

S: March 31, 2010

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February 23, 2010

NOTICE TO THE TRADE DeCA Notice 10-50

SUBJECT: Industry Contributions to Causes and Giveaways

This Notice to the Trade is a call to Industry for information on monetary contributions (other than resale product savings) given by DeCA's Industry partners to charitable, military organizations; scholarship program; and direct commissary customer giveaways for calendar year 2009. These contributions should be related or stem from the Industry partner's involvement with DeCA.

We are trying to capture ancillary benefits provided by Industry as part of the commissary system. This data is invaluable in determining the total value of the commissary benefit and its return on investment to the Department of Defense.

Specifically, we request the following for each major contribution effort:

1. Name of Industry partner making contribution
2. Business type of contributor, i.e., manufacturer, broker, distributor, other (specify)
3. To whom was contribution made, i.e., organization name, customers, etc.
4. Form of contribution, i.e., charitable contribution, scholarship, prize, giveaway, hosted event/sponsored entertainment, etc.
5. Dollar amount of contribution

Request your response be e-mailed to alan.huoni@deca.mil by March 31. Thank you for your cooperation with this information gathering effort and for supporting worthy causes and providing exciting customer giveaways. Any questions or concerns regarding this notice should be referred to Mr. Greg Kochuba, (804) 734-8000, extension 4-9828, or greg.kochuba@deca.mil.

/s/

Thomas E. Milks
Chief Operating Officer