

OC

July 17, 2006

NOTICE TO THE TRADE – DeCA NOTICE 06-123

SUBJECT: DeCA's 15th Anniversary

The purpose of this Notice to the Trade is to encourage industry to support DeCA's 15th anniversary celebration and use it as a marketing opportunity. The Agency was formed in October 1991 from the commissary systems of the Army, Navy, Air Force, and Marine Corps. Since then, DeCA has grown to become a model in DoD for streamlined operations and efficiency, increased savings, and increased service and customer satisfaction.

DeCA's Corporate Communications has developed a special anniversary logo tagged with the slogan "celebrating four great systems combined into one." Possible uses of the logo might be in advertising or congratulatory banners. Additional marketing messages could include "15 years of service and savings" or variations of that theme.

The anniversary logo is available on the marketing tools page at www.commissaries.com under the "business with DeCA" link and then "marketing." Other formats are also available as needed. Corporate Communications will also be producing posters and other tools for store use as well as utilizing the anniversary as a springboard for opportunities to broadcast key messages about the commissary benefit. The celebration runs from October 1 to the end of 2006.



Industry is encouraged to assist commissaries in using this milestone in DeCA's history to help create awareness among military customers through advertising and events.

If you have any questions or suggestions please contact Ms. Bonnie Powell, Chief, Corporate Communications Marketing Division, at (804) 734-8404, bonnie.powell@deca.mil; or Ms. Anne Fenessy, Visual Information Specialist, at (804) 734-8153, anne.fenessy@deca.mil. Dr. Peter Skirbunt, DeCA Historian, is also a valuable source for information. He can be reached at (804) 734-8510 or peter.skirbunt@deca.mil.

/s/

Scott E. Simpson
Chief Operating Officer