask. Your staff makes the shopping an even better experience by enjoying what they are doing. It is such a pleasurable shopping experience.

The savings are definitely significant, especially in the meat department. We usually buy as much meat as I can fit in my freezer since the cost savings are outstanding. The bacon, hamburger, hot dogs, sausages and steak selection is outstanding! The boneless pork chops are one of our favorites, as well as

the pork tenderloins. Thank you so much for coming to our area and offering us this incredible opportunity. Keep up the great work! We look forward to seeing you again and really appreciate you bringing this benefit to us retirees in this area.

*Janiese Green, U.S. Navy (retired)*

## Niagara Falls, N.Y.

I live in the Rochester, N.Y., area and I am a member of the 107th Airlift Wing in Niagara Falls. This gives me the option of catching up with you folks at home or on my drill weekend. I believe you are doing a great service to the New York armed forces. My wife and I used to work at grocery stores in our younger years, and we still would like to think we have an eye for a good sale.

We can honestly say that you and your staff put together a great sale at each visit. This would be evident by the fact that we spend more than about \$200 per order. Besides the actual pre-order, the selection you bring along to each location on the trucks is a wide variety. What can be done differently? I don't know – great deals on meat are always appreciated. Just keep doing what you do, I guess. You see what sells and what doesn't. You're making it work; I hope it keeps going. Thank you!

*Senior Master Sgt. Don Green, New York Air National Guard*

## Fort Bragg South Commissary, N.C., at Charlotte, N.C.

I always come to Air National Guard sale to shop and bring some of my co-workers with me. Of the two years the store has been coming here to help us out, this was the absolute best one! I commend you and your staff – what a wonderful job everyone did. If you can just bring more Cornish hens, Cheerios and some toiletry items, that would be great – they are very popular items. Thanks for the aluminum foil and wax paper, as you've never brought those before. All in all, it was a 10. Thanks much. Any idea when you will be back?

*Felecia Arrington*

## Fort Buchanan, Puerto Rico, at Camp Santiago, Puerto Rico

- These sales should be every month.
- Very good initiative. Keep it up.

- I shop in Fort Buchanan Commissary once every two weeks (55 mile drive).
- These facilities are convenient for all retired and military families.
- Good job. The team was great.

## Fort Hood II Commissary, Texas, at Austin, Texas

We appreciate the on-site commissary sale at Camp Mabry. We appreciate your efforts in bringing the sales and discounts annually. We look forward to stocking up on items that our family uses every day. The staff is very friendly, professional and helpful. Thank you for this service. We hope it continues for a long time to come.

*Sgt. Major Joseph Green, U.S. Army*





## Pink pumpkin proclamation

At Fort Stewart Commissary, Ga., even the pumpkins support breast cancer awareness, with this giant pink pumpkin created by storeworker Rebecca McGee. The brainchild of Michael Coffman, supply technician, the pumpkin consists of a cardboard pumpkin and potato bin, pallet wrap and papier mâché. DeCA photo:

Priscilla Echols

### **Grand Forks Commissary, N.D., at Fargo, N.D.**

- Love the great deals.
- Always do a good job.
- We appreciate you supporting our base and community.
- Really appreciate the commissary coming down from Grand Forks.
- This is really great that you do this. You get a BIG thank you.

### **Malmstrom Commissary, Mont., at Kalispell, Mont.**

- Great job. Need two to three sales a year.
- I appreciate being able to shop at a commissary.
- Love the case lot sale. Almost best day of year. Great sale.

- Thank you for providing this service.
- Awesome benefit for soldiers.

### **Moffett Field Commissary, Calif., at Coos Bay, Ore.**

- This is a phenomenal value. We really appreciate the variety and savings! Also the customer service is excellent and the fresh fruit samples were yummy.
- I enjoy having the savings at this sale for our basic living. It helps!
- I think this is great that you all are doing this. It definitely helps military families save money.
- Thank you for providing this great opportunity to shop at a commissary!
- Excellent service. Very helpful staff.
- Very good savings! Nice and helpful employees. Thank you!



*The world's best customers salute the world's best employees*

**Tinker Commissary, Okla.,  
at Tulsa Air National Guard, Okla.**

I just wanted to let you know how wonderful the sale was in Tulsa last week. The items were great, and once again you have done a wonderful job. Please let me know when the next sale in Tulsa will be; I'll

keep getting the word out. The feedback from customers has been great. Again, you all were awesome!

*Sandy Oxford, Tulsa Vet Center*

**Wright-Patterson Commissary, Ohio,  
at Eleanor, W.Va.**

- Great gift for service people.
- Great program. Wright-Patterson Commissary folks are wonderful!
- Love this. So glad they have this for Guard families.
- This is great! Especially in the hard times we are in. Thank you.
- This is such a lifesaver for our people.
- We love these sales and try to attend as many as possible. All the workers are so nice and polite. ■



**Wee  
sous-chefs**

DeCA Dietitian Karen Hawkins (second from left) supports Michelle Obama's initiative to combat childhood obesity with the "Let's Move!" campaign by holding a health and wellness event at Fort Myer Commissary, Va., Nov. 10. Children enjoyed fruit and vegetable demos and a playful exercise program that included soccer, catch, hopscotch, hula hoop and cheerleading. Here the tots receive instructions before creating fresh fruit kebabs. DeCA photo: Millie Slamin



peoplealways

# EEO 'all stars'

## Inspiring accomplishments distinguish agency winners of Equal Employment Opportunity awards

**A** young student storeworker listens carefully as the produce manager with 30 years of experience talks about cross-merchandising watermelons with picnic must-haves from the grocery department.

An Asian-American meatcutter helps a black storeworker locate a family pack of lean ground beef for a customer waiting at checkout

A woman in customer service shares her ideas for the annual scholarship ceremony with the male store administrator.

A Baptist checking a delivery tells her Jewish colleague she'll be available to work next Saturday when a special program is scheduled at the co-worker's synagogue.

Two grocery storeworkers agree that one can go to lunch first, since he is diabetic and needs to check his blood sugar at a specified time.

The human chain of equal employment opportunity may begin with selfless actions of one person, as described above, but have positive effects that can inspire an entire store – or a worldwide agency.

DeCA recognized such inspiring accomplishments in EEO during its annual awards ceremony Aug. 12 at its Fort Lee, Va., headquarters. This year's award recipients are cited for their exemplary efforts to promote a culture of diversity awareness and acceptance of people of all ages, races, genders, religious preferences and disabilities. Individual honorees include a store director, a produce department manager and a sales store checker, with a salute to the contributions of a previous honoree who recently passed.

"We're all proud to be part of such a diverse organization with a tradition of acceptance and understanding for individuals of all cultures and backgrounds," said DeCA Acting Director and CEO **Thomas E. Milks**. "The recipients of this year's EEO awards represent our shining stars who help their teams work together to provide the highest levels of customer service for our customers and their families."

### Leader of the Year:

**Michael Mena**  
Store director  
Fort Bliss Commissary, Texas

Mena is the epitome of leadership in cultural diversity and the employer of choice for the El Paso and Fort Bliss communities. His proactive, equality-based leadership provided exceptional mentorship and coaching to women and minorities, crafting a balanced career ladder for all. Census data comparison shows hiring and training by Mena resulted in a workforce where levels of Asian-Americans, African-Americans, Hispanics and women exceed equity levels by wide margins compared to El Paso employment opportunities and demographics. Mena's leadership nurtured an environment where ethnic minorities and female employees represent more than 95 percent of supervisory and work leader positions.



Michael Mena

### Employee of the Year:

**Leon Thomas**  
Produce department manager  
U.S. Air Force Academy  
Commissary, Colo.

Thomas spearheaded ethnic diversity celebrations for commissary employees and organized local events. He also strongly supported church functions and mentored disadvantaged individuals. By promoting ethnic diversity and helping others recognize the historical significance and importance of various cultures, Thomas positively impacted the commissary, installation and community.



Leon Thomas



**Disabled Employee of the Year:**

**Rita "Diane" Pope**  
Sales store checker  
McConnell Commissary, Kan.

Rita "Diane" Pope was diagnosed with polio in her left arm and right leg at the age of 3. Overcoming many setbacks, her leg became functional with the support of exercise and medication; however, movement in her arm remains extremely limited. Her upbeat personality, "can do" attitude and unwavering dedication to the commissary team inspire employees, baggers, contractors and customers. Her inner strength and determination have propelled her to attend college, learn to play the guitar and develop her quilting skills. She has volunteered at the St. Joseph Hospital and Wichita Police Department in Wichita, Kan., mentoring abused children who were taken from their homes because of abuse and neglect. Additionally, she has volunteered at the Perpetual Help Center in Wichita teaching children how to read and mentoring children of all ages. Pope will represent DeCA for Department of Defense disabled employee honors in December.



Rita "Diane" Pope

**Organization of the Year:**  
**Vance Commissary, Okla.**

Vance Commissary personifies cultural diversity; the perfect "Employer of Choice" model for DeCA. Vance's proactive, equality-based team leadership provided extraordinary mentorship and professional growth to all people of color, females and persons with mild to severe disabilities. Vance's leadership championed awareness and total team involvement in Department of Defense and DeCA EEO objectives, achieving the goal of creating professional opportunities for all employees regardless of race, gender or national origin. The store supports the principal tenets of the EEO program, which has resulted in zero EEO complaints in the past eight years. The award was accepted by Vance Store Director **Sheila Gilbert**.



Sheila Gilbert

**In memoriam:**  
**Deborah Mundt**  
Produce manager  
Fort Rucker Commissary, Ala.

Deborah Mundt, produce manager at Fort Rucker Commissary, passed on July 10 after a battle with diabetes that started in childhood. In 1998, she continued working full time after kidney failure forced her to undergo dialysis three times a week. Then in 2002 she returned to work just 23 days after receiving a new kidney, whereas many patients need several months to resume their work schedules. She had more than 29 years of federal service and had been honored with the Outstanding Department of Defense Employees with Disabilities Award in 2002. Fort Rucker Store Director **Dennis O'Meara** accepted Mundt's award on her family's behalf. ■



Deborah Mundt

**In memoriam:**  
**Frank Jenkins**

The DeCA family lost another previous Disabled Employee of the Year this year -- **Frank Jenkins**, agency honoree in 2008. He passed Feb. 20 after more than 20 years of federal service. A customer service clerk at **Fort Monmouth Commissary**, N.J., Jenkins dedicated his life to supporting disabled rights. A fall during gymnastics class when he was 15 left him with a broken neck, paralyzed from the neck down and confined to a wheelchair. He founded POWER, People on Wheels for Education and Rehabilitation, which helps local businesses accommodate handicapped customers and employees. ■



Frank Jenkins



# ♥ ofthebenefit

**'Heart of the Benefit' celebrates winning work philosophies of three outstanding DeCA team members**

## Cheryl Dixon

Walter Reed Commissary, Md.

### **What do you like best about your job as store secretary?**

I enjoy all aspects of my job, but especially the times I get to help our customers. Our customers are diverse; they come from many walks of life, and I enjoy interacting with them. They so appreciate the commissary benefit.

### **How do you help make the commissary worth the trip?**

Most of what I do directly involves taking care of the store director and my fellow employees. By providing excellent service in the personnel, payroll and travel arenas, our staff members are free to focus their full attention on serving our customers – and on making the commissary worth the trip.

### **What is your professional career history?**

I began my career more than 15 years ago as a military spouse working as a part-time cashier. I've been able to work a variety of jobs in the commissary, and now I'm the store secretary.

### **What are your professional career goals?**

My goals are to work in jobs that allow me to use



**Cheryl Dixon** DeCA photo: Lisa Wright

**I am grateful to have Cheryl Dixon as my secretary. Cheryl has been an asset to the Walter Reed Commissary for many years. She goes the extra mile helping not only me, but other employees and customers as well. Cheryl is often called on by several of our handicapped customers to push them around the store as they shop in their wheelchairs. These customers have been shopping here for many years, and they've found Cheryl to be a caring person. Our store is a better place to work and shop thanks to her.**

**Michelle Garrard**  
Store director

my knowledge, skills and experience to the utmost of my ability in ways that will make my employer successful, and will encourage and elevate others.

### **Who has had the most influence your career?**

It's hard to pinpoint one person, because there are many people through the years who have strongly impacted my career. Of course, Ms. **Michelle Garrard**, our store director, has been a source of motivation for me to do the best possible work I can do. And, our zone manager, Ms. **Mary Williams**, always encourages me to never be afraid to take on new and challenging work.



# Neil Cobb

Mildenhall Commissary, England

### What do you like best about your job as a custodial worker?

I make an immediate impression on each and every customer, as what they see upon entry to the store makes a lasting impression. A clean and orderly store and sales floor make for a pleasant shopping environment. That's one of my main objectives.

### How do you help make the commissary worth the trip?

By providing a clean and aesthetically pleasing shopping environment for all of our customers.

### What's your professional history?

I've worked for the U.S. Post Office, completed one year of college with a 4.0 grade point average, served 22 years active-duty military as well as working for

Mr. Cobb is a hard worker and dedicated employee. He never gives up and always wants the best for everyone. He's constantly encouraging everyone around him.

**Christopher Felder**  
Store manager

the Department of Defense school system, Army and Air Force Exchange Service, and DeCA after retirement.

### What are your professional goals?

My professional goal is to climb the DeCA corporate ladder and season myself on each rung in order to reach my highest potential and know what I'm doing when I get there.

### Who influenced your career most and how?

So many people have influenced my career — the great supervisors and managers that I've worked for in previous jobs and in my current job. I was taught to listen, learn and prosecute whatever task that lies before me to the absolute highest standard. These were lessons well learned and practiced daily. ▶



Neil Cobb DeCA photo: Christopher Felder



Robert Gilmore DeCA photo

## Robert Gilmore

Randolph Commissary, Texas

### What do you like best about your job as a grocery store associate?

I am blessed with endless opportunities to interact with people from all over the world, and I enjoy ensuring customer expectations are exceeded on a daily basis. I like making our store a place that customers want to visit, and I work to ensure their visit really is worth the trip. Word-of-mouth is a powerful marketing tool, so I try to provide a shopping environment that creates a desire in our customers to return to our store for future

**I have come to expect the unexpected from Robert. He always seems to find a way to satisfy the customer, and he can adjust to most any environment or challenge. Everyone who knows Robert respects him for his dedication and passion for getting the job done right and on time. He encourages his team to improve their operational skills and, above all, he does it with a smile. Robert is our everyday hero.**

**Reba Perlotte**  
General manager

shopping trips and spread the word to others that Randolph Commissary is the place to shop.

### How do you help make the commissary worth the trip?

I make every attempt to enhance the store's appearance to appeal to customers' curiosity and interests. One of my top goals is to have items shelved and available to the customers for purchase. I keep myself available to customers, as well as greet them with a friendly smile and a simple "How are you today?" I pay attention to customers and acknowledge when they need help. Some express their needs using nonverbal communication. I try to pick up on this and offer help before they ask.

### What is your professional history?

I was an aircraft maintenance specialist in the Air Force and retired in 1994. I then pursued a seven-year career in long-haul trucking. In 2000, when shopping at the Randolph Commissary, I noticed that Military Deli & Bakery Services was looking for a baker. I was hired and learned to bake. Eventually I was in charge of the bakery department and familiarized myself with the deli operation. In 2007, I left MDDBS and joined the DeCA team. My first job with DeCA was at Fort Sam Houston Commissary, Texas, as a grocery work leader. In 2008, I transferred to Randolph where I have worked in the produce and grocery departments, in store administration and as a computer-assisted-ordering associate in charge of maintaining dry grocery goods and the frozen foods department.

### What are your professional goals?

My primary goal is to become a full-fledged computer-assisted-ordering specialist. I would also like to attain the highest level of frozen food sales within DeCA West, while maintaining the lowest "not-in-stock" rate. In the future, I would like to take on responsibilities of the dairy department as well and be in charge of all perishable food items. I have a strong desire to teach others and challenge them to challenge themselves. I want to encourage employees to expect the unexpected, so the impact is reduced when the unexpected happens. I try to learn from the encounters I have with customers every day, so I can serve them better.

### Who influenced your career most and how?

Former Randolph Store Director **Ruby Ervin** influenced me the most. Ms. Ervin trusted me to complete my tasks correctly and on time. She gave me opportunities to prove myself and advance my career within the store. She supported me by providing advice from her experiences whenever I encountered a problem. Ms. Ervin seemed to have an unlimited source of knowledge about store operations, and I highly valued her advice in all aspects of my career. ■





# frontandcenter

## obituaries

**CAROLYN BROWN**, HQ DeCA, Va. (Oct. 2)  
**MALAMALAMA SALAUSA**, Schofield Barracks, Hawaii (Aug. 7)  
**HUBERTUS KRIEGER**, DeCA Europe, Germany (Oct. 6)  
**GREG SORRELL**, DeCA West, Calif. (Aug. 14)

## retirements

**DOREEN CADIGAN**, HQ DeCA, Va.  
**JULIE CHILDREY**, HQ DeCA, Va.  
**ENRIQUE CONCEPCION**, Orote Point, Guam  
**FRANCIS CROCKER**, MCAS Yuma, Ariz.  
**JAMES DUNBAR**, Offutt AFB, Neb.  
**KENNETH HAYNES**, Buckley AFB, Colo.  
**INJA JEFFRIES**, JB Lewis-McChord, Wash.  
**KIM PONG-SU**, Osan AB, South Korea  
**JOE LEE**, JB San Antonio, Fort Sam Houston, Texas (45)  
**BEVERLY MILLER**, JB Lewis-McChord, Wash.  
**JOYCE OTT**, Fort Knox, Ky.  
**PAK CHI-MAN**, Osan AB, South Korea (42)  
**CLAUDETTE PUFFER**, HQ DeCA, Va.  
**WILLIAM SCHMIDT**, Offutt AFB, Neb. (40)  
**BELINDA WATKINS**, Kirtland AFB, N.M.

## anniversaries

40 years

\* **DAVE MERICA**, Fort Irwin, Calif.



Dave Merica (40)

35 years

**RICHARD BRADFIELD**, HQ DeCA, Va.  
**ALAN BROWN**, Keesler AFB, Miss.  
**KIM WINGO-THOMPSON**, Fort Hood II, Texas  
**JOHN MANIBUSAN**, Guam CDC  
**YUN HUI-YONG**, Yongsan CDC, South Korea  
**BERTHOLD THIEL**, Sembach, Germany

30 years

**ROBERT BARR**, Nellis AFB, Nev.  
**MICHELLE CAMBA**, DeCA West, Calif.  
**KATHY DYER**, HQ DeCA, Va.  
**CHARLES ESCUE JR.**, JB Pearl Harbor-Hickam, Hawaii  
**LEONARD LANGFORD**, Fort Benning, Ga.  
**MARCUS LASHLEY**, HQ DeCA, Va.  
**JUDITH MENDEZ**, Fort Huachuca, Ariz.  
**WILLIAM MOODY**, Walter Reed AMC, Md.  
**ROBIN PARACUELLES**, JB Pearl Harbor-Hickam, Hawaii  
**GREGORY PARKER**, NB Norfolk, Va.  
**BONITA RAMSEY**, Fort Bragg South, N.C.  
**BETTY REEVES**, Aberdeen PG, Md.  
**TOTOLUA RIPLEY JR.**, HQ DeCA, Va.  
**HARRY SALVAT**, HQ DeCA, Va.



▲ **PUTTIN' ON THE PINK:** Employees at Fort McPherson Commissary, Ga., wore pink in October to support breast cancer awareness. DeCA photo: Marilyn Pargo

**JOLENE SELMAN**, JB Elmendorf-Richardson, Alaska  
**JEANETTE SHAW**, JB Andrews, Md.  
**LESLIE "LES" SIMPSON**, HQ DeCA, Va.  
**DENNIS TEMPLETON**, JB San Antonio (Randolph AFB)  
**DEAN ZELESKI**, Camp Pendleton, Calif.

25 years

**LINDA BAKER**, JB Charleston (Air Force), S.C.  
**DONNA BALWIN**, Robins AFB, Ga.  
**ROSA CAMPOS**, DeCA West, Calif.  
**CHOE YONG-KYU**, Osan AB, South Korea  
**CHON HAE-SAENG**, Camp Stanley, South Korea  
**EVA COLON**, Dover AFB, Del.  
**CONSTANCE CONE**, JB Charleston (Navy), S.C.  
**CLYDE DANCY**, HQ DeCA, Va.  
**DANIEL DENT**, Harrison Village, Ind.  
**LYNN HILL**, JB Lewis-McChord, Wash.  
**MARK HINKEL**, JB San Antonio (Lackland AFB)  
**ARLENE JAMES**, McConnell AFB, Kan.  
**GEORGIA KIMBROUGH**, Redstone Arsenal, Ala.  
**ANTHONY LEONE**, Camp Lejeune, N.C.  
**GLADYS MENDEZ-MARTI**, Fort Buchanan, Puerto Rico  
**JO ANN OGAWA**, Schofield Barracks, Hawaii  
**PAK DONG-HUI**, Osan AB, South Korea  
**JANET PARSLEY**, JB Charleston (Air Force), S.C.  
**BETTY PERKINSON**, HQ DeCA, Va.  
**DENISE RAY**, HQ DeCA, Va.  
**JAMES SMITH**, MacDill AFB, Fla.  
**DAVID STIEBER SR.**, NS Great Lakes, Mich.  
**ANNIE THEE**, MCB Quantico, Va.  
**KIMBERLEY WHEELER**, McClellan, Calif.  
**ALISON WILKERSON**, Peterson AFB, Colo.

20 years

**GLORIA BAKER**, Luke AFB, Ariz.  
**ELISA BALANSAY**, NOLF Imperial Beach, Calif.

**NENA BEJERANA**, Orote Point, Guam  
**BILL BELTRAN**, Travis AFB, Calif.  
**NICHOLAS CHENEQUA**, Fort Myer, Va.  
**DOMINGO CONCEPCION**, JB Pearl Harbor-Hickam, Hawaii  
**ROSE CRUZ**, JB Lewis-McChord, Wash.  
**SHERIL DELANGHE**, Luke AFB, Ariz.  
**MARILYN EDWARDS**, Fort Rucker, Ala.  
**HENRIETTA FIELDS**, Fort Stewart, Ga.  
**TOLUALII GARDNER**, Harrison Village, Ind.  
**TAMMY GRAY**, Fort Gillem, Ga.  
**KENNETH KEYS**, JB Andrews, Md.  
**LEE McDERMOTT**, Fort Riley, Kan.  
**TONY MILLER**, Fort Drum, N.Y.  
**KUM CHA MUNSON**, Fort Lee, Va.  
**BETHOVEN NERI**, Fort Meade, Md.  
**EDWIN ORINAS**, Twentynine Palms, Calif.  
**XANTHONY PADILLA JR.**, JB San Antonio (Lackland AFB)  
**ROSALVINA PAIGE**, Fort Myer, Va.  
**ANNIE PATRICK**, Fort Hood II, Texas  
**STEVEN PETERSON**, Orote Point, Guam  
**JODY PHILLIPS**, Luke AFB, Ariz.  
**LINDA POWELL**, Little Rock AFB, Ark.  
**CHRISTINE ROBBINS-CAMPBELL**, MCB Quantico, Va.  
**CLARICE RUFFIN**, Mitchel Field, N.Y.  
**BETH STEELE**, Kirtland AFB, N.M.  
**BRENDA STURDIVANT**, HQ DeCA, Va.  
**CHONG TINSON**, JB Lewis-McChord, Wash.

15 years

**ROLANDO APLASCA**, Fort Lee, Va.  
**CHARLES ARNETT**, Bangor ANGB, Maine  
**FERNANDA BEATON**, Nellis AFB, Nev.  
**CARMELITA BUDHOO**, JB McGuire-Dix-Lakehurst, N.J.  
**DONNA CHINSEE**, Camp Lejeune, N.C.





(15 years)

**RANDY ELLER**, HQ DeCA, Va.  
**ANNA ERICSON**, MCAS Cherry Point, N.C.  
**STACEY FENNEL**, NB Norfolk, Va.  
**KENNETH HITCHCOCK**, Gunter AFB, Ala.  
**KIM SONG-SU**, Camp Red Cloud, South Korea  
**ALFREDO MENDOZA**, Schofield Barracks, Hawaii  
**THOMAS MORGAN**, NAS Patuxent River, Md.  
**THOMAS NOWICKI**, NBK Bangor, Wash.  
**CYNTHIA OWENS**, Gunter AFB, Ala.  
**PAK CHAE-HUN**, Yongsan CDC, South Korea  
**DORIS PEREZ**, MacDill AFB, Fla.  
**CARMEN PYLE**, MCAS Yuma, Ariz.  
**PERLA RECITIS**, JEB Little Creek-Story, Va.  
**CORNELIUS RUFFIN**, HQ DeCA, Va.  
**BERTHA SALMERON**, Travis AFB, Calif.  
**SHEILA SAMUEL**, Fort Campbell, Ky.  
**BOBBY SMITH**, JB Andrews, Md.  
**ALEJANDRO TIMBANCA**, MCB Kaneohe Bay, Hawaii  
**MARLON WALKER**, Beale AFB, Calif.  
**HELEN WHITE**, HQ DeCA, Va.

10 years

**RAYMOND AGUON**, Orote Point, Guam  
**DOLF ARINO**, JR Marianas (Andersen AFB), Guam  
**TERRY BATENHORST**, DeCA West, Calif.  
**ANTONIO BROOKS**, Fort Carson, Colo.  
**BOBBY BROOKS**, NAS Whiting Field, Fla.  
**RON CANONES**, Travis AFB, Calif.  
**DAN COREY**, Holloman AFB, N.M.

**MARIO CAVAZOS**, Fort Myer, Va.  
**TIMOTHY ESTES**, Osan CDC, South Korea  
**BRENDA FITTS**, Fort Rucker, Ala.  
**CIPRINA FREEDMAN**, Camp Pendleton, Calif.  
**CELIA FRONDOZO**, JB Pearl Harbor-Hickam, Hawaii  
**PAMELA GARAY**, Fort Polk, La.  
**CHANDA GILBERT**, Fort Gillem, Ga.  
**SUSAN GONZALEZ**, NS Newport, R.I.  
**PAUL GUSTILO**, JB Pearl Harbor-Hickam, Hawaii  
**FLORDELIZA HARRIS**, Beale AFB, Calif.  
**MARISSA HARRIS**, Fort Gordon, Ga.  
**MERLINDA HARRIS**, NAS Lemoore, Calif.  
**ARTURO HERNANDEZ JR.**, Fort Bliss, Texas  
**WILLIAM HICKS**, Yokota AB, Japan  
**DAWN KUVENT**, NSB New London, Conn.  
**SANDRA LEGALL**, Fort Belvoir, Va.  
**YONG LIEHR**, Fort Myer, Va.  
**SUSAN LINAMEN**, Fort Huachuca, Ariz.  
**CRISALINA MAGBUAL**, JB Pearl Harbor-Hickam, Hawaii  
**ROMEO MAGNO**, NB San Diego  
**CHRISTOPHER MANN**, Travis AFB, Calif.  
**DAVID MATERN**, Yokota AB, Japan  
**KATHY MORENO**, Luke AFB, Ariz.  
**AMELIA NOVICIO**, Travis AFB, Calif.  
**DEBORAH OELSCHLAGER**, Offutt AFB, Neb.  
**CHESLEY ONAGA**, Schofield Barracks, Hawaii  
**ANNABELLE ORTMAN**, Fort Meade, Va.  
**CHARLES PRATT**, McClellan, Calif.  
**PAMELA RANDLE**, Maxwell AFB, Ala.  
**JOHN RICHMOND**, Holloman AFB, N.M.

**DONALD ROBINSON**, JB McGuire-Dix-Lakehurst, N.J.  
**SOCORRO SANCHEZ**, NAS Whidbey Island, Wash.  
**ELENA SNOWDY**, Los Angeles AFB  
**CHEDITA STREITMATTER**, NAS New Orleans  
**SUSANA STYGAR**, Fort Belvoir, Va.  
**JOSEPH TABIOS**, Guam CDC  
**LAURA LEE TOLEDO**, JB Pearl Harbor-Hickam, Hawaii  
**ASHLEY WILLIAMS**, MCLB Albany, Ga.

## top employees

### Employee of the Year 2010

**CHOE SONG-WON**, Osan AB, South Korea  
**DAVID DUENAS II**, Guam CDC  
**NORIAKI YAMAMOTO**, Camp Kure, Japan

### Safety Award 2010

**FAIGA CROSS**, Buckley AFB, Colo.  
**JEFFERY EWERT**, Buckley AFB, Colo.  
**BENJAMIN LOCKHART**, Los Angeles AFB  
**TERESITA ODVIAR**, JB Pearl Harbor-Hickam, Hawaii  
**YIM NAM-CHAE**, Osan CDC, South Korea

### Employees of the Quarter

#### 4<sup>th</sup> Quarter 2010

**SHIRLEY BOWLING**, Vance AFB, Oka.  
**GENE HOLLOWAY**, NAWWS China Lake, Calif.  
**MARIA PETRA**, Davis-Monthan AFB, Ariz.



▲ **PLETHORA OF PLUOTS:** Fort Myer Commissary, Va., participates in the pluot display contest, Aug. 17-23. A cross between a plum and an apricot, pluots come in six varieties: pink “Dinosaur Egg,” red “Flavor King,” purple “Raspberry Jewel,” black “Flavor Heart,” yellow “Mango Tango” and green “Flavor Grenade.” DeCA photo: Sandra Vaughn



**▲ KETCHUP KUDOS:** This year's win in the Heinz Golden Ketchup Display competition gives Mountain Home Commissary, Idaho, seven consecutive victories, winning for sales band 4, 2005-2010; and for best small store, DeCA-wide, in 2004.  
DeCA photo: Lawrence Young

*3<sup>rd</sup> Quarter 2010*

**DOROTHY ADAMS**, MCLB Barstow, Calif.  
**JARED ALHAMBRA**, Vandenberg AFB, Calif.  
**GILBERT ANCHONDO**, Los Angeles AFB  
**MARGARET CAMACHO**, Dugway PG, Utah  
**CHRISTEL DILLARD**, Mountain Home AFB, Idaho  
**DENNIS JONES**, Osan CDC, South Korea  
**KIM AE-SOP**, Kunsan AB, South Korea  
**KIM CHIN-KUK**, Yongsan, South Korea  
**CHOM KIMBLE**, Hannam Village, South Korea  
**RANDAL LANGIT**, NB San Diego  
**KEVIN LARSEN**, Malmstrom AFB, Mont.  
**CHRISTINA LEATHERMAN**, McConnell AFB, Kan.  
**TOM LUNDY**, Yongsan CDC, South Korea  
**DENISE MAPES**, Edwards AFB, Calif.  
**JOE MERRICK**, Malmstrom AFB, Mont.  
**O CHUNG-CHIN**, Osan AB, South Korea  
**PARK SUN-TAE**, Camp Red Cloud, South Korea  
**SATSUE SASAKI**, Misawa AB, Japan  
**KAZUKO SHAKAGORI**, Sagami-hara, Japan  
**SIN TAE-SU**, Osan CDC, South Korea  
**CHRISTOPHER SMETHURST**, March ARB, Calif.  
**SONG HAE-CHUN**, Camp Casey, South Korea  
**STEPHANIE SPISAK**, Fairchild AFB, Wash.  
**ANGELINA THOMAS**, Fort Huachuca, Ariz.  
**SUE THOMPSON**, Camp Stanley, South Korea  
**JOSHUA VALENTIN**, Twentynine Palms, Calif.  
**BOBBY WHITLOCK**, NAVS China Lake, Calif.  
**NORIAKI YAMAMOTO**, Camp Kure, Japan

*Employees of the Month*

*August 2010*

**LISA BELLAY**, Edwards AFB, Calif.  
**JONATHAN BENEVENTE**, FA Sasebo, Japan  
**KENTOKU CHIBANA**, Camp Courtney, Okinawa  
**ANDREW GARRIDO**, Orote Point, Guam  
**SEICHU HAYASHI**, Okinawa CDC  
**DONATHAN HUGHES**, NAF Atsugi, Japan  
**YUKIKO ISHIKAWA**, Camp Foster, Okinawa  
**JOE ITCH**, Yokota AB, Japan  
**AKIRA KOHAGURA**, Okinawa CDC  
**SHAWN LITT**, Kanto Plain CDC, Japan  
**MITSUYUKI MATSUDA**, Okinawa CDC  
**SHOJI MATSUMOTO**, Kadena AB, Okinawa  
**JONATHAN MCGUNNIGLE**, Iwakuni CDC, Japan  
**SEMIONA MERRITT**, Orote Point, Guam  
**LUPE MIRANDA**, Kanto Plain CDC, Japan  
**HIROMITSU MIYAGI**, Camp Foster, Okinawa  
**KAYO MORIYA**, Sagami-hara, Japan  
**TADAYOSHI MURA**, Okinawa CDC  
**DIANE RASMUSSEN**, MCAS Iwakuni, Japan  
**HARUMI SHIBUYA**, NFA Yokosuka, Japan  
**SATORU SHIMABUKURO**, Camp Foster, Okinawa  
**YOSHIKI SHINZATO**, Camp Foster, Okinawa  
**MYONG SINKUK**, Misawa AB, Japan  
**QUINTON STOVAL**, Hario Village, Japan  
**RIKA TOKUZATO**, Camp Kinser, Okinawa  
**NORIAKI YAMAMOTO**, Camp Kure, Japan

*August Cashier of the Month*

**LOVELINE DURKEE**, FA Sasebo, Japan  
**RACHEL ROMERO**, Hario Village, Japan

*July 2010*

**JUN AHN**, Yongsan CDC, South Korea  
**NOZOMI AKAMINE**, Kadena AB, Okinawa  
**DENISHA ATKINS**, NBK Bremerton, Wash.  
**MARK BISSELL**, NAF Yokosuka, Japan  
**CHANG SONG-IM**, Kunsan AB, South Korea  
**MENA CHESTER**, Kanto Plain CDC, Japan  
**CHO SUNG-YON**, Kunsan AB, South Korea  
**CHOE SANG-HYOK**, Osan AB, South Korea  
**CHOE SUNG-WON**, Osan AB, South Korea  
**CHRISTOPHER CHOI**, Taegu Camp Walker, South Korea  
**CHONG SON-KON**, Osan AB, South Korea  
**KEN CONNER**, Iwakuni CDC, Japan  
**TAMMY GRIGGS**, FA Sasebo, Japan  
**AKIRA HIGA**, Okinawa CDC  
**MATTHEW JARDIOLIN**, Vandenberg AFB, Calif.  
**NOZOMU KAZAMA**, Sagami-hara, Japan  
**CHOL KIM**, Camp Casey, South Korea  
**KIM JUNG-MI**, Hannam Village, South Korea  
**KIM MI-CHIN**, Osan AB, South Korea  
**KIM YONG-SAM**, Camp Casey, South Korea  
**KIM YUN-CHIN**, Osan AB, South Korea  
**ATSUSHI KIMURA**, Camp Zama, Japan  
**HIROATSU KINJO**, Camp Foster, Okinawa  
**MASAYUKI KUMAGAI**, MCAS Iwakuni, Japan  
**KWON CHI-YUN**, Osan AB, South Korea  
**KWON HAN-MIN**, Yongsan AB, South Korea  
**RANDAL LANGIT**, NB San Diego.  
**CHRISTINA LEATHERMAN**, McConnell AFB, Kan.  
**HYANG MEAD**, Camp Red Cloud, South Korea  
**SAMUEL MILLER**, Yokota AB, Japan



(July 2010)

**TOMOKO MIYAGI**, Camp Courtney, Okinawa  
**NA KYONG-WON**, Camp Stanley, South Korea  
**KIYONOBU NAKAISHI**, Okinawa CDC  
**NAOTO NAKAMURA**, Camp Kinser, Okinawa  
**KEIICHI NIKARUBE**, Misawa AB, Japan  
**O CHUNG-CHIN**, Osan AB, South Korea  
**ROSEMARIE OSBORNE**, NBK Bremerton, Wash.  
**PAK SANG-KU**, Osan CDC, South Korea  
**PAK SIN-KYU**, Hannam Village, South Korea  
**PARK SUN-TAE**, Camp Red Cloud, South Korea  
**RACHEL ROMERO**, Hario Village, Japan  
**EMI SAITO**, NAF Atsugi, Japan  
**RYO TAMAKI**, Okinawa CDC  
**HITOSHI TOGUCHI**, Camp Foster, Okinawa  
**RODNEY TURNER**, Kanto Plain CDC, Japan  
**KUNIYOSHI URA**, Okinawa CDC  
**JOSHUA VALENTIN**, Twentynine Palms, Calif.  
**NEIL VISITACION**, JB Pearl Harbor-Hickam, Hawaii  
**ALEX WALDON**, NAF Yokosuka, Japan  
**NORIAKI YAMAMOTO**, Camp Kure, Japan  
**YI CHI-YON**, Camp Humphreys, South Korea  
**YI HUI-SOP**, Osan CDC, South Korea  
**YI UI-YONG**, Osan CDC, South Korea  
**YI YU-SU**, Osan CDC, South Korea  
**YIM YONG-SU**, Osan AB, South Korea  
**YO TAE-WON**, Yongsan CDC, South Korea

July Cashier of the Month

**SARAH AGANON**, FA Sasebo, Japan  
**MATTHEW JUNGE**, NFA Yokosuka, Japan  
**RACHEL ROMERO**, Hario Village, Japan

## pro honors

Coca-Cola Best Display  
**DeCA West: TINKER AFB, Okla.**

Coca-Cola Summer Grilling Display  
**DeCA East: C.E. KELLY, Pa.; JB Langley-EUSTIS, Va.; MCRD PARRIS ISLAND, S.C.**

Coca-Cola World Cup Japan Display  
**DeCA West: CAMP KINSER, Okinawa; MCAS IWAKUNI, SAGAMIHARA, YOKOTA AB, Japan**

ConAgra Celebrate Summer  
**DeCA East: NAS PENSACOLA, Fla.; USMA WEST POINT, N.Y.**  
**DeCA West: LAUGHLIN AFB, Texas**

ConAgra Truckload Display  
**DeCA West: CAMP FOSTER, Okinawa; FORT**

**LEAVENWORTH, Kan.; OFFUTT AFB, Neb.; OSAN AB, South Korea; VANDENBERG AFB, Calif.**

Dunham & Smith Breakfast Bundling Display  
**DeCA West: CAMP KINSER, Okinawa**

Earthbound Organic Display  
**DeCA West: NBK BREMERTON, NSE SMOKEY POINT, NAS WHIDBEY ISLAND, Wash.**

General Mills Cinco de Mayo Display  
**DeCA East: MCRD PARRIS ISLAND, S.C.**

General Mills-Progresso Warming Up America  
**DeCA West: OFFUTT AFB, Neb.**

Heinz Golden Ketchup Display  
**DeCA East: LITTLE ROCK AFB, Ark.; MacDILL AFB, Fla.; MCRD PARRIS ISLAND, S.C.**  
**DeCA West: CAMP CASEY, South Korea; HILL AFB, Utah; LAUGHLIN AFB, Texas; MOUNTAIN HOME AFB, Idaho, (7<sup>th</sup> consecutive, see picture, Page 43); YONGSAN, South Korea. Honorable mention: CAMP HUMPHREYS, OSAN, TAEGU CAMP WALKER, South Korea**



▲ **REFRESHMENT EXPRESS:** The Snapple display built at Davis-Monthan Commissary, Ariz., left other stores in the dust as it was judged the best superstore and best overall display worldwide, locking in the year's best overall region honors for DeCA West. *Dr Pepper Snapple Group photo: Bob Schneller*



▲ **PET OASIS:** Ramstein Commissary, Germany, exhibits a mountain of pet goods and goodies, nailing a win in the Purina overseas display competition. *DeCA photo: Harry Nichols*

**Keebler Hollow Tree Display**  
**DeCA West:** NELLIS AFB, Nev.

**Kellogg's Fit For Life Display**  
**DeCA West:** FORT SAM HOUSTON, JB San Antonio

**Kellogg's Triple Play Display**  
**DeCA West:** FORT HUACHUCA, Ariz.

**Kraft Excellence in Execution**  
**DeCA West:** ANCHORAGE AREA, Alaska; CAMP FOSTER, Okinawa; CANNON AFB, N.M.; FORT CARSON, Colo.; FORT HOOD I, FORT HOOD II, NAS JRB FORT WORTH, Texas; JB LEWIS-McChord, Wash.; MOUNTAIN HOME AFB, Idaho; OROTE POINT, Guam; EDWARDS AFB, SAN ONOFRE, Calif.; VANCE AFB, Okla.

**Nestlé Fuel Your Day Display**  
**DeCA East:** LITTLE ROCK AFB, Ark.; TINKER AFB, Okla.

**Nexus Display**  
**DeCA Europe:** MANNHEIM, Germany

**P&G Special Olympics Display**  
**DeCA West:** CAMP FOSTER, Okinawa; CAMP HUMPHREYS, USAG YONGSAN, South Korea

**DeCA Europe:** MISAWA AB, Japan; RAMSTEIN AB, Germany

**Purina Kid CarPromo**  
**DeCA West:** DeCA WEST, Calif.; ZONE 33, ANDERSEN AFB (JR Marianas), Guam; CAMP CASEY, South Korea; MISAWA AB, FA SASEBO, Japan

**Purina Overseas Display**  
**DeCA Europe:** ZONE 31; AVIANO, Italy; LAJES FIELD, Portugal; ALCONBURY, MENWITH HILL, England; ANSBACH, RAMSTEIN AB (see picture, above); PANZER KASERNE, SPANGDAHEM, Germany  
**DeCA West:** FAR EAST; ZONE 33; ANDERSEN AFB, JR Marianas, Guam; CAMP CASEY, YONGSAN, South Korea; MISAWA AB, FA SASEBO, Japan

**Smucker's Serving Our Country Display**  
**DeCA East:** FORT MEADE, Md.; LANGLEY AFB, Va.; TINKER AFB, Okla.; WRIGHT-PATTERSON AFB, Ohio  
**DeCA West:** FORT SAM HOUSTON, JB San Antonio

**Snapple Creative Display**  
**DeCA West:** ANCHORAGE AREA, Alaska; DAVIS-

MONTHAN AFB, Ariz.; VANCE AFB, Okla. (3<sup>rd</sup> consecutive, see picture, opposite page); TAEGU CAMP WALKER, YONGSAN, South Korea

**Spokane-Superfresh Growers Cherry Display**  
**DeCA West:** NBK BANGOR, Wash. (2<sup>nd</sup> consecutive)

**V-8 2010 Splash into Summer Display**  
**DeCA East:** FORT DETRICK, Md.  
**DeCA West:** FORT HOOD II, FORT SAM HOUSTON, JB San Antonio

**Organizational honors**

**DeCA EUROPE**, Germany, silver award from Combined Federal Campaign Overseas, for contributions and support.  
**FORT HOOD I**, Texas, Assistant Commissary Officer **Joel Springer**, and Store Manager **Betty Carey**, certificates of appreciation from USO, for exceptional support and unwavering dedication as invaluable community partner.  
**LOS ANGELES AFB**, DeCA West Incentive Safety Award for fiscal 2010.  
**PORT HUENEME**, Calif., "Four Star Rating" for excellence in customer satisfaction from The Talk of the Town retail survey company, a local consumer organization located in Oxnard,



▲ **FITNESS FUEL:** Military members at Fort Bliss Commissary, Texas, work out in the produce department to highlight fresh fruits and vegetables as a healthy energy source. DeCA photo: Luis Lira

Calif. Results compiled by retired and active duty secret shoppers.

**NB SAN DIEGO**, DoD Commander in Chief's Annual Award for Installation Excellence Special Recognition Award: "For showing what imagination and innovative people can do to provide excellent installations that strengthen the nation's defense, you have excelled in a continuing effort to provide the best possible place to work and live."



**WHITEMAN AFB, Mo.**, Store Director **Carol Lakey** and Store Administrator **Margaret Joyner**, commander's coins, for continued support of base educational programs for troops and families.  
**NFA YOKOSUKA**, Japan, plaque from Boy Scout Far East Council, for support of Yokosuka Boy Scouts and annual two-week summer camp.  
**YOKOTA AB**, Japan, recognition plaque from Boy Scouts of America Far East Council, in appreciation for outstanding support.

**Individual honors**

**RUBIN BARCELONA**, assistant store director, MCAS Miramar, Calif., was inadvertently left off last issue's management list for Best Superstore NB San Diego, where he served as assistant store director through the award period.  
**ROBERT BYRNE**, commissary management specialist, DeCA Europe, Germany, Joel McCarty Award from industry partners, for partnership dedication.  
**BERNARD ELLISON**, store director, Patch Barracks, Germany (now store director, Fort Jackson, S.C.), DeCA Superior Civilian Service Award.

**JACK HERNANDEZ**, engineer, DeCA Europe, Germany (now at Lackland AFB, JB San Antonio), DeCA Meritorious Civilian Service Award.  
**ROBERT SMITH**, store director, Fort Drum, N.Y., Department of the Army Superior Civilian Service Award.

**on the move**

**LARRY BANDS**, director of accounting to chief financial executive, HQ DeCA, Va.  
**LINDSEY JOHNSON**, store manager, Travis AFB, Calif., to store director, Sagamiyara, Japan.  
**GAYLE McGRATH**, commissary management specialist, DeCA Europe, Germany, to store director, Altus AFB, Okla.  
**FRED PENA**, store director, Cannon AFB, N.M., to store director, Tinker AFB, Okla.  
**ROBERT RILEY**, general manager, Los Angeles AFB, to store manager, CFA Chinhae, South Korea.  
**DANIEL SMITH**, store director, Camp Courtney, Japan, to store director, NFA Yokosuka, Japan. ■

# DeCA Values

We have **PASSION** for what we do!

**P**

We **PURSUE EXCELLENCE**

**A**

We are **ACCOUNTABLE** and **FISCALLY RESPONSIBLE**

**S**

We have a **SENSE OF URGENCY**

**S**

We **SET HIGH STANDARDS**

**I**

We value **INNOVATION**

**O**

We take **OWNERSHIP** of our **PERFORMANCE**

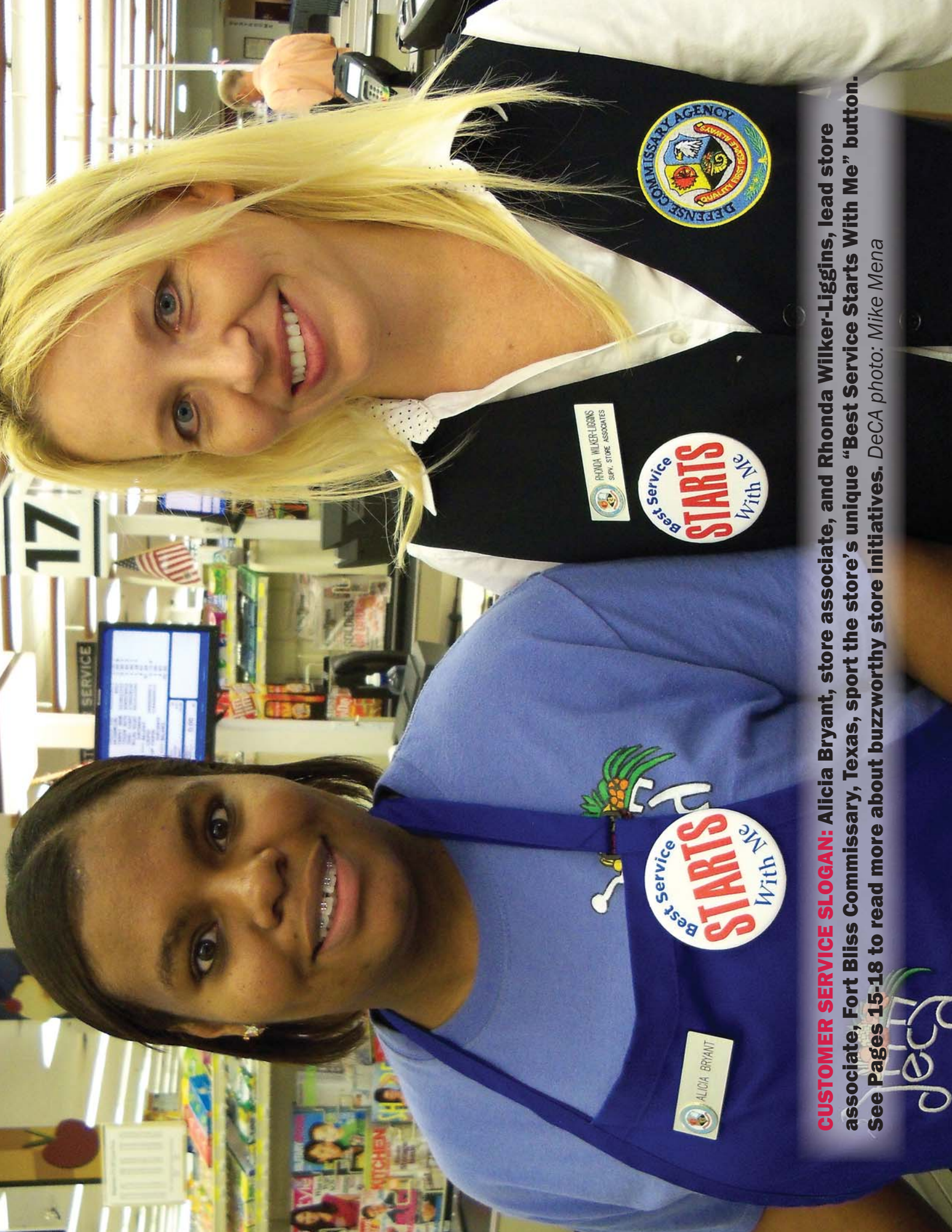
**N**

We are **NECESSARY**

One Vision, One Team,



One DeCA!



**CUSTOMER SERVICE SLOGAN:** Alicia Bryant, store associate, and Rhonda Wilker-Liggins, lead store associate, Fort Bliss Commissary, Texas, sport the store's unique "Best Service Starts With Me" button. See Pages 15-18 to read more about buzzworthy store initiatives. DeCA photo: Mike Mena

