



REPLY TO
ATTENTION OF:

DEFENSE COMMISSARY AGENCY
HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

AUG 8 2008

PSM

NOTICE TO THE TRADE – DeCA NOTICE 08-93

SUBJECT: DeCA Health and Beauty Care (HBC) Summit 2008

The purpose of this Notice to the Trade is to notify Industry that a HBC Summit will be held on Tuesday, September 30, 2008, from 0900 a.m. to 3:00 p.m. The Summit will take place in the Board Room on the 1st floor at the Defense Commissary Agency Headquarters, Fort Lee, Virginia 23801. The purpose of this summit is to discuss concerns, suggestions, and questions as they relate to the HBC sections.

Topics for discussion include, but are not limited to, the following:

- a. Opportunities to Maximize Sales
- b. Create Excitement in HBC
- c. Leverage Our Price Advantage
- d. Explore New and Innovative Merchandising Techniques
- e. Patron Conversion
- f. Promotions

All interested parties are invited to attend. **Due to limited seating, request that only one representative from a manufacturer and broker/vendor attend this summit.** Request all attendees confirm their attendance to this summit, by contacting Ms. Evelyn Trisvan, at (804) 734-8614 no later than September 15, 2008. If unable to attend, interested parties may submit their comments to the below point of contact by mail at the below address or by e-mail no later than September 15, 2008.

Defense Commissary Agency
Marketing Business Unit
ATTN: Mr. William T. Wood
1300 E Avenue
Fort Lee, Va. 23801-1800
E-Mail: William.wood@deca.mil

My point of contact for this action is Mr. Bill Wood, Category Manager, at 804-734-8222.

A handwritten signature in black ink, appearing to read "R Chandler". The signature is fluid and cursive, with the first letter "R" being particularly large and stylized.

Randall Chandler
Director of Sales