

*This is it—  
the last printed issue!*



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# Reflections on 2016 and a Look Toward 2017

## We Are All Doing Our Part to Provide Service, Support

Happy holidays! This month, we are privileged to celebrate this special time of year with you, our family, at home and at the Exchange. This is a time to reflect on the year that was and look forward to the new one ahead.

During 2016, we pulled together as a team and made it not only a good year, but one filled with outstanding achievements.

Listing each accomplishment here would take up more space than available, so I've narrowed them down to the following "magnificent seven."

### Magnificent seven

*(Numbers are based on year-to-date September 2016)*

1. Intensify national brands (INB): INB sales: \$370.5M, gross profit: \$108.2M, 112 concept shops opened
2. BE FIT program: 338 BE FIT items in the program generating \$51.7M in sales
3. Grow the Express: Gross profit including gas: \$263.7M
4. Transform the online experience: Gross sales: \$129.2M (up 25%)
5. Grow concessions: \$1.1B (4.1% over plan), earnings before depreciation are \$148.7M (3.3% higher than prior year)
6. First run movies: 59 theaters have the ability to show first run movies; 39 in OCONUS and 20 in CONUS.
7. Optimize the supply chain: \$10.9M in savings (\$260M total cumulative expense reduction since 2011)

All of these efforts have yielded \$275M in operating profits (versus \$163M YTD Sept 2011, while active duty troops, Air Force and Army, have decreased -11.7 percent.)

### Highlights from directorates

In demonstrating the benefits of the MILITARY STAR card, the Exchange recognized the patronage of our customers through a personal dividend that gave \$22 million back to our customers in MILITARY STAR rewards. Additionally, associates helped sign up 21,000 new cardholders, exceeding initial forecasts by 146 percent.

**“Not only do we serve our military family on installations, our team takes the Exchange benefit to austere and dangerous locations around the world.”**

The Exchange continued to improve the online shopping experience as the shopmyexchange.com Logistics team increased internal capacity at our distribution centers by 120 percent and developed ship-from-store functionality.

These expansions afford the Exchange lower supply chain costs by controlling the manual packaging and presentation process, while reducing delivery time to the customer.

By reducing costs and improving speed of delivery, we are continuing to enhance the customer's overall online experience. Pick, Pack and Ship Same Day is our commitment to our service members and their families.



Director/CEO Tom Shull greets a Soldier during his recent visit to Korea.

### Services, Food and Fuel expand portfolio

The Services, Food and Fuel team brought more than [100 name brands](#) to Exchange food courts and malls. Several well-known brands were added to the portfolio including:

- Claire's
- HAGGAR Outlet
- Spirit Halloween
- NAPA Auto Parts

New relationships were established with several "better-for-you" chains including:

- Qdoba
- McAlister's Deli
- Jimmy John's
- Freshens
- Chipotle

More choices and name-brand services are in the works now.

Not only do we serve our military family on installations, our

team takes the Exchange benefit to austere and dangerous locations around the world. In 2016, 65 associates voluntarily left the comforts of their friends and family to deliver a taste of home to troops in Poland, Ukraine, Cameroon, Australia, Afghanistan and Iraq. This willingness to go where our military goes is at the heart of the Exchange mission and provides a lifeline to those serving far from home.

**Take pride in what you do**

Each of you should be proud of your hard work and perseverance. Please accept my personal thanks for your individual contributions and your continued focus on taking care of service members and their families.

Every day, I'm so impressed and deeply inspired by your stunning examples of selfless service. You are on the front lines of our relevancy story, and your willingness to go above and beyond punctuates all we do with sincere affection and care for those who wear our Nation's uniform.

**Everyone has a role**

In retrospect, 2016 found us all doing our part to make this year one of the most successful in Exchange history.

Now that we are approaching the busiest time of year, we can hold our heads high knowing that we are providing service and support to our military that no other retailer can match.

As we close out this magnificent year, I hope you will enjoy the holidays with your loved ones. Then, get ready to start 2017 with the same enthusiasm and service you exhibited throughout 2016.

One team, one fight! **X**



Director/CEO Tom Shull met with the team after he toured the distribution center in Japan.

**“Now that we are approaching the busiest time of year, we can hold our heads high knowing that we are providing service and support to our military that no other retailer can match.”**

**EXCHANGE HISTORY FUNFACT**

Director/CEO Tom Shull has bested a 55-year record at the Exchange. Serving four years and six months, Tom Shull is now the longest serving Director/CEO since Col. William Kendall. Long-serving CEOs are normal in commercial retailers as they can focus on building long-term value. Kendall served as the first chief of the Army and Air Force Exchange Service from 1947 to 1951. Tom Shull, a former infantry company commander, who served as military assistant to Robert C. McFarlane, National Security Advisor to President Reagan, was CEO for several retail and consumer packaged goods companies, including Barney's New York, Wise Foods and Hanover Direct, before joining the Exchange team in June 2012. Tom looks forward to continuing his work with the talented Exchange family to further strengthen the Exchange's mission of serving those who serve for years to come.



Director/CEO Tom Shull



Col. William Kendall

# Growing Our Team, Creating Our Legacy

## What Will Your Legacy Be?

As I work with various teammates in our headquarters and in the field, I sometimes wonder what the difference is between the best and the rest. If you think about it, the vast majority of our associates know the policies, programs and requirements for completing their duties. Why then are some more effective than others? My theory is regardless of rank or position it comes down to what's inside you, the intangibles that are not always so easy to see.

### The "It" factor

In sports, you sometimes hear an athlete being described as having "it" when referring to a player who always seems to come out on top. The New England Patriots quarterback Tom Brady had a very successful college career. And yet, he was the 199th player selected that year, and six quarterbacks were picked before him. Brady committed himself to making sure those who passed on him would regret their decision.

Like our best, what separates Brady from the rest is what's inside him. He is cool under pressure. His work ethic, passion and preparation are legendary. He is a loyal teammate, and his drive for results is seldom equaled. He has what I refer to as the "it factor." The qualities found in those having the it factor can apply to any position.

Our best performers are highly skilled at interpersonal, social and business competencies. They are passionate about taking care of their fellow associates, customers and

our mission. They, too, have characteristics that can't be measured, but we know are there. They are excellent teammates, don't shy away from challenges and develop outstanding teams.

**“We make sure everyone knows how to run a register, analyze reports or manage programs, but what are we doing to develop our competencies?”**

We tend to spend a great deal of time learning how to do our job and training others how to do theirs, but very little time on developing our competencies. We make sure everyone knows how to run a register, analyze reports, or manage programs, but what are we doing to develop our competencies?

It is important for today's success and to prepare for the future. Without developing our competencies, we will never be as good as we could be. If you think about the people who have impacted you most in your life, it is likely more because of their competencies and soft skills than because of their results.

### Resources coming soon

Each month, we will focus on a business competency so we can grow together. While the list is long, I'd like to start with legacy. Your day-to-day actions are shaping your eventual measure as a leader, individual and teammate. As you go about your day, think about what your legacy will be.



EVP/COO Dave Nelson shows off the Pick, Pack and Ship section of the Waco DC during a recent tour.

**“I encourage you to utilize the tools available through Leap Into Leadership Management Development Program offerings in LEX and other developmental resources.”**

Look for a message coming soon to help each of us develop our own legacy. Use these resources for your personal development, stimulate conversation among your teammates or share during morning meetings. I also encourage you to utilize the tools available through Leap Into Leadership Management Development Program offerings in LEX and other developmental resources you're familiar with.

The question remains, what will your legacy be? **X**

# Exchanges Go Above and Beyond During Hurricane Matthew

By Conner Hammett

Exchanges in the path of Hurricane Matthew worked diligently to ensure Soldiers, Airmen and their families received the support they and their families needed.

Managers and associates in Florida, South Carolina, North Carolina and Virginia were at the ready in the days leading up to the storm's anticipated landfall—and jumped into action to serve customers affected by the hurricane after the storm passed.

Most stores in the path of the storm sustained minimal damage but were at least partially operational almost as soon as the installations reopened.

## First on installations after storm

"Our Exchange teammates were the first on the installation to reopen after Hurricane Matthew passed through the area," said Col. Townley Hedrick, Fort Stewart, Ga., garrison commander. "Their dedication in getting fuel and food to customers after the storm played a huge role in comforting our Soldiers and their families, and helping restore a sense of normalcy to Fort Stewart."

In the days leading up to the storm, the Dan Daniel Distribution Center in Newport News, Va, provided immediate response to emergency orders from Joint Base Langley-Eustis, Forts Stewart and Jackson, as well as JB Charleston, S.C., and Patrick AFB, Fla. Items, such as water, batteries, generators and flashlights, were rushed to stores ahead of the hurricane's projected landfall.

Exchange managers at affected lo-



Before and after photos of the Fort Bragg South food court. The food court suffered the most damage of all Exchange facilities in the wake of Hurricane Matthew. It reopened just three days after the storm passed over the installation.

cations also worked with command to determine how best to assist in preparing for the storm, attending multiple hurricane briefings with installation leadership.

**“I’m really appreciative of all the Exchange did to prepare for this storm. It’s nice to see that they’re really there to take care of the military family.”**

—Airman Morgan Howard

## Exchanges worked with command

At JB Langley-Eustis, the Military Clothing store stayed open longer to ensure personnel with the 689th Rapid Port Opening Element, who were deployed to Haiti to assist in hurricane relief, would be able to gather any necessary supplies before taking off. The store also provided free water to base personnel working to secure the installation ahead of the storm.

Fort Jackson is three hours inland from the coast. There, facilities stayed open past Columbus Day holiday hours to allow service members and families to gather everything they needed in the aftermath of the storm.

The day after the storm, facilities at Fort Jackson and nearby Shaw AFB reopened and were the only stores in the community with hot food, ice and gas in the storm's immediate aftermath.

At JB Charleston, the Exchange worked with command to obtain preparedness fliers and emergency exit routes, which were prominently displayed in the store alongside emergency necessities.

The day after the storm, 11 associates descended upon the still-shuttered base alongside base recovery personnel to assess damage and prepare the store for the return of the base population the following day. X

# Exchange Pulls Out All Stops to Offset East Coast Gas Shortages

By Chris Ward

For Sgt. 1st Class Ayana Flournoy, her husband, 1st Sgt. Marc Flournoy Sr., and their children, Alana and Alandon, pulling up to an Express gas station at Fort Benning, Ga., to fill up the family vehicle is an experience so routine it's hard to imagine life without it.

But when a leak sprang in the Colonial Pipeline, one of two major gas pipelines serving the southeastern United States, in September in Helena, Ala., the Flournoy family and millions of others came perilously close to losing access to the resource that fuels their lives.

"Without the fuel we get at the Express, the essentials that make up my family's day to day would be impacted in an instant: traveling to and from work, doctors' appointments for the kids, trips to see friends and family, even something as small

as going to the movies as a family would be just beyond our reach," Ayana Flournoy said.

As the impact of the leak spread, gas stations experienced fuel shortages and closed early on consecutive days. Demand shot up, and so did prices in states such as North Carolina, Georgia and Alabama.

**‘Throughout the fuel crisis, the Exchange was there for us. As a Soldier, this tells me the Exchange is more than a retailer, but a partner that has military families’ backs—no matter what happens.’**

*—Sgt. 1st Class Ayana Flournoy, Express customer*

Luckily, the Exchange was prepared. Within days of receiving news of the leak, the Exchange

fuel program, led by Director Troy Seymour, worked with partners at Hartland Fuels to buy 50,000 barrels of fuel and have the gas transported by barge from Yorktown, N.Y., to Wilmington, N.C. From there, fuel trucks ran between the barge and Expresses throughout the eastern United States for 30 straight days.

"At the end of the day, we wanted to make sure we had product available for our customers no matter what," Seymour said.

That sentiment was not lost on the Flournoy family.

"Throughout the fuel crisis, the Exchange was there for us," Ayana Flournoy said. "As a Soldier, this tells me the Exchange is more than a retailer, but a partner that has military families' backs—no matter what happens." X



Sgt. 1st Class Ayana Flournoy, and her husband, 1st Sgt. Marc Flournoy, appreciated the Exchange's support during the shortage.



Soldiers, Airmen and their families enjoy the support that the Exchange provides every day worldwide. But in times of crisis, it is even more important to serve those who serve.

# SHARE YOUR STORY

## Associates Share Their Stories of What Family Serving Family Means to Them

By Steve Smith

Charles Brissett, an associate at JCB Charleston, S.C., takes “Family Serving Family” and “Serving Those Who Serve” seriously. Brissett comes from a family that has served in the military, and he served for four years in the Air Force.

Right now, his brother-in-law is a Soldier at Fort Bragg, N.C.

### Be the Best You Can Be to Serve Those Who Serve

“I try to serve every customer who comes through the doors of our Exchange as quickly, courteously and with as much knowledge as I can provide about what products they want, even if it’s just to give them directions to another department or telling them where there is a good place to eat,” Brissett said.

He believes the core value of Family Serving Family fits the Exchange’s brand very well. Associates work to serve the military family that pro-



PowerZone Associate and Air Force veteran Charles Brissett takes Family Serving Family seriously.

**“I would highly encourage any PowerZone associate to take classes to gain knowledge to help your customers buy smarter.”**

pects our country and our way of life. He hopes each associate realizes their job at the Exchange is different from other retail environments because of our exclusive customer base and its differing needs.

His Exchange experience has given him valuable insight with PowerZone items and helped him make friends with regular customers. To enhance his customer service skills, he takes training courses from Microsoft and CyberScholar.

“I would highly encourage any PowerZone to take classes to gain knowledge to help your customers buy smarter,” Brissett said.

“We need to show our military customer and retirees why the Exchange should be their first choice when it comes to shopping— better prices on name brands items and exceptional customer service.” X

## The Family That Serves Together



Mia Zierlein, HQ senior business analyst, and her father, Edward Zierlein, have served the best customers in the world for more than 55 years combined. [Read](#) her complete story, which includes stories about being a military dependent in Germany, and learn about how her father discovered the meaning of “Family Serving Family” while working at a post exchange during the Vietnam War. X

**FAMILY > SERVING < FAMILY**

Check more Family Serving Family stories at [TheExchangePost.com](http://TheExchangePost.com)!

Send your story to [exchangeassoc@aafes.com](mailto:exchangeassoc@aafes.com)

# Exchange Lifting Soldiers' Morale in Ukraine

The Exchange field unit opened its doors to Soldiers of the [Joint Multinational Training Group-Ukraine](#) in early April and has continued to raise Soldier morale by providing a lifeline to America.

Master Sgt. Emily Toomey and Staff Sgt. Michael Ford have been the key leaders in the successful set-up of the small store located within the International Peacekeeping and Security Center.

“Being deployed and being away from everything you love, it’s hard to find some relief because you are constantly going,” Ford said. “It’s rewarding to see them (Soldiers) come through the door after they have been in the field all day and pick some items up to boost their morale.”

The store was initially allotted a \$10,000 line of credit to purchase products to fill the shelves, but recently was approved to receive \$25,000 due to demand from the Soldiers. X

‘It’s rewarding to see them (Soldiers) come through the door after they have been in the field all day and pick up some items to boost their morale.’

—Staff Sgt. Michael Ford



Soldiers shop in the mobile field exchange (MFE) at International Peacekeeping and Security Center in the Ukraine. The MFE opened in early April and has continued to successfully grow, because of the demand of the Soldiers who are deployed.

Photo by Army Staff Sgt. Elizabeth Tarr

# Leaders Meet with the Coast Guard Exchange



Leaders from the [Coast Guard Exchange](#) visited the Exchange HQ on Oct. 17. From left, the CGX’s Scott Poteet, director of marketing; Samantha Bishop, chief merchandising officer; Commanding Officer Capt. Bob Whitehouse; Exchange Chief Operating Officer David Nelson, Deputy Director Michael Immler, and President and Chief Merchandising Officer Ana Middleton; CGX Chief Operating Officer John Riley; Executive Officer Commander Jeff Eldridge, executive officer of CGX; and Exchange eCommerce Senior Vice President John Engroff. X



# MILITARY STAR—the Best Deal for Customers

## 6 Talking Points to Tell Customers About the Value of MILITARY STAR

Service members receive the best deal when it comes to MILITARY STAR® and an independent study now proves it.

Creditcards.com recently cited MILITARY STAR as having the lowest flat rate—10.49 percent—among retail cards. Store credit cards charge 23.84 percent on average and as high as 29.99 percent.

Even better, everyone who qualifies for a MILITARY STAR card gets the same low rate, regardless of their credit score. But an industry low APR isn't the only great perks service members enjoy. ✕



### Use these six additional points when talking to customers:

1. You earn 2 points per dollar and automatically receive a \$20 rewards card with 2,000 points
2. You pay no annual, late or over-the-limit fees
3. You save 5 cents at Exchange fuel locations
4. You save 10 percent at Exchange restaurants
5. You qualify for special financing offers
6. You receive free shipping for shopmyexchange.com orders

## Exchange Exceeds Targeted Disability Goal

For nine straight years, the Exchange has exceeded the Department of Defense's goal of attaining a workforce that consists of 2 percent people with targeted disabilities. The Exchange worldwide percentage is 2.04 percent.

Going into 2017, remember to use the tools available to assist your endeavors to hire and retain people with targeted disabilities, such as interns from the [Workforce Recruitment Program](#); reasonable accommodations; active community outreach; and non-competitive hiring for entry-level positions.

Thank you for your commitment and hard work to strengthen our diverse and inclusive workforce. ✕

## Branded Apparel, Gifts and Accessories for Exchange Associates and Retirees

### This could be you, sporting the Exchange brand!

These items can be purchased with your personal credit card and delivered to your home from our vendor, American Eagle Imagewear, Inc.

[aafesbrand.com](http://aafesbrand.com)

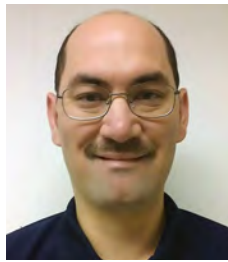


**Associate attire program for retail associates remains unchanged.** The availability of these logo items for associates to order ([aafesbrand.com](http://aafesbrand.com)) does not change the official Exchange associate attire program for retail associates outlined in [EOP 40-11, Chapter 11](#). If you have questions about your work attire, ask your supervisor.

# Customer Service: These Associates Rock!

**Terry Ellis**  
Eastern Region/  
Fort Rucker, Ala.

“Terry did not just treat me like a customer, but truly like a family member.”

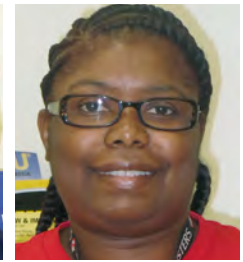


**Michael Joseph Devlin**  
Central Region/  
Fort Hood, Texas

“I always send my Soldiers to him because he has always helped me



Michael with the customer

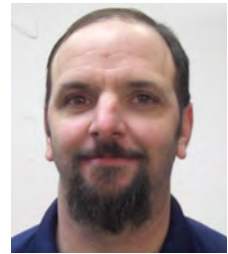


**Liz Brown and Monica Duckett**  
Western Region/JB Elmendorf, Alaska

“Thanks to their great support. This is outstanding customer service.”

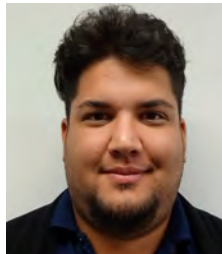
**William Morgan**  
Overseas Region/  
Mainz-Kastel, Germany

“He went the extra mile and I am glad you have an outstanding employee like Mr. Morgan.”



**Nick Goya**  
Overseas Region/  
Camp Foster, Okinawa

“Nick clearly cares about the quality of service and customer satisfaction.”



**Rhonda Dyer-Brown**  
HQ Customer Contact Center

“Rhonda was courteous, extremely professional and empathetic about a customer’s situation.”



## SOMETHING2THINKABOUT

How can **YOU** emulate these top performers in your job?



See their entire customer comments! [Check out](#) who won Thanks Awards and celebrated anniversaries!



CHIEF OPERATING OFFICER  
**COO**  
**DAVE NELSON**

## Recognizing the Front Lines: Calling Out Top Associates

“You are excellent examples of family serving family. You focus on the right things: our customers.”

– Dave Nelson, chief operating officer. [Read about them!](#)

### EASTERN REGION

**Joanne Jovelle**,  
Patrick AFB main store

**Melanie Facquet**,  
Fort Lee Starbucks

**Carla Ray**, Fort Gordon Services

### CENTRAL REGION

**Alejandra Fann**, Fort Campbell main store

**Shelly Combs**, Fort Knox Starbucks

**Allen Maki**, Scott AFB Services

### WESTERN REGION

**Irene Sugianto**, Malmstrom AFB PowerZone

**Katlin Stanley**, Kirtland AFB Dunkin Donuts

**Jessica Tacy**, Vandenberg AFB Services

### OVERSEAS/PACIFIC

**Chae-ok So**, Camp Walker main store

**David Ryland**, Misawa AB Pizza Hut

**Chinman Chong**, Korea Southern Services

### OVERSEAS/EUROPE

**Anna Vlasek**, Grafenwoehr main store

**Alessandro Masega**, Aviano AB Subway

**Giuseppe Imbesi**, Vicenza Cafe concession

## Loss Prevention's Caught . . . Doing the Right Thing!

Core Value: The Courage to Use Good Judgment



**Camp As Sayliyah, Qatar** — Associates and concessionaires are caught doing the right thing by participating in fire extinguisher training conducted by installation fire fighters.



**Fort Campbell, Ky.** — Associate Romie Jefferson, right, receives an award from Assistant LP Manager Andrew Porterfield after Jefferson spied somebody he didn't know in the stockroom and followed anti-robbery and backdoor security procedures. He immediately asked the person if he needed help. That person turned out to be Porterfield.



**KMCC, Germany** — GNC associate Ann Wachtel follows ladder safety techniques to fetch items high on the shelves.

Check out the free training at [laddersafetytraining.org](http://laddersafetytraining.org) and [018J Ladder Safety](#) in LEX.

## LP's Tips for a Safe Holiday

### When at the Exchange:

- Ensure floors are clean and dry.
- Wear proper footwear.
- Eliminate tripping hazards, such as extension cords, boxes in aisles and empty pallets.

### When decorating:

- Use freshly-cut live trees and keep them watered.
- Don't overload extension cords
- Use surge protectors, flame-retardant decorations and UL- or CE-approved lights.
- Never leave candles unattended.

### When shopping:

- Shop early to avoid stress.
- Buy age-appropriate toys and watch for recalls.
- Lock your vehicle and ensure packages are out of sight.
- Park in well-lit areas.

### When traveling:

- Plan for early arrivals, delays and bad weather, whether you're flying or driving.
- Don't drink or text when driving.

# Taking Medicine Regularly? Then Check This Out

Maintenance medicines are those used regularly to treat or manage conditions, such as asthma, diabetes, high blood pressure or high cholesterol.

With the Maintenance Choice Program, you can get a 90-day supply of maintenance medicines by using Aetna Rx Home Delivery mail-order pharmacy or a CVS pharmacy near you. After two fills at your local retail pharmacy, you will pay the full cost of the medicine if you choose to continue to receive a 30-day supply.

With Maintenance Choice, you will receive deeper discounts when you fill your maintenance medicines with a 90-day supply. Keep in mind that you will pay the same cost share for 90 days of your medication as you would for 60 days. It's



Looking to save some bucks on your medical bills? This may be a way, plus save on trips to the drug store.

like getting a month free. Plus, when you save, the plan saves. This helps keep plan costs—and your premium costs—in check.

To get started with the program, choose how you'd prefer to receive your maintenance prescriptions:

- **Use the mail service.** With Aetna Rx Home Delivery, you can order a 90-day supply of your medication and have it delivered to any address you provide. Call 1-888-RX AETNA (1-888-792-3862).

- Visit a CVS pharmacy near you. Just show your prescription to receive your 90-day supply. To find a local CVS pharmacy, go [Aetna.com](http://Aetna.com) and click “Find a Doctor, Dentist or Facility” on the left menu of your home page. In the “Search by” field, click on “Pharmacies.”

Be on the lookout for a letter with more information about the program. The Maintenance Choice program does not apply to members living overseas. ✕

## Still have Money in Your FSA?

Up to \$500 in the Healthcare Flexible Spending Account can be rolled over for use in 2017.

But you'll lose money left in your Dependent (Day Care) FSA if you don't spend it by Dec. 31.

Expense claims from 2016 must be submitted to Aetna by Feb. 15, 2017. If you have a Payflex debit card for the 2016 Healthcare FSA, use the same card in 2017. If you were not enrolled in FSA for 2016, but enrolled in 2017 FSA, you will receive a debit card in the mail. ✕

Find out what expenses are covered by FSAs at [Aetna.com](http://Aetna.com).

## Cost of Living Adjustment Announced

The 2017 COLA increase is .3%, effective with Dec. 1, 2015, pension payments. Retirees with an annuity start date of Dec. 1, 2015, or before will receive the entire .3% increase. The remainder will receive a prorated hike.

Retirement Annuity Start Date	Year	# of Months Retired	COLA increase %, starting Dec. 2016
December	2015	12	0.30%
January	2016	11	0.28%
February	2016	10	0.25%
March	2016	9	0.23%
April	2016	8	0.20%
May	2016	7	0.18%
June	2016	6	0.15%
July	2016	5	0.13%
August	2016	4	0.10%
September	2016	3	0.08%
October	2016	2	0.05%
November	2016	1	0.03%
December	2016	0	0.00%

# Food Truck Phenomenon at the Exchange

By Steve Smith

The Exchange joins the food truck craze. Many installations offer multiple food trucks around special occasions. At Scott AFB “Food Truck Fridays” offering entertainment, food and other vendors to draw customers for food and family fun. This type of event makes the Exchange an integral part of the military community. Exchanges have seen up to a 39 percent increase in sales and net earnings for mobile food trucks. Through September, total sales in 2016 were nearly \$11 million and net earnings more than \$1.5 million.



Scott AFB, Ill., hosts Food Truck Fridays, featuring 13 various food trucks, other vendors, recreation and entertainment. A recent event netted nearly \$20,000 despite rain that day.

**“The Exchange has intensified bringing these local services on the installations to add variety, convenience and augment our stationary restaurant offerings.”**

*—Ron Tremontozzi, assistant director for restaurant development*



JB Lewis-McChord, Wash., has its own food trucks, which give customers more choices, bring sales to the Exchange and provide excitement.



Only at Fort Bragg, N.C., can Soldiers drop in for an ice cream cone. The ice cream truck meets the Soldiers during their field exercises every Friday.

## HISTORY FUNFACT

The Exchange has supported military customers with food trucks for decades, even before the recent food truck phenomenon.

**“The Exchange has always been in this type of service, and more so in recent years as food trucks have become a posh destination.”**

*—Ron Tremontozzi, assistant director for restaurant development*



The above Exchange food truck supported pilots during the Berlin Airlift in 1948-49.



The Randolph AFB food truck served up snacks for Airmen in the 1950s.

# Exchange Post Goes Digital in January 2017

By Lisa Moak, Exchange Post Editor

It is an end of an era, and the beginning of a new one. In 2015 we celebrated 60 years of the Exchange Post in print. In 2017, we will usher in the end of print and the beginning of the digital future of the Post.

While some of our readers may miss the printed version of the Exchange Post, this move to fully digital is a positive change.

Instead of waiting weeks to produce and print the Exchange Post for a story to be released, now articles, photos and breaking news can be released within hours.

With the digital version, associates can read the magazine anytime, anywhere instead of feeling left out once all the printed copies are snatched up. Plus, Exchange Post articles and photos are archived online, so you never have to miss out on Exchange information.

Exchange retirees can also enjoy more access and information anytime just by going to [TheExchangePost.com](http://TheExchangePost.com). Retirees will be notified of new issues just by sending their personal email to [exchangepost@aafes.com](mailto:exchangepost@aafes.com). We are using a new email distribution program that will make it easier for us to stay in touch with our retirees, so make sure you send your email or updated email addresses to us.

Associates will be notified of Exchange Post new releases by their aafes.com email accounts or [Red e App](#).

Quicker release of news and information, 24/7 access from your smartphone, computer or tablet, archives of photos and information, plus you can add your comments about the articles you enjoy online. There are many reasons to be excited about the digital Exchange Post!

Thank you for your continuous readership of the Exchange Post. Your assistant editor, Steve Smith, and I hope to provide you with all the news and information you need to keep you up to date with the Exchange. You can contact us with your comments and suggestion at [exchangepost@aafes.com](mailto:exchangepost@aafes.com). X

1

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## Senior Leadership Editorials

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Deputy Director

EVP/COO

EVP/SVP

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Awards

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Director/Regions

Family Serving Family

Customer Shout Outs

Obituaries, Transfers, Retirement

## Photos

Photos From the Field

## History

Exchange Post Archives

2

Links to all internal associate social media channels.

3

Search for subjects or keywords to find articles.

4

Find a list of all recent articles.

5

All postings are on the front page, just click to read or scroll down for more articles!

6

Categories and subcategories—easily find what you are looking for.

7

Post a comment or question on the articles you enjoy.

8

Share your favorite articles to your social media sites.



## EXCHANGE POST HISTORY FUNFACT

In 2015, the Exchange Post celebrated its 60th anniversary in print. See this historic issue featuring Exchange Post covers and articles from the past 60 years by clicking [here](#) or go to [TheExchangePost.com](http://TheExchangePost.com), History, Exchange Post Archives.

# The ExchangePost.com

3 Search... 

## 4 RECENT POSTS

Reflections on 2016 and a Look Toward 2017

November is the Month of Remembrance, Gratitude

My Top Priority: the Success of the Exchange

After Serving the County in Three Wars, Panzer Associate Happy to Serve the Military Community

Exchange Ensures Dignity, Honor and Respect for Fallen Service Members

## 6 CATEGORIES

Awards

Awards/Coins

Benefits

Customer Shout Outs

Deputy Director

Digital

Director/CEO

Directorates/Regions

EVP/COO

EVP/SVP

Exchange Post Archive

Family Serving Family

History

MSM/GM Awards

MSM/GM Conference Special Edition

## 5 Reflections on 2016 and a Look Toward 2017



Happy holidays! This month, we are privileged to celebrate this special time of year with our family, at home and at the Exchange. This is a time to reflect on the year that was and look forward to the new one ahead.

7 KEEP READING

8 NO COMMENTS

FACEBOOK

TWITTER

GOOGLE

PINTEREST

# EXCHANGE SOCIAL MEDIA

Social media allows the Exchange to connect in real-time with customers and associates through a variety of channels. These social media channels allow the sharing of information, photos, videos and personal thoughts.

## Customers

[WWW.INSTAGRAM.COM/SHOPMYEXCHANGE](http://WWW.INSTAGRAM.COM/SHOPMYEXCHANGE)  
[WWW.TWITTER.COM/SHOPMYEXCHANGE](http://WWW.TWITTER.COM/SHOPMYEXCHANGE)  
[WWW.FACEBOOK.COM/SHOPMYEXCHANGE](http://WWW.FACEBOOK.COM/SHOPMYEXCHANGE)  
[WWW.YOUTUBE.COM/EXCHANGESTYS](http://WWW.YOUTUBE.COM/EXCHANGESTYS)  
[WWW.PINTEREST.COM/SHOPMYEXCHANGE](http://WWW.PINTEREST.COM/SHOPMYEXCHANGE)  
[SNAPCHAT MYEXCHANGE](http://SNAPCHAT.MYEXCHANGE)

## Associates

[WWW.INSTAGRAM.COM/EXCHANGEASSOC](http://WWW.INSTAGRAM.COM/EXCHANGEASSOC)  
[WWW.FLICKR.COM/EXCHANGEASSOC](http://WWW.FLICKR.COM/EXCHANGEASSOC)  
[WWW.TWITTER.COM/EXCHANGEASSOC](http://WWW.TWITTER.COM/EXCHANGEASSOC)  
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## Toyland: Helping Holiday Shoppers Get in the Mood!



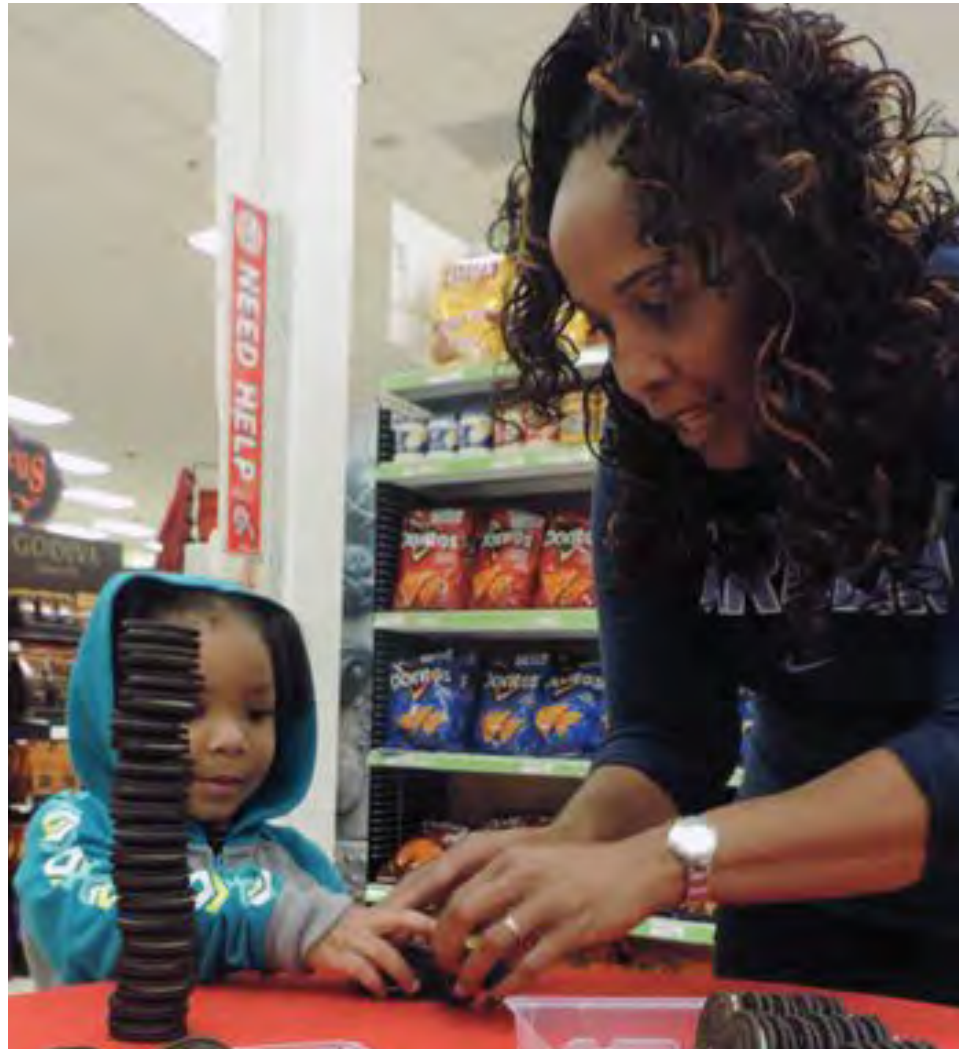
**Robins AFB, Ga.** — Dressed up as everything from Chewbacca to Crayola Crayon, associates create excitement for customers. Sales rose 13 percent compared to the same day last year. *By Keola Chan*



**Fort Leonard Wood, Mo.** — Associate Tatjana Havlin helps children at the Play-Doh event during the store's Toyland grand opening. *By Jocelyn Rosario*



**Fort Bliss, Texas** — Powerzone Supervisor Vincent Vielma delights a young shoppers with balloons and candy. *By Vanessa Mike*



**Keesler AFB, Miss.** — Hardlines Manager Yolanda Lyons helps a youngster build a tower of Oreos during a cookie-stacking contest at the opening of the Exchange's Toyland. *By Patricia Barr*



**Luke AFB, Ariz.** — Angela Bush, Ruth Montelongo, Leslie Hall and her family, and Leigh Reyes are dressed to the holiday nines. *By Nerissa Skol*

### TOYLAND FUNFACT

Toylands have been part of military communities for generations.



*Nouasseur AB, Morocco, 1954*

## Associate Awards & Recognition



**Camp Foster, Okinawa** — Managers recognize 218 coworkers for their 10 years to 40 years of service to the Exchange, troops and their families. Associate Akiko Kedashiro, a 30-year Exchange veteran, (not pictured) accepted the service awards on behalf of the associates. By Sgt. 1st Class Luke Graziani



**JB Elmendorf, Alaska** — Charles Davis, right, receives a 30-year Award from GM Raymond Stewart.

By Patti Netherton



**Joint Base San Antonio-Lackland AFB, Texas** — Robert Tharp, left, receives a COO coin from GM Larry Salgado for his MILITARY STAR® work. By Neal Smart



**Dallas HQ** — Director/CEO Tom Shull awards a coin to Russ Hinrichs, who retired with over 37 years of service.

By Sgt. 1st Class Aaron Eastman

## Decorating made simple



Find great 3M products at your Exchange and online at [shopmyexchange.com](http://shopmyexchange.com).

## Creating Excitement in Our Stores



### Making a valued military retiree

**Fort Lee, Va.** — Associates Cynthia Gullage, Jazzmein Lorenzo, Elsa Zamora and Candace Ford pose with customer Richard Cokes, who holds a ring he bought at the Exchange for his and his wife’s 34th wedding anniversary.

In true meaning of the Exchange Core Value, “Family Serving Family,” associates helped Cokes pick and design the ring. He was overjoyed when it came just in time for the big anniversary. *By Elizabeth Isakson*



**Fort Buchanan, P.R.** — Pablo Rodriguez shows a shopper the features and benefits on a Canon for a successful sell during his demos to customers.

*By Dominique Williams*

### HISTORY FUNFACT

**Sept. 6, 1939**



*Ramey AFB base exchange, mid-1960s*

The day the first exchange opened on Puerto Rico, at Point Borinquen, later named

**Ramey AFB.** The Puerto Rican Exchange System was established in 1941 and merged with AAFES in 1971. Ramey closed the next year.



**Langley AFB, Va.** — Manager Lisa Usselman and a senior Airman pose with the “We go where you go” Christmas tree, which shows associates’ appreciation for troops.

*By Stacy Firemoon-Saulsberry*



**Check out** December’s Exchange Post Flickr page for more pictures from the field!



**Fort Buchanan, P.R.** — Associates dress in pink to draw attention to Breast Cancer Awareness Month. Associates at other Exchanges did their parts to highlight the cause.

*By Dominique Williams*

## Creating Excitement for Our Customers



**Fort Hood, Texas** — The Exchange's Ethel Cofield, Debbie Manzano, Vicky Roldan, Thaise Jennings, Crystal Pomeroy, Sandra Reed and Trisha Collier participate in a walk with customers from the community to draw awareness to breast cancer. *By Robin Brown*



**Fort Leavenworth, Kan.** — Bradley Caya hands out information about smoke detector safety during fire prevention month. *By Monica Curtis*



**Fort Hood, Texas** — PowerZone associates attend training by a Samsung rep about providing excellent customer service with Samsung products. *By Robin Brown*



**Minot AFB, N.D.** — Country singer Chase Rice visits with associates during an event at the Exchange before his concert in town. *By Lisa Anderson*



**Joint Base San Antonio-Lackland AFB, Texas** — The NFL's Kansas City Chiefs' cheerleaders visit with associates during an appearance at the Exchange. *By Alison Clement*



**Waco DC, Texas** — Regional Fleet Manager Ken Stuckey, right, tells HQ's senior managers about the intricacies of warehousing and distribution. *By Deborah Horton*

## Exchange Strategic Priority Intensify National Brands

### Fort Carson Exchange Opens Two New Name-Brand Restaurants

The Exchange and garrison leaders at Fort Carson celebrated the addition of Qdoba Mexican Eats and a second Jimmy John's location to its restaurant lineup during gala ceremonies recently.

General Manager Wayne Hansen said, "Adding a second Jimmy John's supports our mission to bring convenience in dining options for Soldiers and families, no matter where they may be on post."

The Fort Carson Qdoba is the second in Exchange history, the first having opened last year at Joint Base Lewis-McChord, Wash.

**"Qdoba supports the Exchange's mission to bring popular, name-brand dining experiences that Soldiers and their families demand."** —Wayne Hansen, Exchange general manager



**Fort Carson, Colo.** — Services Business Manager Graciela Tunon, Command Sgt. Maj. David Barton, Commander Col. Ronald Fitch, General Manager Wayne Hansen and restaurant owners Derrick Cohn and Brent Baldwin open the new Jimmy John's.



Deputy Commander Rodrick Chishlom, Food Court Manager Phillip Victorian and Hansen celebrate the grand opening of Qdoba Mexican Eats.



**Creech AFB, Nev.** — Director/CEO Tom Shull checks out a product during his visit to the Express. He also visited Nellis AFB on the same trip and awarded coins to exemplary associates at both locations.

By Julie Mitchell



**Davis-Monthan AFB, Ariz.** — HR's Leslie Petersen, left, and Raquel McCune get mops and brooms to help custodian Robert Rios clean the food court warehouse during customer appreciation week. By Kyoko Martin

## Creating Excitement for Our Customers



**Grafenwoehr, Germany** — Associate and Army Vet Phil Romanowski makes a valued military retiree feel special by handing him an Exchange goody bag during the U.S. Army Garrison Bavaria’s Retiree Appreciation Day Event. *By Chris Litch*



**KMCC, Germany** — HR’s Gabriele Sims talks to a Soldier about employment opportunities at the Exchange during a job fair. *By Anna Jeffries*

### JOB FUNFACT

**3,500**



**Number of veterans working at the Exchange. Since 2010, 915 Wounded Warriors have joined the team.**



**Misawa AB, Japan** — Ayub Spencer and Haruna Ohtomo pass out cake and drinks as the Exchange celebrates Retiree Appreciation Day. The Exchange partnered with the commissary, banks and retiree association to join the community celebrations. *By Satsuki Iwasawa*



**Camp Kinser, Okinawa** — Manager Manly Slough, left, gives food-service Soldiers a tour of the Exchange bakery. *By Sgt. 1<sup>st</sup> Class Luke Graziani*





**Schofield Barracks, Hawaii.** — Schofield Barracks honoring the Gold Star Families. FC Mgr said meeting the families was very emotional. Aldeen [@al\\_deenie](https://twitter.com/al_deenie)



**JB Elmendorf, Alaska.** — New spouse orientation [@JMElmendorf](https://twitter.com/JMElmendorf) [@ExchangeAssoc](https://twitter.com/ExchangeAssoc) [@JBERLife](https://twitter.com/JBERLife) [@JMElmendorf](https://twitter.com/JMElmendorf)



**Fort Riley, Kan.** — Join us to celebrate National Coffee Day at Riley Main Exchange! [@ExchangePAO](https://twitter.com/ExchangePAO) [@ExchangeAssoc](https://twitter.com/ExchangeAssoc)  
Maria Berrios Borges [@BerriosBorges](https://twitter.com/BerriosBorges)



**Fort Hood, Texas** — Fort Hood managers celebrating Emperatriz Stroman's U.S citizenship #family-servingfamily! Thai [@thailav87](https://twitter.com/thailav87)



**Washington, D.C.** — This is Courtney. She has an interview on Thursday. She wants to be @ExchangeAssoc #ausa2016  
Mark Matthews [@MarkMatthewsX](https://twitter.com/MarkMatthewsX)



**Fort Carson, Colo.** — Ship from store LIVE at FT CARSON!!! #ftcarson. [Read](#) more about the KMCC program!  
Stephanie Bernstein [@ColoBernstein](https://twitter.com/ColoBernstein)



**Fort Hood, Texas** — Communications Record Training Class 6 October 2016. Thanks Joel and Dasha! [@ExchangeAssoc](https://twitter.com/ExchangeAssoc).  
Robin Brown [@arijam3](https://twitter.com/arijam3)



**Nellis AFB, Nev.** — 99th ABW Commander Col Murray & #Exchange CEO Tom Shull with "Exchange is tremendous partner," Col Murray.  
Exchange Associates [@ExchangeAssoc](https://twitter.com/ExchangeAssoc)



**Nellis AFB, Nev.** — Patricia Richardson, MCS associate talks to AFJROTC Cadet, Rancho HS who aspires to be a pilot one day.  
Brenda Goodie [@Brenda\\_Goodie](https://twitter.com/Brenda_Goodie)

▲ Intensify National Brands



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**TRANSFERS**

**Stacy Brown** – store manager (MS), Hunter AAF, to sales & merchandise manager, Schofield Barracks

**Christopher Camps** – sales area manager, JB Charleston, to assistant store manager (MS), JB Charleston

**Ja'von Dixon** – advanced retail manager training, HQ, to operations manager, Nellis AFB

**Ivy Garcia-Romero** – services business manager, Fort Campbell, to services business manager, Lackland AFB

**Roland Knight** – food court manager, Aviano AB, to food court manager, Ramstein/Baumholder

**Krystal McLaurin** – store manager (BR/Gas), Keesler AFB, to operations manager, Fort Hood

**Richard Mora** – HR manager IV, Fort Carson, to HR manager IV, Vicenza

**Hollie Morales** – store manager (MS), Tinker AFB, to regional retail program specialist, HQ

**Lydia Morris** – HR manager III, JB Elmendorf, to HR manager IV, JB Lewis-McChord

**Patrick Oldenburgh** – chief, employee relations, Overseas Region/Europe, to vice president, HR Policy, HQ

**John Seward** – HR manager IV, Italy, to regional HR manager, Fort Benning

**Terry Thompson** – concept manager, Fort Campbell, to restaurant manager, Fort Jackson

**Johnny Tomlin** – concept manager, Grafenwoehr, to restaurant manager, Misawa AB

**Ronald Willis** – regional fleet specialist, Giessen DC, to regional fleet specialist, Germersheim DC

**John Wulff** – store manager, Redstone Arsenal, to operations manager, Tinker AFB

**IN MEMORY**

**Donald Bates**, 85, died Sept. 1 in Dallas, Texas. The HQ quality assurance specialist retired in 1994.

**Harry Butensky**, 91, died Aug. 1 in Whippany, N.J. The HQ quality assurance specialist retired in 1984.



**Sembach, Germany** — Before moving to Dallas HQ to become HR policy vice president, Patrick Oldenburgh presents Thanks awards to Europe HR staff members for their accomplishments. They are, left to right, Vanessa McClure, Judy Rudzinski, Audry Ntiamoah and Doreen Schmitt. While in Europe, Oldenburgh served as chief of employee relations. *By Anna Jeffries*

**Brenda Chandler**, 68, died Sept. 9 in Ennis, Texas. The HQ procurement assistant retired in 2009.

**Patricia Crumley**, 82, died July 13 in Trenton, S.C. The Fort Gordon stockroom clerk retired in 1997.

**Paul Cullison**, 85, died Aug. 2 in Mountain Home, Idaho. The Mountain Home AFB service station manager retired in 1985.

**Arthur Fortin**, 86, died Oct. 15 in Saluda, Va. The Dan Daniel DC warehouse worker retired in 1992.

**Billy Giles**, 77, died Aug. 10 in Red Oak, Texas. The HQ computer systems analyst retired in 1995.

**Florence Gratz**, 98, died Sept. 20 in Wahiawa, Hawaii. The Hawaii Area food service worker retired in 1982.

**Mariano Hu**, 95, died July 26 in San Francisco, Calif. The Presidio of San Francisco retail manager retired in 1982.

**Xavier Ishihara**, 77, died April 7 in Pearl City, Hawaii. The Hawaii Area courier retired in 1996.

**Mimary Jamison**, 88, died Sept. 24 in Crestview, Fla. The Eglin AFB lead sales associate retired in 1990.

**Samuel Johnson**, 28, died Oct. 6 in Lawton, Okla. He was a store associate at Fort Sill.

**Lucia Kohut**, 97, died Oct. 1 in Italy. The Vicenza customer information representative retired in 1981.

**RETIREMENTS**

**Kevin Beason**, Germersheim DC, 34 years

**Herminda Cobb**, Eglin AFB, 14 years

**John Engroff**, HQ, 31 years

**Steven Giammarco**, HQ, 6 years

**Beverly Hill**, HQ Logistics, 17 years


**Debra Johns**, Fort Leonard Wood, 22 years

**Trudy Johnson**, Fort Hood, 26 years

**Marilyn Kropka**, NAS Fort Worth JRB, 18 years

**Karl Landwehr**, HQ, 23 years

[See the complete list of obituaries and retirements.](#)


**The Exchange Post**
**Army & Air Force Exchange Service**

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## December Important Dates:

### December 7, Pearl Harbor Remembrance



This year marks the 75th anniversary of the attack on Pearl Harbor. We honor the sacrifice and dedication of our “Greatest Generation,” both civilian and military. December 7, 1941, a “date which will live in infamy,” would thrust America into World War II. The events of that day triggered our resolve as a nation, our can-do attitude and our unmatched commitment to the defense of freedom. [Read more.](#)

### December 13, National Guard Birthday



On December 13, 1636, the Massachusetts General Court in Salem, established that all able-bodied men between the ages of 16 and 60 were required to join the militia. The North, South and East Regiments were established with this order. Simply stated, citizen-soldiers who mustered for military training could be and would be called upon to fight when needed. [Read more.](#)

## 2016 Holiday Season: December 24, 25, 26



By the late 20th century, the Jewish holiday of Hanukkah, which begins on Dec. 24 this year, and the African-American cultural holiday of Kwanzaa, which starts on Dec. 26, began to be considered as being part of the “holiday season.” As of 2013, “holiday season” has become equally or more prevalent than “Christmas season,” which referred to the Christian holiday celebrated on Dec. 25.

**Whichever holiday you celebrate in December, enjoy your time with family and friends, and have a Happy New Year.**