

PSM

November 14, 2005

NOTICE TO THE TRADE – DeCA NOTICE 06-12

SUBJECT: Management of Promotional Packages for Far East, Alaska, and Hawaii  
Commissaries

Effective with the 2006 promotional packages, promotional support needed to facilitate execution of the promotional packages at the store level in the Far East, Alaska, and Hawaii commissaries will be accomplished by the Promotions Team in the Marketing Business Unit. In order to facilitate a smooth transition, this notice is to advise our industry partners of promotional procedures for all national and local items for the Far East, Alaska, and Hawaii commissaries.

This includes management of all promotional spreadsheets, responses to store level queries, and any additional assistance needed to fully execute the promotional package. We have incorporated the best practices to develop a standardized methodology for processing promotional packages that will serve to streamline the process while not compromising support to the stores. The needs of our commissary customers will continue to be the primary focus of our efforts.

a. Seasonal Presentations: Presentations for all seasonal items will be made to the respective seasonal buyer in conjunction with the CONUS seasonal promotional presentations as noted in the published seasonal calendar.

b. Promotional One Time Buys Presentations: Presentations for all one time buys to include shippers and pallets presented for inclusion in the monthly promotional packages will continue to be taken by the respective category buyers. Presentations for regional one time buys will continue to be made to Vicki Sliwicky at DeCA West.

c. File Maintenance for Seasonal and Promotional One Time Buys: As is current practice for CONUS, the DeCA Form 40-15 must contain all pertinent information (contract numbers, item description, UPCs, patron savings, case cube, layer, item dimensions, and the appropriate distributor information) for consideration for commissaries in the Far East, Alaska, and Hawaii. Availability must be noted in field #14 of the DeCA Form 40-15 WW/Region/Store. A second presentation specifically for Far East, Alaska, and Hawaii will not be taken. Once an item has been approved for promotion, the item will be allocated to stores in Alaska, Hawaii, and the applicable DeCA Centralized Distribution Centers (CDC) for Japan, Okinawa, Korea, and Guam.

d. Promotional Packages: There are no changes to the current procedures for processing promotional packages. Presentations will continue to be made to the category buyers for promotions worldwide. Also, the Far East stores will continue to order shippers two periods after the promotional period ends. Alaska and Hawaii stores will order shippers with the same

display period.

Points of contact are Mary Michael, Promotions Manager, (804) 734-8228, Tom Muehlbauer, Assistant Promotions Manager, (804) 734-8232, John Staley, Promotions Specialist, (804) 734-8441, and Vicki Sliwicki, Local Regional Buyer, DeCA West, (916) 569-4823.

Points of contact on issues relating to one time buy and seasonal file maintenance issues are Robert Brackin, Promotions Assistant (804) 734-8474, Angela Leal (804) 734-8303, and Kelly Schoot, Promotions Assistant, (804) 734-8308.

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Scott E. Simpson  
Chief Operating Officer

