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deca vision

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DeCA's pride:
**customer
service**



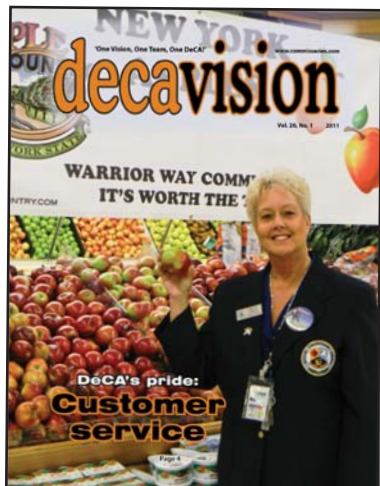
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DeCA photo: Lillie King



deca^{vision}

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One vision:

A model government organization providing a valued commissary benefit

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fromthetop

Giving our best

Seize every chance to deliver world-class service

Joseph H. Jeu

DeCA director and CEO

I can't believe how far commissaries have advanced in the 30 years since I worked as a commissary officer in Heidelberg, Germany.

Our stores offer all the features available in any commercial grocery store and so much more. I see the self-checkouts, fresh seafood, modern deli-bakeries, grab-and-go sections, organic produce, olive bars, sushi, fresh-ground coffee – I could go on and on. We've come a long way from warehouse stores offering rows of tin cans and bare-bones staples.

My amazement doesn't end at the modern facilities full of shoppers' favorite products with average savings of 31.5 percent. As a workforce, you are responsive, dedicated, hardworking and passionate about serving customers. You've made the commissary an integral community partner, a support resource ready to help the young military wife needing baby food at the last minute, the parent wanting to arrange for a special birthday cake for a soldier son at his first duty station, the handicapped senior who needs help with a motorized cart.

My point? This isn't yesterday's benefit. We deliver a world-class benefit that goes far beyond new construction, décor, technology, healthy



Dr. Clifford L. Stanley, undersecretary of defense for personnel and readiness, visits with DeCA Director and CEO Joseph H. Jeu following the change of responsibility ceremony on Feb. 15. DeCA photo

products and business acumen. Our customer service sets us apart from grocery stores on every corner today.

More specifically, you make the difference. Like you, my focus will always begin and end with the mission of serving our customers. Like you, I strive to achieve excellence in every opportunity to meet our patrons' needs. And, like you, I'm honored to serve those who selflessly dedicate their lives in service to our great nation.

As DeCA's 20th anniversary year unfolds, join me in pursuing every opportunity to continually improve what we do and keep the benefit efficient, effective and better than ever. Our heroes deserve our best and no less. ■

(See Mr. Jeu's biography, Page 47.)

**LIKE YOU, MY FOCUS
WILL ALWAYS BEGIN
AND END WITH THE
MISSION OF SERVING
OUR CUSTOMERS.**

JOSEPH H. JEU



Leadership's role in customer service

Hector Granada

Chief of Management & Administration Center of Excellence
Directorate of Performance & Policy

In general, what are DeCA employees' strengths when it comes to customer service at store level?

Our employees have so many strengths, such as great smiles, attitudes and personalities; but when you speak of the overall strengths of our workforce in providing world-class customer service, you must immediately point to our diversity. It is through this team diversity that we can meet any challenge and ensure our customers leave our stores feeling good about our service. Our diverse backgrounds have given our store teams a wealth of knowledge and experiences that can provide us new and unique solutions to meet our customers' needs. This diversity often eliminates the adage of "We have always done it this way," and it allows us to explore new and innovative methods to enhance our customers' shopping experience.



Hector Granada

Often, local grocery stores have limited understanding of international cuisine, flavors and experiences that our military members have gained through their travels. It is our unique ability to connect with our customers that elevates our service levels. It is through diversity that our customer service improves as we continue to apply the vast experiences of our workforce. With so many shared experiences and points of view, our outreach and connection to our customers improves daily.

What role does store management play in building good customer service?

As you look across our agency, it's evident that our store management is totally engaged and understands the responsibility of setting the tone and expectations that translate to customer service. Customer service levels reflect our managers' commitment to delivering our brand of customer service. This is accomplished by training, guidance and consistent application of the customer service philosophy. Management oversees processes and systems for the operation of the store. When these processes or systems hinder our

employees in delivering world-class customer service, it is local management that challenges the process and system to induce a correction that creates the desired outcome.

How does DeCA and store management reward outstanding customer service?

The agency has many different methods of rewarding our employees and stores for performing above expected levels. With that said, we are always looking to improve. The last Organizational Assessment Survey identified areas in which DeCA can do better in its use of a reward system. DeCA Director and CEO **Joseph H. Jeu** convened working groups to identify methods to enhance the reward system.

From a headquarters vantage point, what are some indicators that a store provides outstanding customer service?

There are so many examples of stores that are delivering great customer service. From a headquarters vantage point, there are common indicators that those stores share, and they lead back to the manager-employee relationship. Stores that often provide outstanding customer service will be found to have low numbers of customer complaints; equal employment opportunity complaints; grievances; fraud, waste and abuse reports; and disciplinary actions, along with high inspection scores, reward execution, diversity and training concentration. When a store can point to all of these indicators with pride, then it is highly probable that its customer service is world-class.

How does customer service impact sales?

The impact of customer service on sales is always a tricky area to describe. While there is no denial that poor customer service has a negative impact on sales, it is hard to capture what is considered poor customer service. Quantifying customer service impact on sales is dependent on our customers' differing views of customer service.

Some would describe customer service as price, cleanliness, appearance, standardization of practices and procedures, availability and ease of use. Within each of those words, there lurk many variations on how that word is applied to the individual's shopping experience. Take price, for example. To some, that means the lowest price, regardless of quality; to



Left, Mark Goodyear, store associate at Columbus Commissary, Ga., restocks produce at the grand opening of New Orleans Commissary, Feb. 8. DeCA photo: Rick Brink

others, it means the lowest price possible for a quality product. These two ideas of price are conflicting and can lead to one group's satisfaction over another group perception of poor customer service. It is this difference in expectations that can lead our customers to view the service levels at the same store differently.

This area is precisely where our workforce's diversity and vast experiences can overcome this dichotomy by having a shared experience with our customers. This shared experience can then lead to a deeper understanding of what customer service means to our diverse customer base at a specific store. There are many different views that can impact the perceived level of customer service, but the one portion of our business that our store employees deliver every day is world-class quality interaction with our patrons. It's evident that our customer service interaction is fully within our control and is often the area in which our customers receive only the best. Customers recognize

and accept the occasional systemic foul-up, but they will not accept our failure to offer only our very best efforts in treating them with respect and dignity, and to be helpful. If you deliver less than the best in human-to-human interaction, then you will soon find yourself with very few customers.

How does DeCA plan to continuously improve customer service in the future?

We need to constantly remind ourselves that we are in the people business. It is this understanding that will lead us to improve training, increase diversity, increase rewards, increase opportunity and improve the working conditions of our workforce. There is no secret that a satisfied workforce will deliver a world-class customer service experience for our patrons. Through standardization and equitable distribution of resources, it will fulfill the need of our entire workforce to continue to deliver world-class customer service. ■





'It's what we do'

Store leadership addresses DeCA's customer service culture

Steve Villeneuve

Store director
Langley Commissary, Va.



Steve Villeneuve

What are you doing to create a culture of quality customer service for your employees and customers?

I keep the focus on taking care of the customer. I let them know that we are there for them; I address their concerns and always follow up. I ensure that the shelves are well stocked and the store clean. When walking the store, if I see a customer looking around, I ask them if they need help. It's amazing how far that goes at making their shopping experience a good one. I lead by example and encourage my management staff to do the same.

I communicate with employees on a daily basis, even if it's just to say hello. Like our customers, our employees want to be heard; and they have concerns as well. Showing our employees that we care by addressing their concerns goes a long way. Recognizing our employees and showing appreciation when they are doing a good job are the keys to a

happy and productive workforce. Don't get me wrong, addressing poor performance and providing the tools necessary for improvement are musts as well.

As a manager, how does building relationships with your employees help lead to employees building relationships with their customers?

As I stated before, lead by example! Don't turn the employees off, be open to speak with them, express your expectations and give them the tools necessary to do the job. It's truly amazing how much hidden talent our employees have; we just need to be willing to tap into it.

What are you doing to empower your employees to provide quality customer service?

Treat them as you want to be treated; "set the standard." Keep the focus on taking care of the customer – let your employees know what is expected, and let them loose. Generally speaking, people come to work and want to do a good job.

Why is it so hard to deliver quality customer service?

Who said it was hard? It's what we do.

Irma Perez, sales store technician at Yokota Commissary, Japan. DeCA
photo: Ron Yoder





DeCA East Director Rogers Campbell and Fort Lee Commissary, Va., Produce Manager Marilyn Eller. DeCA photo: Rick Brink

Cheryl Ludington

Store director
Heidelberg Commissary,
Germany



Cheryl Ludington

What are you doing to create a culture of quality customer service for your employees and customers?

We strive to be more than just a grocery store; we want to exceed expectations at every opportunity and demonstrate just how much we care and how much we can do! Quality service is personal, and we have made this service and care-oriented role our own “Commissary Culture.” We want our store to be a pedestal of support for the community, lifting our patrons and employees toward greater success.

From the moment a person enters and is greeted with a smile until their car leaves our parking lot, we endeavor to provide our patrons with an experience where the built-in benefits of commissary shopping are mere bonuses on top of the friendly, inviting service we provide. Our store touches lives every day; this is especially true here in an overseas environment, where our commissary can literally provide its patrons a slice of home. We host a variety of local outreach groups and support programs that hold meetings in conference with our managers and employees, from “Meals in Minutes” to “Cheap Eats,”

hosted by Better Opportunities for Single Soldiers. We provide information and demonstrations on Women, Infants and Children Nutrition Program Overseas. In local events, we do everything possible to extend open arms to our community and be there for their needs above and beyond filling their pantry with quality and affordable products. That is our quality culture, and it can be seen overflowing out our doors and into the homes of the ones we serve, every day.

As a manager, how does building relationships with your employees help lead to employees building relationships with their customers?

Satisfied employees make happy customers. Building a relationship with the people you work with, appreciating and using individual talents, creating a powerful team, and nurturing an atmosphere of

respect and dedication to each other helps form that bridge between employees and patrons. From a manager’s point of view, this means showing through your actions that your whole heart is in your work, that you recognize the strengths of others, and you encourage your team to use their individual abilities in concert to the greatest effect. Leaders need to model the behavior that they want to see reflected in others; whether working with an employee or a customer, it matters not. Demonstrating good character, taking an interest in those around you, and being the change you wish to have happen will empower others and strengthen the team. That can then turn around and do the same for our patrons.

What are you doing to empower your employees to provide quality customer service?

I believe that a sense of empowerment comes with the confidence that you have a support system right behind you. Just as our store strengthens our community with the knowledge that we are here for their needs, our employees know that they are surrounded by a team of dedicated and caring individuals, working together to achieve our common goal: creating the best experience for our patrons. Communication is also key to building this team atmosphere of service, through team meetings and frequent luncheons, where some





walls are torn down and lines of communication opened. Everyone has a voice and a channel to speak their valuable ideas and contributions in a comfortable environment. Like the smile of a cashier who recognizes you when you are checking out, this atmosphere of empowerment is contagious, and it can be felt by patrons and employees alike.

Why is it so hard to deliver quality customer service?

Delivering good customer service is not an easy task, but to deliver true quality customer service means going the extra mile every time. It means giving more than is expected; it means making customers feel valuable and appreciated; it means being a good listener; and it means identifying and anticipating patrons' needs and delivering those things to them. There is only one way to do all this: You need to get to know your customer! The reason it is so hard to deliver quality customer service is because few really get to know their customer as more than just a customer. When you build a relationship with a patron – with an individual – the “customer service” is no longer difficult at all. It doesn't feel like work – you are simply helping out a friend.



Connie Slaughter

Connie Slaughter
Store director
Kodiak Commissary, Alaska

What are you doing to create a culture of quality customer service for your employees and customers?

Customer service begins at the top – with me, the store director. I try to take care of my customers – the store managers – so

they can take care of our store employees. I'm also focused on providing good customer service to our contractors and our industry partners. Together, we all focus on providing world-class customer service to our shoppers.

We stress customer service during staff meetings, and we hold one-on-one meetings with employees to fine-tune their customer service skills. We drill down the concept that all Kodiak Commissary employees are responsible to build customer confidence by assuring our shoppers that we will always be available to serve them in the commissary and provide them

with the products they want. We teach our employees to never walk away from a customer at a register, to help customers when they cannot find something by physically bringing them to the product and to offer substitutions if we are out of a product. We also encourage employees to provide suggestions to shoppers on how to prepare various cuts of meats.

As a manager, how does building relationships with your employees help lead to employees building relationships with their customers?

Our store is very small, and we are like a big family. We laugh, cry and yes, we have to send people to the corner when they misbehave; but we all pull together to accomplish our mission. The customers are an extension of our family, and because we treat them as family, they are very loyal. As an example, when we recently cross-trained an employee from the front end to the back office, we actually had customers looking for this person, and they came to the management support center office to see how the person was doing.

What are you doing to empower your employees to provide quality customer service?

It all boils down to giving them the knowledge, training and trust to provide good customer service, then empowering



Won Gi Lee, student store associate, Los Angeles Commissary.
DeCA photo: Benjamin Lockhart



them to do their jobs. We have confidence in our employees that they will do the right thing. If they do overstep or do not provide the service expected, then we reel them in and retrain.

Why is it so hard to deliver quality customer service?

Each customer who walks through our door has his or her own personality, perceptions and needs. Our challenge is to acknowledge each customer as an individual, find out who they are and address their needs. That said, a business cannot always satisfy every customer's need or desire. Sometimes the cost is too great or the service is just simply not available. We strive to offer the highest quality service given the resources we have available. When it is absolutely not possible to provide a customer with the service they desire, we do our best to explain the situation. Communication is a powerful tool.

An example of how communicating with our customers has worked for us here at Kodiak is how we communicate "bypass season." Twice a year, the commercial shipping line that delivers our resale products skips its weekly delivery to repair its fleet. Although we build up our resale stock to carry us through, sensitive perishable products like yogurt and milk are nearly impossible to keep in stock. We are already near the end of the supply chain on an island in Alaska, and a week without shipments takes its toll. We prepare our customers by explaining bypass season to them in a newsletter; and when bypass season comes, our employees are on the sales floor, talking with customers. We also put a note on the shelf next to any affected product. We may not always be able to offer the exact product a customer wants, but through planning and communication, we are able to provide the quality of service our customers deserve.



Store Director Connie Slaughter, Kodiak Commissary, Alaska *DeCA photo*



Ruben Nadal

Ruben Nadal

Store director
Rota Commissary, Spain

What are you doing to create a culture of quality customer service for your employees and customers?

I do my best to bring out every employee's pride, professionalism, commitment and dedication toward our customers here at Rota Commissary.

We constantly work at improvements in all areas of operations and departments. This allows our employees to know and show their value and importance by what they do and how they interact with customers. It reflects positively on them and our entire team, which is important. We reinforce each employee's understanding that their positive roles are valued by our customers

As a manager, how does building relationships with your employees help lead to employees building relationships with their customers?

It starts with establishing an atmosphere of family values with all our employees by caring, asking how their families are doing and finding out if everything





is alright. This gives employees a feeling of belonging and ownership; it makes employees feel comfortable when they interact with our customers as I do with them. As a manager, I work on building relationships with our employees; in turn, they build relationships with our customers and community. If I lead by example in showing the importance of positive values for our employees individually and as a family, it translates into a positive relationship with our customers.

What are you doing to empower your employees to provide quality customer service?

I instill in every employee that their individual abilities have important value, and I encourage them to use those values. Demonstrating to them that it works in turn allows them to meet and exceed the high standards set by our agency. One result was achieving our score of 100 percent on our recent inspector general visit. Having employees continuously apply positive values truly empowers them to demonstrate the pride and commitment each of them has. It creates and forms a team of caring individuals who help each other, which has resulted in our quality customer service to the community and patrons alike.

Why is it so hard to deliver quality customer service?

It is hard because it requires a well-defined and happy workforce willing to work as a team with the same goals and high standards set by our zone manager, region and agency. My role is balancing those goals and molding a diverse workforce – Spanish nationals and U.S. family members of different backgrounds – into a cohesive team that understands the importance of high-quality customer service that brings pride and accomplishment to them.



Robert Henage
Store director
Newport Commissary, R.I.

What are you doing to create a culture of quality customer service for your employees and customers?

I believe I'm doing what I was taught years ago: Treat others as I would like to be treated. With employees, I make them aware

that each of us has a vital role; and without working as a team, we will not be able to meet the needs of our customers. I treat each employee as an individual and ensure they are trained and equipped to get the job done. By providing employees the tools to do the



Lerma "Lee" Anderson, customer service manager, Fort McPherson Commissary, Ga. DeCA photo: Rick Brink

job, our customers can readily see the quality service we provide. We not only help our customers, we serve as a sounding board for them to relay how they feel about their shopping experience. Many of our customers make the commissary a daily trip and feel welcomed and relaxed while here.

As a manager, how does building relationships with your employees help lead to employees building relationships with their customers?

Newport has some of the best employees in DeCA, and it is my job to let them know it. I am not just the boss, I am a leader. The first step in providing quality service to our customers is to provide quality leadership to our employees. Making the employees proud to be a part of the organization reflects in the way they deal with our customers. A positive, can-do attitude starts at the top and filters into our daily contact with our customers.

What are you doing to empower your employees to provide quality customer service?

It all begins with proper training. When I am approached with a question, I respond with "What would you do?" This simple question normally triggers a reaction that sets the tone for employee involvement. I encourage decision-making at the lowest levels, as long as organizational policies are followed. Our employees are the first line of contact



with our customers, and allowing them the flexibility to handle customer inquiries on the spot helps in providing quality customer service.

Why is it so hard to deliver quality customer service?

I don't believe it's hard to provide quality customer service. We already provide a clean, well-stocked store at a 30 percent or more savings; but if each of us performs to the best of our ability, we are on our way to providing quality service. Taking the extra step to help customers, listening and then acting upon customer comments shows our customers we care and are here to provide outstanding service for their No. 1 benefit.

Charles Shropshire
Store director
Fort Polk Commissary, La.



Charles Shropshire

What are you doing to create a culture of quality customer service for your employees and customers?

The entire management team at Fort Polk plays a major role in this endeavor. Everyone from store associates through management embraced the Dale Carnegie World Class Customer Service training. A culture of understanding someone's feelings, to include employees, patrons, peers and external customers, was developed, fostered and displayed on a daily basis. Occasionally, when we miss the mark, positive reinforcement and training are used in an effort to help the employee embrace true customer service. The old philosophy of making every transaction personal is encouraged, so employees are working to read the name off the customer's ID and then personalizing their transaction. This appears to be working, as we have customers driving long distances just to use their commissary benefit. Something so simple, yet so bountiful in its results ...

As a manager, how does building relationships with your employees help lead to employees building relationships with their customers?

Everyone deserves to be treated fairly, with respect and afforded the opportunity to realize they are an important member of the team. To accomplish this type of culture, one must get to know everyone who contributes to the overall operations of the commissary. The term "everyone" includes sales reps, vendor stockers, contractors, etc. Assess their strengths and weakness; use their strengths daily,

acknowledging them often. Work on their weaknesses every day – teaching, developing and mentoring often and, most importantly, strengthening their confidence. As their self-confidence and self-worth grow, it can't help but spill over to our patrons. Once the employees observe this behavior and demeanor continuously and consistently, they begin to emulate it as much as possible. In essence: win-win for everyone!

What are you doing to empower your employees to provide quality customer service?

Lead by example, working with everyone on their level. Listen to what they have to say, and don't be afraid to try new ideas. Teach employees to think on their own, applauding their efforts and accomplishments. It does no one any good to have to constantly ask permission to address their patrons' concerns. Each store associate is empowered to take care of their customers. In the event they make a mistake, teach them how to do things better, and give them credit for trying. Always remain cognizant of everyone's efforts, especially when they are attempting to do the right thing. I've learned over the years that practicing positive behaviors always manifests itself in the ways our employees interact with our patrons, ultimately improving customer service.

Why is it so hard to deliver quality customer service?

Different types of personalities. We must understand our employees come from different walks of life from around the world, literally! What works for the majority of employees does not work for everyone. Therefore, constant tweaking is required, meaning constant reinforcement of desired behaviors. Receiving letters of appreciation from region leadership for quality customer service also pays huge dividends. Recently, two employees in particular were moved to tears when they were presented with letters of appreciation from DeCA East.

Beth Adams
Store director
Fort Hood II Commissary, Texas



Beth Adams

What are you doing to create a culture of quality customer service for your employees and customers?

I encourage positive and professional interaction between employees and the customers they serve. Many of our customers are





not aware of the great benefits commissaries provide. By interacting with customers, our employees can educate our shoppers about their benefit and make them feel welcome and appreciated, which encourages our them to return to the commissary and make us their store of choice.

Success breeds success. When an employee finds success helping a customer, it will usually make the employee feel good – and encouraged to have more positive interaction with customers.

As a manager, how does building relationships with your employees help lead to employees building relationships with their customers?

Building a solid, positive relationship with my employees takes a lot of work; but we all eventually reap the rewards, as it empowers employees to be the best they can be. They learn that what they do makes a difference and that their voice means something. Mentoring each employee and helping them understand what is expected of them and why they should do it reflects positive images. It gives employees the knowledge and comfort that encourages

more interaction between co-workers and customers. With knowledge and great customer service skills, an employee can build a positive customer relationship. Oftentimes, flashing the customer a smile, giving a friendly hello or spending an extra 10 seconds to interact one-on-one is all it takes.

What are you doing to empower your employees to provide quality customer service?

I believe quality customer service requires a mix of training, positive leadership, mentoring, diversity and the desire to make a difference. A culture that supports quality customer service starts with the supervisor. For a successful outcome, proper behavior and training must be effectively conveyed to each employee. The ambition to achieve great things, pride in one’s work, a strong work ethic and caring about the customer’s needs are the backbone of quality customer service. Every day, I try to model and convey these qualities to my staff so they can blend it with their own customer service beliefs and pass it on to their employees.

Why is it so hard to deliver quality customer service?

We serve customers of different age groups and cultures, often in areas of the world where products they are accustomed to are not available. Regardless of these challenges, our job remains to satisfy our customers with the variety and quality they desire.

Availability of product and loss leaders in local retail stores are some of the challenges we face. We rely on distributors to deliver the products we order, and we rely heavily on vendor stockers and contract workers to stock and rotate products to keep the shelves full and avoid expired products. If they fail, we fail to provide our customer with the quality of service they deserve. This is why a win-win mentality, and working together as partners with our contractors and suppliers, is vital.



Liberty Nito, management support clerk, Parris Island Commissary, S.C. *DeCA photo: Cindy Six*



Phyllis Black
Store director
Cherry Point Commissary,
N.C.

What are you doing to create a culture of quality customer service for your employees and customers?

When a new employee arrives, the first day is spent viewing required videos and completing computer training. Day Two



is my day with the employee. I want them to know that I am approachable, and we have time to get to know each other.

A great deal of our day together is spent reinforcing quality customer service. I show them examples of companies that provide good customer service and companies that provide poor customer service. I take them through the specifics of how to handle an angry customer and how they should respond. I also go through an exercise with them to show them how their words are only about 10 percent of what a customer hears. The customer's perception of what is being said is based on body language, tone of voice, facial expressions, eye contact, etc.

I personally investigate and discuss all customer service complaints with the employees involved, providing refresher training when appropriate. Accountability is key when it comes to quality customer service.

As a manager, how does building relationships with your employees help lead to employees building relationships with their customers?

As I stated earlier, I get a lot of one-on-one time with my employees when they are first hired and continue to stay involved as much as possible. This interaction puts them at ease, and it is a common occurrence for an employee to come to me directly to tell me of an encounter with a customer, either good or bad. I also recognize employees who provide superb customer service frequently through DeCA's award program. The employees understand that I reward for good performance, so they stay on their toes looking for an opportunity to demonstrate great customer service.

What are you doing to empower your employees to provide quality customer service?

I am always open to any and all suggestions on how to improve customer service. We pride ourselves on thinking outside the box to deliver world-class service.



Store Director Phyllis Black, Cherry Point Commissary, N.C. DeCA photo: Ethel Collins

Why is it so hard to deliver quality customer service?

There are many factors at play, such as the diverse culture on a military base, a new generation of employees with different perceptions, the poor economy causing stress to be at an all-time high, and a high turnover of employees.

For quality customer service, employees need to ensure that each customer is their most important priority at that moment. Many times, that is accomplished by being a good listener and respecting the customer. Sometimes it's as simple as making eye contact, smiling, saying hello, asking if you can help or just using the customer's name. These actions all help establish a positive contact that satisfies and pleases the customer, then keeps them coming back to their commissary. ■



hotsales

Bitburg bazaar

Store Director Ron Trimble discusses first-ever commissary holiday market

Q How many years has Bitburg Commissary, Germany, hosted a Christmas Market – what's its history?

A This was the inaugural Christmas Market. Previous merchandising of the seasonal Christmas items was done on the main sales floor using our major display areas; and holiday merchandise was scattered throughout the store, as in most all commissaries. This is where we made our largest impact to our customers, as they could shop almost all their holiday needs in one or two areas instead of having to hunt for them.

Q How soon did you begin brainstorming for ideas?

A The brainstorming began during the late-September setup for the Oct. 1-3 case lot

sale in 2010. Grocery Manager **Victor Cotton** received an e-mail on the early delivery of the seasonal, one-time buys. We had just wrapped up our presentation for the 16th Annual Merchandising Contest, so the brainstorming began from that initial idea from the grocery manager.

Q Who participated in the planning and execution?

A Victor Cotton presented the idea to me for approval in late September. Other members of the grocery department leadership: **Sunie Crusha**, assistant grocery manager, and **Werner Steffen**, storeworker foreman, spearheaded the concept, acquired the materials and talked to the local community regarding participation.

Q How did the team decide what the final themes and display scenes would be?

A The concept featured the entire commissary as the market, with the main event area in the warehouse. The entrance provided the customer's first look, with a winter wonderland with animals. This scene depicted what Santa's preparation looked like in the days leading up to Christmas – animals having fun and Santa roaming the woods for toy materials. The main warehouse theme was derived from research on how Christmas markets originated. Since most historical data links these markets to German folklore, we decided this would be the best way to showcase and market our holiday items. Werner Steffen has a personal contact in his German village who collects nativity scenes and cribs from across the globe. He was willing to come and build three scenes for us to help showcase the event.



Eye-catching displays like this one consolidate seasonal items, enabling customers to shop for all their holiday needs in designated areas. DeCA photo: Joseph Harris

Q What were this year's highlights?

A Highlights included three, full manger scenes; full Santa Claus stage; Girl Scout holiday carolers; face-painting boutique; surrounding sky filled



Left, nearly 6,000 square feet of display area feature seasonal items in Bitburg Commissary's first Christmas Market. DeCA photo: Victor Cotton

with stars; "wall" of candy canes; and a special performance from the top comedic clown of the popular Trier Christmas Circus.

Q What was the total size of the area, and how many stock-keeping units were included?

A We used approximately 4,320 square feet of display area in the main market warehouse and approximately 600 square feet in major sales store display areas. We displayed more than 1,000 SKUs of U.S.-based merchandise and more than 300 offshore acquired – called OSA – locally-procured SKUs.

Q How was the grand opening?

A The grand opening consisted of two parts. First came an internal celebration of accomplishments the day before the opening by DeCA employees and partners who helped set up the displays. The retail grand opening for customers occurred on Nov. 20, 2010, with a ceremonial lighting, prize giveaways and treats for the kids, with the help of our vendor partners.

Q What avenues did you use for marketing?

A For marketing, we used heavy, in-store banners and signage and had announcements that ran each day the store opened. Each department took turns with the responsibility of announcements for that day on the public address system. Within the community, we used American Forces Network Europe radio and television for announcements. The 52nd Fighter Wing posted informational slides to their daily rotation on news and information on the commander's channel and, additionally, it was added to the "pop-up" banner military personnel receive when logging onto their computers. More than 1,000 flyers were handed out

2010 Christmas Market						
December Event Schedule						
SUNDAY	MON	TUE	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Free Turkey Drawing 1000Pr	CLOSED MONDAYS & TUESDAYS		1 Have a joyous Chanukah!	2 Free Turkey Drawing 1000Pr	3 Friday Large Christmas Tin Drawing - 1000Pr	4 **Face Painting** by MEGSTINA 1200-1500 Free Hot Dogs & Christmas Treats 4pm-7pm A beautiful Weihnachtsmarkt der Great OSA Shopping Experience!
5 Brown Sugar Ham Drawing 1700Pr	6 1000-1100		8 Egg Rog while you shop! Who's shopping with a lot of OSA merchandise - 1000Pr	9 Free Turkey Drawing 1000Pr	10 Friday Large Christmas Tin Drawing - 1000Pr	11 German Christmas Cookies & (Kuchen) (Konditorei)
12 Free Hotdogs & Soda! (1200-1900) 1000-1500 Candy Cane Giveaway @ 1500Pr www.osa.com	13 1000-1100	14	15 Free Turkey Drawing 1000Pr	16 Egg Rog while you shop! 1200-1600	17 Friday Large Christmas Tin Drawing - 1000Pr	18 **Face Painting** by MEGSTINA 1200-1500 Free Hot Dogs & Christmas Treats 4pm-7pm A beautiful Weihnachtsmarkt der Great OSA Shopping Experience!
19 **Face Painting** by MEGSTINA 1200-1500 Free Hot Dogs & Christmas Treats 4pm-7pm A beautiful Weihnachtsmarkt der Great OSA Shopping Experience!	20 1000-1100	21 Store Closed 0830-1900	22 Free Turkey Drawing 1000Pr	23 Egg Rog while you shop! 1200-1600	24 Friday Large Christmas Tin Drawing - 1000Pr	25 **Face Painting** by MEGSTINA 1200-1500 Free Hot Dogs & Christmas Treats 4pm-7pm A beautiful Weihnachtsmarkt der Great OSA Shopping Experience!
26 Happy Kwanzaa! Store Open! 0830-1900	27 20	28 Store Closed 0830-1900	29 Christmas Item Specials!	30 Ready for 2011! Social Sugar Ham Drawing 1700Pr	31 Free Turkey Drawing 1000Pr	32 The Bitburg Commissary STORE CLOSED

The store showcased the month's events by displaying a large calendar on an easel at the front of the store.

in the store and placed in the adjoining Army and Air Force Exchange Service facilities.

Q Any "lift" in sales for the featured items?

A Our commissary experienced a big lift in the sales of the OSA Christmas tins and German holiday items. Additionally, we completely ran out of more than 25 U.S. holiday items within the first two weeks of the market. Those items have traditionally been available until at least mid-December. We increased our candy cane order by almost 30 percent, yet we still sold all before Christmas.

Q What does this event do for store – and customer – camaraderie?

A From the very beginning, management and employees shared their interest and



STORE-LEVEL RECORDS

MCLB Albany, Ga.	Dec	3-day produce record sales	\$245,934
RAF Alconbury, England	Oct	Record sales day	\$42,000
NBK Bangor, Wash.	Dec	Record sales	\$2.8 million
Camp Courtney, Okinawa	Oct	Produce record sales	\$76,239
Camp Lejeune, N.C.	Oct	Sunday record sales	\$193,511
Chièvres, Belgium	Sep	Record sales day	\$74,000
Edwards AFB, Calif.	Oct	2-day meat record sales	\$8,660
NAS Fallon, Nev.	Oct	Record sales day	\$48,663
Hanscom AFB, Mass.	Oct	Record sales day	\$123,547
JB Pearl Harbor-Hickam, Hawaii	Dec-Jan	3-day record sales	\$584,776
Holloman AFB, N.M.	Nov	Record sales day	\$77,000
NAS Jacksonville, Fla.	Nov	Agency meat record sales	\$572,976
Kelley Barracks, Germany	Oct	Record sales	\$204,978
	Nov	Record sales, record sales day	\$231,516; \$18,486
	Dec	Record sales	\$247,000
JB Lewis-McChord, Wash.	Dec	Produce record sales day	\$23,809
Minot AFB, N.D.	Dec	Record sales	\$1.3 million
NS Norfolk, Va.	Oct-Nov-Dec	Record sales	\$4.6, \$4.4, \$4.7 million
JB Pearl Harbor-Hickam, Hawaii	Oct-Nov	3-day record sales	\$978,888; \$889,518
	Dec	Meat record sales, 2-day seafood record sales	\$899,143; \$33,478
NB San Diego	Oct	All-time record sales day	\$440,175
Ramstein AB, Germany	Sep	Deli-bakery record sales	\$153,121
	FY 10	Record sales	\$60 million
	Dec	Record sales, daily record sales	\$5.4 million; up to \$257,000
Robins AFB, Ga.	Dec	All-time record sales	\$3 million
Schofield Barracks, Hawaii	Dec	All-time record sales day	\$331,507
Spangdahlem, Germany	Oct-Nov	Deli record sales, record sales	\$2,000; \$1 million
	Dec	All-time record sales day	\$69,117
Vicenza, Italy	Nov	Record sales day	\$77,833
Vogelweh, Germany	Oct-Dec	Deli-bakery record sales increase, record sales day	19%; \$5,199
Wiesbaden, Germany	Dec	Record sales day, produce record sales day	\$121,218; \$10,497 ■

Bitburg bazaar ...

volunteered their time. I can remember walking into the area where we were building the Christmas Market when it was just starting to take shape, and tears came to my eyes at the progress and projection of the true spirit of Christmas. I could see what our team was accomplishing, and you could see the sense of satisfaction on their faces.

The response was overwhelming! We had customers returning solely to visit the market; and you could hear children telling their parents, "Let's go to the Christmas Market," as they were coming through the entrance to the store. On at least two occasions, customers had tears of joy streaming down their

faces as they expressed their appreciation for the display. Many relatives from the United States visiting families here praised the entire store setup.

As for most employees, this experience was a perfect motivator and example of how we can make another difference in our patrons' lives by caring and making their routine actions in life enjoyable. This was the first experience they have had in helping to execute a project on such a massive scale. The teamwork was immense! Seeing and participating in the growth of the market from its inception to the accolades from customers brought a great sense of pride and confidence in how their performance impacts DeCA as a whole. ■



Festive fowls

Larger-than-life turkeys dominate displays for Thanksgiving dinner items



Bitburg Commissary, Germany, features a giant inflatable turkey in this apple juice display, cross-merchandized with instant spiced cider. DeCA photo: Joseph Harris



Keesler Commissary, Miss. highlights fresh sweet potatoes in this papier mâché turkey's cart. DeCA photo: Dee Gannon

Right, Hannam Village Commissary, South Korea, offers the customer one-stop shopping for Thanksgiving dinner side dishes. DeCA photo: Chom Im Kimble



Six-figure on-site sales

Six commissaries host 'six-figure' events in first quarter

Fort Gillem, Ga., at Atlanta	Nov 10	\$248,649
Fort Bragg South, N.C., at Charlotte, S.C.	Nov 10	\$179,451
MacDill AFB, Fla., at Miami	Oct 10	\$164,000
Eglin AFB, Fla., at Mobile, Ala.	Oct 10	\$112,580
Malmstrom AFB, Mont., at Fort Harrison, Mont.	Nov 10	\$104,611
F.E. Warren AFB, at Nebraska Army National Guard	Oct 10	\$103,189
Little Rock AFB, Ark., at Camp Robinson, Ark.	Oct 10	\$102,000



Special Olympians, seated in shopping carts, prepare for a scavenger hunt with Marine Corps Air Station Cherry Point, N.C., Marine teams to push them. DeCA photo: Phyllis Black



Special Olympian Andy Delafield joins Marine Corps Air Station Cherry Point, N.C., Marines in push-ups following a two-and-a-half mile run. Delafield qualified for Team USA and will participate in the 2011 Special Olympics Summer Games in Athens. U.S. Marine Corps photo: Lance Cpl. Cory Polom



outreachpros

Cherry Point goes for gold

Commissary hosts Special Olympics star athletes

For **Cherry Point Commissary**, N.C., hosting an annual Special Olympics event on Jan. 5 reflected far more than just the display grand prize it has won for three consecutive years from Procter & Gamble.

It represented a team effort celebrating the achievements of special athletes – children and adult athletes with mental disabilities who rejoice in their day in the limelight with participating Marines and commissary employees.

“Some people have no idea what these events are all about,” said Store Director **Phyllis Black**. “These

competitors work hard to compete, and they train just like Olympic athletes.”

Black said that though she has hosted an event at Cherry Point for six years, she has held them at all the commissaries she’s served as store director for at least 10 years.

“I couldn’t do an event of this magnitude without the support of the base commander and all the fine Marines and sailors who volunteer their time to assist me,” she said. “I have a small staff of people in the commissary who take care of all the background things, such as setting up the tables and getting the scavenger hunt list together.

On the day of the event, however, having the support of the Marines and sailors is invaluable to me. Not only do they help out with the athletes, but they provide such a huge amount of encouragement to them. Knowing that someone outside their family cares so much for them and wants them to succeed has so many benefits than any of us could ever imagine.”

This year’s event showcased three of the competitors who have been chosen to join Team USA to compete in the summer games in Athens: Amanda Bass, Andy Delafield and Monica Hernandez. Thirteen athletes took part in contests including turkey bowling, pie eating and a scavenger hunt. ■



Cherry Point Commissary, N.C., Store Director Phyllis Black, left, and Grocery Manager Jozette Stewart, right, congratulate Monica Hernandez, one of the Special Olympics athletes. *Courtesy photo*



getsmart

Going Green

DeCA Environmental Management System team

Beep-beep-beep ... Your morning alarm rings, and it's time to get ready for work. You hop in the shower, grab a cup of coffee and jump in your car for the quick ride to the commissary.

It's only been an hour, and the morning routine is complete. Hey, wait! Have you ever considered how much your morning routine impacts the environment?

In the time it took you to shower and brush your teeth, you used more than 30 gallons of water. The coffee beans used in that cup of coffee took more than 37 gallons of water to produce, and that gallon of gasoline used in driving to work released more than 20 pounds of carbon dioxide into the atmosphere. If what you did on your way to work impacted the environment to that extent, imagine the effects of what you do during the rest of your day!

DeCA's footprint

Similar to your daily routine, DeCA's daily operations at commissaries worldwide have an impact on the environment. In support of its commitment to environmental protection, DeCA has implemented an environmental management system designed to limit the organization's environmental impact.

Each commissary remains focused on important initiatives addressed in the EMS, including solid waste management, energy and water conservation, and green purchasing. Your hard work and dedication to these environmental initiatives are critical parts of DeCA's continued success in protecting our environment.

Personal impact

To further protect the environment at work and home, it's important we recognize the impact our daily habits have on the environment. The products we use often require a significant investment of energy and resources to create; they may require the

use of even more resources to dispose of once they are used.

Let's take that cup of coffee as an example. In addition to the land, water and energy needed for growing the coffee beans, additional resources are used for company offices, packaging materials and transportation of the processed coffee. Starting to get the idea? What once seemed like a small cup of coffee may now seem a whole lot larger.

Little things add up

So, you ask, what can I do to make a difference? There are plenty of opportunities to reduce your environmental impact at work and at home. Let's start at the commissary, where your daily actions and behaviors play a significant role in minimizing DeCA's environmental impact:

- **Follow your commissary's recycling program.** Not only does cardboard recycling reduce waste, but it also generates revenue for commissary improvements. Recycle at home, too, if your city or county offers a recycling program.
- **Keep doors closed when not in use.** Propping doors open lets hot or cold air out of the building, increasing costs for heating or cooling air within the store.
- **Where feasible, minimize wash water by sweeping with a broom first.** Sweeping the area removes dirt, grease and oil, reducing the amount of water required to get floors and counters clean. Also, disposing of these materials before cleaning with water reduces the amount of pollutants discharged as wastewater.
- **Use a reusable cup or mug throughout the day.** Washing a reusable cup saves energy and reduces waste compared to frequent use of paper, plastic or foam disposable plastic foam cups.



From coffee cups to commissary cardboard, environmental impact reflects daily habits

Commuting tips

Taking these recommendations to heart and encouraging your co-workers to do the same is a great first step in supporting DeCA's EMS and reducing your environmental impact at work. Now let's take a look at how we can improve your commute to and from work:

- **Consider walking, riding a bike or using public transportation.** Finding an alternative to driving to work can save money, reduce fuel consumption and could benefit your health.
- **Set up a carpool or car-sharing program.** If you can't bike or walk to work, carpool with co-workers. You can save money and mileage by alternating driving responsibilities each day.
- **Drive smart and observe the speed limit.** Speeding, quick lane changes, fast acceleration and rapid braking can waste gas and reduce mileage by as much as 33 percent.
- **Monitor your tire pressure and fill as needed.** Low tire pressure not only wastes gas, but it also creates hazardous driving conditions, putting you and your passengers at risk.
- **Wash laundry in cold water.** As much as 90 percent of the energy consumed when washing clothes goes directly into heating the water.
- **Install low-flow aerators.** Low-flow sink and faucet aerators can reduce home water consumption by as much as 60 percent.
- **Buy environmentally friendly and recyclable products.** Reducing waste by recycling used packaging makes a big difference in minimizing landfill waste. Information on how to buy environmentally friendly and sustainable products is readily available online, so do some research before your next grocery trip.
- **Make a compost pile.** Composting not only eliminates yard and kitchen waste, it also provides much-needed organic matter for the soil that will keep your garden looking green.
- **Unplug unused electronics.** The average home spends more than \$100 per year powering devices that are turned off but plugged in. To reduce your spending, start by plugging equipment into a power strip and turning it off when not in use, particularly while at work and at night.
- **Buy locally manufactured groceries or other products whenever possible.** Buying local products eliminates the energy consumed by transporting goods all over the world. It also helps the local economy.

Home energy savings

At last we find ourselves at home, where Americans generate a majority of their energy, water and waste impacts. Making simple changes in how you live at home can result in big benefits for you and the environment. Here are a few ideas to get you started:

- **Save energy and money by setting your thermostat 2 degrees higher in the summer and lower in the winter.** Each degree you change your thermostat setting can result in as much as a 3 percent reduction in your energy bill.

Now that you are thinking green, try using these ideas to reduce your environmental impact at work and at home. With a little research and a lot of creativity, you will find there are plenty of other opportunities to positively impact the environment throughout your day. ■



CAUTION

Ten key indicators of potential terrorist-associated, inside threats to DeCA

- ⌘ Advocating violence, the threat of violence or use of force to achieve political, religious or ideological goals.
- ⌘ Advocating support for international terrorist organizations or objectives.
- ⌘ Providing financial or other material support to a terrorist organization or to someone suspected of being a terrorist.
- ⌘ Association with or connections to known or suspected terrorists.
- ⌘ Repeated expression of hatred and intolerance of American society, culture, government or principles of the U.S. Constitution.
- ⌘ Repeated browsing or visiting Internet websites that promote or advocate violence directed against the United States or U.S. forces, or that promote international terrorism or terrorist themes without official sanction in the performance of duties.
- ⌘ Expressing an obligation to engage in violence in support of international terrorism or inciting others to do the same.
- ⌘ Purchasing bomb-making materials or obtaining information about the construction of explosives.
- ⌘ Active attempts to encourage others to violate laws, disobey lawful orders or regulations, or disrupt military activities.
- ⌘ Family ties to known or suspected international terrorists or terrorist supporters. (*DeCA Security*) ■



Best practices

Thirteen stores out of 39 inspected in fiscal 2010 garnered best practice recognition for notable ideas. The inspector general team identifies practices and strengths during their unannounced inspections, sharing them with DeCA and store leadership.

Inspection reports are posted in public folders under “Store Library,” then “Office of the Inspector General,” then “FY 2010 Reports.”

Andrews Commissary, Md. (June 28-30, 2010)

Deli case display layout

Purpose: Deli manager developed case layouts for seven meat and cheese display cases.

Use: Layouts contained the price look-up code for every item along with the location of the product. Products displayed on shelving and in the “well” corresponded to actual locations depicted on the schematic. When a customer requests a particular item, the deli worker knows exactly which case contained the product.

Result: Increases patron satisfaction by shortening wait time.

Camp Pendleton Commissary, Calif. (March 29-31, 2010)

Material handling equipment safety reminder

Purpose: To remind powered industrial truck operators to perform preoperational safety checks at the beginning of each shift.

Use: Used in conjunction with safety checks, the store director created a small sign that gives the start times

Inspector general team selects top initiatives during fiscal 2010 visits

of each shift. The sign is attached to the forklift pouch that contains the DeCA Form 30-105, Vehicle/MHE Operational Certificate.

Result: Increased compliance rate.

Dyess Commissary, Texas (Feb. 24-25, 2010)

Employee recruitment

Purpose: To reach students and other untapped resources from outside the agency.

Use: Store management created a bulletin board containing a host of questions, answers and facts about working for DeCA. This information is located in the commissary entryway.

Result: Fresh talent gained via growing awareness of DeCA career opportunities.

Fairchild Commissary, Wash. (Sept. 8-9, 2010)

Monitoring grocery product with expiration dates

Purpose: Store director developed a system to help ensure that expired product is removed from display.

Use: A chart was created for the grocery department to track certain sections of the store once a week and other sections once a month. When an item is found that will expire within a week or month, it



Left, student store associate Jacob Ury, Dyess Commissary, Texas, checks out the store’s employment bulletin board designed for interested job seekers. DeCA photo: Garry Warrix



is annotated on a wall-size calendar maintained in the management support center. Grocery personnel check the calendar at the end of each day and pull items that have expired.

Result: Increases patron satisfaction by ensuring no expired items are offered for sale.

Fort Hood II Commissary, Texas (Feb. 22-23, 2010)

Enhanced front-end audit worksheet

Purpose: To review additional front-end transactions susceptible to fraud.

Use: Store administrator developed a front-end audit worksheet addendum that gives managers a broader view of customer service department personnel actions performed. The monthly worksheet looks at:

- (1) Refund transactions, counting line items instead of transactions;
- (2) Void transactions, indicating the number of void transactions completed in a month; and
- (3) Line-item voids, showing if cashiers are scanning then voiding the line item.

Result: Greater visibility of potential fraudulent actions.

Lajes Field Commissary, Portugal (May 13-14, 2010)

Bilingual posters and signs

Purpose: All posters and signs are bilingual for increased customer service.

Use: The staff and management makes a second set of posters and signs to reflect the local Portuguese language.

Result: This assists all employees to become more customer service oriented.

Lajes Field Commissary

Price verification and label maintenance form

Purpose: Staff and management developed a price verification and label maintenance form that includes the aisle, date, number of items scanned – secured by printing a report of all items scanned from the handheld terminal – number of errors and name of the individual who completed the scan.

Use: The total store label count is compared with authorized items for the store in an effort to ensure that all items have been scanned. The report also provides a section on percentage of errors against items scanned. Another section of the report is set up for end caps and promotions by week.

Result: Timely information to store management.

Lajes Field Commissary

Innovative merchandising decorations

Purpose: Creating inventive merchandising displays.

Use: Using plastic packing material received with pallets, merchandisers construct attention-grabbing displays.

Result: Increased sales and patron satisfaction with eye-catching displays at no additional cost.

Lakehurst Commissary, N.J. (March 24-25, 2010)

Grocery markdown universal product codes

Purpose: For employees connected with the grocery “clearance corner” process.

Right, Lajes Field Commissary, Portugal, creates unusual displays like this one, from Halloween 2010, using packing material received with goods. Storeworker Kyle Roland designed the display.

DeCA photo: Teresa De Jesus





Staff at Parris Island Commissary, S.C., wear their team jerseys on Sundays during the regular season. DeCA photo: Jarvis Hamilton

Use: Grocery salvage is scanned for item pricing and markdown labels, similar to meat or produce labels, then generating a unique “salvage markdown” label containing a UPC.

Result: Zero defects in product price reductions and zero calls to customer service for price checks resulting from illegible labels or questionable pricing.

Lakehurst Commissary

Labeling individual fresh meat sub-primals

Purpose: To better assure recording pack date and expiration date of sub-primals.

Use: Due to low sales volume in a small store, only one sub-primal from a full case of boxed beef can be used at one time, so the store labels all case sub-primals to coincide with the pack date at the beef processing plant. The expiration date is aligned with the contract criteria, such as 28 or 35 days.

Result: Helps ensure proper rotation so that shelf life expiration dates are not exceeded.

Parris Island Commissary, S.C. (April 26-27, 2010)

Employee morale and esprit de corps

Purpose: The store director implemented two morale-building actions.

Use 1: During the National Football League season, employees, baggers and vendor stockers are encouraged to wear a favorite team jersey on Sundays. Customers have also embraced the idea, as many shopping on Sunday also wear their team jersey, creating a “fun” shopping experience for customers and employees.

Use 2: Wearing T-shirts with a screen print of the DeCA logo on the front and “The Commissary – It’s Worth the Trip” on the back. Employees can voluntarily order shirts, choosing from 52 colors, at a personal cost of \$8.10 each. The day of the inspection, at least 15 employees and managers were attired in these shirts. Many baggers have also purchased shirts showing their support as well.

Result: Employees have proudly referred to this as being “DeCA-fied.” One 25-year employee said it is a “joy” to come to work.





Peterson Commissary, Colo.
(July 13-14, 2010)
Purchase card prior approval request

Purpose: Approving officials know who is recommending the purchase, and the requestor is not involved in the receiving of the requisition.

Use: The supply clerk at the commissary “overstamps” the DeCA Form 10-16, Purchase Card Prior Approval Request, with the word “requestor” and date.

Result: Increased compliance rate.



Parris Island Commissary, S.C., staff sport DeCA logo T-shirts with the motto, “It’s Worth the Trip” emblazoned on the back. *DeCA photo: Edwin Williams*

Robins Commissary, Ga.
(April 22-23, 2010)
Locally devised shelf label and price file mismatch form

Purpose: For cashiers to record mismatches between scan prices and shelf labels, and record unauthorized items in the store files.

Use: Once documented by front-end personnel, the form is forwarded to computer operators who make the necessary corrections to the scanning and label production files.

Result: Greater file and shelf label accuracy.

Rota Commissary, Spain (May 17-18, 2010)
Universal product codes for items purchased by U.S. Navy ship supply officers

Purpose: To improve on cash register tapes that don’t provide sufficient information for supply officer records while on unscheduled stops in Rota.

Use: Using the hand-held label printers, store personnel scan and print bar code labels, which are attached to a sheet of paper. The labels are easily scanned at the registers. This makes checkout easier for large and bulky items. The ship’s supply officer then keeps the printed labels to input into the naval accounting system, which must be done by line item, much like government purchase card transactions.

Result: This system provides adequate justification for the payment issued to DeCA.

Signonella Commissary, Italy (May 12-13, 2010)
Staging area for items with missing shelf labels

Purpose: For night stockers and vendor stockers to have a designated collection area for items they stock that are missing a shelf label.

Use: Items are placed in a shopping basket located at the front end of the store. First shift scanning personnel scan the items, then print and hang the shelf labels prior to store opening.

Result: Greater accountability for products on the shelf, resulting in customer satisfaction in knowing the price of an item.

Smokey Point Commissary, Wash. (Sept. 15-16, 2010)
Checking expiration dates

Purpose: In an effort to provide only fresh product for customers, the store director has two employees dedicated to work Monday, a closed day, to review all store merchandise for out-of-date items or closely dated items.

Use: Store management developed a map of the display floor, and when a section is checked, it is marked “completed” with the date. If an item is found within two weeks of expiring, the employees mark the shelf label in red with the date it expires. When management walks the sales floor in the morning, they are able to easily identify items that are expiring that day and pull them off the shelf.

Result: Increases patron satisfaction by ensuring no expired items are offered for sale. ■



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

Osan

Our family arrived at Osan Air Base, South Korea, in August 2010. We are 20-plus years into our adventures in the Air Force life. I congratulate you on a fantastic commissary that is a pleasure to visit. Although space may be limited, **Osan Commissary** provides the comfort of familiar American favorites and has introduced us to new flavors that are uniquely Korean. We especially love the ever-changing array of wonderful regional fruit: Asian pears, jumbo white peaches and black grapes have been such a treat. The gracious representatives handing out samples are a charming welcome to the store. Each time I shop, the facility is sparkling clean, and the merchandise displays are never less than perfect. From the stockers to the checkout clerks to the baggers, your team shows real pride in the service they provide. Please pass along our thanks to everyone at Osan Commissary.

Robyn Matthews

Hurlburt Field

John Newberry, meatcutter at **Hurlburt Field Commissary**, Fla., trims and cuts meat perfectly to my specifications every time. I could not ask for a better butcher. I only wish we could tip this kind of service. *Master Sgt. Chris Grounds, U.S. Air Force*



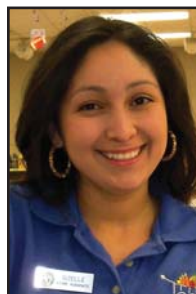
John Newberry

Fort Lewis

Denise Rocker in customer service at **Fort Lewis Commissary**, Joint Base Lewis-McChord, Wash., was very helpful when I approached the customer service office for product return. She was courteous

and handled the transaction in a prompt, efficient manner. I appreciate her efforts in making my visit a smooth and quick one, especially on a busy payday weekend.

Jenn DeBellis



Gizelle Cardiel

Port Hueneme

I have lived and worked all over Europe as a Department of Defense civilian, and I've visited many commissaries around the world. Recently I was visiting **Port Hueneme Commissary**, Calif. I was incredibly impressed by **Gizelle Cardiel**, who checked me out. Not only was she incredibly well-mannered, but she was also very upbeat,

courteous and conscientious. She even asked if I had found everything I was looking for with no problems. While she might have cared less, she certainly appeared genuinely concerned and ready to help. Ms. Cardiel gave the impression she was happy to be at work and doing her job, and invested in making sure my shopping at her commissary was a great experience. She was a polite and lovely young woman, and I felt I owed it to her to let you know what a great job she is doing.

Lezli Rust

Wright-Patterson

I went to **Wright-Patterson Commissary**, Ohio, to shop for groceries and other household items. In the produce section, everything looked fresh – except for the broccoli. Storeworker **Terry Preston** was the only produce person on the floor at the

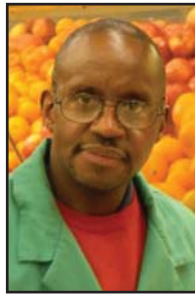


(Letters are edited for length and clarity.)



time, and he looked quite busy with a loaded cart of produce. I approached him about the broccoli, and he immediately stopped what he was doing, checked the broccoli and brought fresh broccoli out, which satisfied my needs. He could have made a number of excuses, but I was impressed at his willingness to assist me. I visit the commissary two or three times a month, and this is not the first time Terry has helped and answered questions I had about produce. This is my way of saying “thanks” to Terry for the fine service rendered and his great attitude.

Larry Greene



Terry Preston



James Harkins

Lajes Field

I'm with Electronic Attack Squadron 137, based at Naval Air Station Whidbey Island, Wash. We had a stopover at **Lajes Field**, Portugal, and we stopped by the commissary. I met Deputy Store Director **James Harkins**, a retired Navy senior chief. He took the time to show us around the store, and you could tell he really enjoys working there.

Most all of the customers knew him and stopped to ask him questions. He really took care of us as if we were part of the base. I think this is special and wanted the people in charge of commissaries to know what an exceptional individual they have working for them. Not because he is prior Navy, but because you can tell he enjoys what he does, and he is willing to take the time to take care of the customer, no matter what branch of service.

Lt. John Caption, U.S. Navy

Moody

Moody Commissary, Ga., employees are just super. I really enjoy shopping at the store. Cashier **Margaret Starling** is extremely helpful at the express checkout lines. She has helped me with product locations and coupons. She is kind and professional – she always has a smile on her face. I'd also like to recognize the produce department. **Vera Dunk**, produce manager, and **Willie Brooks** and **Willie Jackson**, storeworkers, are great employees. They are always willing to help with finding and checking for more produce. Thank you for recognizing the outstanding support of these employees.

Catherine Welsh



Gussie Beatty

Air Force Academy

I compliment both cashiers **Gussie Beatty** and **Janelle Follett**. I have been shopping at **Air Force Academy Commissary**, Colo., for about 30 years. I always hope that I will be fortunate enough to have either one of them check me out. They both always have a smile, ask if I found everything I was looking for and wish me a good day when I leave. I am 80 and the widow of an Army colonel who fought three wars and gave 33 years to keep our country free. At the many bases we lived and the many commissaries where we shopped, I can honestly say that I wouldn't trade Air Force Academy Commissary for any other.

Joyce Campbell

Los Angeles

On Sunday morning while I was shopping in **Los Angeles Commissary**, my son accidentally locked my keys in my car. The base police could not help me, so Store Manager **Jay Littleton** offered to help. If it were not for the kindness of Mr. Littleton, I really do not know what I would have done. This was the first day of a horrible heat wave in Los Angeles, and my recently purchased food would have been ruined. I sincerely thank Mr. Littleton for being a lifesaver in my time of need.

Petty Officer 2nd Class Nikki Baker, U.S. Navy



Jay Littleton



Janelle Follett

Portsmouth

I recently made major purchases at **Portsmouth Commissary**, Va., and would like to compliment your staff for the excellent service I received. Customer Service Manager **Marissa Santiago** provided general assistance and was very helpful. Produce Manager **Patricia Vass** is to be commended for her timeliness, courtesy and overall assistance. She exceeded my expectations and certainly is an asset to your organization.

Chief Petty Officer Joseph Caragliano, U.S. Navy



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

March

I met **Sue Riordan, March Commissary**, Calif., as she was stocking shelves. I was looking around like I couldn't find something, and she asked if she could help. Long story short, they had run out of baked baguettes, and the only thing on the shelf were the heat-and-bake kind. Sue offered to pop two in the oven for me if I had 10 minutes. I said yes, and she did. What impressed me was that although she was stocking shelves, she looked around to study customers and see if she could help. She was extremely pleasant throughout and suggested I have a free sample of coffee and a chair while I waited. As soon as the bread was out of the oven, she bagged and tagged it and brought it to me where I was sitting. She's an extremely nice lady and a good example of an employee who enjoys her job and is willing to take the extra step to satisfy customers.
Col. William Swigert



Sue Riordan

Fort Polk

I came into **Fort Polk Commissary**, La., and was trying to hurry to get items for a birthday party at the last minute. I didn't want to wait for a regular checkout cashier; I wanted to try the self-checkout line. So I went into the self-checkout and needed some help with it. There was a young lady by the name of **Demetria Quarles** who asked if I needed some help. I told her "Yes, dear, I'm here in a hurry and just wanted to go." She was kind and polite in helping me use the self-checkout area. I never had anyone be that kind to me with no problem. It was very simple to her but difficult to me. She didn't make me feel inadequate, but she made confident with all this new technology. I think all your employees should have the same intuitive spirit that she does to make everyone's shopping experience relaxing. Thank you.
Tanya Stuart



Demetria Quarles



Frank Hart

U.S. Africa Command, U.S. Navy

Kelley Barracks

Kelley Barracks Commissary, Germany, is an absolutely superb commissary. The store director, **Frank Hart**, is customer-focused and exceptionally responsive to our community needs. He and his store are outstanding!

Vice Adm. Charles Leidig, U.S. Africa Command, U.S. Navy

Camp Pendleton

I want to formally express my gratitude to General Manager **Jennifer Smith** and Store Director **Scott Hill, Camp Pendleton Commissary**, Calif., for their continued support with our Marine Corps Community Services Semper Fit Health Promotion program. Ms. Smith has done an excellent job in helping vendors provide healthy fruit, vegetable samples and smoothies from the commissary to our active-duty population at fitness facilities aboard Camp Pendleton. Ms. Smith and her team have done a superb job in promoting the importance of eating fruits and vegetables to patrons they come in contact with during our healthy eating events.



Scott Hill



Jennifer Smith

Their presentation is flawless and appreciated by all. The patrons at the fitness facilities are also consumers at the commissary and acknowledge the fact that the commissary is here to serve service members and their families. They are appreciative that the monetary values of the food samples that are given are affordable. Again, thank you for your continued support, and I look forward to collaborating again in the very near future.

Michelle Gifford, Health promotions coordinator





Cherry Point

We would like to express our heartfelt gratitude for all the great deals and sales at **Cherry Point Commissary**, N.C. It is through this effort that my family was able to put together 30 grocery bags for the senior citizens at the Harlowe Senior Center this past Christmas. Each bag contained 11 items, including a box of cereal, crackers or cookies, mashed potatoes or stuffing, corn bread mix, a can of tuna, Vienna sausages, beans, toothpaste, soap and two packs of ramen noodles. In this bleak economy, we are very blessed to be able to share these foods and spread the real meaning of Christmas – sharing! We sincerely appreciate you and your staff for all your hard work. We look forward to more great deals and sales so we may continue to do this again this year.

Jack (retired), Joy, Jacklyn and Jackson Sarisun, U.S. Army

Schofield Barracks

I go to the **Schofield Barracks Commissary**, Hawaii, about three or four times a week. **Michelyn Kea** is one of the cashiers I remember simply because of her great customer service. I have worked in customer service for more than 10 years, and when I am in front of Ms. Kea, she presents herself as an expedient, professional and courteous employee. DeCA should be proud to have Mrs. Kea on their team. If more employees in customer service presented themselves as Mrs. Kea does, there would be a lot more satisfied customers.

Pamela Rengil

Chièvres

I have always had such wonderful service from everyone here at **Chièvres Commissary**, Belgium. One – **Cherylee Best**, sales store checker – I consider a friend now. Cashier **Charles Hennebert** is also wonderful; he is such a gentleman. He knows that I have nerve damage, and today, even though he was not checking me out, he scanned the fire logs for me so that I would not have to lift them and could send them on to the bagger to lift. Everyone here is great – checkers and baggers!

Barbara Humphrey



Michelle Reeder

Peterson

I have gone into the **Peterson Commissary**, Colo., on numerous occasions and tried to find a product that was missing from the shelves. **Michelle Reeder** is the best employee that I have met at the commissary. She is never too busy to help you and goes out of her way to find the product you are looking for. Thanks for having

her working at Peterson Commissary. It makes my visit much more enjoyable.

Tim Bargy

Yongsan

Thank you again for your assistance when the four of us came to **Yongsan Commissary**, South Korea (for Air Force One during the president's visit). It was a huge help and greatly enhanced our ability to accomplish our mission. I was running that particular trip, and the need to find a nearby commissary that was open was a necessity. For you to open up for us, even though you were closed that day, was a great help and much appreciated.

Tech. Sgt. Ryonn Taylor, U.S. Air Force

Keesler

I commend several personnel at **Keesler Commissary**, Miss. Store Manager **Kelly Brody's** positive, friendly, helpful service reminds me of the old family grocery store, where people bent over backwards to assure quality food, service and a sense of community establishment that people could count on. He always greets me and others with a smile. Storeworker **Gail Andrews'** friendliness and ready response to any questions I have demonstrates a concerned effort to assist retired vets in every way. She always greets



Mike Alley



Gail Andrews



Violet Barrett



Luzia Kountz



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

me and is quick to point out sales. All those young sales store checkers such as **Violet Barrett**, lead storeworker **Misty Helton** and everyone on the self-checkout lines; store associate **Luzia Kountz**; storeworker **Mike Alley** and countless others make shopping at the commissary not only a rewarding experience but a weekly activity not to be missed. Thank you all for serving America's best – our country's warriors in defense. God bless you all and thank you for your service.

Master Sgt. Nathan Webb, U.S. Air Force (retired)

Bolling

Suzanne Kanya, store associate at **Bolling Commissary**, D.C., is the nicest cashier I have encountered since I have been coming to this commissary. She greets all customers with a smile; she is always willing to help anyone; she speaks to all customers. She makes my shopping experience at this commissary more enjoyable. I am a frequent visitor to this commissary. I am there at least five times a week. Sue is one of the main reasons I still frequent this commissary. Sue should be commended for her highly professional customer service attitude. Thank you.

Leslie Robinson Jr., U.S. Navy (retired)



Suzanne Kanya

Heidelberg

Wow, what a fantastic lady. **Katharina Grey**, sales store checker, at **Heidelberg Commissary**, Germany, was very helpful and extremely pleasant this morning when I used the self-checkout lane. She took personal interest in expediting my process and went the extra mile to make sure I was well taken care of while scanning my items. Thanks for having such a wonderful lady in your employ!

Greg Fobell



Katharina Grey



Toni Prowls

Jacksonville

After dropping my wife off to work early one morning, I noticed the **Jacksonville Commissary**, Fla., appeared to be open. After asking one of the vendors who was there replenishing stock, and finding out it was, I began my shopping. I proceeded to the checkout area and was approached by **Toni**

Prowls, sales store checker. She explained to me why the store opens early, the number of items allowed during one's visit, and the store's policy in regards to enforcing the rules during the early shopping hours. The thing that most impressed me about her approach was the professionalism provided to all customers. Although some of the customers appeared to be irate due to the limit placed on the items one could purchase at that time in the morning, she maintained a courteous, professional demeanor as she explained and enforced the rules. I thank you for having employees such as Ms. Prowls. She makes shopping at the commissary that much more pleasant. I shop at various commissaries and have done so for more than 20 years, and never have I taken the time to let you know of the outstanding professionalism rendered by one of your employees. For some reason, I really felt compelled to do so. *Petty Officer 1st Class Percy Williams, U.S. Navy*

Key West

I have been to the **Key West Commissary**, Fla., a few times over the years in my travels. **Lydia Rivera** always greets me with a big smile. Lydia is so warm and sincere in the way she cares about how I have been. It's like I go to the commissary every week! I wish every commissary had someone like Lydia, not just to greet me but every customer

with the passion she has to make everyone feel welcome. Lydia goes out of her way to make every customer feel unique. I wanted to recognize Lydia for the outstanding job she does. Thanks. *Petty Officer 2nd Class Japheth Marote, U.S. Coast Guard*



Lydia Rivera





Seymour Johnson

We have been at **Seymour Johnson Air Force Base**, N.C., for about seven months now, and I typically shop the commissary at least once a week. I have always had very good experiences at this commissary; the store is clean and well organized, and the customer service is great. However, one employee in particular always makes my visits even better. Without fail, **Shatara Cox**, store associate, is always friendly, with a smile and a bit of conversation at the checkout lanes. She is also precise and very efficient but never makes me feel like she is rushed to get me out the door. Shatara's personable interactions with me, fellow associates and baggers today reconfirmed my need to recognize her. Thanks for making my grocery shopping experience that much more enjoyable! Keep up the great work!

Karyn Black



Shatara Cox

courteous, polite and stayed smiling until we were done.

Brandon Wilson

Fort Gillem

I want to acknowledge the actions and effort of an employee working at **Fort Gillem Commissary**, Ga. First, I should tell you that this centers around my son, who was hired by Fort Gillem Commissary last August after returning from Iraq. My son is a disabled veteran who, like a lot of veterans of Iraq



Phyllis Chenault

and Afghanistan, is dealing with mental health issues. Unfortunately, my son had to resign from his position in December of last year due to his mental health worsening. But, as a father and a retired veteran, I was very much impressed with the actions taken by Produce Manager **Phyllis Chenault** in support of my son. Her caring attitude and deep concern for all employees, as well as our wounded warriors, is very much appreciated. I visit the commissary on a weekly basis, and on every visit, she takes the time to ask about the health of my son. I have a combination of 30-plus years working for the government, and I can tell you that Ms. Chenault is the epitome of one who strives for excellence while taking care of those who have served or continue to serve this great nation. In closing, as the day draws near for our base to close, I can only look back on the excellent services that it provided for many retirees. I will have a special thought in my heart for Ms. Chenault and wish her only the very best.

Sgt. 1st Class Gary Burkeen, U.S. Army (retired)

Minot

This is the best way I can think of to thank **Bob Greene**, the store director at my **Minot Commissary**, N.D. A few weeks ago, I asked if I could special order a product that they stopped stocking. He told me he would find out and get back to me. A few days later, he called to tell me that instead of doing a special order he put in a request to restock the item. I finally got around to shopping today, and I noticed the item already on the shelf. Needless to say, I was very excited! Anyway, I just wanted to express my appreciation. I hope this in some way can get back to him to let him know we appreciate the job he is doing at our commissary.

Valerie Zotto



Bob Greene

Langley

I have served more than 10 years in the military, and I have never been to **Langley Commissary**, Va., and received such wonderful customer service like I have the other night. This young lady was extremely patient with me and my family, even though the commissary was closed. She wasn't rushing us or rude at all. She took her time with us, and I would have thought that we were her first customer of the day! I would absolutely love to have more shopping experiences like this one. **Clarisse Wilson**, cashier, does an outstanding job working with our military families. She was

Schinnen

I recently placed an order at **Schinnen Commissary**, Netherlands, for 90 pounds of pork roast for a Cub Scout event. I would like to thank the meat department for their superior service in all aspects of the ordering process. I placed the order in person, and the employee was very helpful and kind. When I picked up the order approximately 10 days later, a different employee helped me and, again, was very helpful and kind. I am very satisfied with my experience at the Schinnen Commissary and the meat department. Thanks for all you!

Maria Fago ■



peoplealways

'Extraordinary individuals'

Belvoir's 12-year partnership grooms high school students for successful careers

Rick Brink

DeCA East public affairs officer

High school students with disabilities are gaining valuable work experience in DeCA's flagship commissary, thanks to innovative partnerships between **Fort Belvoir Commissary**, Va., a couple of local schools and the state rehabilitative services program.

"Right now we have eight students who are getting training and work experience in a variety of areas from produce to the front end, scanning operations and management support," said former Store Director **Tony Matthias**, now assigned as store director at **Fort Campbell Commissary**, Ky. "It's an effort that's grown over the years because of the successes we've enjoyed."

Work experience program

It all started in 1999, when the commissary partnered with Alexandria's Mount Vernon High School in a student disability work experience program. Students worked three half-hour shifts, three times a week, and the hours worked were credited toward their high school studies, Matthias said. They worked closely with store associates, under the supervision of adult sponsors from the school.

Today the commissary enjoys a similar partnership with Phillips High School, located in nearby Annandale. Under the Phillips program, students work three days a week, 45 minutes each day and receive class credits for their work. The store also works with the Virginia State Vocational Rehabilitation Offices. As positions become available, resumes are requested through the VSVRO, and they select students who are compatible with requirements of the positions.

Inspiring others

"A couple people deserve special mention for making all this happen," Matthias said. "First, there's **Annette Miles**, the employment and transition representative at Mount Vernon, who helped us implement this rewarding program. Then there's our own **Cathy Riddick**, store manager, who always sees the potential in these young people."

Matthias said some of the students have gone on to government careers, and one of them has stayed with the commissary for seven years to date.

"The commissary is a physically demanding job, but our partnerships have shown that there are many individuals with mental or physical disabilities who are more than capable of meeting those challenges," he said. "These extraordinary individuals serve as an inspiration to the Fort Belvoir Commissary team. Through perseverance – personally and professionally – each continues to be a good citizen who helps provide the premier benefit to our military community." ■



Ben Waltermire stocks and culls in the produce department at Fort Belvoir Commissary, Va. A senior at Mount Vernon High School, he started working at the commissary in August 2010. DeCA photo: Cathy Riddick



Raising everyone's bar

Buckley's deaf store associate inspires co-workers

Nancy O'Neill

DeCA West public affairs officer

On Gilbert Varela's first day at Buckley Commissary, Colo., Store Administrator Jeffery Ewert showed him around the base, gave him a tour of the store and introduced him to the commissary staff. Varela shook hands with his new co-workers and smiled, hoping to establish a good first impression at his new store.

"Mr. Ewert showed me around the entire store," said Varela, "not just the area where I would be assigned. I was able to establish excellent communication with my co-workers quickly, and I appreciated the warm welcome."

Developing good communication early was important to Varela, who has been deaf since birth. He was hired as a lead store associate in May 2010 to improve Buckley's inventory control and in-stock rate. Before coming to Buckley, Varela had been a store associate at Luke Commissary, Ariz., for a year. Varela came with high praise from his former store director, **Chris Thomas**.

On the job for less than four months, Varela had already made an impact at Buckley. As the new computer-assisted ordering specialist in training, he keeps information in the store's automated ordering program accurate so the system can order products on time to replenish stock and keep the shelves full.

Ewert gushed with praise as he talked about Varela's work. "He is taking on the CAO job, one of the toughest assignments in the store. He is very detailed in his work and it shows. Our store shelves have never looked better."

Varela says it has been fun and challenging to learn the daily ordering process, and he enjoys being a part of the commissary team. "My co-workers and managers at Luke, and now at Buckley, have gone out of their way to make me feel welcome and to ensure I have all the tools I need to be successful. It was a very rewarding career experience when I worked at Luke Commissary, and this experience helped me advance to my current lead store associate position at Buckley."

Varela says his most difficult challenge has been putting hearing people at ease. He uses texting, e-mail, written notes and sign language to communicate. By the time Varela left Luke Commissary, Thomas said, everyone on staff carried a notepad in their back pocket, and they were all well-versed with texting.



Gilbert Varela, lead store associate at Buckley Commissary, Colo., says his co-workers and managers have ensured he has all the tools necessary for success.

DeCA photo: Sarah Rutter

Varela applied for his position at Luke through DeCA's normal hiring process. His performance at Luke and the overall experience of the Luke Commissary staff was extremely positive, making Thomas a believer that the People With Targeted Disabilities and the Wounded Warrior hiring programs are excellent recruiting opportunities to bring high-performing individuals into a store. Thomas is now in the process of hiring another employee with a targeted disability referred to him by the San Diego County Veterans Affairs office.

"Getting information on how to hire a person with a targeted disability required some work in the beginning, but once you go through the process, it's no more difficult than hiring any other person," said Thomas.

"When Gilbert was here at Luke, his ingenuity and work ethic was infectious," said Thomas. "He brought out the best in the entire staff. We all saw that if a person with extra challenges can come in and perform the way Gilbert did, we all should. He raised the bar for everyone in the store." ■



♥ ofthebenefit

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

Jeanette Riddick

Quantico Commissary, Va.

What do you like best about your job as grocery manager?

I like being on the sales floor and interacting with customers and employees. I enjoy creating exciting displays for a pleasant atmosphere and the challenge of increasing sales. I really like satisfying customers.

How do you help make the commissary worth the trip?

Customer satisfaction is No. 1. I ensure the shelves are fully stocked, signs and prices accurate, the staff is pleasant and friendly, and the store is clean.

What your professional history?

I started my commissary career in 1981 as a store worker at **Wildflecken**, Germany. I was a work leader at **Neu Ulm**, Germany, 1986 to 1991. Next I went to **Fort Belvoir**, Va., where from 1991 to 2000, I worked through the ranks as a storeworker, work leader and quality assurance evaluator. At **Fort Myer**, Va., I started as a night merchandiser in 2000, and I worked later as grocery manager and produce manager. Last year, I came to Quantico as the grocery manager.

What is your professional goal?

My goal is to become a store director.

Who influenced your career most and how?

I have worked with and for a lot of managers who have greatly influenced my career. There are two who stand out above the rest. **Troy Collins**, Fort Belvoir store director, taught me how to manage my time and become a more efficient manager. His leadership style is hands-on, and he didn't mind getting his hands dirty, which is something I practice to this day. He showed me how to merchandise for sales results, and the importance of interaction with both internal and external customers, which resulted in greater customer satisfaction.

Tony Andre, who's now store director of the commissary at **Joint Base Andrews**, Md., was a major influence on me moving out of my comfort zone. He allowed me to use my talent and showed me how to motivate staff to do their job. He showed me how to keep shelves fully stocked to increase sales without a warehouse full of excess products.

Jeanette brings PASSION and zeal for customer service every day. She's not only good at her job, but she's also a role model we all look up to. Perhaps her greatest strength is that she's always learning, always looking for ways to do her job better; and then she motivates those around her to do the same.

Carrie Butler
Store director



Jeanette Riddick DeCA photo: Rick Brink





Kim Mi chin

Osan Commissary,
South Korea

What do you like best about your job as a cashier?

Every day I rediscover the importance of people's culture and language. I enjoy the fact that I'm surrounded by so many diverse people, and they are all like my family. I find pleasure in meeting people and learning about what they need and would like from their shopping experience. I enjoy providing great customer service and helping customers with their shopping adventure.

How do you help make the commissary worth the trip?

I believe that providing great customer service, through personal care and attention to detail, creates happy shoppers; and it gives me joy as well. Presenting our shoppers with information and direction when they need it shows them that we care, and we are here to assist them.

What is your professional history?

I have worked as a cashier for the Army and Air Force Exchange Service. I have worked for DeCA for a year.

What are your professional goals?

I would really take pleasure in being a customer service manager in DeCA. I believe that customer service professionals should be able to assist and provide feedback for customers on a daily basis. This position offers great opportunities to serve our shoppers by freely providing information about the items they seek. I know I would enjoy such a job and would love having the opportunity to provide this service.

Who influenced your career most and how?

Many people have been positive influences throughout my life. At home, my husband is very supportive and understands my challenges, both as a mother and a wife. He also helps guide me through my opportunities and encourages my interest in customer service. At work, **Gina Frace**, front-end supervisor, has been a positive influence by educating, teaching and coaching me through my tenure as a cashier. I feel that working for DeCA provides me with access to managers who care about their employees and strive to create successful employees.



Kim Mi chin DeCA photo: Kim AeRan

Ms. Kim employs DeCA PASSION by coming to work every day with a smile on her face, showing everyone she is happy to be here. Her dedication to taking care of customers has brought new life to the commissary front end. She is well-respected by all employees, and she makes shopping enjoyable for our customers.

Kalani Patsel
Store director



Roger Waugh DeCA photo: Beate Wallen

Roger Waugh

Wiesbaden Commissary, Germany

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

I enjoy the camaraderie with my fellow workers.

How do you help make the commissary worth the trip?

I make sure I have as many products as possible on the shelves for my customers, and I really enjoy interaction with the customers.

What is your professional history?

I've been a radio disc jockey, postal worker, chef and now a commissary employee.

What are your professional goals?

To continue to do what I do best.

Who influenced your career most and how?

My wife – she has tolerated me through everything. ■

Roger is a very intelligent, quiet, unique individual who remains calm and controlled as he brings PASSION to his work. While Roger was working in the chill department, everything seemed to flow smoothly; but I never really appreciated it, because that's the way it is supposed to work. It wasn't until Roger left on a trip to the United States that I got a rude awakening.

When he departed, so did my backbone in the chill department – not to mention the person who did all the orders for that department. What seemed to be an easy task wasn't so easy after all. Roger's passion for the job made it look easy. After many sleepless nights, lots of retraining and assigning two people in the chill department just to fill Rogers's shoes, it became manageable.

The day Roger returned for duty, he immediately went to the chill department and complimented the crew on how nice everything looked and thanked them for taking care of "his" department. He then proceeded to fix, organize and sort things the way they should be.

I must add, after Roger returned, I told him that because he had been so quiet and never stood out of the crowd, I believed he was just an "average" employee. I have never been so wrong, and I thanked him for his dedication and passion that he never flaunts. I have learned to appreciate the quiet, unsung hero – helping keep the store looking like a million bucks – working with me and the staff at Wiesbaden Commissary. Roger is an ordinary guy with a burning passion to give his best

Kevin Kegler
Store director



frontandcenter

obituaries

JAMES CORTELESSA, Camp Pendleton, Calif. (Nov. 21)
JOHN "RIO" GARRISON, HQ DeCA, Va. (Dec. 23)
HOWARD "DON" GIBSON (retired), Twentynine Palms, Calif. (Dec. 11)
TAKASHI HIGA, Okinawa CDC (Nov. 26)
JOHN McGOWAN (retired), DeCA East, Va. (Nov. 27)
TY MICHAEL, Mannheim, Germany (Oct. 15)
FRED PARRISH, MacDill AFB, Fla. (Jan. 10, 2011)

retirements

DAVID BALLINGER, NAS Lemoore, Calif.
KATHY BEATTY, F.E. Warren AFB, Wyo.
HUBERT BISHOP, NSA Annapolis, Md.
RAYMOND BROOKS, Fort Leavenworth, Kan.
LARRY BUTLER, March ARB, Calif.
FERNANDO CARONAN, Schofield Barracks, Hawaii
TOMMY CHAVEZ, Kirtland AFB, N.M.
DAN COREY, Holloman AFB, N.M.
ANDY DAVIS, March ARB, Calif.
SCOTT DEBOLT, Ellsworth AFB, S.D.
ROCKY GARDNER, Tinker AFB, Okla.
BENNY HARPER (40), HQ DeCA, San Antonio
SUE HASKINS, Nellis AFB, Nev.
JANICE HERRINGTON, Holloman AFB, N.M.
LAWRENCE JORDAN, NBK Bremerton, Wash.
JOE LEE, Fort Sam Houston (JB San Antonio)
DO LIEN, Chièvres, Belgium
ANTONIO LOPEZ, Kirtland AFB, N.M.
ROBERT McCROSKY, McClellan, Calif.
JAMES MURPHY, Columbus AFB, Miss.
LAVERNE NIEBELING, Schofield Barracks, Hawaii
SUN CHA POLK, Buckley AFB, Colo.
SALVATORE PRIMICERIO, NAS Lemoore, Calif.
JOHN REED (40), Bangor ANGB, Maine
MARCUS RODRIGUEZ (40), USAF Academy, Colo.
ALLAN ROETTGER, McClellan, Calif.
EARNESTINE TAYLOR, Fort Carson, Colo.
NELSON TORRES, Ellsworth AFB, S.D.
JOHN WILLIAMS, NAS Lemoore, Calif.

anniversaries

45 years
 * **CHI HUNG-MAN**, USAG Yongsan, South Korea
 * **ARTHUR ESCHENBACH**, Germersheim CDC, Germany
40 years
ROSEMARIE BOSSERT, DeCA Europe, Germany
 * **RALPH BUCKNER**, Yongsan CDC, South Korea
MARIA CEDIEL-GUZMAN, Ramstein AB, Germany



Chi Hung-Man (45)



A. Eschenbach (45)



Ralph Buckner (40)



Jim Ford (40)

* **JIM FORD**, Harrison Village, Ind.
EDGAR LINDEMÉR, Ramstein CMPP, Germany
LYLE SWANSON JR., Fort Knox, Ky.
ROOSEVELT SWOOPE, Columbus AFB, Miss.

35 years
ANGEL ADAMES, Fort Campbell, Ky.
RODNEY AVERY, Fort Wainwright, Alaska
RODNEY D. AVERY, NS Mayport, Fla.
NOEMI BELTZ, Fort Buchanan, Puerto Rico
LUANN CLARK, HQ DeCA, Va.
STEVEN CLEMENS, F.E. Warren AFB, Wyo.
CAROLYN GILBERT, Fort Bragg South, N.C.
ROBERT GREENE, Minot AFB, N.D.
ROBERT HANNUM, NB San Diego
JUERGEN HERSCHBACH, DeCA Europe, Germany
REINHARD KUNZ, Ramstein CMPP, Germany
RANDOLPH MARTIN, DeCA Europe, Germany
MALINDA MASON, JB Langley-Eustis, Va.
MYRTIS McCLUNG, HQ DeCA, Va.
WOLFGANG WINKELBLECH, Germersheim CDC, Germany

30 years
KATHY BEATTY, F.E. Warren AFB, Wyo.
JAMES BOOKER, Lackland AFB (JB San Antonio)
ROBERT BRANDENBURG, Spangdahlem, Germany
KIM CARRILLO, DeCA West, Calif.
ESTELA CERDINIO, NBK Bangor, Wash.
MIKE CERNY, HQ DeCA, Va.
SHARON CHAI, MCB Kaneohe Bay, Hawaii
JAMES COOPER, Mannheim, Germany
CECILIA COPELAND, HQ DeCA, Va.
EDWARD DAVIDSON, HQ DeCA, Va.
AUSTON ELDER JR., MCLB Albany, Ga.
CLYDE HARBOR, Heidelberg, Germany
ROBERT HAUGLAND, Fort Wainwright, Alaska
CHERIE HUNTINGTON, HQ DeCA, Va.
JAMES JOHNSON, MCB Quantico, Va.
PETER KALNINS, Kaiserslautern CDC, Germany
KEVIN KEGLER, USAG Wiesbaden, Germany
HERMAN KING, Panzer Barracks, Germany
ISABELLE LENGERT, Germersheim CDC, Germany
MICHAEL LUGAR, JB Elmendorf-Richardson, Alaska
STEVEN MARTIN, Spangdahlem, Germany
DENISE McALLISTER, Fort Jackson, S.C.
JAMES McFALL JR., Sheppard AFB, Texas
RICHARD MIKULEC, RAF Croughton, England
EDWARD PACKER, Ellsworth AFB, S.D.
BERND SCHNEIDER, Kaiserslautern CDC, Germany
EDDIE SEARS, Ramstein CMPP, Germany
JÜRGEN SEIM, DeCA Europe, Germany
VICKI SLIWICKI, DeCA West, Calif.

PIA SMITH, DeCA Europe, Germany
WARREN SMITH JR., Ramstein CMPP, Germany
FRIEDRICH STEIN, HQ DeCA, Va.
MICHAEL THEISINGER, Kaiserslautern CDC, Germany
WILLIE TOWNSEND, Hunter AAF, Ga.
FELIX VEGA-COLON, Fort Buchanan, Puerto Rico
DENISE VERSOZA, HQ DeCA, Va.
JAMES WALTER, Los Angeles AFB
TY WEAVER, Fort Belvoir, Va.
VALARIE WIGGINS, HQ DeCA, Va.
JO ANN WINSTON, MCB Quantico, Va.
BRUCE WINTER, McClellan, Calif.

25 years
VEDAT AGAOGLU, Incirlik, Turkey
ESTHER BAKER, Hill AFB, Utah
EVELYN BARNES, Fort Bragg North, N.C.
ELIZABETH ANN BARRAGAN, Lackland AFB (JB San Antonio)
ROBERTA BAXTER, Fort Sill, Okla.
MARION BECKER, DeCA Europe, Germany
WALTER BECKER, Kaiserslautern CDC, Germany
THOMAS BLEVINS, Fort Belvoir, Va.
LOTHAR BUNGERT, Kaiserslautern CDC, Germany
CYNTHIA CABELLO, JB San Antonio (Fort Sam Houston)
GAIL CAREY, Fort Irwin, Calif.
STEFANO CATARSI, Livorno, Italy
ANDRE CATEREELS, Chièvres, Belgium
PHYLLIS CHENAULT, Fort Gillem, Ga.
DAVID CLANCY, HQ DeCA, Va.
ROBIN DANIEL, Redstone Arsenal, Ala.
CHARLES EDDY, Fort Sam Houston (JB San Antonio)
LYDIA ERNST, Kirtland AFB, N.M.
VERA FISHER, NS Norfolk, Va.
VANESSA GHOLSON, HQ DeCA, Va.
MICHAEL HARTNETT, USMA West Point, N.Y.
CHRISTINE HAUSMANN, Grafenwoehr, Germany
HOWARD HEMPFING, NAS Pensacola, Fla.
MARK HICKS, NS Norfolk, Va.
DIANA JENKINS, NAS Fallon, Nev.
LORENZO JONES, HQ DeCA, Va.
MARIETTA JOSE, JB Pearl Harbor-Hickam, Hawaii
KARL KELLER, Kaiserslautern CDC, Germany
ALI KILIC, Kaiserslautern CDC, Germany
KIM SUN-TAE, USAG Yongsan, South Korea
KATHLEEN LOVE, Fort Sill, Okla.
VIRGINIA MANN, HQ DeCA, Va.
PETER MAYER, DeCA Europe, Germany
SILVANA MORANDIN, Aviano, Italy
JUNE RAE MURRAY, NAS Oceana, Va.
MARY MYERS, Shaw AFB, S.C.
HARALD NACHTMANN, Vilseck, Germany
JULIE ORENCIA, JEB Little Creek-Fort Story, Va.
RONALD OWENS, JB Langley-Eustis, Va.
LENA PARKER, Keesler AFB, Miss.
PETER PFLÜGER, Bitburg, Germany
SANDRA REYES, Fort Bliss, Texas
PHYLLIS RILEY, HQ DeCA, Va.
MELISSA ANNE RIOS, HQ DeCA, Va.
ANDREA ROSSI, Livorno, Italy



◀ **FOOD FOR FRIENDS:** Store Director Lisa Serrano, Dover Commissary, Del., poses beside her team's display highlighting a Fisher House food drive for the USO's Families of the Fallen. The group gives nonperishable food items to family members who travel to Dover to witness the dignified transfer of their fallen loved ones. The two-day food drive brought in donations valued at more than \$4,500. *U.S. Air Force photo: Christin Michaud*

VICTORIA RUSH, Zone 12, JB Lewis-McChord, Wash.

ALICE RUSHING, Columbus AFB, Miss.

HIDEAKI SAIKUSA, FA Sasebo, Japan

HANS-DIETER SCHOLL, Kaiserslautern CDC, Germany

JUDITH SHORT, JB Lewis-McChord, Wash.

WILLIEMAE SIMMONS, Fort Sam Houston (JB San Antonio)

SALLY ANN SMITH, Travis AFB, Calif.

JOHN STUIT, Lackland AFB (JB San Antonio)

NATHALIE SURIN, Chièvres, Belgium

ANTONIO TACUBAN, JB Pearl Harbor-Hickam, Hawaii

STEPHEN TAKARA, Schofield Barracks, Hawaii

SUNNY TILLEY, MacDill AFB, Fla.

TAMMY TONIC, HQ DeCA, Va.

PATRICIA WADE, HQ DeCA, Va.

CAROL WELCH, Whiteman AFB, Mo.

HANS PETER WENDLING, Ramstein CMPP, Germany

RUTH WHITE, Fort Jackson, S.C.

EDDIE WILLIAMS, JB Charleston, S.C. (Air Force)

20 years

GILBERT ACOSTA, Twentynine Palms, Calif.

JOHNNIE ANDREWS, Germersheim CDC, Germany

HYE ARCHULETA, JB Lewis-McChord, Wash.

ADELINA ARRUIZA, Fort Bliss, Texas

JIM BARLOW, Fort Riley, Kan.

CAROLINA BENAVIDES, Lackland AFB (JB San Antonio)

NEVZAT BINICI, Izmir, Turkey

LARA BUDRASKI, HQ DeCA, Va.

SANTO CALVO, HQ DeCA, Va.

BRENDA CHRISTIAN, Fort Campbell, Ky.

PAMELA CROLL, HQ DeCA, Va.

OK CUSH, Buckley AFB, Colo.

ANA DIAZ, JB Elmendorf-Richardson, Alaska

JAMIE DIXON, NS Norfolk, Va.

BAOLA DUPONT, Dover AFB, Del.

CHARLENE ENOCHS, HQ DeCA, Va.

WILLIAM FREASE, Moffett Field, Calif.

KAZUO FURUTA, Misawa AB, Japan

RENEE GALLEGOS, Kirtland AFB, N.M.

YOUNG AE HAMILTON, Fort Bragg South, N.C.

MARILOU HERBOLD, NAS Whidbey Island, Wash.

BELINDA HOLGUIN, Laughlin AFB, Texas

YOSHIMASA ISOYA, Misawa AB, Japan

BRENT JACKSON, Redstone Arsenal, Ala.

DARLENE JACKSON, Fort Gillem, Ga.

ALONZO JONES, Randolph AFB (JB San Antonio)

PAMELA JONES, Fort Meade, Md.

HEIDI JUERSCHIK, Germersheim CDC, Germany

SUSAN JUMP, RAF Lakenheath, England

BUDDIE KOLATH, Laughlin AFB, Texas

MARILYN LAGRONE, Fort Benning, Ga.

BRIGITTE MATHESON, RAF Menwith Hill, England

MARJORIE McALISTER, Fort Knox, Ky.

EDWARD McCORMICK, Spangdahlem, Germany

BRENDA McIVER, JB Charleston, S.C. (Air Force)

MIKE McNOWN, San Onofre, Calif.

THERESA MOATS, Offutt AFB, Neb.

ANNA MOLIGA, JB Pearl Harbor-Hickam, Hawaii

THOMAS MYERS, Naples, Italy

RICARDO OTERO-HUERTAS, Fort Buchanan, Puerto Rico

ALEJANDRO PERAZA, Fort Buchanan, Puerto Rico

GEANISE PIATT, Wright-Patterson AFB, Ohio

LINDA REYNOLDS-SLAUGHTER, San Onofre, Calif.

HELEN RICHARDS, Barksdale AFB, La.

LEON ROBINSON, Grafenwoehr, Germany

MARGUERITE ROSA, Fort Hood II, Texas

KYONG SAPIN, Fort Sill, Okla.

MICHAEL SHORTER, Germersheim CDC, Germany

ANGELIA SMITH, JB Andrews, Md.

BECKY SUDDUTH, Columbus AFB, Miss.

VIRGINIA SULLIVAN, Kirtland AFB, N.M.

STANLEY TANNER, Fort Riley, Kan.

CORNELIUS TAYLOR, Patch Barracks, Germany

EARNESTINE TAYLOR (retired), Fort Carson, Colo.

LISA TAYLOR, NSB Kings Bay, Ga.

RUEDIGER TITZ, Eielson AFB, Alaska

CAROL TOWNSEND, Fort Hood II, Texas

FREDA TUAU, Schofield Barracks, Hawaii

ROBIN VINCENT, Fort Riley, Kan.

GLORIA WEATHERSBY, Fort Huachuca, Ariz.

SHARRYL WHITLEY, Chièvres, Belgium

CHRISTOPHER WOOD, USAG Wiesbaden, Germany

WILLIAM WORTHMAN, Peterson AFB, Colo.

MARY WRIGHT, HQ DeCA, Va.

ROBERT WYLAND JR., DeCA Europe, Germany

HITOSHI YAMAGUCHI, Misawa AB, Japan

15 years

LISA BAILEY, JEB Little Creek-Fort Story, Va.

THOMAS BEACH, Kirtland AFB, N.M.

KUM SUK BEDNAR, Fort Hamilton, Ind.

LINDA BERGMAN, Nellis AFB, Nev.

JANET BERRY, HQ DeCA, Va.

BARBARA BOYNTON, Fort Benning, Ga.

LUIS CANDELARIA, Fort Buchanan, Puerto Rico

LAWRENCE CARR, JB Langley-Eustis, Va.

VERONICA CARRILLO, Fort Sam Houston (JB San Antonio)

FLORINDA CARROLL, Scott AFB, Ill.

HENRY CHAMBERS, HQ DeCA, Va.

SILVIA CIPOLAT, Aviano, Italy

YOLANDA COLVIN, Fort Campbell, Ky.

BARBARA DAVIDE, Aviano, Italy

RUDELPH DERHAMMER, Fort Stewart, Ga.

LARRY DICUS, NAS Pensacola, Fla.

RUBY ESCOBAR, Fort Rucker, Ala.

CHUKS EZEH, Vogelweh, Germany

TIMOTHY FIELDS, Columbus AFB, Miss.

SUZANNE GRADOZ, Fort Sill, Okla.

ESTER GROD, Fort Leavenworth, Kan.

ALFRED HAWKINS, NAS Jacksonville, Fla.

JOSEFINA HOLLOWAY, NAS Miramar, Calif.

NELIA HOOBAN, NSF Dahlgren, Va.

JOSEPHINE HUTTER, JB Elmendorf-Richardson, Alaska

ROSALBA IBARRA, NB San Diego

PETRA JACKSON, DeCA Europe, Germany

FLORENCE JONES, Little Rock AFB, Ark.

PRISCILLA JONES, Fort Sill, Okla.

KIM CHIN-KUK, USAG Yongsan, South Korea

KRISTIE KYES, JB Lewis-McChord, Wash.

GLENDA LOGAN, Fort Benning, Ga.





(15 years)

NENITA LONG, JB Pearl Harbor-Hickam, Hawaii
MONIQUE LUCAS, Davis-Monthan, Ariz.
CHERYL MATTHEWS, Fort Sam Houston (JB San Antonio)
MARCO MEDEIROS, Lajes Field, Portugal
TIMOTHY MARTINEZ, Grafenwoehr, Germany
RICHARD MEDINA SR., HQ DeCA, Va.
SEMIONA MERRITT, Orote Point, Guam
EFREN METRILLO, DeCA West, Calif.
SHARON MITNAUL, Seymour Johnson AFB, N.C.
LOUIS MORAN, Peterson AFB, Colo.
BARBARA MURRAY, Carlisle Barracks, Pa.
KARL NESMITH, Fort Sam Houston (JB San Antonio)
JODY NYGARD, Minot AFB, N.D.
CRISTINA REIS, Lajes Field, Portugal
SHIN SAKIHAMA, Camp Courtney, Okinawa
JASON SATHER, JB Charleston, S.C. (Navy)
CHRISTIANE SCHWARZ, Germersheim CDC, Germany
ANDREA SCOTT, JB Anacostia-Bolling, D.C.
ROSALIE SEAWELL, JB Langley-Eustis, Va.
KEVIN SMITLEY, NAS Pensacola, Fla.
KARL-HEINZ STAHL, Ramstein AB, Germany
RONNIE STUART, Fort Sam Houston (JB San Antonio)
BAHRI VELL, Germersheim CDC, Germany
MELINDA VILLANUEVA, JEB Little Creek-Fort Story, Va.
DAVID WALTERS, NSB New London, Conn.
DAVID WOODY, Zone 16, Camp Pendleton, Calif.
EDGARDO YANGA, Nellis AFB, Nev.

10 years

HERMINIA ABRAZADO, Fort Hood I, Texas
ROLANDO AGUILERA, NOLF Imperial Beach, Calif.
RACHEL ANDERSON, Nellis AFB, Nev.
JAMES BEACH, HQ DeCA, Va.
ROSEMARIE BECK, Germersheim CDC, Germany
BRUCE BELL, Fort Carson, Colo.
HOWARD BENJAMIN, Mannheim, Germany
SIMONE BLYTHE, Ramstein AB, Germany
SHARON BOSWELL, Fort Lee, Va.
ROCKY BOWEN, Ramstein, Germany
ANTHONY BRIGGS, Fort Carson, Colo.
TERESA BROWN, NAS Brunswick, Maine
MARY BUCOLO, NS Newport, R.I.
ALVIN BURDEN, Hohenfels, Germany
PATRIZIA BUZZAI, Aviano, Italy
SONIA CADIENTE, NAS Lemoore, Calif.
VILMA CAHOON, Ord Community, Calif.
ANN CARLSEN, Holloman AFB, N.M.
ANTONELLIA CARRILLO-MELENDEZ, MCB Kaneohe Bay, Hawaii
JUVENAL DA SILVA CASTRO, Lajes Field, Portugal
LARRY CHEEK, Fort Carson, Colo.
RICARDO CLIFTON, Hurlburt Field, Fla.
JOCELYN COHAN, Hurlburt Field, Fla.
EILEEN CONSADINE, JB Charleston, S.C. (Navy)
BILLY CORBIN JR., NAS Oceana, Va.
MARILYN CROSS, NAS North Island, Calif.
SUSANNA DONADEL, Aviano, Italy
SONIA DONALD, Fort Benning, Ga.
THOMAS DONNELLY, HQ DeCA, Va.
RÜDIGER DRUMM, Kaiserslautern CDC, Germany
JOHN DUNBAR III, USAG Wiesbaden, Germany

JOHN EDWARDS, Fort Leonard Wood, Mo.
DANIEL ENRIQUE, USAG Wiesbaden, Germany
LARRY EVANS, Scott AFB, Ill.
RONALD EWING, Bitburg, Germany
LEIFITI FALEAO, MCB Kaneohe Bay, Hawaii
MAGALYS FERNANDEZ, Fort Hamilton, N.Y.
SHARON FLORES, Fort Hood II, Texas
STEPHEN FRENCH, NAS Miramar, Calif.
FRANK GONZALEZ, Germersheim CDC, Germany
MONICA GOYETTE, Nellis AFB, Nev.
LORETTA GRANGER, NS Newport, R.I.
MECHTHILD GRIES, Vogelweh, Germany
VANIA GUIOTTO, Aviano, Italy
GINNELL HACKLER, Scott AFB, Ill.
MICHAEL HALE, Seymour Johnson AFB, N.C.
DEBORAH HANSEN, Hill AFB, Utah
LELIA HARRIS, NOLF Imperial Beach, Calif.
BRANDI HENRY, Fort Gordon, Ga.
CHARLIE MAE HOLT, Fort Campbell, Ky.
SALVACION HUEBNER, Fairchild AFB, Wash.
JOSHUA JACKSON, USAG Wiesbaden, Germany
ALEXANDER JECKEL, Germersheim CDC, Germany
BEATRICE JEFFREYS, White Sands MR, N.M.
JUANICE JOHNSON, Walter Reed AMC, Md.
ESTRELLITA KABRICK, NB San Diego
TAMMIE KELLEY, Nellis AFB, Nev.
KIM SONG-HUN, Yongsan CDC, South Korea
EDITH KRICK, Kaiserslautern CDC, Germany
ANA LAUER, Fort Sam Houston (JB San Antonio)
BEATE LEDBETTER, Ramstein CMPP, Germany
ROBERT LIWANAG, JB Elmendorf-Richardson, Alaska
ANITA MANLEY, Scott AFB, Ill.
TRACI McKNIGHT, NAS Meridian, Miss.

GABRIEL MENSCH, Ramstein CMPP, Germany
SUZETTE MOORE-WINDLEY, Fort Sam Houston (JB San Antonio)
SHINJI NAGATA, FA Sasebo, Japan
RYAN NICHOLS, Schinnen, Netherlands
MARGARET ORWIG, Hanscom AFB, Mass.
BARBARA OVERSTREET, JB Charleston, S.C. (Navy)
MARIA PADDOCK, MCB Kaneohe Bay, Hawaii
PAK CHAN-HUI, Yongsan CDC, South Korea
RICHARD PELTIER, HQ DeCA, Va.
DARIN PERKINS, Ellsworth AFB, S.D.
GILBERT PLAJA, RAF Lakenheath, England
ERICA PONI, Aviano, Italy
DAVID POVOLISH, Scott AFB, Ill.
JOHNNY RACINE, Patch Barracks, Germany
ANDREA REDOLFI, Aviano, Italy
JAMES REED, Ramstein AB, Germany
WILLIEMAE RHONE, NOLF Imperial Beach, Calif.
FREDDY ROSARIO, Rota, Spain
ANTOINETTE SALAVEA, MCB Kaneohe Bay, Hawaii
LISA SCHNECK, Carlisle Barracks, Pa.
JAMES SHERRILL, Fort Belvoir, Va.
ELENA SNOWDY, Los Angeles AFB
KIMBERLY STEWART, Fort Leavenworth, Kan.
COREY SWARTWOUT, Minot AFB, N.D.
SALLIE SWOPE, Luke AFB, Ariz.
BRIAN TATUM, Fort Gordon, Ga.
LEONILA THOMAS, Nellis AFB, Nev.
EMILY THORNTON, Los Angeles AFB
LAURA LEE TOLEDO, JB Pearl Harbor-Hickam, Hawaii
ISABEL TREJO, Randolph AFB (JB San Antonio)
ANDREA USAI, Vogelweh, Germany
CELINA WERNER, Germersheim CDC, Germany



▲ COLUMBUS KUDOS: Teresa Mashon Gregory, store associate at Columbus Commissary, Miss., appears to be taking her time in the limelight in stride, featured in the base paper's weekly "TrailBLAZE'r" column. Her career goals include completing her bachelor's in psychology and pursuing her master's, entering DeCA's intern program and becoming part of the management team. *U.S. Air Force photo*



DEBBIE WHITE, NAS Whidbey Island, Wash.
AMIE WILLIAMS, JB Andrews, Md.
COLLEEN WILLIAMS, Bitburg, Germany
KATHERINE WILLIAMS, Scott AFB, Ill.
LAWRENCE WILLIAMS, Ramstein AB, Germany
TIMOTHY WOLFE, Ansbach, Germany
WILLIAM WYSE, NAS Miramar, Calif.
CORINA YOUNG, Bitburg, Germany

top employees



Nozomi Akamine



Jane Connery



Gerardo Hernandez



Satoshi Higa



Keith Holliday



Tom Lundy



Tanya Popi

Employee of the Year 2010

- * **NOZOMI AKAMINE**, Kadena AB, Okinawa
- * **DEBORAH CASTILLEJA**, Ellsworth AFB, S.D.
- * **JANE CONNERY**, RAF Mildenhall, England
- * **GERARDO HERNANDEZ**, RAF Lakenheath, England

- * **SATOSHI HIGA**, Okinawa CDC
- * **KEITH HOLLIDAY**, Nellis AFB, Nev.
- * **TOM LUNDY**, Yongsan CDC, South Korea
- * **TANYA POPI**, Wiesbaden, Germany

Safety Award 2010

MARIA HULETT, NAS Whidbey Island, Wash.
KIM NAK-KYUN, Osan CDC, South Korea
ALEXIS MARQUIS, NAS Whidbey Island, Wash.
MAGDALEN VALDEZ, Goodfellow AFB, Texas

Employees of the Quarter

1st Quarter 2011

YUKO ARCHER, Okinawa CDC
ANTONIO BEATTIE, Laughlin AFB, Texas
DESIREE BOLLIG, Okinawa CDC
SU FLOWERS, Vandenberg AFB, Calif.
SHARON HOPKINS, March ARB, Calif.
TOMOKATSU ICHIDA, Okinawa CDC
MOTOKAZU ISHIKAWA, Camp Foster, Okinawa
SHIGEKO KAMATANI, NFA Yokosuka, Japan
MYONGSUN KLIMCHAK, Nellis AFB, Nev.
SHOJI MATSUMOTO, Kadena AB, Okinawa
OKITAKA MEDORUMA, Okinawa CDC
TAITO MIYAZATO, Okinawa CDC
LIBERTY NITO, MCRD Parris Island, S.C.
DEBRA RICE, Holloman AFB, N.M.
TOMOMARU SHIROISHI, NAF Atsugi, Japan
MARK WITTIG, MCAS Iwakuni, Japan
NORIAKI YAMAMOTO, Camp Kure, Japan

4th Quarter 2010

YONG BAUMAN, Hannam Village, South Korea
BETTIE BLACKWELL, Anchorage Area, Alaska
SHARON CASKEY, Fairchild AFB, Wash.
CHOE KYONG-SOP, Camp Red Cloud, South Korea
KIM CHOL, Camp Casey, South Korea
GEMMA CONONIZADO, Nellis AFB, Nev.
JAN DOMINGUEZ, Ellsworth AFB, S.D.
SU FLOWERS, Vandenberg AFB, Calif.
JOSE ANTHONY GALVAN, San Onofre, Calif.
RIZA HIGA, Sagamiyara, Japan
VANESSA HINES, Edwards AFB, Calif.
MERCY JARAMILLO, Goodfellow AFB, Texas
FUKU KASHUHIRO, FA Sasebo, Japan
KIM TO-HYONG, Osan CDC, South Korea
DUSTIN KURNS, Hill AFB, Utah
JULIE LEWIS, Davis-Monthan AFB, Mont.
JESSE MASSENGAL, NAS Whidbey Island, Wash.
MITSUYUKI MATSUDA, Okinawa CDC
BRIAN MORIMIYA, Osan CDC, South Korea
TADAYOSHI MURA, Okinawa CDC
PAK CHAN-HUI, Yongsan CDC, South Korea
TANYA POPI, USAG Wiesbaden, Germany
EMI SAITO, NAF Atsugi, Japan
SOCORRO SANCHEZ, NAS Whidbey Island, Wash.
STEPHANIE STAGGERS, Hario Village, Japan
RYO TAMAKI, Okinawa CDC
SUE THOMPSON, Camp Stanley, South Korea
HITOSHI TOGUCHI, Camp Foster, Okinawa
JUSTIN TUAZON, NB San Diego, Calif.
KUNIYOSHI URA, Okinawa CDC
YIM CHONG-KUN, USAG Yongsan, South Korea

3rd Quarter 2010

RANDAL LANGIT, NB San Diego
JASON LINDSEY, USAG Wiesbaden, Germany
CHERYL OUDEMAN, San Onofre, Calif.

2nd Quarter 2010

JARED CAYWOOD, USAF Academy, Colo.
ERIC JONES, Wiesbaden, Germany
WALTER POWELL, Holloman AFB, N.M.

1st Quarter 2010

JAMES BAPTISTE, Wiesbaden, Germany

Employees of the Month

December 2010

YUKO ARCHER, Okinawa CDC

ROBERT ARMEL, Okinawa CDC
JOYCE AYEKOF, Hario Village, Japan
DESIREE BOLLIG, Okinawa CDC
CLYDE CEARNEL, Camp Courtney, Okinawa
MARCHE COFFEY, MCAS Iwakuni, Japan
PAM FOSTER, Edwards AFB, Calif.
JOHN GUEVARRA, NAF Atsugi, Japan
TSUKASA IGEL, Okinawa CDC
TAKAHIRO IHA, Kadena AB, Okinawa
TAKESHI KONISHI, NFA Yokosuka, Japan
DAMON MADDOX, Kanto Plain CDC, Japan
JONATHON MCGUNNIGLE, Iwakuni CDC, Japan
LENY MIRANDA, Misawa AB, Japan
MASANORI NAKAGUKI, Misawa AB, Japan
YUTAKA NAKAMA, Camp Foster, Okinawa
SATOKO NAKAYAMA, Camp Zama, Japan
DREW PERSON, Kanto Plain CDC, Japan
ANTHONY RUFFIN, FA Sasebo, Japan
HITOMI SAKIHARA, Camp Foster, Okinawa
SEIKO SHIMOJI, Camp Kinser, Okinawa
JUNICHI SUZUKI, Sagamiyara, Japan
MASAO TSUKAMOTO, Yokota AB, Japan
NORIAKI YAMAMOTO, Camp Kure, Japan

November 2010

NAOKI ARAKAKI, Camp Courtney, Okinawa
GERALD BORJA, Guam CDC
JUDITH CRUZ, NBK Bremerton, Wash.
MARVIN CRUZ, Guam CDC
RON CRUZ, Guam CDC
MATTHEW EBERHARD, NAF Atsugi, Japan
HENRY FLORES, Guam CDC
SYLVIA FRANKLIN, Guam CDC
IZUMI HILARSKI, FA Sasebo, Japan
AKIRA HIRANO, Kadena AB, Okinawa
EIZO IKAHARA, Okinawa CDC
YOSHIKAZU INAFUKU, Camp Foster, Okinawa
MATTHEW JARDIOLIN, Vandenberg AFB, Calif.
SHIGEKO KAMATANI, FA Yokosuka, Japan
YOSHITAKA KAWAMURA, Misawa AB, Japan
KIM CHONG-PONG, Osan AB, South Korea
KIM CHONG-UNG, Camp Humphreys, South Korea
KIM MI-CHIN, Osan AB, South Korea
KIM SONG-HUN, Yongsan CDC, South Korea
KIM TAE-YON, USAG Yongsan, South Korea
KIM YONG-CHOL, Kunsan AB, South Korea
KIM YONG-SAM, Camp Casey, South Korea
NAOKO KOSUGI, Camp Zama, Japan
JOHN LEONARD, Yongsan CDC, South Korea
TADASHI MATSUMOTO, Iwakuni CDC, Japan
MAYUKO MAXWELL, Sagamiyara, Japan
CHESTER MENA, Kanto Plain CDC, Japan
TAITO MIYAZATO, Okinawa CDC
NA KYONG-WON, Camp Stanley, South Korea
JUN NAKACHI, Okinawa CDC
YU NAKASONE, Camp Foster, Okinawa
MARLYN ORTIZ, MCAS Iwakuni, Japan
YOSHINO OSHIRO, Okinawa CDC
ALANA QUENGA, Orote Point, Guam
SHALONDA SANDERS, Hannam Village, South Korea
TOSHIO SHIODA, Yokota AB, Japan
SO YONG-SIK, Camp Red Cloud, South Korea
QUINTON STOVALL, Hario Village, Japan
MASAKO TAKUSHI, Camp Kinser, Okinawa
ELSIE TAMAYO-GARCIA, Guam CDC
YOLANDA TIJIDOR, Camp Foster, Okinawa
HIDEMITSU UEZU, Camp Foster, Okinawa
ALBERT VILLAGOMEZ, Guam CDC
NORIAKI YAMAMOTO, Camp Kure, Japan
YIM CHONG-NAK, Osan AB, South Korea
YIM NAM-CHAE, Osan CDC, South Korea
YUN HWA-SIK, Osan CDC, South Korea





November Cashier of the Month

CARMELA KOR, NFA Yokosuka, Japan

October 2010

ROSEMARIE OSBORNE, NBK Bremerton, Wash.
WALTER POWELL, Holloman AFB, N.M.

October Cashier of the Month

ANN CANFIELD, FA Yokosuka, Japan
BIRDIA NORTHERN COLEMAN, Hario Village, Japan
LOVELINE DURKEE, FA Sasebo, Japan

September 2010

KATHLEEN ABILLE, Camp Foster, Okinawa
KIYOCHIKO ARAKAKI, Camp Foster, Okinawa
SHUYA CHIKANO, Camp Courtney, Okinawa
YOSHIKAZU CHINEN, Camp Foster, Okinawa
CHOE SONG-WON, Osan AB, South Korea
LEACH CRUZ, Yokota AB, Japan
WILLIAM GRAHAM, Kanto Plain CDC, Japan
MISAO HIGA, Camp Foster, Okinawa
RIZA HIGA, Sagamihara, Japan
IZUMI HILARSKI, FA Sasebo, Japan
EIZO IKEHARA, Okinawa CDC
MOTOKAZU ISHIKAWA, Camp Foster, Okinawa
FUTOSHI ITO, Yokota AB, Japan
KI YUN-CHIN, Osan AB, South Korea
KIM HONG-NAM, Yongsan CDC, South Korea
KIM TO-HYONG, Osan CDC, South Korea
ATSUSHI KIMURA, Camp Zama, Japan
NAOKI KINJO, Okinawa CDC
SHINSUKE KITA, Camp Kinser, Okinawa
GREG MARVIN, Holloman AFB, N.M.
TADASHI MATSUMOTO, Iwakuni CDC, Japan
MARSHALL McALEXANDER, Camp Kure, Japan
MICHIYO McCLELLAN, NAF Atsugi, Japan
JOHN MESA, Orote Point, Guam
NAMIKO MIYAHIRA, Kadena AB, Okinawa
HEIDILYN MONSALUD, Hario Village, Japan
BRIAN MORIMIYA, Osan CDC, South Korea
O CHUNG-CHIN, Osan AB, South Korea
PAK SO-UN, Kunsan AB, South Korea
CLARICE REITH, NFA Yokosuka, Japan
CARMEN ROLDAN, MCAS Iwakuni, Japan
TOMOTSUNE SAWADA, Okinawa CDC
STEPHANIE STAGGERS, Hario Village, Japan
MORIMICHI TAMAYOSE, Okinawa CDC
HITOSHI TOGUCHI, Camp Foster, Okinawa
HIDEMITSU UEZU, Camp Foster, Okinawa
ROSA UMADHAY, Orote Point, Guam
HITOSHI YAMAGUCHI, Misawa AB, Japan
YI YUN-KYONG, Camp Humphreys, South Korea
YIM YONG-SU, Osan AB, South Korea
RICAMONA ZALDEMAR, Kanto Plain CDC, Japan

September Cashier of the Month

SARAH AGANON, FA Sasebo, Japan
BIRDA COLEMAN NORTHERN, Hario Village, Japan
MATTHEW JUNGE, NFA Yokosuka, Japan

August 2010

YONG BAUMAN, Hannam Village, South Korea
WALTER BROWN, Osan CDC, South Korea
CHANG SONG-IM, Kunsan AB, South Korea
CHOE KYONG-SOP, Camp Red Cloud, South Korea
MARGIE COOPER, NBK Bremerton, Wash.
BEN CORBIN, Edwards AFB, Calif.
TIMOTHY ESTES, Osan CDC, South Korea
LAUREL FEIGUM, Holloman AFB, N.M.
CHUNG ONSTAD, Camp Casey, South Korea
PAK CHAN-HUI, Yongsan CDC, South Korea
PAK CHONG-SOP, Camp Humphreys, South Korea
PAK CHONG-TAEK, Osan AB, South Korea

PAK TONG-HUI, Osan AB, South Korea
SON I-CHAN, USAG Yongsan, South Korea
SON SUNG-HYON, Camp Stanley, South Korea

July 2010

C.J. JOHNSON, Holloman AFB, N.M.

June 2010

BRICE URICK, Holloman AFB, N.M.

pro honors

(Other winners from listed contests may have been published previously)

Aquarius Spring Wings to Water
DeCA East: ARDEC PICATINNY ARSENAL, N.J.
DeCA Europe: RAMSTEIN AB, Germany

Buitoni Green October Display
DeCA East: FORT LEE, Va.

Campbell's-Pepperidge Farm Back to School
DeCA East: FORT BELVOIR, JB FORT MYER-Henderson Hall, NS NORFOLK, MCB QUANTICO, ZONE 24, Va.; FORT DRUM, NSU SARATOGA SPRINGS, N.Y.; SCOTT AFB, Ill.
DeCA West: EDWARDS AFB, SAN ONOFRE, NB SAN DIEGO; OFFUTT AFB, Neb.

Coca-Cola Football Tailgate Display
DeCA East: JB LANGLEY-Eustis, Va.
DeCA West: ALTUS AFB, Okla.; FORT HOOD II, Texas; HILL AFB, Utah; JB Lewis-McCHORD, Wash.

Coleson's Catch Display
DeCA East: WHITEMAN AFB, Mo.
DeCA Europe: ZONE 32, GRAFENWOEHR, RAMSTEIN AB, SPANDAHLEM, Germany
DeCA West: NAS KINGSVILLE, Texas

Colgate Back-to-School Display
DeCA East: JB CHARLESTON (Navy), S.C.; FORT BELVOIR, Va.
DeCA Europe: RAF LAKENHEATH, RAF MILDENHALL, England
DeCA West: MCAS MIRAMAR, Calif.

ConAgra Truckload Display
DeCA East: FORT KNOX, Ky.
DeCA Europe: RAMSTEIN AB, Germany (3rd consecutive)
DeCA West: FORT SAM HOUSTON (JB San Antonio), NAS JRB FORT WORTH, Texas; JB Pearl Harbor-HICKAM, Hawaii; TRAVIS AFB, Calif.

Domex Cherry Display
DeCA West: NBK BANGOR, JB Lewis-McCHORD, Wash.; MALMSTROM AFB, Mont.

Gatorade Growth Incentive Award
DeCA West: ZONE 33, Guam

Gatorade Splash into Summer Display
DeCA East: FORT DETRICK, Md.
DeCA West: FORT HOOD II, FORT SAM HOUSTON (JB San Antonio)

General Mills Back to School Display
DeCA West: ANCHORAGE AREA, Alaska

General Mills 3rd Annual Golden G
DeCA East: MacDILL AFB, Fla.

General Mills Just Add Milk
DeCA East: JB McGUIRE-Lakehurst-Dix, N.J.
DeCA West: EDWARDS AFB, Calif.

General Mills-Progresso Warming Up America
DeCA West: YOKOTA AB, Japan, honorable mention

General Mills Sandsational Display
DeCA East: WHITEMAN AFB, Mo.
DeCA West: FORT RILEY, Kan.

Gorton's Breast Cancer Awareness Display
DeCA East: NAS PATUXENT RIVER, Md.
DeCA West: MISAWA AB, Japan

Heinz Golden Ketchup Display
DeCA East: NS MAYPORT, Fla.
DeCA Europe: ANSBACH, HEIDELBERG, Germany, honorable mention
DeCA West: CAMP STANLEY, South Korea
Honorable mention: NAS CORPUS CHRISTI, FORT HOOD II, Texas; FORT CARSON, Colo.; TAEGU CAMP WALKER, South Korea

Hershey's-Fisher House Brown-Bagging Display
DeCA East: NS MAYPORT, MacDILL AFB, Fla.
DeCA West: NAS CORPUS CHRISTI, Texas; JB PEARL HARBOR-Hickam, Hawaii

Hoody Peanut Contest
DeCA East: NS GREAT LAKES, Ill.; MAXWELL AFB, Ala.; JB MYER-Henderson Hall, Va.; NSU SARATOGA SPRINGS, N.Y.; SCOTT AFB, Ill.

Kalil Bottling Display
DeCA West: DAVIS-MONTHAN AFB, Ariz.
(best superstore in DeCA West, best overall display worldwide)

Keebler Hollow Tree Display
DeCA East: MCAS CHERRY POINT, N.C.; FORT CAMPBELL, Ky.
DeCA West: NAF EL CENTRO, TRAVIS AFB, Calif.; MCB KANEOHE BAY, JB PEARL HARBOR-Hickam, Hawaii; LUKE AFB, Ariz.

Kellogg's Crystal K
DeCA East: EGLIN AFB, MacDILL AFB, Fla.
DeCA Europe: RAF ALCONBURY, England; ROTA, Spain
DeCA West: FORT HOOD I, Texas; FORT RILEY, Kan.; OFFUTT AFB, Neb.; OSAN AB, South Korea

Kellogg's Golden Cutter Award
DeCA East: HANSCOM AFB, Mass.; MacDILL AFB, Fla.

Kellogg's NASCAR Display
DeCA West: FORT BLISS, Texas, grand prize; NELLIS AFB, Nev., 1st place

Kellogg's Triple Play Display
DeCA East: BARKSDALE AFB, La.

Kimberly-Clark Back to School Display
DeCA West: HILL AFB, Utah; NAS NORTH ISLAND, Calif.; SCHOFIELD BARRACKS, Hawaii

Kimberly Clark Box Tops for Education
DeCA East: LITTLE ROCK AFB, Ark.
DeCA West: MCB KANEOHE BAY, Hawaii; USAG YONGSAN, South Korea



▲ MAN'S BEST FRIEND: Sameh "Sam" Fawzy meets a Milk-Bone Canine Assistants service dog, Fleece, at a Jan. 28 ceremony at Quantico Commissary, Va. Fawzy, a medically retired soldier who will be matched with a young dog in training, suffers from post-traumatic stress syndrome following injuries suffered in 2006 as a Special Forces soldier in Iraq. (Editor's note: Fleece wore booties to protect his feet in the snow that day.)
DeCA photo: Rick Brink

Kraft Excellence in Execution

DeCA East: JB Anacostia-BOLLING, D.C.; BARKSDALE AFB, La.; FORT DRUM, N.Y.; MCAS NEW RIVER, N.C.; NS NORFOLK, Va.; RICHARDS-GEBAUR, Mo.
DeCA Europe: RAMSTEIN AB, Germany
DeCA West: BEALE AFB, ORD COMMUNITY, Calif.; NBK BREMERTON, Wash.; FORT RILEY, Kan.; FORT WAINWRIGHT, Alaska; MCB KANEHOE BAY (3rd consecutive), JB PEARL HARBOR-Hickam, Hawaii; MINOT AFB, S.D.

Land O'Lakes Cheese Demo

DeCA West: NAF ATSUGI, Japan



Litehouse-Superfresh Growers Contest

DeCA West: NSE SMOKEY POINT, Wash.

Military Produce Group Red Ribbon Plant

DeCA East: MCAS CHERRY POINT, SEYMOUR JOHNSON AFB, N.C.; COLUMBUS AFB, Miss.; FORT MEADE, Md.; NSB KINGS BAY, Ga.

Milk-Bone Canine Assistant

DeCA East: GUNTER AFB, REDSTONE ARSENAL, Ala.; MacDILL AFB, Fla.; NAS PATUXENT RIVER, Md.
DeCA West: OFFUTT AFB, Neb.; JB PEARL HARBOR-Hickam, Hawaii; PETERSON AFB, Colo.

Monster Energy Drink 'Monster Mash' Display

DeCA West: TINKER AFB, Okla.; YOKOTA AB, Japan

Northwest Apple Display

DeCA West: NBK BANGOR, Wash.

Old El Paso Cinco de Mayo

DeCA West: TRAVIS AFB, Calif.

Otis Spunkmeyer Mega Sale

DeCA East: NSA ANNAPOLIS, Md.; NSB NEW LONDON, Conn.; MCB QUANTICO, Va.
DeCA West: FORT HOOD I, Texas; FORT HUACHUCA, Ariz.; OFFUTT AFB, Neb.

P&G Special Olympics Display

DeCA East: MCAS CHERRY POINT, N.C.
DeCA Europe: VILSECK, Germany
DeCA West: BUCKLEY AFB, FORT CARSON, PETERSON AFB, USAF ACADEMY, Colo.; CFA CHINHA, South Korea; CAMP KURE, NFA YOKOSUKA, Japan; MCB KANEHOE BAY, Hawaii

P&G USO Sales Display

DeCA East: MCLB ALBANY, FORT BENNING, Ga.; JB ANDREWS, FORT MEADE, Md.; ARNOLD AFB, Tenn.; BANGOR ANGB, NAS BRUNSWICK, Maine; CAMP LEJEUNE, N.C.; NSWC CRANE, Ind.; NSF DAHLGREN, FORT LEE, NS NORFOLK, NNSY PORTSMOUTH, Va.; FORT BUCHANAN, Puerto Rico; FORT DRUM, FORT HAMILTON, MITCHEL FIELD, N.Y.; FORT KNOX, Ky.; ZONE 1, GUNTER AFB, Ala.; NAS JACKSONVILLE, NAS WHITING FIELD, Fla.; KEESLER AFB, Miss.; JB McGUIRE-Lakehurst-Dix, N.J.; NSB NEW LONDON, Conn.; NSA NEW ORLEANS, La.; NSY PORTSMOUTH, N.H.; TOBYHANNA AD, Pa.
DeCA Europe: ROTA, Spain
DeCA West: ZONE 33; CAMP CASEY, South Korea; CAMP KURE, Japan; DYESS AFB,

GOODFELLOW AFB, Texas; EDWARDS AFB, SAN ONOFRE, Calif.; OFFUTT AFB, Neb.

Pluot Display

DeCA East: PATRICK AFB, Fla.

Progresso Warming Up America

DeCA Europe: HEIDELBERG, Germany
DeCA West: OFFUTT AFB, Neb.

Quaker Breakfast Display

DeCA Europe: RAF LAKENHEATH, England

Scholarships for Military Children Display

DeCA East: NAS PATUXENT RIVER, Md.
DeCA West: MCB KANEHOE BAY, Hawaii

Snapple Creative Display

DeCA East: MCLB ALBANY, FORT BENNING, Ga.
DeCA Europe: HEIDELBERG, SEMBACH, Germany

Spokane Organic Produce Display

DeCA West: NSE SMOKEY POINT, Wash.

Starkist Charlie Display

DeCA West: NFA YOKOSUKA, Japan

Unilever Italian-American Display

DeCA East: JB CHARLESTON (Air Force), S.C.; COLUMBUS AFB, Miss.; NSB KINGS BAY, FORT BENNING, Ga.; FORT LEE, LANGLEY AFB, NS NORFOLK, NNSY PORTSMOUTH, Va.; MCRD PARRIS ISLAND, S.C.; PATRICK AFB, Fla.
DeCA Europe: NAPLES, Italy
DeCA West: CAMP PENDLETON, Calif.

Unilever Mom's Taste of Home

DeCA East: C.E. KELLY, Pa.

USA Pear Display

DeCA East: WALTER REED AMC, Md.

USO Salute to Military Women

DeCA Europe: ROTA, Spain

Washington Apple & Caramel Dip Display

DeCA West: MOUNTAIN HOME AFB, Idaho

Watermelon Display

DeCA West: FORT SAM HOUSTON (JB San Antonio)

Organizational honors

BAMBERG, Germany, assistant secretary of the Army coins to Store Director **David Mitzner**, Deputy **Robert Vogel** and store associate **Jessica Nard**, for hosting commissary VIP tour. **BUCKLEY AFB**, Colo., recognized by National Industries for the Blind, for having highest sales increase in Zone 9.
C.E. KELLEY, Pa., Local Hero Award from Veterans of Foreign Wars, for outstanding support to military community.
DECA HQ, Va., certified three new green belts in the Lean Six Sigma program: **MARGARET PRINCE**, **DENISE ROWLANDS** and **BRENDA SPAIN**.
FORT CAMPBELL, Ky., Pepperidge Farm Sales Achievement Award, finishing fiscal year as district's No. 1 account.
FORT HOOD I, Texas, certificate of appreciation from installation deputy commanding general, for exceeding Combined Federal Campaign contribution goal by 10 percent.
FORT HUNTER LIGGETT, Calif., appreciation letter and coins from garrison commander and command sergeant major, for outstanding support through Thanksgiving holiday.



NCBC GULFPORT, Miss., certificate of appreciation, for exceeding Combined Federal Campaign contribution goal by more than 100 percent.

HEIDELBERG, Germany, photo shadow box and command sergeant major coin from Better Opportunities for Single Soldiers, in appreciation of support provided for single soldiers and BOSS program.

KADENA AB, Okinawa, letter of appreciation to commissary industry partners from commanding brigadier general, for support of 11th Annual Kadena Special Olympics Games and Art Festival. Certificates of appreciation to Store Director **James Thompson Jr.** and industry partner, for support of base environmental open house.

LAJES FIELD, Portugal, commissary's "Cannon Ball Bowling Team" moved into top 10 for first time in bowling championship season; certificate of appreciation from Organization of Latino Americans of Lajes Field, for support provided during Hispanic Heritage Month.

LAUGHLIN AFB, Texas, deli-bakery received Best Base Organization Award from Flying Class 11-06.

McCONNELL AFB, Kan., base safety award for accident-free fiscal 2010.

MOUNTAIN HOME AFB, Idaho, meat department received letters of appreciation for Idaho Veterans Olympics support; letter of appreciation from 124th Fighter Wing commander, for support of Idaho Air National Guard Family Day.

OSAN CDC, Japan, Silver Award from local command, for contributions to Combined Federal Campaign; certificate of appreciation and coins, including industry partners, from Officers Spouse's Club, for support and donations to "2010 Cookie Crunch" holiday cookie program.

SEMBACH, Germany, DeCA Europe Director's Semiannual Gold Award, 4th consecutive win, for fiscal 2010 3rd and 4th quarters, outstanding performance by a small store.

SCHINNEN, Netherlands, certificate of appreciation from chief, Regional Training Support Center Baumholder, for continuous mission support provided to training support center Benelux.

VILSECK, Germany, certificate of appreciation from American Women's Activity Group, for support to AWAG Conference; commander's coin, for excellent customer service and product displays during holidays; fleet master chief's coins, for outstanding support of 12th Annual Thanks for Thanksgiving holiday meal donation program.

Individual honors

ALLYCE AKAO, sales associate, MCB Kaneohe Bay, Hawaii, Bachelor of Science in nursing, Hawaii Pacific University.

NEJAT AKIN, store director, Izmir, Turkey, commander's coin from vice commander, U.S. Air Forces in Europe, for outstanding military community support.

MIHO AVERY, secretary, NAF Atsugi, Japan, selected for 2010 Master Labor Contractor Award, for outstanding performance as cornerstone of highly successful, efficient administrative department.

GABY BALFOUR, store director's office, Ansbach, Germany, DeCA Superior Civilian Service Award.

PHYLLIS BLACK, store director, MCB Cherry Point, N.C., award from N.C. Division of Vocational Rehabilitation Services, for achievements in hiring people with disabilities.

Black recently hired the 16th person with disabilities, representing 20 percent of workforce.

JOHN BLYTHE JR., store director, Vogelweh, Germany, letter of appreciation from command sergeant major, for personally donating commissary gift certificates to base chaplain on behalf of destitute military family.

ANDREW BROOKES, store director, Peterson AFB, Colo., National Industries for the Blind Partner in Excellence Award, for promoting NIB products and services to help create employment opportunities for disabled.

STEVEN BROWN, store director, Fort McCoy, Wis., Employer Support of the Guard and Reserve Patriot Award, for outstanding support of employee service in reserve forces, nominated by Army National Guard Sgt.

Wesley Porter, storeworker.

BETTY CAREY, acting store administrator, certificate of appreciation from installation adjutant general, for outstanding support during support during 36th Annual Retiree Appreciation Day.

VIRGIE CORPUZ, lead cashier, Fort Hunter Liggitt, Calif., command sergeant major's coin for store's achievement as Best Small Commissary 2010.

TONI GRIFFINBERG, storeworker, MCB Kaneohe Bay, Hawaii, Bachelor of Science in business management, University of Hawaii.

JAMES HARKINS, deputy, and **KYLE ROLAND**, storeworker, Lajes Field, Portugal, recognized by 3rd Air Force deputy commander, for Air Force Ball support.

ADNAN KOC, store director's office, Incirlik, Turkey, designed giant Christmas card to represent commissary in community's annual display.

CHRIS MILLIGAN, store director, Fort Sam Houston (JB San Antonio), certificate of appreciation from base Warrior and Family Support Center, for continued support.

CHELSEA PARSONS, student cashier, Kadena AB, Okinawa, selected to National Society of Collegiate Scholars membership, requiring GPA of 3.5 or more; also, invited to International Scholar Laureate Program, for exemplary academic performance and leadership skills, with opportunity to study abroad.

GABRIELLA PETELINI, sales store checker, Livorno, Italy, won 3rd place, women's over-50 category, in annual Run to the Tower race organized by Camp Darby community.

JEANETTE RIDDICK, grocery manager, MCB Quantico, Va., Foundation of Excellence

Award for October 2010, sponsored by Overseas Service Corporation to honor those who have excelled delivering commissary benefit.

ALZINA SKINNER, secretary, JB Langley-EUSTIS, Va., certificate of appreciation from base safety office, for proactive approach to workplace safety and health.

RHONDA SMITH, store director, Fort Carson, Colo., certificate of appreciation, for support of Fire Prevention Week open house.



Jean Saint Élan

Élan's register, the sergeant major presented the coin and said he was one of the best cashiers he had ever encountered.

JEAN SAINT ÉLAN, store associate, MCB Quantico, Va., command sergeant major's coin, for outstanding service. Saint Élan recognized Command Sgt. Maj. Leon Thornton from his photo at the store entrance, so he shook Thornton's hand and said it was an honor to meet him. After checking out at Saint



▲ **DANCES WITH GOURDS: Camp Courtney Commissary, Okinawa, helps customers make healthy choices with this veggie-friendly display.** DeCA photo: Michael Shannon



▲APPLEPALOOZA: Apples command attention in this eye-appealing apple display at Mountain Home Commissary, Idaho. The display won top honors in Spokane Produce’s Washington Apple/Caramel Dip contest. For produce manager Lorna Heinen, the win brings a trip to the 2011 Produce Marketing Association Conference. Commissaries in Washington, Idaho and Montana competed. *DeCA photo: Lorna Heinen*

MATH VAASSEN, storeworker, Schinnen, Netherlands, certificate of appreciation from chief of Regional Training Support Center Baumholder, for outstanding support.

on the move

JOHN BLYTHE JR., deputy store director, Ramstein AB, Germany, to store director, Vogelweh, Germany

WADE BROOMFIELD, grocery manager, Patch Barracks, Germany, to store director, Robinson Barracks, Germany

NORMAN BROWN, director, workforce development, to executive assistant to the director, HQ DeCA, Va.

TROY COLLINS, zone manager, Zone 24, to store director, Fort Belvoir, Va.

DANNY DANIELSON, store director, NAS Meridian, Miss., to store director, Cairo

DONALD FLECK, store director, Lackland AFB (JB San Antonio), to store director, Ellsworth AFB, S.D.

JOSEPH GREEN, store director, Robins AFB, Ga., to zone manager, Zone 28, Fort Lee, Va.

KIM JACKSON, assistant store director, to store director, NAS Whiting Field, Fla.

VERLA MARTIN, workforce shaping program manager, to chief of staffing and classification division, human resources directorate, HQ DeCA, Va.

TONY MATHIAS, store director, Fort Belvoir, Va., to store director, Fort Campbell, Ky.

LAURENCE MITCHELL, commissary management specialist, DeCA Europe, Germany, to store director, Vicenza, Italy

CYNTHIA MORGAN, acting director, to director of accounting, HQ DeCA, Va.

CLYDE NOLEN, store director, USMA West Point, N.Y., to store director, Fort Sill, Okla.

KEITH OWENS, audit program manager, DoD inspector general, to director, HQ DeCA internal audit

DAVID PARKER, store manager, Aviano AB, Italy, to store director, Menwith Hill, England

RICK POTTEIGER, store director, Menwith Hill, England, to store director, Hohenfels, Germany

TOTOLUA RIPLEY, store director, NFA Yokosuka, Japan, to business solution specialist, HQ DeCA, Va.

JUAN RODRIGUEZ, store director, Incirlik, Turkey, to Randolph AFB (JB San Antonio)

JEFF ROSE, store director, Spangdahlem, Germany, to store director, Patch Barracks, Germany

KIM ROUSE, acting director, to director of budget and manpower, HQ DeCA, Va.

DENNIS P.J. RUSSO, assistant store director, Osan AB, South Korea, to assistant store director, MCB Quantico, Va.

ROBIN SCHMIDT, senior DeCA fellow, Washington, D.C., to zone manager, Zone 24, Fort Belvoir, Va.

JAIME SEGARRA JR., store director, Hohenfels, Germany, to store director, Grafenwoehr, Germany

JOHNNY STERLING, assistant store director, Laughlin AFB, Texas, to store director, Cannon AFB, N.M.

JOSEPHINA STEWART, store manager, FA Sasebo, Japan, to store manager, Fort Hunter Liggett, Calif.

Next issue: Welcome to DeCA's new senior enlisted advisor

Army Command Sgt. Maj. John M. Gaines Jr.



DeCA heritage: in memoriam

John M. McGowan

John F. McGowan, 68, a former DeCA interim director, lost his battle with cancer Nov. 27, 2010, at Tidewell Hospice, Ellenton, Fla.

McGowan, a member of the Senior Executive Service, retired from DeCA in 2002 as director of the former Eastern Region, with headquarters in Virginia Beach, Va. McGowan became region director in June 2001, after having served as CEO at agency headquarters in Fort Lee, Va., since November 1999.

Prior to this appointment, he served a month as the agency's interim director. He came to headquarters in September 1995 to serve as director of operations, then executive director of operations in September 1997. He served four years as director of the former Southern Region after DeCA's establishment, 1991-1995.



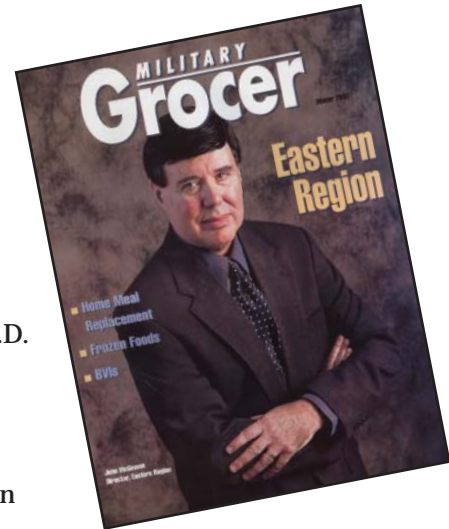
John F. McGowan
1942-2010

His association with military commissaries dated back to his first assignment in the U.S. Air Force. He was commissioned as a second lieutenant in 1963 and assigned as commissary officer at Minot Air Force Base, N.D.

Other military assignments included: commissary officer in

Japan and Louisiana; chief of services divisions at air bases in Alabama, Indiana and Texas; area exchange officer in Bangkok and U-Tapao, Thailand; and complex director at air bases in Louisiana and Illinois.

He entered civil service as a commissary management specialist for the Air Force Services Office in Philadelphia in 1975. In June 1976, he became one of the first members of the newly formed Air Force Commissary Service as a commissary management specialist at AFCOMS headquarters in San Antonio.



McGowan was featured in a cover story in Military Grocer magazine's winter 2002 issue. The publication eventually became Military Retailer.

He was born March 7, 1942, in the Bronx, New York City. He graduated from Mount Saint Mary's College, Emmitsburg, Md., in 1963 with a bachelor's in business administration. McGowan completed graduate work at Troy State University, Ala., Cornell University Executive Food Management Program and Federal Executive Institute Leadership for a Democratic Society Program. ■



John McGowan, second from right, prepared to cut the ribbon at the grand opening of the new commissary at Fort Buchanan, Puerto Rico, Nov. 13, 2001. Joining McGowan (from left) were Col. John Peska, garrison commander; Grace McCann, Zone 40 manager; and Maj. Gen. Alfred Valenzuela, commanding general, U.S. Army South. U.S. Army photo



New director ‘comes home’ to commissaries

Joseph H. Jeu, a member of the Senior Executive Service, became DeCA’s new director and CEO, effective Jan. 3.

Jeu came to DeCA from the U.S. General Services Administration, where he was the assistant commissioner for general supplies and services for the Federal Acquisition Service

Jeu succeeds **Philip E. Sakowitz Jr.**, who retired in June 2010. In the interim, **Thomas E. Milks**, the agency’s chief operating officer, served as its acting director.



Joseph H. Jeu

Delivering results

“Over the span of his distinguished career, Mr. Jeu’s comprehensive experience has been in leading and delivering results in business operations, including capital investments, in a worldwide retail activity,” said Dr. **Clifford L. Stanley**, undersecretary of defense for personnel and readiness.

In his previous assignment at GSA, Jeu was responsible for managing three business lines: 1) supply operations, providing more than \$1.4 billion in products to federal agencies worldwide; 2) acquisition operations, establishing government contracts of nearly \$23 billion a year; and 3) property management, disposing of nearly \$1 billion in excess personal property.

Customers No. 1

Jeu is no stranger to walking the aisles of a grocery operation. His roots as a retailer began in 1975 as a management trainee with Safeway Stores Inc., in Landover, Md. When he left Safeway, he was one of the grocery chain’s youngest store managers.

“Returning to commissaries is a homecoming of sorts, and I’m privileged to have the opportunity to once again serve those who selflessly dedicate their lives in service to our great nation,” Jeu said about becoming the director of DeCA. “Serving our customers’ needs is paramount and will always be my No. 1 responsibility.”

Commissary specialist

His government career began in 1978 as a commissary specialist with the U.S. Army Troop Support Agency’s European Region. In 1979, he was promoted as a commissary officer at **Heidelberg**

Distinguished government career began with Troop Support Agency

Commissary, Germany, where he was responsible for managing a store with annual sales of \$11 million.

After working three years in the Pentagon with the Department of the Army’s deputy chief of logistics, Jeu joined Headquarters Marine Corps in 1984. There, he managed the Marine Corps Commissary System that included 15 commissaries and two commissary complexes. The Marine Corps system – one complex on the East Coast at Camp Lejeune, N.C., and another on the West Coast at Marine Corps Air Station El Toro, Calif. – functioned like mini headquarters elements, managing the stores in their area.

In 1987, Jeu was promoted to head of the Marine Corps Services Branch, where he managed the garrison-level vehicle fleet, personal property and food service programs. He also continued control of Marine Corps commissaries until Oct. 1, 1991, when the creation of DeCA consolidated the four services’ military commissaries into one organization.

Jeu began 10 years of service with GSA after his 2000 appointment to the Senior Executive Service and subsequent selection as the assistant commissioner for transportation and property management for the organization’s then Federal Supply Service, also known as FSS. Four years later, he was promoted to assistant commissioner in the office of global supply, managing the FSS stock and other programs that support federal activities worldwide.

Presidential honors

He is the recipient of the 2009 Presidential Rank Award for Meritorious Executive. As a Meritorious Presidential Rank recipient, Jeu was recognized as a leader in the top 5 percent of the federal government’s Senior Executive Service. In June 2010, President Barack Obama appointed him as a member of the Committee for Purchase from People Who Are Blind or Severely Disabled. He has also received the Navy Superior Civilian Service Award in May 1987 and the Navy Distinguished Civilian Service Award in July 2001.

Jeu graduated from the College of William and Mary in Williamsburg, Va., in 1975 with a bachelor’s degree in business administration. In 1991, he completed the Harvard University Senior Officials in National Security Program. ■



NEW SALES RECORD:

The San Diego Commissary team, including James Hollinger, produce storeworker, achieved store record sales in October 2010. San Diego is thought to be only the third store in DeCA history to achieve \$8 million in monthly sales. In 1998, Fort Belvoir Commissary, Va., became first to top \$8 million; and in 2008, Pearl Harbor Commissary, Hawaii, was second to hit this milestone. DeCA photo: Nancy O'Neil