



DEFENSE COMMISSARY AGENCY

HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

REPLY TO
ATTENTION OF

PS

OCT 31 2008

NOTICE TO THE TRADE 09-10

SUBJECT: DeCA Richards Gebaur New Store Opening

The purpose of this Notice to the Trade is to provide information regarding the opening of a commissary at Richards Gebaur MOBCOM commissary located in Belton, Missouri. Industry support will be critical to achieving a successful outcome.

DODAAC and Store Class: The Richards Gebaur Commissary will have the new DODAAC of **HQCCRG**. The following classification will be used:

Dry Grocery – K1 with some categories receiving a K1A classification
Frozen Food – K1A
Chill Dairy and Lunchmeat – K2

The initial file build was based on the Whiteman AFB, MO, item file – a nearby K-2 store.

Store Management: The Richards Gebaur Zone Manager is Mr. Roger Payne; the new Store Director will be Mr. Charles Bohn. Mr. Bohn is the current Store Administrator at the Whiteman AFB Commissary, and can direct you to the proper individuals to complete preparations for doing business with DeCA and preparing for the grand opening.

Reset Dates: The scheduled grand opening is Tuesday, January 27, 2009. The equipment and shelf profile for frozen food and chill can be set and installed on Monday, December 8th starting at 8:00 a.m. The reset is scheduled to begin in frozen food/chill dairy and chill lunchmeat on Tuesday, December 9th at 7:30 a.m. The dry, produce, and meat resets are scheduled to begin on Wednesday, December 10th starting at 7:30 a.m. and continuing through Thursday, December 11th. In order to achieve an outstanding grand opening, vendor support is critical during these periods.

Vendor Supplied Fixtures: All equipment necessary for the new store reset including vendor supplied racks, e.g., Millstone racks, Skillcraft racks, McCormick racks, peg bars, etc., should be ordered and at the store prior to December 1, 2008. These racks and all peg bar sections can be installed on Tuesday, December 9, 2008.

Vendor Stocking: Manufacturers/brokers are encouraged to start hiring vendor stockers for the reset and continuing operations.

Distributor Support: As required by the DeCA's Resale Ordering Agreements, it is the responsibility of the manufacturer or their representative to ensure the delivery of their products

The Commissary – It's Worth the Trip!

to this facility. DeCA has preliminary indications that Nash Finch Omaha, GSC Junction City may be available to support this store.

DSD Resale Ordering Agreement (ROA) and Blanket Purchase Agreement (BPA) Contracts: To help local suppliers of DSD type products, local item pricing issues, contract establishment, and item approval should be addressed to Mr. Charles Bohn. If you are a current supplier of products to the Whiteman Commissary it is crucial Richards Gebaur Commissary be added to your existing contract.

Web-Based Pricing: All DSD/local type contacts utilize Web-based pricing. Vendors must register for Web-based pricing/EDI with DeCA before pricing can be accepted.

National Brand (ROA) Contracts: All national manufacturers and brokers should contact DeCA to ensure the Richards Gebaur DODAAC is allocated to current contracts.

Display Layout: The store layout will include 12 end displays, and a 24-foot wall of values section. There is a lot of room for creativity; companies wishing to sponsor events, promotions, and demonstrations (both product and equipment) are encouraged to “think outside the box.” Please work these requests by January 15th through Mrs. Elizabeth Lyons, DeCA East (POC), the Zone Manager, Mr. Roger Payne or Store Director, Mr. Charles Bohn.

Points of contact for appointments, ROA and BPA contracts, Web pricing, and display layout are shown below.

Site Visit Personnel			
Judge Mays	Contracting Officer for both National and Local ROA’s (e.g., Kraft, P & G as well as DSD ROA and BPA contracts (e.g., chips, soda, & cookies)	804.734.8923	Judge.Mays@deca.mil
Carol Ricker	Business Systems Manager	804.734.8366	Carol.Ricker@deca.mil
Elizabeth Lyons	DeCA East POC	804.734.8087	Elizabeth.Lyons@deca.mil
Other DSD Personnel			
Barbara Merriweather	DSD Category Manager	804.734.8861	Barbara.Merriweather@deca.mil
Web Pricing			
Shirley Smith	Web Pricing Coordinator	804.734.8312	Shirley.Smith@deca.mil
Zone/Store Management (For Display Layout)			
Elizabeth Lyons	DeCA East POC	804.734.8087	Elizabeth.Lyons@deca.mil
Charles Bohn	Whiteman Store Administrator	660.687.5655 ext 3027	Charles.Bohn@deca.mil
Roger Payne	Zone 26 Manager	210.382.1467	Roger.Payne@deca.mil

Point of contact is Mr. Mark Arland, Chief, Reset and Planogram Branch, 804.734.8226 or e-mail Mark.Arland@deca.mil


 Randall Chandler
 Director of Sales