

PS

September 28, 2010

NOTICE TO THE TRADE – DeCA NOTICE 10-155

SUBJECT: New Marketing Efforts in DeCA's Sales Directorate

The Defense Commissary Agency's (DeCA) Sales Directorate has some exciting news to share with our Industry partners regarding our in-store events and product promotions. Ms. Sallie Cauthers has joined our team to assist in marketing and promoting these special events to further increase our customer foot traffic and as a result, increased sales for the stores. In the past when we've had celebrity appearances or special product demonstrations, DeCA would only report on the event as an "after-the-fact" news story.

Ms. Cauthers will be reversing this process by coordinating these promotions in advance to maximize local media announcements resulting in a higher attendance from our customers. Our goal is to allow Ms. Cauthers the ability to coordinate the event, as far in advance as possible, with the store director, Industry, and Corporate Communications in order to guarantee a monumental success of promotions in our stores.

Ms. Cauthers has worked for DeCA as the Marketing Chief in Corporate Communications since 2007 and is now assigned to the Special Projects Division where she will help the Sales Directorate enhance promotion programs that target select markets such as mothers, single Service members, Guard and Reserve, and retirees, resulting in increased sales within specific categories.

This move will significantly increase the synergy between Corporate Communications and the Sales Directorate. The Sales Directorate will continue to work closely with our Industry partners to increase the effectiveness of our sales campaigns and special events. This restructuring of our marketing effort will help us help the stores by raising our ability to convince more customers to use their commissary benefit. In the process, we show the strength of the benefit through increased sales.

Ms. Sallie Cauthers can be reached at (804) 734-8000, extension 4-8769, or sallie.cauthers@deca.mil.

//Signed//
Christopher T. Burns
Director of Sales