

One Vision, One Team, One DeCA!

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# deca vision

Vol. 20, No. 3 2011



**'Gold rush' 2011:**

## Best commissaries

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### One vision:

A model government organization providing a valued commissary benefit

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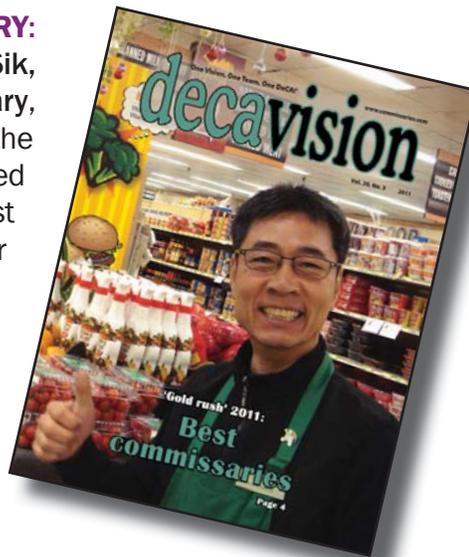


**21** **MERCHANDISING AWARDS:** The deli-bakery at Davis-Monahan Commissary, N.M., won honors in the 2010 Deli-Bakery Merchandising Contest. Check out the year's best merchandisers in grocery, meat, produce and deli-bakery, **Pages 21-30.** *Military Deli & Bakery Services photo: Sue Stevens*

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Produce stocker **So Yun-Sik**, **Camp Casey Commissary**, South Korea, exhibits the positive spirit that helped the store achieve Best Commissary honors for 2010 performance. See the worldwide winners, **Pages 4-20.**  
*DeCA photo: Jessica Crowl*





fromthetop

# Honors galore

## Annual awards create 'parade of winners'

**Joseph H. Jeu**

*DeCA director and CEO*

I love this quote by legendary football coach George Halas, also known as Papa Bear, founder of the Chicago Bears: "Nothing is work unless you'd rather be doing something else."

It certainly wasn't work to recognize the agency's many award winners at DeCA's 2011 Conference and Training Event in Norfolk, Va., in May. What a joy it was, seeing how each award announcement stirred such emotions – excitement, pride, happiness and even relief that the nervous waiting was finally over. These were fabulous ceremonies I won't soon forget. Congratulations to you all!

I felt like a grand marshal at a parade of winners, and I thought about how privileged we all are to belong to such a well-respected organization with so many exceptional performers. Perhaps it's our noble mission and the patriots we serve that inspire us to greatness. It's almost as if we can't be satisfied with just doing our best, because there are always new heights to pursue in superior customer service.

I was so proud of everyone in attendance at these events – the winners, the nominees and their leadership. Each roster was full of stars who had performed to the heights of all expectations; and I knew that back home, dedicated team members at each



**DeCA Director and CEO Joseph H. Jeu meets Eugene Baldwin, produce manager, during a recent visit to Fort Eustis Commissary, Joint Base Langley-Eustis, Va.** *DeCA photo: Norman Brown*

commissary would be thrilled to hear about their hard-won success.

Here we are, in the last quarter of the fiscal year, and the lineup for next year's parade of winners is well underway. I get the feeling that, like me, it sometimes doesn't feel like work to you; because there's nothing we'd rather be doing, no place we'd rather be.

I hope all the giant trophies, award hardware and director's coins help show you how much you mean to the success of this organization. I salute your excellence and challenge you to continued gold-standard achievement on behalf of our customers around the world. ■





# Best commissaries

**Kevin L. Robinson**

*Corporate Communications Directorate*

Every day at each of DeCA's nearly 250 stores, employees do their best to deliver an efficient and effective benefit to the millions of customers authorized to receive it. The finest of those endeavors were honored May 24 at the Best Commissary Awards during the 2011 Conference and Training Event in Norfolk, Va.

The awards symbolize an ideal of customer service that patrons can also enjoy, said DeCA Director and CEO **Joseph H. Jeu**.

"When a store wins a best commissary award, the glory goes beyond that store's employees," he said. "That store's customers share the wealth as recipients of the benefit from a commissary acknowledged as one of our best."

Winning commissaries by category for the competition were:

- **Kaneohe Bay Commissary**, Hawaii, winner of the Bill Nichols Award for the Best Large Commissary in the United States;
- **Minot Commissary**, N.D., winner of the Richard M. Paget Award for the Best Small Commissary in the United States;
- **Osan Commissary**, South Korea, winner of the Dan Daniel Award for the Best Large Commissary Overseas;
- **Camp Casey Commissary**, South Korea, winner of the L. Mendel Rivers Award for the Best Small Commissary Overseas; and
- **Schofield Barracks Commissary**, Hawaii, winner of the Director's Award for the Best Superstore.

"It takes a tremendous amount of hard work and teamwork between our employees and industry partners to meet our basic standards for delivering the commissary benefit," Jeu said. "To exceed those standards, a store is truly representing a commitment to excellence."

Runners-up, honorable mentions and noteworthy performers were:

- Nichols Award runner-up:  
**Keesler Commissary**, Miss.
- Paget Award runner-up:  
**Cannon Commissary**, N.M.

## DeCA West sweeps top honors in annual competition

- Daniel Award runner-up:  
**Grafenwoehr Commissary**, Germany.
- Rivers Award runner-up:  
**Camp Carroll Commissary**, South Korea.
- Director's Award runner-up:  
**Norfolk Commissary**, Va.
- Overseas commissary honorable mention award winners: Daniel Award – **Camp Foster Commissary**, Japan; **Lakenheath Commissary**, England; and **Yongsan Commissary**, South Korea; Rivers Award – **Camp Stanley Commissary**, South Korea; **Chinhae Commissary**, South Korea; and **Rota Commissary**, Spain.
- Honorable mention award winners for the continental United States: Nichols Award – **Ellsworth Commissary**, S.D.; **Fort Sill Commissary**, Okla.; and **Fort Wainwright Commissary**, Alaska; Paget Award – **China Lake Commissary**, Calif.; **Fort Greely Commissary**, Alaska; and **White Sands Commissary**, N.M.; and Director's Award – **San Diego Commissary**.

DeCA's Best Commissary awards recognize overall excellence in commissary operations and service. Winning stores are objectively evaluated in four areas: accountability, unit cost, commissary customer service survey and sales.

The awards are named in honor of government officials who protected the commissary benefit and championed quality-of-life issues for the military and their families. ▶

## Honor issue all-star lineup

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Left, Best Commissary trophies await presentation May 24. DeCA photo: Kevin Robinson



# Schofield Barracks

## Best U.S. superstore: Schofield Barracks, Hawaii

Checkouts: 16 in-lane, 5 self-checkout  
Employees: 129  
Fiscal 2010 sales: \$67.8 million  
Age: 1997 Zone: 13

Store director:

**Susan Sturgeon-Campbell**  
Zone manager: **Ben Wainwright**



Sturgeon-Campbell

Assistant store director: **Lynne Llanos**  
Semiperishable manager:

**Stephen Takara**

Perishable manager: **Dominic Montero**

Meat manager: **Alfredo Mendoza**

Produce manager: **Denise Logan**

Assistant grocery manager: **Rozlynn Twigg**

Customer service manager: **Sarina Pereda**

What's the "secret to success" to winning a Best Commissary award?

If there is a "secret to success," it would be the dedication of our employees. Our employees, supervisors, managers and our distributors and vendor representatives all understand the importance of providing the best customer service to our valued customers. We cater to them with professionalism, integrity, dignity and enthusiasm.

What do customers love about the staff and store?

Our customers love to shop at Schofield Commissary because they experience the professional courtesy and the family-focused sense of "Ohana" — family — every day. We ensure a place where they can come and look for any commodity and almost always find it. If not, we will do our best to provide it. They are greeted with a smile coming into the commissary, and they are thanked with a smile as they leave the store. We go out of our way to provide the best customer service, because they deserve it.



Customers living in a produce paradise have high expectations for top-quality fruits and vegetables at Schofield Barracks Commissary. DeCA photos: Christine Goroza



### TEAM SCHOFIELD BARRACKS

What would you like everyone in DeCA to know about your store?  
We would like DeCA to know that Hawaii is not just a tourist destination. Yes, it is, in fact, paradise!  
We want to say that not only in the Schofield Commissary, but at all stores in Zone 13, we have the shared understanding of showing our customers the Ohana mentality. This is the very least that we can do to show our most humble appreciation for all the sacrifices our customers make for our freedom.



Store Director Susan Sturgeon-Campbell, Schofield Barracks Commissary, Hawaii, helps a customer with a flower purchase.

Left, store associates Belinda Labrador and Emiliano Garcia make sure the meat cases are well-stocked before store opening time. 



# Kaneohe Bay

## Best large U.S. store: Marine Corps Base Kaneohe Bay, Hawaii

Checkouts: 10 in-lane, 6 self-checkout

Employees: 76

Fiscal 2010 sales: \$37.7 million

Age: 1993 Zone: 13

Acting store director: **Sharon Chai**

Zone manager: **Benjamin Wainwright**



Chai

Assistant store director: **Don Wong**

Store manager: **Alan Miyahira**

Grocery manager: **Paul Fujishige**

Assistant grocery manager: **Sila Veavea**

Produce manager: **Eddie Keifer**

Acting customer service manager: **Jody Poole**

**What's the "secret to success" to winning a Best Commissary award?**

The "secret to our success" is really not a secret. When you have highly motivated staff and employees who are ready to serve our customers with enthusiasm and tenacity, the patrons coming in the front door will automatically feel their passion to serve. They provide the world's most outstanding customer service to the customers, because they know the sacrifices they make to protect our freedom. It is not just our duty but our willingness to show them that we will go the extra mile to provide them with the best service available.

**What do customers love about the staff and store?**

A clean and well-stocked store is what our customers love. The warm atmosphere that says "welcome" when you walk in the front door. I



A sailor and Marine at Kaneohe Bay Commissary, Hawaii, see how they can save 51 percent, revealed by these identical carts of groceries, by shopping at the commissary. DeCA photos: Christine Goroza



## TEAM KANEHOE BAY

have a wonderful staff — friendly and customer-oriented, always striving and eager to satisfy the customers' needs. Promoting “warm fuzzies” among employees and staff is evident when you shop Kaneohe Commissary. Perhaps the best description of the Kaneohe Commissary is a commissary truly blessed with good patrons and a staff that is eager to serve the most deserving with pride.

### **What would you like everyone in DeCA to know about your store?**

We would like for all of DeCA to know that we, in Kaneohe Commissary, will go the extra mile to satisfy our patrons. We are trained, we are motivated and we care! We treat our customers as part of our DeCA “Ohana” — family. We are focused on providing the best products at the best prices while maintaining the highest quality standards in DeCA.



**Store Director Sharon Chai, Kaneohe Commissary, Hawaii, helps customers select a specialty Hawaiian coffee from the expansive variety available.**





# Osan

## Best large overseas store: Osan Air Base, South Korea

Checkouts: 9 in-lane  
Employees: 52  
Fiscal 2010 sales: \$17.4 million  
Age: 1982 Zone: 36

Store director: **Kalani Patsel**  
Zone manager: **Wayne Walk**

Assistant store director: **Ae Ran Kim**  
Meat manager: **Kim Chin-Su**  
Merchandising manager:  
**Kon Gennaccaro**  
Produce Lead: **U Yang Wi**



Patsel



The deli-bakery at Osan Commissary achieved additional honors as best overseas store in the Far East.

### What's the "secret to success" to winning a Best Commissary award?

There really is no "secret"; the only formula needed is engaged, motivated employees, and the rest just happens. Osan Commissary has always had the "secret" formula for success, and through the years, they have stepped up and won many different grocery display contests, including 2009 best large produce department overseas. Being nominated was an honor; and winning was deserved – a reflection of all the hard work and dedication that each of the employees, baggers, vendors, vendor stockers and contractors put in each and every day.

The real "secret to success" for Osan Commissary is that the employees are allowed to make decisions, and through those decisions come ownership. Ownership creates a high sense of motivation.



Osan Commissary, South Korea, receives weekly U.S. meat deliveries, processing and cutting meat not only for Osan shoppers, but also Camp Humphreys and Kunsan commissaries. *DeCA photo: Kim Chin-Su*

Motivation is the ultimate key to our success and is very contagious throughout the store, no matter where you work or what you do. You can feel the high sense of motivation that each employee exhibits. All of the employees are engaged, kept abreast of what is going on and given the tools to do their job and do their job right.

What gets done doesn't go unnoticed, as the zone has a reward program in place to recognize the employees who are going above and beyond. "Gold Stars" are given out by the zone manager to recognize employees, which they can display on their vests or hats to showcase their achievements and hard work. So the formula for success in the Osan Commissary consists of: high motivation and recognition for doing a great job. With that, there is nothing that we can't overcome.

### What do customers love about the staff and store?

I would say that the customers like the warm feeling that they get when they enter the store, being greeted by our ID checker then awed by the beautiful mass display that industry builds. Some of the many positive comments that I receive from our patrons include the produce is always fresh; the store is always fully stocked; the store is always so clean and organized; or someone is a great employee.

Our employees have a great sense of "wanting" to come to work and not "having" to come to work; so with that attitude starting off their morning, they can portray more customer-friendly service to our patrons. We also like to have fun while we work and creating excitement with our patrons to get them involved. We try and create a "Cheers" atmosphere



TEAM OSAN



Customers enjoy sampling kimchi, a spicy Korean favorite made with pickled cabbage and peppers, during a demonstration at Osan Commissary, South Korea. DeCA photos: Ae Ran Kim



This colorful mango display at Osan Commissary, South Korea, delights customers with its giant, happy mangos and animé-style critters.

where “everybody knows your name”; and through that, we can create a tightknit bond and lasting relationship with our patrons.

What would you like everyone in DeCA to know about your store? It has been 10 years since Osan Commissary has brought home the Dan Daniel award for best large store overseas. Now that we have that taste of accomplishment, it won't take another 10 to get this feeling again. ▷



# Minot

## Best small U.S. store: Minot Air Force Base, N.D.

Checkouts: 5 in-lane, 3 self-checkout  
Employees: 40  
Fiscal 2010 sales: \$14.3 million  
Age: 1993 Zone: 9

Store director: **Robert Greene**  
Zone manager: **Jerome Katrenick**



Greene

Store administrator: **Kendall Kenny**  
Grocery manager: **Alice Giese**  
Meat manager: **Barry Tofteland**  
Produce manager: **Jerald Wald**  
Supervisory sales store associate: **Dorris Lowther**  
Secretary: **Tracy Holdaway**

What's the "secret to success" to winning a Best Commissary award?  
No secret, just a lot of hard work by a lot of good people. Not only the DeCA employees but the deli-bakery staff, commercial activity contractors, vendor stockers and baggers all deserve part of the credit for our win. Also, the past couple of years our sales have been increasing. When you are fortunate enough to be experiencing sales growth, everything else seems to fall into place, or so it seems.



For the 20<sup>th</sup> Annual Potato Lover's Month display contest, Minot Commissary, N.D., featured a pirate theme with cheerful potato characters sporting eye patches.

What do customers love about the staff and store?  
There has always been a good rapport between the military and civilian population at Minot and probably no more so than at the commissary. The

Grocery worker  
Jody Nygard cross-merchandises  
childrens' favorites  
in this back-to-school  
display at Minot  
Commissary, N.D.

DeCA photos:  
Kendall Kenny





## TEAM MINOT

staff at Minot will go that extra mile for our patrons, and they know it. We take pride in serving the ones who have given so much for their country. The store is clean, bright and well-stocked with products that will save our patrons 30 percent plus over the local retail grocery stores. I have been with the commissary agency for several years, and I am hearing more and more favorable comments on commissary pricing.

### What would you like everyone in DeCA to know about your store?

I have employees who work very hard at being the best we can be. We get many positive patron comments on our store. We opened the doors in 1993. In fiscal 2012, we are getting an architectural and refrigeration upgrade. With the upgrade and sales increasing as they have, we are looking forward to competing in the large store class.



Halloween doesn't have to feature only candy – this ghoul touts apples and oranges as “wickedly healthy and delicious” at Minot Commissary, N.D.





# Camp Casey

## Best small overseas store: Camp Casey, South Korea

Checkouts: 6 in-lane  
Employees: 29  
Fiscal 2010 sales: \$ 8.9 million  
Age: 1991 Zone: 36

Store manager: **Jessica Crowl**  
Store director: **Matthew Whittaker**  
*(Yongsan Commissary, South Korea; now Misawa Commissary, Japan)*  
Zone manager: **Wayne Walk**



Crowl



Whittaker

It requires accountability, sales, marketing and co staying abreast of your inventory — knowing what is on hand and what is needed, nothing more, nothing less, creating an almost perfect system in ordering and receiving. It takes a lot of sweat, attention to detail, persistence, consistence and devotion to the overall mission to be the best. Camp Casey Commissary's motto is "Stay Ready."

Grocery manager: **YC Chong**  
Assistant grocery manager: **David Singleton**

What's the "secret to success" to winning a Best Commissary award? Frankly, there is no secret. The ingredients are simple: Train, organize and supervise your employees. By sharing, discussing and implementing your vision, everyone operates and functions as one. To be the best is to rise to the occasion and form a team that will be unstoppable. Provide the leadership, training and guidance that will conquer and achieve the ultimate placement among the best. By inspiring confidence in your employees to sacrifice, focus, train and deliver throughout their daily duties, the results will be outstanding. Being selected as Best Small Commissary says it all — we are second to none. Success demands commitment and dedication to providing superb customer service.

### What do customers love about the staff and store?

I guess you can say the customers love being able to have the opportunity and privilege to shop in a pleasant environment surrounded by positive, helpful and cheerful employees, regardless of what time of day it may be. The store is small, yes; but the heart of the employees is large in kindness, respect and helping customers. With this attitude, customers enjoy shopping at Camp Casey Commissary. To sum it up, customers love being in an atmosphere where "it's worth the trip" and where they can rely on the staff to deliver first-class customer service.

### What would you like everyone in DeCA to know about your store?

When you enter the store, you are greeted with a smile of assurance, knowing that your



Camp Casey Commissary, South Korea, uses eye-catching graphics to highlight the value of fresh produce in a healthy diet. Left, the store's Keebler elves' tree remains a customer favorite. DeCA photos: Norman Brown



## TEAM CAMP CASEY

shopping experience will be rewarding and unforgettable. It's all about the staff's attitude and first-class customer service. It's all about staying abreast of displaying and stocking quality product; cleanliness; organization; and respecting your employees, affording them opportunities to grow, make mistakes and learn from their mistakes. This system generates nothing but favorable results.

Respect goes two ways. Leadership, dignity and compassion is what Camp Casey Commissary is all about. ▷



The staff at Camp Casey Commissary, South Korea, takes exceptional pride in its attractive produce department.



# Norfolk

## Runner-up, best U.S. superstore: Naval Station Norfolk, Va.

Checkouts: 14 in-lane, 4 self-checkout  
 Employees: 105  
 Fiscal 2010 sales: \$50.6 million  
 Age: 1988 Zone: 28

Store director: **Daniel Boswell**  
 Zone manager: **Joseph Green**

Assistant store director:  
**Jerald Hagans**  
 Store manager: **Ervin White**  
 Grocery manager: **Raul Franco**  
 Meat manager: **Dennis Claiborne**  
 Perishable manager: **David Bowman**  
 Produce manager: **Tomas Lorenzo Jr.**  
 Customer service: **Jamie Dixon**



Boswell

What's the "secret to success" to winning a Best Commissary award?

Teamwork and attention to detail. At Norfolk, we are not a store with departments; rather, we are a store that works as a team every day. Everyone gets involved, no matter what needs to be done.

What would you like everyone in DeCA to know about your store?

We're a store that does a large volume of business for our size. Our store averages \$4.3 million a month out of a 46,000 square-foot facility. We have a backroom just big enough to receive daily deliveries, so attention to detail is critical in maintaining full shelves. We are committed to providing outstanding customer service. When you walk in our store, you can feel that we care.



### TEAM NORFOLK



**TEAM KEESLER**

# Keesler

## Runner-up, best large U.S. store: Keesler Air Force Base, Miss.

**Checkouts:** 16 in-lane, 8 self-checkout  
**Employees:** 103  
**Fiscal 2010 sales:** \$ 28.1 million  
**Age:** 2010    **Zone:** 1

**Store director:** Marty Roberts  
**Zone manager:** Arnielle Fernandez

**Store administrator:** Alan Brown  
**Store manager:** Kelly Brody  
**Grocery manager:** Michael Suppa  
**General manager customer service:**  
    **Michael Mayfield**  
**Meat manager:** Revis Niolet  
**Produce manager:** Deanna Gannon



Roberts

**What's the "secret to success" to winning a Best Commissary award?**  
To be considered for the Best Commissary award means you have a great team! We empower our employees to do what they do best, and that

is putting the customers first. Keesler has an outstanding team of employees who are dedicated to serving the military customer. Our team focuses on customer service and always places the customer first.

**What would you like everyone in DeCA to know about your store?**  
Keesler Commissary is one of the best-kept secrets. DeCA is embraced by, and works hand-in-hand with, the 81<sup>st</sup> Training Wing. The commissary is in a great environment and location for our customers to come and shop and make it a mini vacation. The commissary is less than a half mile from the beach. The area also offers well-recognized entertainers and great restaurant establishments. An example: The first evening they arrive in the area, they can relax and enjoy the local cuisine and entertainment. The next day, our patrons can come on base for doctor's appointments, medicines and shopping at the exchange. Then they can finish their trip with a superb shopping experience at the commissary prior to returning home for the day. Like I said, a mini vacation!





# Grafenwoehr

## Runner-up, best large overseas store: U.S. Army Garrison Grafenwoehr, Germany

Checkouts: 8 in-lane, 6 self-checkout  
Employees: 84  
Fiscal 2010 sales: \$ 21.6 million  
Age: 2007 Zone: 31

Store director: **Jaime Segarra Jr.**  
Zone manager: **Barbara Sannino**

Deputy store director: **Ingrid Ruiz**  
Customer service manager:

**Maria Tauber**

Deli-bakery manager: **Dax Hammon**

Store manager: **Leroy Gibbs**

Grocery manager: **Edward Swanson Jr.**

Produce manager: **Jeffery Pavlowski**



Segarra

Every one of our employees are personally involved with the store; all have ownership of the projects and tasks given them. We ensure everyone is given the support they need, to include recognition or acknowledgement of their accomplishments. It's important to maintain a positive attitude and set an example of high standards, such as a well-stocked store, customer service, communication, great displays throughout the sales floor, proper ordering and keeping the community informed of all commissary events.

**What would you like everyone in DeCA to know about your store?**

We were nominated three years in a row and won two consecutive years — 2008 and 2009. Throughout the last three years, it's become a "norm" for all employees to have the commitment and pride in maintaining high standards, because they know we are here to serve our men and women in the armed forces.

**What's the "secret to success" to winning a Best Commissary award?**

The secret is making sure all employees understand that we are "One Team." We work as one; and everything we do, we do with a winning attitude.



TEAM GRAFENWOEHR



# Cannon

Runner-up, best small U.S. store: Cannon Air Force Base, N.M.



## TEAM CANNON

Checkouts: 4 in-lane, 4 self-checkout  
Employees: 30  
Fiscal 2010 sales: \$9.1 million  
Age: 1985 Zone: 8

Store director: **John Sterling**  
Zone manager: **Donald Johnson**

Store administrator: **Jess Lira**  
Grocery manager: **Gissell Horde**  
Meat manager: **Donald O'Keefe**  
Produce manager: **Jennifer Francis**



Sterling

What's the "secret to success" to winning a Best Commissary award?  
Wonderful, enthusiastic employees wanting to provide our patrons with the best customer service and great savings – giving our customers the service that they have earned and deserve.

What would you like everyone in DeCA to know about your store?  
With the base population growing, we are continuing to step up our service, commitment and dedication to our customers.



Patricia Ellis, computer-assisted-ordering specialist, and Gissell Horde, grocery manager, Cannon Commissary, N.M., use the store's best practice method of price changing, as noted by the inspector general. Separate folders identify each aisle by location and commodity, and store labels go in shelf-location order. A time and motion study determined that 50 percent more labels per hour can be changed using this process. DeCA photo: Kathy Kaczmarzyk



# Camp Carroll

## Runner-up, best small overseas store: Camp Carroll, South Korea

Checkouts: 3 in-lane  
Employees: 10  
Fiscal 2010 sales: \$ 2.8 million  
Age: 1985 Zone: 36

Acting store manager, award period:  
**Eun Sim** (now grocery manager, Taegu Camp Walker Commissary, South Korea)

Current store manager:

**John Missildine**

Store director: **Lito Miraflor**

(Taegu Camp Walker Commissary)

Zone manager: **Wayne Walk**

Assistant store manager: **Chang-Nak Kim**

What's the "secret to success" to winning a Best Commissary award? Providing the benefit to our most deserving customers, professionally and efficiently, helped us successfully obtain all the metrics to win this prestigious award. Since our biggest population is single personnel, we work closely with them by continuous interaction with numerous BOSS



Sim



Miraflor

(Better Opportunities for Single Soldiers) events with combined support of many base organizations. We ensure our employees get the training they need and update them on issues and changes in store operations. Management takes full responsibility for taking care of employees in order for them to provide top-notch service.

What would you like everyone in DeCA to know about your store?

Our employees always work very hard to keep shelves well-stocked at all times. Our employees always look forward to work and take pride in what they do. Although our store is one of the oldest and smallest in DeCA, shoppers at Camp Carroll Commissary never have a problem getting what they need. For items not available in our store, we place special orders from a bigger store. We provide that great smile when they visit the store, making them feel that they are part of the family. ■



TEAM CAMP CARROLL



Grocery, meat, produce, deli-bakery:

# Top merchandising talent honored

**Kevin L. Robinson**

*Corporate Communications  
Directorate*

**T**hey've got the look. Whether it's produce, meat, groceries or deli-bakery, commissaries use creative merchandising to focus customers' attention on store promotional products.

Store employees and their industry partners were recognized for their talents May 24 during the Defense Commissary Agency's Annual Merchandising and COMDEX Awards, also referred to as the Commissary-Exchange Report Awards.

The store directors of the winning commissaries accepted the awards during the agency's 2011 Conference and Training Event in Norfolk, Va. The awards highlight DeCA's best creative merchandising based on originality, creativity and compliance of promotional displays for fiscal 2010.

"When a promotional display catches a customer's eye in our commissary, it's the result of a lot of teamwork, creativity and expertise between our employees and our industry partners," said DeCA Director and CEO **Joseph H. Jeu**. "The excitement generated by creative merchandising is another opportunity we have to deliver an effective and efficient benefit to our customers."

Each year, the Best Merchandising Awards recognize the commissaries' best displays. Winning displays are based on excellence in implementing the sales directorate's promotional program packages along with demonstrated creativity and excitement in merchandising

commissary products, and encouraging the participation of regional and local companies in promotional programs.

As customers respond to the visual displays created by com-

missary employees and their industry partners, they become aware of the promotional discounts available to them in the commissaries' produce, meat, groceries and deli-bakery



## 16<sup>th</sup> Annual Best Merchandising Awards

**Best U.S. superstore**

**Fort Bliss Commissary, Texas**

**Best large U.S. store**

**Fort Worth Commissary, Texas**

**Best large overseas store**

**Anchorage Area Commissary, Alaska**

**Best small U.S. store**

**Key West Commissary, Fla.**

**Best small overseas store**

**Bitburg Commissary, Germany**

**Best region**

**DeCA West**

**Best zone**

**Zone 37, Mediterranean Zone, DeCA Europe (2<sup>nd</sup> consecutive)**



departments, said **Chris Burns**, DeCA's sales director.

"It's all about creating excitement," Burns said. "That fuels activity throughout the store for our customers to get the most from their commissary benefit."

**COMMEX honors**

The merchandising ceremony concluded with the presentation of the COMMEX Awards. These awards, added to DeCA's awards mix in 2003, recognize the state-side commissaries having the best promotional compliance, said Gary Duell, COMMEX vice president.

COMMEX, based in Dallas, collects data on promotional items displayed at nearly 100 commissaries in the continental United States for compliance with display segments that include power buys, primary displays and manager's specials.

"I think our participation with DeCA has helped to improve display compliance, which has definitely added to increased patron savings," Duell said.



**COMMEX Awards**

**Best store compliance, DeCA East**

**Fort Leonard Wood Commissary, Mo.**

**Best store compliance, DeCA West**

**Fort Hood II Commissary, Texas (2<sup>nd</sup> consecutive)**

**Best zone compliance, DeCA East**

**Zone 28**

**Best zone compliance, DeCA West**

**Zone 6**

**Best region compliance**

**DeCA West (2<sup>nd</sup> consecutive)**



**Key West Commissary, Fla., takes home best small U.S. store honors with attention-grabbing mass displays.** DeCA photo: Jimmy Ephran



**Fort Bliss Commissary, Texas, showcases its mass merchandising expertise with this club pack display at the grand opening June 29.** DeCA photo: Kevin Robinson



**Left, Bitburg Commissary, Germany, took top grocery merchandising honors for small overseas stores. DeCA photo: Victor Cotton**



**Fort Worth Commissary, Texas, brought home display gold in last year's March Frozen Food Month as a precursor to winning DeCA's best large U.S. store grocery merchandising honors. DeCA photo: Jean Pirmann**



**Left, Anchorage Area Commissary, Alaska, winner of top grocery merchandising honors for large overseas stores, creates truckload-size works of art to attract shoppers to the popular club pack area. DeCA photo: Mike Lugar** ▶



## 3<sup>rd</sup> Annual Best Meat Merchandising Awards

### **Best U.S. superstore**

Pearl Harbor Commissary, Hawaii

### **Best large U.S. store**

Tinker Commissary, Okla.

### **Best large overseas store**

Yokosuka Commissary, Japan

### **Best small U.S. store**

Kitsap-Bremerton Commissary, Wash.

### **Best small overseas store**

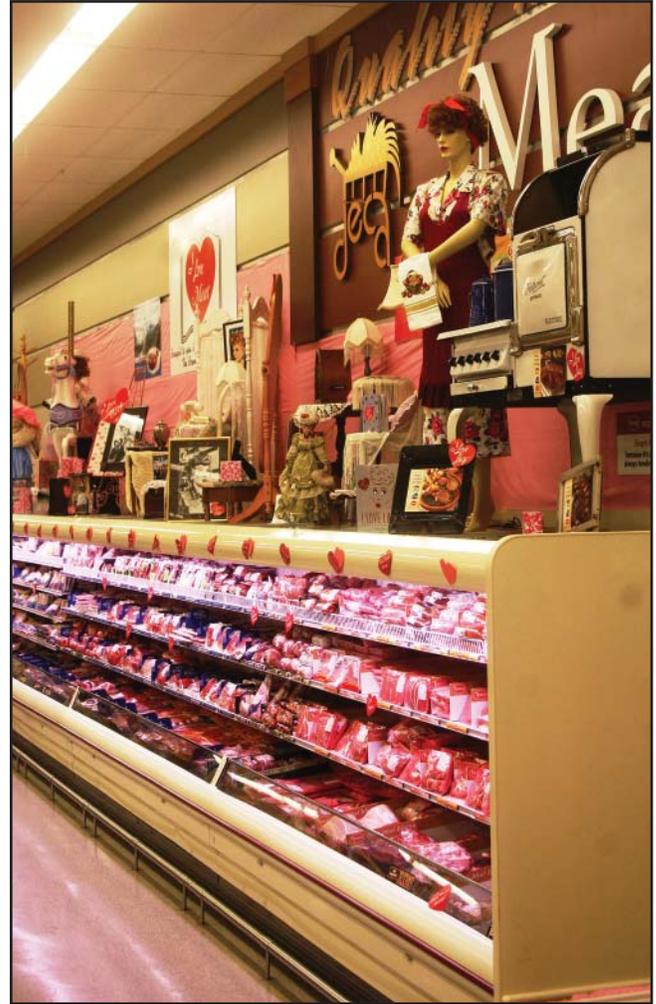
Taegu Camp Walker Commissary, South Korea

### **Best U.S.-supported store**

Fort McCoy Commissary, Wis.,  
supported by Great Lakes Commissary, Ill.

### **Best overseas-supported store**

Camp Red Cloud Commissary, South Korea,  
supported by Yongsan Commissary, South Korea



Bremerton Commissary, Wash., developed a winning “I Love Lucy” theme, harkening back to the days of traditional home cooking. DeCA photo: Jo Ann Bliss



Fort McCoy Commissary, Wis., makes it easy to plan a complete meal by cross-merchandising veggies that complement a main course. DeCA photo: Jessica Pfaff



**Taegu Camp Walker Commissary, South Korea, accomplished a 16.25 percent sales increase in the meat department during the competition period. Here the store has prepared for a visit from DeCA Director and CEO Joseph H. Jeu. DeCA photo: Norman Brown**



**Tinker Commissary, Okla., combined all the must-have elements for a family barbecue. DeCA photo: David Westbrook**



**Camp Red Cloud Commissary, South Korea, achieved meat sales 30.68 percent above last year's during the promotion period. DeCA photo: Norman Brown**

### Meat program honors

The theme for the 3<sup>rd</sup> Annual Best Meat Merchandising Awards was "Home Cooked Savings."

These awards are judged on display and merchandising of product, consumer education

programs, product demonstrations, patron outreach, health and wellness events, cooking schools, performance metrics and entry presentation.





Pearl Harbor Commissary, Hawaii, took top honors as best U.S. superstore in meat merchandising. The meat department averages \$725,000 in monthly sales. It also processes fresh meat items for two Navy Exchange facilities. DeCA photo: Crystal Arruda



Yokosuka Commissary, Japan, redesigned the meat department into a “House of Home-Cooked Savings,” complete with a front door, steps, porch roof and mail slot. DeCA photo: Mark Kubo



Livorno-Camp Darby Commissary, Italy, offers “produce with personality” in this summer fruit display. The produce manager is Eugenio Chiavazzo. DeCA photo: Paolo Lemmi



## 11<sup>th</sup> Annual Best Produce Merchandising Awards

### Best U.S. superstore

Camp Pendleton Commissary, Calif.

### Best large U.S. store

Offutt Commissary, Neb.

### Best large overseas store

Ramstein Commissary, Germany

### Best small U.S. store

Beale Commissary, Calif.

### Best small overseas store

Livorno-Camp Darby Commissary, Italy

## Produce program honors

The theme for this year’s produce merchandising awards was “FF&V = FRESH product, FIT Lifestyles and VALUE for Our Customers.”

Winning stores excelled in quality and team performance in areas such as creative displays, consumer education events, in-store excitement, outreach programs, performance metrics and entry presentation. ▶



Offutt Commissary, Neb., enlists “FarmVille”-style cartoon farm critters to attract customers and inspire healthy eating. The produce manager is Dawnell Pafundi. DeCA photo: Dawnell Pafundi



Produce manager Jennifer Smith created this colorful display at Camp Pendleton Commissary, Calif., best U.S. superstore in produce merchandising. Smith was selected as one of the Top 25 Retail Produce Managers in the United States and one of five grand-prize winners by United Fresh Produce. DeCA photo: Jennifer Smith



Ramstein Commissary, Germany, best overseas large store in produce merchandising, highlights a variety of producer SanLucar apples with an intricately designed lighthouse. The produce manager is Karl-Heinz Stahl. DeCA photo: Karl-Heinz Stahl



Best U.S. small store in produce merchandising, Beale Commissary, Calif., features a produce Kids Zone. Produce manager Donald Cartwright was selected as one of the Top 25 Retail Produce Managers in the United States by United Fresh Produce. DeCA photo: Donald Cartwright



## Best Deli-Bakery Merchandising Awards

### DeCA East

**Jacksonville Commissary, Fla.**  
Company: Northeast Military Sales Inc.

**Fort Lee Commissary, Va.**  
Company: Military Deli & Bakery Services

**Scott Commissary, Ill.**  
Company: Naylorsons Deli Bakery Corp.

**West Point Commissary, N.Y.**  
Company: Favata's Bakery

**Best overseas store, Europe \***  
**Bamberg Commissary, Germany**  
**Heidelberg Commissary, Germany**

**DeCA West**  
**Davis-Monthan Commissary, Ariz.**  
Company: Military Deli & Bakery Services

**Offutt Commissary, Neb.**  
Company: Naylorsons Deli Bakery Corp

**Best overseas store, Far East**  
**Osan Commissary, South Korea**  
Company: Coastal Pacific Food Distributors Inc.

(Federal employees operate Europe's deli-bakeries.)

### Deli-bakery honors

The theme for the agency's best deli-bakery merchandising contest was "Foods of the World," and it was tied into the promotional events of display periods 1 and 2, "New Year's Spectacular Sale" and "Football Fever Sale."

Participants were judged on creativity of displays, demos, customer involvement and training that address customer health awareness and the types of cheeses and meats best served together. ▷



Contract deli worker Stephanie Holley, Fort Lee Commissary, Va., stays busy preparing fresh, healthy sandwiches for the hungry lunch crowds. DeCA photo: Rick Brink



Offutt Commissary, Neb., features bakery items perfect for New Year's party snacks. DeCA photo



Right, the deli-bakery at West Point Commissary, N.Y., launched “Help a Soldier Make a Friend” for the months of January and February. The project raises funds to send crayons, coloring books and soccer balls to U.S. troops in Afghanistan to give to local children. DeCA photo: James Gallagher

Below, the commissary received a photo of soccer ball deliveries. Courtesy photo



Scott Commissary, Ill., displays a variety of special-order items geared toward Super Bowl parties, from subs and ribs to football cakes and giant cookies. DeCA photo



Bamberg Commissary, Germany, delights its customers with a variety of baked goods. DeCA photo

Other deli-bakery winners pictured, this issue:  
 Davis-Monahan, Page 2  
 Osan, Page 10  
 Jacksonville, Page 44



Left, Heidelberg Commissary, Germany, highlighted the “Foods of the World” theme by creating this huge globe display to serve as the centerpoint of deli-bakery demonstrations. DeCA photo



# Community outreach

## Outreach Challenge, Guard-Reserve kudos go to 10 stores worldwide

**Kevin L. Robinson**  
Corporate Communications  
Directorate

**D**eCA officials recognized commissaries worldwide for outstanding customer outreach May 24 during the agency's 2011 Conference and Training Event in Norfolk, Va.

Store directors were spotlighted for their commissaries' superior achievements in fiscal 2010 for the agency's annual Outreach Challenge and, for the second year, in their support of Guard and Reserve on-site sales.

"Our outreach efforts help ensure that authorized patrons are aware of their commissary benefit," said DeCA Director and CEO **Joseph H. Jeu**. "It's a privilege to acknowledge the outstanding achievements of our employees as they endeavor to serve more and more customers."

### Outreach honors

For the past eight years, DeCA has held an Outreach Challenge in which commissaries compete for the most originality and creativity in marketing the benefit.

The challenge encourages commissaries to reach out to authorized shoppers who may not be using their commissary benefit, or who may not be using it regularly, and provides



### 9th Annual Outreach Challenge Awards

#### **Best outreach to retirees**

**McConnell Commissary, Kan.**

#### **Best outreach to new recruits & schools**

**Sheppard Commissary, Texas (2<sup>nd</sup> consecutive)**

#### **Best outreach to Guard & Reserve**

**Saratoga Springs Commissary, N.Y.**

#### **Best outreach to E1-E6, stateside**

**Cherry Point Commissary, N.C.**

#### **Best outreach to E1-E6, overseas**

**Heidelberg Commissary, Germany**

#### **Best outreach to military families & spouses, stateside**

**Parris Island Commissary, S.C.**

#### **Best outreach to military families & spouses, overseas**

**Camp Casey Commissary, South Korea**

a unique opportunity for store directors worldwide to share their best outreach practices with others and strengthen the commissary benefit.

### Guard-Reserve sales awards

The Guard and Reserve On-site Sales Awards, now into its second year, acknowledges stores that supported Guard and Reserve military members and their families at locations





## Guard-Reserve On-Site Sales Awards

### Best small store category

Columbus Commissary, Miss. (6 events)

### Best large store category

Fort Gillem Commissary, Ga. (7 events)

### Best superstore category

Fort Bragg South Commissary, N.C. (4 events)



West Virginia Army National Guard Sgt. Maj. Larry Belcher pushes his cart through the aisles of the on-site sale at the army in Charleston, W.V., hosted in April by Fort Lee Commissary, Va. *Daily Mail photo: Bob Wojcieszak*

at least 50 miles from an installation commissary. Last year, commissaries conducted 156 on-site sale events, reaching more than 70,000 customers and generating more \$4 million in savings.

Overall, through fiscal 2010, the on-site sales program has conducted more than 500 on-site sales events, served more than 225,000 patrons and saved them in excess of \$12 million.

“It’s amazing how our people are able to extend the value of the commissary beyond the traditional installation ‘brick and mortar’ stores,” Jeu said. “With each passing year, the on-site sale program has become more efficient and successful in taking the savings to our authorized customers in remote locations.”

DeCA’s outreach and marketing programs are designed to enhance awareness of the commissary benefit to its authorized patrons, with a special focus on key demographic groups such as first-term military members and their families; young, single service members and the Guard and Reserve. ■



Excelling in E-1 to E-6 outreach in 2010, Cherry Point Commissary, N.C., engaged young enlisted Marines in a Special Olympics game day. The athlete seen here in the white T-shirt ran 2.5 miles in formation with Marines. *DeCA photo: Phyllis Black*



# Solid waste management awards

**Kevin L. Robinson**

*Corporate Communications Directorate*

**H**elping the environment has become a habit for a number of stores in DeCA. The agency formally acknowledged these commissaries for their excellence in recycling May 25 as part of DeCA's Solid Waste Management Awards.

The awards recognize stores for exceptional work in reducing or eliminating the waste generated from everyday commissary operations. The environmental recognition was part of several commissary awards – ranging in areas from best commissaries to merchandising to outreach – given to DeCA employees during the weeklong 2011 Conference and Training Event.

## Fort Lewis Commissary leads way in DeCA's quest for zero waste

Store directors of the winning commissaries accepted the awards from DeCA Director and CEO **Joseph H. Jeu**.

"As we endeavor to deliver an efficient and effective commissary benefit, we have an obligation to lessen our carbon footprint in the process," Jeu said. "The employees at the stores we honor today have accepted that challenge and are leading the way in managing waste and conserving resources."

The Best Overall Store Award recognized **Fort Lewis Commissary**, Wash., for doing the most to move toward DeCA's goal of zero waste going to 



Employees at Fort Lewis Commissary, Wash., make recycling efforts a top priority, from recycling cardboard to composting produce trimmings, fats and bones. DeCA photo: Janet Landon



**Jacksonville Commissary, Fla., set a DeCA record with this giant plastic recycling bale that contained more than 1,500 pounds of plastic.** DeCA photo: Nancy Garcia

landfills. The criteria for this award includes a store's solid waste capacity reduction, recycling for cardboard, plastic and office paper over the last three fiscal years.

"Fort Lewis increased the type of materials it recycles – leading to their current recycle rate of 76 percent," said **Mark Leeper**, environmental engineer who directs the agency's recycling mission. "They've reduced the number of their waste containers and the times per week these containers were being dumped. But the employees there took recycling even further by composting their produce trimmings, fats and bones."

For the DeCA Europe Best Overall Solid Waste Capacity Reduction Award, four recipients – **Kelley Barracks, Garmish** and **Baumholder** in Germany and **Livorno-Camp Darby** in Italy – won based on the greatest reduction of waste container capacity.

Commissaries at **Beale Air Force Base**, Calif., and **Naval Air Station Jacksonville**, Fla., earned the Outstanding Effort Award thanks to improved recycling. At Beale, they did not have a plastic recycling contract but identified sufficient space behind their store to hold plastic bales until they had a trailer load. Then they contacted DeCA contracting, and the agency processed a spot bid to sell the material. At Jacksonville, the commissary set a DeCA record for largest plastic recycling bale at 1,539.25 pounds.

The Best Overall Recycling Award went to **Kings Bay Commissary**, Ga., for the store's consistent improvement in cardboard efficiency and ability to come the closest to meeting its plastic recycling goal over the last three fiscal years.

The 16 commissaries honored for the Outstanding Performance in Cardboard Recycling Efficiency Award were recognized for exceeding the agency's goal of 55 percent efficiency in cardboard recycling. ■



## Solid Waste Management Awards

### Best overall store

Fort Lewis Commissary, Wash.

### DeCA Europe best overall solid waste capacity reduction

Baumholder Commissary, Germany

Kelley Barrachs Commissary, Germany

Livorno-Camp Darby Commissary, Italy

### Outstanding effort award

Beale Commissary, Calif.

Jacksonville Commissary, Fla.

### Best overall recycling

Kings Bay Commissary, Ga.

### Outstanding performance, cardboard recycling efficiency

Albany Commissary, Ga.

Picatinny Arsenal Commissary, N.J.

Athens Commissary, Ga. (closed)

Camp Lejeune Commissary, N.C.

Fort Benning Commissary, Ga.

Fort Jackson Commissary, S.C.

Fort Knox Commissary, Ky.

Fort Lee Commissary, Va.

Fort McPherson Commissary, Ga.

Grand Forks Commissary, N.D.

Kings Bay Commissary, Ga.

Moody Commissary, Ga.

Portsmouth Commissary, R.I.

Tobyhanna Commissary, Pa.

Tyndall Commissary, Fla.

Vandenberg Commissary, Calif.



## makinghistory

# DeCA's anniversary

**Dr. Pete Skirbunt**  
*DeCA historian*

## With demise predicted at age 2, agency's going strong 20 years later

In 2011 and 2012, DeCA will observe two landmark anniversaries.

Oct. 1, we'll observe the 20<sup>th</sup> anniversary of our agency's activation. Exactly nine months later, we'll mark the 145<sup>th</sup> anniversary of the modern commissary benefit, which began July 1, 1867.

I say "modern" benefit because at-cost military resale had actually originated 42 years earlier in 1825, when Army officers began buying goods at cost in subsistence department warehouses. But the modern benefit began when men of all ranks could purchase goods from subsistence warehouses and pay the same prices for those goods.

The modern benefit is a concept that is uniquely American and thoroughly democratic. In retrospect, it seems especially fitting that after a war that freed the slaves and went a long way toward bringing about true equality in this country, the Army should – finally – allow all enlisted men the same benefit that its officers had enjoyed for 42 years.

The benefit has gone through many changes since then. Various people, from spouses and children to retirees, members of the Lighthouse Service and the Merchant Marine, have been added to the list of eligible shoppers. Stores were initially run by the individual installations and later by the services branch of each of the armed forces. After World War II, the Armed Services

Commissary Store Regulation standardized many operations.

Eventually, each armed service centralized its stores under one organization: the U.S. Army Troop Support Agency; the Navy Retail Sales Office, later called the Navy Retail Sales and Services Support Office; the Air Force Commissary Service; the Marine Corps Commissary Branch of the USMC Support Services Division; and the Coast Guard Exchange System, which ran scaled-down

grocery stores or "mini marts" inside many of its exchanges.

Stores changed, too: They got larger and featured improved lighting, heating and cooling. Aisles got wider, and shelves grew taller. All sorts of packaged, fresh and frozen goods became available, and the original 82-item stock list was gradually replaced by lists that numbered in the hundreds and then thousands. Today some commissaries have more than 14,000 line items. The stores of 2011 look nothing at all like the "sales commissaries" of previous generations.

But the biggest change of all came when the four Defense Department military branches were consolidated into one "purple" agency: DeCA, which was activated Oct. 1, 1991, after a quick transition period.\*

Tumultuous events followed, including the agency's initial inability to pay its bills to the

people who supplied it with sales goods. But the agency held together and, as a result, the basic benefit still remains: Eligible patrons save a substantial amount of money by shopping in the commissary. When DeCA stood up, the customer average savings hovered between 22 to 25 percent; today, that figure averages more than 30 percent.

Some people think it's remarkable that the benefit has lasted as long as it has. In fact, naysayers in 1991 predicted that DeCA wouldn't last more than two years. But here we are, and we're doing better than ever ... a success story of government agencies consolidating and streamlining operations.

These anniversaries remind us there are two more landmark anniversaries in the near future. In 2016, DeCA will turn 25; in 2017, the modern commissary benefit will have been in place for a century and a half.

You'll be able to read about some of the trials and tribulations of commissaries throughout the next year. The emphasis will be on DeCA for now, in observance of the 20<sup>th</sup> anniversary; in July 2012, our focus will shift to what life was like for commissary patrons and employees prior to DeCA's debut. ■

*\* The Coast Guard does not answer to the Department of Defense and was not included in the consolidation, with the exception of two commissaries: Governors Island, New York; and, in 1995, Kodiak, Alaska.*





# ‘Eyes’ record Internet travel

## Using government PCs incurs consent to monitoring

**W**henever you sit down at a government computer – whether it’s in a commissary, a region or headquarters office, on the road or at your home office for telework – the eyes of Uncle Sam are upon you.

Or at least, the eyes of many DeCA information technology experts, backed by sophisticated systems and software.

According to **Harry Paek**, DeCA’s Computer Incident Response Team lead, those systems follow where users go on the Internet. They document what was typed into a specific search window and compile an activity trail that follows every step and is archived for review.

### Detailed daily reports

“We’re on duty 24-7, primarily to protect information systems for DeCA and the Department of Defense,” said Paek. “Our main threats are hackers, computer viruses or worms, email attacks, spam and phishing hoaxes. Misuse can make us more vulnerable to those threats, so we receive automated daily reports, sensitive to any possibility of misuse. We don’t have to identify people who abuse their computer access – they pretty much self-identify.”

Listed only by user IDs, a daily report opened in Paek’s email reveals a long list of possibly suspicious activities, grouped into sections such as “Pornography,” “Spyware,” “News Media” and even “Shopping.” Each entry can be broken down to scrutinize not just the site visited, but specific words made in a search, each screen or video viewed and how long the user spent in pursuit of those specific activities.

### ‘Not private’

Anyone tempted to squawk about rights in a free country needs to remember that every employee signed a detailed “DoD Information System User Agreement” that outlines responsibilities and rights. Also, every time anyone logs in to a DeCA computer, an opening statement appears, requiring consent to monitoring. The statement establishes that computer activities and contents are not private and may be confiscated and searched for any legal reason.

If a person intent on viewing inappropriate material at work thinks a personal thumb drive

circumvents the monitoring system, that person should think again. Monitors can see when “rogue” systems or unauthorized computers are plugged in, as well as devices such as thumb drives, MP3 players and cameras.

And, though what someone views may be perfectly legal on their own computer – and on their own time – an employee is far from a “free bird” on the company dime.

### Warning, reprimand, suspension

**Dorna Clark**, DeCA’s employee and labor relations division chief, said the penalty for misusing government computer privileges depends on various factors, such as severity of the incident and past disciplinary issues.

“Minor violations have resulted in letters of warning or reprimand, or periods of suspension from duty without pay,” Clark said. “Serious or repeated infractions have resulted in longer terms of suspensions, reductions in grade or pay, or removal from federal civil service.”

The following Internet uses are not allowed:

- Accessing information that exceeds standards of good taste, such as sexually-explicit material;
- Engaging in unlawful activities;
- Online gaming or gambling;
- Engaging in personal chat rooms;
- Engaging in personal commercial activities, such as selling or ordering items for personal benefit; or
- Engaging in fundraising activity, endorsing products or services, or participating in lobbying or political activity.

Limited, authorized personal use of the Internet should be conducted during breaks or lunch periods whenever possible, without impacting performance of official duties. Examples of such use include:

- Brief communications while traveling on business, such as sharing schedule changes;
- At the workplace, briefly checking in with a spouse or minor children;
- Scheduling doctor, auto or home repair appointments;
- Brief Internet searches; and
- Emailing directions.

For more information, see DeCA Directive 35-33, Internet and Electronic Mail Usage Policy, found on OneNet under “Resources,” then “DeCA Directives.” ■



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



**Blaul**



**Smith**



**West**

### **Twentynine Palms**

I am writing to you about the amazing deli-bakery staff you have at **Twentynine Palms Commissary**, Calif. My family and I have only lived here for seven months; however, your Military Deli and Bakery Services Inc. staff is family to all of us. I have a special needs child, and with the deli-bakery staff, he is the king of the world. He begs me to take him there daily just to go see “my famy, my famy, mommy.” He is not a child who can be around many people or new people in his life, but your staff is wonderful with him. Even when I go in without him, I am always asked about him and my two daughters. I wish I could name everyone, but these folks are the best West Coast family I could ask for — **Debbie Blaul**, assistant manager; **Matthew Smith**, shift leader; and **Mika West**, deli associate. They truly go out of their way to help not just me, but each and every customer who walks through that door. You should be truly proud to have them as employees.  
*Kimberly Herman*



**Harkins**

### **Lajes Field**

I just want to say that I think Deputy Store Director **James Harkins at Lajes Field Commissary**, Portugal, is doing a great job at the store. He is always in the store and willing to help you. He will walk up to anyone and ask if he can help them. If you need something, he will go out of his way to see that you get it. James will help

anyone he can and supports the command events any way he can. Thank you, James!

*Mary Hudson*

### **Hurlburt Field**

Everything is always fresh and well presented at **Hurlburt Field Commissary**, Fla. The staff is very friendly and always helpful. I have an all-around great experience every time I shop here.

*Edd Richardson*

### **Malmstrom**

Many thanks to you and your entire staff at **Malmstrom Commissary**, Mont., for helping us out on a retirees' weekend. You have a lovely commissary! We enjoyed shopping and were delighted to pick up the case lots you put aside for us. Thanks so much for all the help with checking out the sodium content in items for us. We are truly grateful.

*Cdr. Lee and Valerie Jones, U.S. Navy (retired)*

### **San Diego**

The **San Diego Commissary** has the best customer service in the Nestor, Calif., area and takes great pride to ensure that their customer service and specialty items are in order. The meat and deli

*(Letters are edited for length and clarity.)*



departments, front office employees and especially the cashiers and baggers represent the best DeCA crew members in the South Bay area. You all rock and make my family's shopping experience delightful when we come in monthly.

*Juanita Hayes*

**MacDill**

Today my husband and I shopped at **MacDill Commissary**, Fla. I had three occasions to have direct contact with your staff: once in produce, once in searching for cat treats and once speaking with the grocery manager. All your staff was very professional and provided excellent customer support. You are to be congratulated on their training.

*Kathy Vitale*

**Yokota**

Over the course of several weeks, Store Administrator **Ciro Quaranta** at **Yokota Commissary**, Japan, assisted me in putting together a special case order for our forthcoming transfer to a remote post. At every step, from initial phone call to final delivery, he was the consummate professional. He helped me determine how



**Quaranta**

to place my order, provided a detailed listing of the order once it was compiled, walked through the process of payment and organizing, and ensured that the cases were delivered to my residence as requested. I really appreciated his and his staff's help in pulling together my special case order.

*Kris Sauer*

**Fort Irwin**

I just wanted to say that the **Fort Irwin Commissary**, Calif., is phenomenal. They know the coupon policy well and are very friendly. It's wonderful to be able to shop with 100+ coupons a trip and know I won't have any problems. Thank you, **Shanna Bennett**, lead sales store checker, and all the cashiers. You are wonderful!

*Amy Duran*



**Bennett**

**Pearl Harbor**

Just have to say that I love my **Pearl Harbor Commissary**, Hawaii. Everyone is very nice and helpful!

*Hope Reasoner* ■

**Cashier memories**

DeCA West Director Keith Hagenbuch scans a case of water during his visit to **McChord Commissary**, Wash., much to the delight of sales store checker Sookie Baker. Hagenbuch made the point that he started in the commissary as a cashier and still knows how to scan. *DeCA photo: Norman Brown*





# ♥ ofthebenefit

'Heart of the Benefit' celebrates three outstanding team members  
with DeCA PASSION for customer service

## Leavon Smallwood

Little Creek Commissary, Va.

### What do you like best about your job as lead management support clerk?

I've been here for many years, and yet the challenges I face each day are just as exciting and personally rewarding as ever. I like my work schedule and especially the people and management staff I work with. We all pull together, and our teamwork makes my job enjoyable.

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

I'm a team player, always willing to work wherever I'm needed. Working alongside my store associates, I feel a positive attitude helps ensure we accomplish the DeCA mission in a manner that makes the commissary worth the trip, not only for our customers, but also for us employees. The work I do ensures the pricing is correct throughout the store and helps our customers get the best prices.

### What's your professional history?

I started working in 1982 at Norfolk Commissary, Va., as a



Leavon Smallwood DeCA photo: Mark Crump

cashier. I had applied through a school program called Future Business Leaders of America. Then I had a small break in service, because I was no longer in school. In 1984, I applied and was hired again. I started out as an intermittent cashier and later made permanent part-time. I applied for scanning coordinator and was selected in 1990. In 1993, I was made full-time. In 2000, I was promoted to lead MSC.

### Who influenced your career most and how?

I have learned a lot, thanks to the different management styles and work ethics that the various store leaders have brought to Little Creek through the years.

They have all taught me the value of working hard, being on time and having a positive attitude – no matter what department you are assigned to. Thanks to their leadership and example, I operate by these principles: Do your best; be helpful, respectful and considerate to others; and always keep a smile on your face. ▶

Ms. Smallwood is an employee who is willing to do whatever is requested. Her main duty is lead MSC, but I have seen her cleaning out supply rooms, stocking shelves, queing lines, painting and the list goes on. As MSC lead, she ensures our paperwork is processed in timely fashion. She works hand-in-hand with the accounts control section, seeing that everything is handled properly and placed in correct departments. Ms. Smallwood understands how important our accountability is, and she works hard to be sure we have done everything possible to keep ours top-notch.

Mark Crump  
Store director



Val Bergmann DeCA photo: Craig Deatrick

# Val Bergmann

Heidelberg Commissary, Germany

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

I often provide assistance to every department depending on the need. For me, each day is different, with new surprises and new challenges. This is what I like best about my job — I see every obstacle as a new opportunity to show what I can do. The “icing on the cake” for me is interacting with customers and fellow employees. Meeting new people, working as a team to overcome problems and providing the best service to patrons gives me great satisfaction in my work.

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

When customers shop in our commissary, I try to make it as easy for them

Mr. Val Bergmann is one of the most dedicated and passionate employees I have ever encountered. Too much cannot be said about the excellence of his conduct and his outstanding work ethic. Val stands out as a model employee and leader for others. I can trust Val with anything; his attention to detail and creativity are only a few of the identifying marks of the PASSION and performance he displays all the time. Val requires no supervision and is willing to “be there” 100 percent, working for the store at any time and working even harder when he knows a deadline is approaching. With patrons, he takes on the most difficult challenges, seeing that each customer leaves the store happy and satisfied. Val goes above and beyond the call of duty every day; his all-around PASSION is one of the greatest benefits our patrons enjoy; and he is an irreplaceable member of our team.

Cheryl Ludington  
Store director

as possible. I make certain that our store is organized and clean, and I take great pride in knowing where almost every item in the store can be found. I want to make sure that our customers walk out happy, with a smile and with everything they came in for.

### What is your professional history?

In the states, I worked in wholesale and food service. I began my overseas career with Army and Air Force Exchange Services before joining the DeCA team in 2009. I always take pride in my work, whatever my job may be.

### What are your professional goals?

My goal is to continue to serve with DeCA. In the short term, I hope to become a work leader and be able to give

others the benefit of my experience. In the long term, I would like to have my own department and work as part of a managerial team delivering the best quality and benefit to our patrons.

### Who influenced your career most and how?

My wife has always enabled me to do my best with her encouragement and tireless support. Her understanding when I have to work long hours allows me to stay focused and get the job done. I am grateful and could not have come this far without her support.

Our store director here in Heidelberg (**Cheryl Ludington**) has also been a positive influence. She empowers me to do the best I can. Her trust and advice have fostered the confidence in me to make the decisions I need to in my work. I find constant strength in the knowledge that she supports me 100 percent.



# Chris Ilagan

Los Angeles Commissary

## What do you like best about your job as a produce storeworker?

I enjoy working for DeCA because it allows me to continue to serve my military community. I take great pride in supporting our patrons and providing them with a service that affects their everyday life.

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

I provide our patrons with whatever service they require while in our care. I enjoy helping them reach an item on the shelf, locating a product on their shopping list and finding information on products available for purchase in our store. I enjoy seeing their faces light up when they receive efficient and friendly customer service.

## What's your professional history?

I experienced, firsthand, the quality of service that DeCA commissaries offer customers during my military service. When I left the service, I wanted to continue serving the military community through DeCA. My commissary career began as a night



Chris Ilagan DeCA photo: Benjamin Lockhart

stocker in Mannheim, Germany; and I quickly learned the operations of the commissary and gained the trust of management and my co-workers. I've worked in the grocery department stocking, ordering, receiving and providing customer service. Now I work in the produce department and receive product, stock and cull produce, and help customers.

## What are your professional goals?

I'm happy with my current position as a storeworker in the produce department, but I may later seek a higher level of responsibility as I build my knowledge base and skill sets.

## Who influenced your career most and how?

Not one person, but the mission and the people of DeCA have influenced my career. The support of management and co-workers working together to provide a positive work environment, and the nature of the commissary business — providing a much-needed benefit to service members and their families — have influenced my decision to stay with DeCA these past few years. Moreover, the satisfaction I get from seeing happy customers, who return to the store asking for our help and appreciating our service, has influenced my career. ■

Mr. Ilagan has a passion for his work and clearly loves helping our military community. He displays a positive attitude and takes pride in every step of his daily duties. His enthusiasm for excellence and attention to detail drives up the productivity in his department, and he works hard to ensure that his department successfully meets the needs of our patrons. Mr. Ilagan is an asset in the produce department and to the entire commissary.

Emily Thornton  
Produce manager



peoplealways

# Blackwell leadership honors

## First-ever co-winners take home coveted award

**Kevin L. Robinson**  
*Corporate Communications  
Directorate*

**T**he Defense Commissary Agency has selected a zone manager in South Korea and a comptroller in Germany as the winners of the Blackwell Leadership Award for 2010.

**Christine Frey**, a comptroller from DeCA Europe's regional office headquarters at Kapaun Air Station, Germany, and **Wayne S. Walk**, a Korea zone manager based at U.S. Army Garrison Yongsan, South Korea, are the first co-winners of the Blackwell Award since the honor was established 16 years ago.

The leadership honors were part of several commissary awards – ranging in areas from best commissaries to merchandising to outreach to recycling – given to DeCA employees during the

**Christine Frey, comptroller, DeCA Europe, Germany, and Wayne S. Walk, Zone 36 manager, South Korea, became the first co-winners of DeCA's most prestigious leadership honor of the year. DeCA photo: Kevin Robinson**

weeklong 2011 Conference and Training Event.

“This honor salutes DeCA's leaders at any level who serve as inspiration to all of us with their talent, enthusiasm and dedication,” said **Joseph H. Jeu**, DeCA director and CEO. “Without hesitation, they take on the tough challenges, and they work tirelessly to strengthen and preserve the benefit for military people and their families. Ms. Frey and Mr. Walk exemplify the selfless service that rallies others to work harder, serve better and

aspire to do great things for this agency and our customers.”

First presented in 1996, the annual award recognizes a DeCA employee who has demonstrated exceptional leadership, courage and integrity in the performance of his or her duties.

The Blackwell Leadership Award is named in honor of the late Air Force **Chief Master Sgt. Michael W. Blackwell**. He had served with the Air Force Commissary Service before the consolidation into DeCA in 1991, and he became the agency's





senior enlisted advisor to the director from March 1994 to March 1995. Battling cancer, Blackwell retired from DeCA on Feb. 9, 1995, after 22 years of service, and passed away April 5, 1995, at age 44.

DeCA's current senior enlisted advisor to the director,

**Command Sgt. Maj. John M. Gaines Jr.**, spoke about Blackwell's legacy during the awards' event.

"Although I did not have the pleasure of knowing Chief Master Sgt. Blackwell, the many testimonies of those who knew him validate that he possessed

these values – strong character, exceptional leadership skills and constant pursuit of excellence – and shared in a belief that it is the people who make the difference," Gaines said. "So it is appropriate that we honor employees who embody those same character traits." ■

## Christine Frey

Comptroller, DeCA Europe

**What qualities do you think are most important to becoming a successful leader in DeCA?**

Be able to make people feel that they're at the very heart of things; engage peoples' hearts, hands and heads. Everyone needs know that they make a difference to the success of the organization.

**Describe your leadership style.**

I see leadership as an art and a science. It is an art because it continually evolves, changes form and requires creativity. It is a science because there are certain essential principles and techniques. One knows when it is time to change shape – taking risk by freeing up the creative genius in people to build their capabilities and multiply the talents of the organization. Communicate a vision that animates, motivates and inspires people – laugh about things and yourself.

**Career chronology**

1982-1990, various positions in resource management, special assignments, European Region  
 1990-1991, financial transition team lead, European Region  
 1991-1994, supervisory budget analyst, European Region  
 1994-1996, staff accountant, European Region  
 1996-2001, chief, Accounts Control Business Unit, European Region  
 2001-present, comptroller, DeCA Europe (2009: special duty assignment, HQ DeCA, Fort Lee, Va.)

## Wayne S. Walk

Zone Manager, Zone 36

**What qualities do you think are most important to becoming a successful leader in DeCA?**

Commitment – I have found through the years that if you are truly committed to your people, they in turn will be committed to you. I firmly believe that if you are committed to the organization and its people, the organization will almost run on its own. It turns into ownership and pride in what they do each and every day.

**Describe your leadership style.**

I like to get feedback and ideas from all who may be affected by decisions made, not only for a sanity check on my part, but also buy-in from those folks who will be affected by the final decision. I have always lived by the motto, "Treat people as you would like to be treated," and it has served me pretty well through the years.

**Career chronology**

1965-1992, active duty, U.S. Army  
 1992-1993, materiel handler, Yongsan, South Korea  
 1993-1995, warehouse general foreman, Yongsan  
 1995-1999, manager, Yongsan Central Distribution Center  
 1999-2001, assistant store director, Yongsan  
 2001-2001, commissary management specialist, Zone 35, Japan  
 2001-2003, store director, Yokosuka, Japan  
 2003-2004, store director, Yongsan  
 2004-present, zone manager, Zone 36, South Korea



# frontandcenter

## obituaries

**ANNA BATTILANA**, Aviano, Italy (April 26)  
**CAREY BROWN** (retired), HQ DeCA, Va. (May 23)  
**DIANE SCOTT**, Nellis AFB, Nev. (April 5)

## retirements

**MARGUERITE BAUER**, F.E. Warren AFB, Wyo.  
**JAMES BEQUETTE**, Fort Leavenworth, Kan.  
**KATHERINE COOTS**, Fort Leavenworth, Kan.  
**JIM CROWDER**, Fort Carson, Colo.  
**SANTIAGO FLORES**, NB Orote Point, Guam (40)  
**MARIE GIAMMARCO**, HQ DeCA, Va.  
**PATRICIA "PATTY" LEPORE**, HQ DeCA, Va.  
**ARLENE RIPP**, HQ DeCA, Va.  
**COL. DAVID SCHUCKENBROCK**, HQ DeCA, Va.  
**ANN SHAW**, HQ DeCA, Va.

## anniversaries

**40 years**  
\* **RALPH GOUGH**, NAS Patuxent River, Md.  
**HANS PFIRRMANN**, Germersheim CDC, Germany  
\* **DONALD SEGERS**, Fort Belvoir, Va.



Gough (40)



Segers (40)

**30 years**  
**DEBORAH BRAZILE**, Keesler AFB, Miss.  
**VIVIAN PALMER**, Travis AFB, Calif.  
**CAROLYN UNRUH**, Vance AFB, Okla.

**25 years**  
**RAPHAELLA LEMON**, Patch Barracks, Germany

**20 years**  
**ANN CARLSEN**, Holloman AFB, N.M.  
**RAMON DOMULOT**, Travis AFB, Calif.  
**MAYRA GONZALES**, Schofield Barracks, Hawaii  
**GEORGE HERNANDEZ**, Davis-Monthan AFB, Ariz.  
**DENISE LOGAN**, Schofield Barracks, Hawaii  
**HIROKO MAEHARA**, Okinawa CDC  
**JUSTINE MAU**, Schofield Barracks, Hawaii  
**MICHAEL NELSON**, Schofield Barracks, Hawaii  
**LORENA RUIZ**, NB San Diego  
**KYONG SAPIN**, Fort Sill, Okla.  
**VIRGINIA SULLIVAN**, Patch Barracks, Germany  
**CELIA WILLIAMS**, Nellis AFB, Nev.

**15 years**  
**ULRIKE BEARCE**, Vogelweh, Germany  
**TANIA CATAPANO**, Aviano, Italy  
**STEFANO CATARSI**, Livorno-Camp Darby, Italy  
**CHI YONG-TAE**, USAG Yongsan, South Korea  
**VITTOPRINA DE LUCA**, Aviano, Italy  
**ANETTE FRANKS**, Vilseck, Germany  
**YUKO GILLIARD**, Ramstein AB, Germany  
**PETRA JACKSON**, DeCA Europe, Germany  
**MICHAEL SCHUSTER**, Vilseck, Germany

**10 years**  
**CIHAN BAKAN**, Germersheim CDC, Germany  
**PABLO CLAUDIO**, Heidelberg, Germany  
**ANTHONY DAVIS**, Grafenwoehr, Germany  
**ELLEN GLASER**, Schweinfurt, Germany  
**MUHITTIN GUENES**, Germersheim CDC, Germany  
**BENNIE HALL**, Fort Sill, Okla.  
**KEITH HARDEN**, Germersheim CDC, Germany  
**CHRISTINE HAUSMANN**, Grafenwoehr, Germany  
**PATRICK HEIL**, Germersheim CDC, Germany  
**SABINE HINRICHSEN**, Vogelweh, Germany  
**JEFFREY HOLMES**, Vogelweh, Germany

**NELSON JOHNSON**, Camp Humphreys, South Korea  
**KATHY KACZMARCZYK**, Cannon AFB, N.M.  
**INA KOENIG-SILKWOOD**, Baumholder, Germany  
**ERLANDO MADAMBA**, NB San Diego  
**ROMEO MAGNO**, NB San Diego  
**DORIS MARXEN**, Spangdahlem, Germany  
**DANIEL McRAE JR.**, Schweinfurt, Germany  
**ALEXANDER MUELLER**, Germersheim CDC, Germany  
**ANGELIKA MUELLER**, Germersheim CDC, Germany  
**KENJI NAKAZA**, Okinawa CDC  
**RAYMOND NIXON**, Panzer Barracks, Germany  
**KLAUS OTTUSCH**, Germersheim CDC, Germany  
**EDUARDO RODRIGUEZ**, NB San Diego  
**PHILIPPE ROUSSEAU**, Chièvres, Belgium  
**SILKE RUESENBERG**, Germersheim CDC, Germany  
**ALMA SEALEY-LIGGONS**, Vilseck, Germany  
**RUDOLF SPRISLER**, Germersheim CDC, Germany  
**NATHALIE SURIN**, Chièvres, Belgium  
**INGE THUM**, Vogelweh, Germany

## top employees

**Safety Award 2011**  
**KRISTEN CAPPS**, Malmstrom AFB, Mont.  
**CHRISTOPHER McKENZIE**, Osan CDC, South Korea

**Employees of the Quarter**  
**3<sup>rd</sup> Quarter 2011**  
**RICK RANDLE**, Davis-Monthan AFB, Ariz.  
**AUREA REYES**, NAWA China Lake, Calif.

**2<sup>nd</sup> Quarter 2011**  
**SARAH AGANON**, FA Sasebo, Japan  
**AN SUNG-WON**, Taegu Camp Walker, South Korea  
**ROBERT ARMEL**, Okinawa CDC  
**GIL BRANDON**, Osan CDC, South Korea  
**LYN CADAVOS**, MCAS Iwakuni, Japan

► **CHEESE, PLEASE:** The deli-bakery at Jacksonville Commissary, Fla., makes shopping a cinch for Cinco de Mayo celebrations, highlighting the perfect cheese selections. The contract deli-bakery was selected one of the top four in DeCA East. See story, Pages 29-30. Northeast Military Sales Inc. photo: Lori Blanchard





**ZINNIA CHAVOYA**, March ARB, Calif.  
**TAKASHI CHINEN**, Okinawa CDC  
**CHONG PYONG-HWA**, USAG Yongsan, South Korea  
**JENNA CLEVENGER**, Camp Red Cloud, South Korea

**RICHARD DAVIS**, McConnell AFB, Kan.  
**MELUCHI EGGLEY**, McConnell AFB, Kan.  
**PAMELA FOSTER**, Edwards AFB, Calif.  
**AMANDA GALLER**, Dyess AFB, Texas  
**SEICHU HAYASHI**, Okinawa CDC  
**KIM HYE-RI**, Osan CDC, South Korea  
**KIM TONG-IN**, Yongsan CDC, South Korea  
**KAREN LANE**, Fairchild AFB, Wash.  
**TAUFAAPUE LEO**, Ord Community, Calif.  
**JOHN LEONARD**, Yongsan CDC, South Korea  
**MARIA MANINGAS**, NAWA China Lake, Calif.  
**KAZUE NISHINO**, Misawa AB, Japan  
**NICOLAS RODRIGO**, NAF Atsugi, Japan  
**LILLIE RUTHERFORD**, Anchorage Area, Alaska  
**SHALONDA SANDERS**, Hannam Village, South Korea  
**RICHARD SCHMIDT**, McConnell AFB, Kan.  
**TONYA SPALDING**, Hill AFB, Utah  
**STEPHANIE STAGGERS**, Hario Village, Japan  
**DAVID STOUDEMIRE**, March ARB, Calif.  
**SUE THOMPSON**, Camp Stanley, South Korea  
**VERONICA TOLBERT**, Camp Casey, South Korea

**MELITA WASKER**, McConnell AFB, Kan.  
**CINDY WELCH**, Malmstrom AFB, Mont.  
**VICTORIA WILSON**, McConnell AFB, Kan.  
**KATSUMI YAMADA**, NFA Yokosuka, Japan  
**HIROTOSHI YASUI**, Okinawa CDC

*1st Quarter 2011*

**DEBRA BLINSMON**, Twentynine Palms, Calif.  
**JULIE COLE**, Hill AFB, Utah  
**FRED CONLEY**, NAS Whidbey Island, Wash.  
**JASON HASEGAWA**, JB PEARL HARBOR-Hickam, Hawaii  
**SEN IHA**, Camp Foster, Okinawa  
**AARON KENT**, Dugway PG, Utah  
**JONATHAN MCGUNNIGLE**, Iwakuni CDC, Japan  
**DOMINADOR MENDREZ**, NAS Whidbey Island, Wash.  
**WANDA MILLER**, Fort Huachuca, Ariz.  
**PHYLLIS PRICE**, MCAS Iwakuni, Japan  
**TAKASHI SADOYAMA**, Kadena AB, Okinawa

*Employees of the Month*

*April 2011*

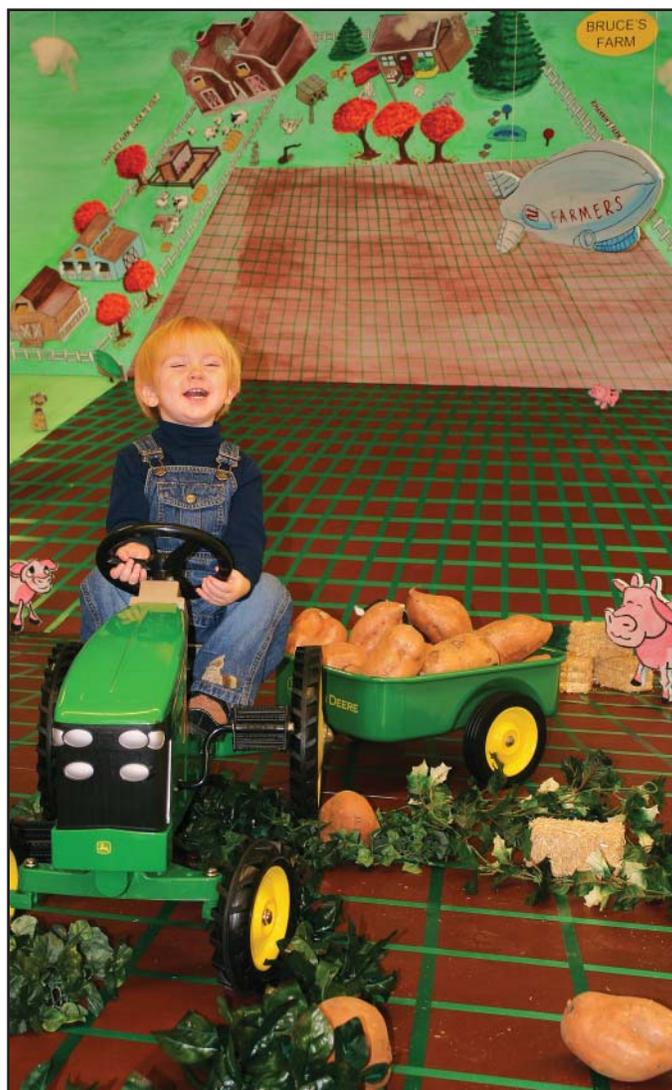
**KIYOHICO ARAKAKI**, Camp Foster, Okinawa  
**ROBERT ARMEL**, Okinawa CDC  
**SHAWNA BERAMENDI**, NAF Atsugi, Japan  
**NORMAN CHANDLER**, NAF Yokosuka, Japan  
**ZINNIA CHAVOYA**, March ARB, Calif.  
**KIYOTAKA EBIHARA**, Camp Zama, Japan  
**VINCENT EDWARDS**, Kanto Plain CDC, Japan  
**BENNIE HALL**, Fort Sill, Okla.  
**SEICHU HAYASHI**, Okinawa CDC  
**SCOTT HOLT**, Okinawa CDC  
**YUKIKO ISHIKAWA**, Camp Foster, Okinawa  
**CURTIS JONES**, Kanto Plain CDC, Japan  
**SHINSUKE KITA**, Camp Kinser, Okinawa  
**MASAYUKI KUMAGAI**, MCAS Iwakuni, Japan  
**MIA KUSAKA**, Camp Kure, Japan  
**CLARITA MELENDEZ**, Edwards AFB, Calif.  
**NOBUYOSHI OZAWA**, Yokota AB, Japan  
**PHYLLIS PRICE**, MCAS Iwakuni, Japan  
**DAMON RAUH**, Iwakuni CDC, Japan  
**MAMORU SASAKURA**, Misawa AB, Japan  
**TATSUYA SHIMAJIRI**, Camp Foster, Okinawa  
**HIDEAKI SAIKUSA**, FA Sasebo, Japan  
**YOSHIKO SUZUKI**, Sagamihara, Japan  
**NAOMASA URASAKI**, Camp Foster, Okinawa

**HIROKAZU YAMASHIRO**, Camp Courtney, Okinawa  
**PHILLIP ZIRION**, Hario Village, Japan

*March 2011*

**ROBERT ARMEL**, Okinawa CDC  
**DESIREE BOLLIG**, Okinawa CDC  
**CHONG TAE-HYON**, Camp Humphreys, South Korea  
**DAVID EASTERWOOD**, Kanto Plain CDC, Japan  
**LEO GIAMBALVO**, FA Sasebo, Japan  
**NAOTO HAMAMOTO**, Iwakuni CDC, Japan  
**MICHINARI HAMANAKA**, Iwakuni CDC, Japan  
**SEICHU HAYASHI**, Okinawa CDC  
**AKIHISA HIGA**, Camp Courtney, Okinawa  
**HIROMI HIGA**, Okinawa CDC  
**TOMOKATSU ICHIDA**, Iwakuni CDC, Japan  
**SEN IHA**, Camp Foster, Okinawa  
**KIM KWANG-SOK**, Camp Casey, South Korea  
**KIM TONG-IN**, Yongsan CDC, South Korea  
**MIA KUSAKA**, Camp Kure, Japan  
**JOHN LEONARD**, Yongsan CDC, South Korea

**VIRENE LEONGUERRERO**, Sagamihara, Japan  
**JONATHAN MCGUNNIGLE**, Iwakuni CDC, Japan  
**CHESTER MENA**, Kanto Plain CDC, Japan  
**HIROMATSU MIYAGI**, Camp Foster, Okinawa  
**BRANDON MOHLER**, Iwakuni CDC, Japan  
**BRIAN MORIMIYA**, Osan CDC, South Korea  
**NA KYONG-WON**, Camp Stanley, South Korea  
**YOSHINAO NAGAMINE**, Camp Kinser, Okinawa  
**YUKATA NAKAMA**, Camp Foster, Okinawa  
**KAZUE NOSHINO**, Misawa AB, Japan  
**MAKIKO OGAWA**, Yokota AB, Japan  
**TOSHINORI OGAWA**, Camp Zama, Japan  
**ROSEMARIE OSBORNE**, NBK Bremerton, Wash.  
**PAK SO-UN**, Kunsan AB, South Korea  
**LESLEY PARKS**, Fort Carson, Colo.  
**DOMINIC PEREZ**, Dugway PG, Utah  
**PHYLLIS PRICE**, MCAS Iwakuni, Japan  
**DAMON RAUH**, Iwakuni CDC, Japan  
**NICOLAS RODRIGO**, NAF Atsugi, Japan  
**TOMOSAKU SAKUDA**, Kadena AB, Okinawa  
**BRIAN SHEPHERD**, USAG Yongsan, South Korea



**▲ HAULIN' SWEET TATERS:** Cherry Point Commissary, N.C., won honors in the Bruce's Yams display contest with this scene from the social network game, "FarmVille," with help from Store Director Phyllis Black's grandson, Charlie Mayo. DeCA photo: Phyllis Black

**SIM HUI-SONG**, Osan AB, South Korea  
**SO YONG-SIK**, Camp Red Cloud, South Korea  
**STEPHANIE STAGGERS**, Hario Village, Japan  
**TETSUYA TAKIGUCHI**, Sagamihara, Japan  
**HITOSHI TOGUCHI**, Camp Foster, Okinawa  
**SEIKO TOGUCHI**, Camp Foster, Okinawa  
**SOICHI TOMIHAMA**, Camp Foster, Okinawa  
**GEORGE WALLACE**, Iwakuni CDC, Japan  
**WI U-YANG**, Osan AB, South Korea  
**WOO JUNG-MIN**, Hannam Village, South Korea  
**KATSUMI YAMADA**, NFA Yokosuka, Japan

*March Cashier of the Month 2011*

**RION COY**, NAF Yokosuka, Japan  
**JERMAINE MCGEE**, NAF Atsugi, Japan

*February 2011*

**ZAREENA CATALA**, Dugway PG, Utah





## pro honors

### Academy of Country Music Display

**DeCA West:** ANDERSEN AFB (JR Marianas) Guam

### Capri-Sonne Display

**DeCA Europe:** VOGELWEH, Germany

### Bunny Cake Sales Contest

**DeCA West:** BUCKLEY AFB, Colo.

### ConAgra Truckload Display

**DeCA West:** TAEГУ CAMP WALKER, South Korea

### Del Monte Spring Truckload Display

**DeCA East:** NSA ANNAPOLIS, Md.; MCAS CHERRY POINT, N.C.; FORT BELVOIR, Va.; MacDILL AFB, Fla.; ROBINS AFB, Ga.; SCOTT AFB, Ill.

**DeCA Europe:** HEIDELBERG, PATCH BARRACKS, Germany; NS ROTA, Spain  
**DeCA West:** ANDERSEN AFB (JB Marianas), Guam; FORT SAM HOUSTON (JB San Antonio), OLF IMPERIAL BEACH, MARCH ARB, NAS NORTH ISLAND, ORD COMMUNITY, Calif.; OSAN AB, South Korea; PETERSON AFB, Colo.; YOKOTA AB, Japan

### General Mills Cinco de Mayo Display

**DeCA Europe:** USAG WIESBADEN, Germany

### General Mills Just Add Milk

**DeCA Europe:** NS ROTA, Spain

### Highplain Chinese New Year Display

**DeCA West:** CAMP PENDLETON, PORT HUENEME, Calif.; YOKOTA AB, Japan; USAG YONGSAN, South Korea

### Idaho Potato Annual Display

**DeCA East:** MacDILL AFB, Fla.; SCOTT AFB, Ill.; WHITEMAN AFB, Mo.  
**DeCA West:** MCB KANEHOE BAY, Hawaii; NAS NORTH ISLAND, Calif.

### Keebler Hollow Tree Display

**DeCA East:** NAS JACKSONVILLE, Fla.; WRIGHT-PATTERSON AFB, Ohio  
**DeCA West:** US AIR FORCE ACADEMY, Colo.; ANDERSEN AFB, Okinawa; CAMP CASEY, South Korea; CAMP ZAMA, Japan; MARCH ARB, SAN ONOFRE, Calif.

### Keebler NASCAR Display

**DeCA East:** PATRICK AFB, Fla.  
**DeCA West:** NB SAN DIEGO

### Kellogg's Crystal K

**DeCA West:** FORT HOOD I, FORT HOOD II, Texas; OFFUTT AFB, Neb.; OSAN AB, South Korea

### Kellogg's NASCAR Display

**DeCA East:** NSF DAHLGREN, Va.; FORT MEADE, Md.; NAS JACKSONVILLE, PATRICK AFB, NAS WHITING FIELD, Fla.; NSB KINGS BAY, Ga.; WRIGHT-PATTERSON AFB, Ohio  
**DeCA Europe:** VOGELWEH, Germany

### Kellogg's Sunshine Cracker Display

**DeCA West:** NB SAN DIEGO

### La Choy Chinese New Year Display

**DeCA West:** FORT HOOD II, Texas; CAMP PENDLETON, Calif.

### MPG 'Tell Some-Bunny They're Special'

**DeCA East:** MCAS CHERRY POINT, N.C.; COLUMBUS AFB, Miss.; JB McGUIRE-Lakehurst-Dix, N.J.

### NCAA March Madness Display

**DeCA West:** CAMP FOSTER, Okinawa; HILL AFB, Utah

### P&G Special Olympics Display

**DeCA East:** MCB QUANTICO, Va.  
**DeCA West:** FORT RILEY, Kan.; MINOT AFB, N.D.; USAG YONGSAN, South Korea

### Best Pepsi Display, Period 1

**DeCA East:** JB McGUIRE-LAKENHEATH-Dix, N.J.

### Wonderful Pistachio Display

**DeCA East:** FORT BELVOIR, JB LANGLEY-Eustis, Va.; FORT RUCKER, Ala.; FORT STEWART, Ga.; MacDILL AFB, Fla.; SEYMOUR JOHNSON AFB, S.C.

**DeCA West:** US AIR FORCE ACADEMY, Colo.; ANCHORAGE AREA, Alaska; CAMP FOSTER, Okinawa; FORT LEAVENWORTH, Kan.; HOLLOMAN AFB, N.M.; MINOT AFB, N.D.; JB PEARL HARBOR-Hickam, Hawaii; NB SAN DIEGO; SHEPPARD AFB, Texas

### Progresso Warming Up America

**DeCA West:** KIRTLAND AFB, N.M.; TINKER AFB, Okla.

### Quaker Amazing Breakfast Experience Display

**DeCA West:** OSAN AB, South Korea; SCHOFIELD BARRACKS, Hawaii

### Quaker/Tropicana Breakfast Bundling Display

**DeCA West:** NAF ATSUGI, Japan; DYESS AFB, FORT HOOD I, FORT HOOD II, GOODFELLOW AFB, LACKLAND AFB and RANDOLPH AFB (JB San Antonio), Texas; OSAN AB, TAEГУ CAMP WALKER, NFA YOKOSUKA, South Korea

### 7UP Smart Car Display

**DeCA West:** USAG YONGSAN, South Korea

### Smucker's Mission Breakfast Display

**DeCA East:** FORT BUCHANAN, Puerto Rico  
**DeCA West:** NAS CORPUS CHRISTI, Texas

### Spokane Produce Asparagus Contest

**DeCA West:** NAS WHIDBEY ISLAND, Wash.

### Star Ranch Angus Award

**DeCA East:** FORT BELVOIR, Va.; MacDILL AFB, Fla.



▲ **MEGASHOPPING:** San Diego Commissary rolls out a shopping extravaganza for its customers during the May case lot sale. DeCA photo: William Vick



◀ **SPRING FEVER:** Fort Huachuca Commissary, Ariz., salutes all things spring with this colorful assortment of candy and flowers. DeCA photo

**Webco Frozen Food Month Sales**  
**DeCA West: KUNSAN, TAEGU CAMP**  
**WALKER, OSAN AB, South Korea**

**Organizational honors**

JB Anacostia-**BOLLING**, D.C., letter of thanks from U.S. Air Force chief of staff for volunteer efforts at the 2011 Air Force Charity Ball.  
**CAMP KINSER**, Okinawa, certificates of appreciation to **Robert Raymond**, grocery manager, and **Kim Soares**, store director for outstanding support to MCB Camp S.D. Butler Earth Week.  
**CHIEVRES**, Belgium, certificate of appreciation from USAG Benelux commander for involvement and support to community commemoration of Women's History Month; recognized by USAG Benelux commander for DeCA-Exchange teamwork to salute military children during local events.  
**FORT IRWIN**, Calif., certificate of appreciation from garrison commander for outstanding community support.  
**RAF MILDENHALL**, England, recognized by NIB as Best Small Store in Europe, Fiscal 2011.  
**NS ROTA**, Spain, raised more than \$4,000 for American Cancer Society, when 44 commissary employees participated in the Relay for Life campaign, marking first time a base organization with a majority of Spanish national employees participated in a U.S. military event.  
**SIGONELLA**, Italy, certificate of appreciation from Swedish air force for outstanding service in support of Operation Enduring Dawn-Operation Unified Protector.

**SPANGDAHEM**, Germany, commendation from fighter wing vice commander for conducting elementary school tours during Month of the Military Child and "spectacular support of our Sabers during the government shutdown weekend."  
**YOKOTA AB**, Japan, Great Neighbor Award at American Red Cross volunteer appreciation dinner for supportive partnership with Red Cross.  
**USAG YONGSAN**, South Korea, certificate of appreciation from commanding general for outstanding support of this year's Good Neighbor English Camp.

**Individual honors**

**TIMOTHY CUNNINGHAM**, produce manager, Mannheim, Germany, 1<sup>st</sup> place in "Mannheim's Got Talent" contest.  
**MARIA YUNSUK JONES**, meat manager, Kadena AB, Okinawa, award from Department of Defense Dependent School System's Kadena High School for outstanding support of the school system in training, promoting educational activities and introducing school-age students to community activities and development.  
**LAURA LYONS**, store associate, NAS Key West, Fla., certificate of appreciation from Transition to Independence, Employment and Success – "TIES" – for her mentorship of Key West High School students working at commissary.

**JESSICA NARD**, store associate, Bamberg, Germany, certificate and commander's coin from garrison commander for outstanding support during her Bamberg tour. Transferring with her military spouse to Fort Benning, Ga., she remains with the DeCA family as a store associate.



**KYLE ROLAND**, storeworker, Lajes Field, Portugal, awarded Lajes Field's Civilian Volunteer of the Year Award from the 65<sup>th</sup> Air Base Wing Commander. This was the first time a Lajes Commissary employee has won this award.

**Roland**

Meritorious Civilian Service Award.  
**ANGELA STEIN**, supervisory commissary support clerk, Ramstein Air Base, Germany, kudos from 455<sup>th</sup> Expeditionary Aeromedical Evacuation Flight, Afganistan, for fulfilling a large, short-fused order for shipment: "Thanks for going above and beyond what you had to, to make our Memorial Day Event a great one. Thank you!" ■

**PAUL ST. PIERRE**, store director, NAS Brunswick, Maine,

**PRODUCE PROS:** The produce team at Ramstein Commissary, Germany, including supervisory store associate Gary Pasvogel, acting assistant produce manager Chris Walker and storeworker Rachel Howard, lead the way in produce merchandising, winning the year's best large overseas store category in annual competition. See all 2010 merchandising winners, **Pages 21-30.** DeCA photo:

Leslie Brown

