



Congratulations October standouts! What you do matters. Every day, you take care of the troops and their families, troops and families who have many choices on where to shop. But you make a difference by providing an exceptional customer experience. We're family serving family and it shows. Thanks to the outstanding support you provide every day, especially to those mentioned below.

PACIFIC REGION

"These stories are never surprising. What you do every day to take care of our military is 100% amazing. Thank you for taking care of family!"

Tong-won Kim

CAMP WALKER MAIN STORE

Mr. Kim has been instrumental in growing sales in furniture and major appliances. He has helped maintain in-stock positions on key items. His role-playing with his peers has enhanced customer service skills, providing an optimum customer experience. YTD sales in those two departments are up an amazing 21% due to his efforts.

Sung-chun Sim

CAMP HUMPHREY TACO BELL

Ms. Sim delivers a premier Taco Bell experience. By asking for the MILITARY STAR card and suggesting add-on items every time, sales have increased by 14% above AFP. Her positive attitude and smile are infectious. She engages with her customers to gain valuable insights about food quality and more. She is great example of 360 degree customer service...Delivery, Assessment,

In-yong Yi

CAMP CASEY EDIYA COFFEE

Ediya Coffee, the second most popular brand coffee shop in Korea, opened in Camp Casey's bus terminal, a non-Exchange facility, in February. It is the first of its kind on a military installation, and also serves pastries and a variety of drinks with YTD sales of \$83,334. Mr. Yi and his staff always provide excellent customer service, improving the quality of life for our service members at Camp Casey.

EUROPE REGION

"We could not be prouder of this months shout out nominees! Tremendous examples of how extraordinary service leads to improved financials as well! Our thanks to Monica, Curtis, Orkun and Max!"

EASTERN REGION

"We are proud to congratulate our 'Top Notch' performers for Eastern Region in October. Ami, Jennifer, and Sherry have raised the bar when it comes to program execution, building new business and customer service. Huge kudos to you for your superb efforts and achievements for being best in class!"

Monica De Pol

AVIANO AB MAIN STORE POWERZONE

Monica De Pol provides outstanding customer service every day in the PowerZone. She lets every customer know of our Exchange Protection Plan and MILITARY STAR card. Monica has opened 21 new accounts, helping the facility increase in new accounts by 67% for the year. Monica has been one of the EPP top sellers for several straight months, resulting in an overall EPP income increase by 40%. Thank you, Monica, for serving our customers and helping your facility improve these financial metrics. You rock!

Ami Townsend

SHAW AFB EXPRESS/GAS/ CLASS 6

Ami, a team member for six years, proves that she is fully vested in our mission on a daily basis. Her scope of service isn't limited to the warehouse. Ami has a great rapport with our customers. She places special

Constant Improvement. Ms. Sim is an example of excellence!

Curtis Moody

GRAFENWOEHR BURGER KING

Mr. Moody provides the best customer satisfaction and service for our Soldiers and their families. He has also received a compliment for his outstanding services at Tower Barracks Burger King. Curtis is the go-to guy for brightening someone's day, especially on drive-thru. Also, is he one of our top cashiers for suggesting the MILITARY STAR card, with a whopping average of 138 transactions per month for the past four consecutive months. Our MILITARY STAR penetration has increased by 3% with his persistence.

Jennifer Gillespie

FORT BRAGG MINIMALL STARBUCKS

Jennifer recently participated in the barista championship in Raleigh, N.C., for all North Carolina Starbucks inside or outside the gate. She won 2nd place for all of North Carolina. Prior to that, she had beat the

Orkun Adiyamen & Max Tomasek

GRAFENWOEHR KickZ

Orkun, KickZ area manager, trained the new shop manager, Max Tomasek, for KICKZ store in Grafenwoehr. Sales were down 30% at the beginning of the fiscal year. Since May, average monthly sales have increased 71% due to the great efforts of Orkun and Max in providing outstanding customer service, special orders for our customers, and providing the right product for our demographics.

Sherry Pritchett

FORT LEE SERVICES

Sherry continues to work new short-term contracts, and YTD she has signed 65 new short-term vendors. She and her staff attend local vendor fairs, craft shows and food truck events. This allows Fort Lee to keep a fresh mall for our Soldiers. She works closely with the main store and food court to ensure cross-merchandising

orders and follows through to be sure we have customer satisfaction. Ami has a take charge, can-do attitude that creates order in the warehouse. Her routine is respected by all staff members. Her consistent hard work to move products to the sales floor has contributed greatly to our retail sales YTD increase of 5.59% above LY. Her goal to scan and reconcile 100% at receiving contributed to Shaw Express having one of the best inventory results in the Eastern Region for fiscal 2015. Ami's work ethic is truly admired and appreciated. It's clear to see that Ami cares about the facility and its success and she takes pride in the role she plays in that success!

competition for all locations at Fort Bragg and secured herself 1st place. What an outstanding asset to our Fort Bragg team and a future leader in our organization!

and joint ventures for Easter, backpack giveaways, Food Truck Palooza and Safety Day. Sherry is always the first one to volunteer for a pilot program when HQ roles them out. Sherry and her team have had sales of 7% ALY, and income of 17% ALY.

CENTRAL REGION

"Tiffany, Matt, and Dylan are true talents in the region! We are so proud you are on our team! You consistently have moved the performance metrics to exceed your goals. Each of you brings the very best to your Exchanges and the region. We appreciate all you do. Thank you for your focus, results, and valued contributions!"

Tiffany Taylor

KEESLER AFB MAIN STORE

Tiffany is the MILITARY STAR representative for the Keesler Exchange. She attends weekly newcomers briefings, trains new cashiers on MILITARY STAR benefits and keeps all facility managers up to date on MILITARY STAR. Tiffany personally opened 45 new MILITARY STAR accounts in August, with 15 in one day! She is

Matthew Bunde

TINKER AFB POPEYES

Matthew is a very dedicated individual and strives to do the best every day. He treats every single customer with a smile and great customer service. In August, Popeye's put 36.45% (\$24,624) of sales on the bottom line, ranking us third in CONUS. Productivity is up 11% YTD at \$7,913, ranking us 9th CONUS. Gross profit is at 71.9%,

Dylan Blount

FORT McCOY SERVICES

Dylan takes tremendous pride in his position and consistently seeks new business. He brings experience, talent and great diligence to his position to exceed expectations. August sales were strong for the Exchange, with concession sales up 6.4% above AFP and YTD 2.4% above AFP. In addition, Concession income was up 54% above AFP and YTD 2.5% above AFP. Excellent job, Dylan!

instrumental in the Exchange beating their August MILITARY STAR target of 80 new applications by 18 for a MTD total of 98. Tiffany is a very active member of the Keesler AEJS committee, ensuring associates are well represented. Tiffany, you are exceptional!

ranking us sixth in CONUS. Popeyes' MILITARY STAR card penetration is consistently in the upper 25%; YTD #2 in Central with an impressive 12.11%. You are simply outstanding, Matt!

WESTERN REGION

"Customer Service is always number one priority in Western Region and this month is no exception. Thank you, Chiaki, Antonia and LTE food truck staff for showing how great we can be with outstanding customer service."

Chiaki Morris TRAVIS AFB HOSPITAL EXPRESS

Mrs. Chiaki goes above and beyond when it comes to customer service. She has a bright spirit that always shines through to our valued customers, which also contributes to her staff's positive morale. One example of her great customer service, Mrs. Chiaki had a regular customer who always purchased a cosmic brownie. Mrs. Chiaki had ran out at the facility and drove to the Travis Express to pick one up for him. Mrs. Chiaki is very dedicated in a sense that if a customer is in need, she uses her resources to get merchandise for customers. I know Mrs. Chiaki would be honored. We would like to show our appreciation with a Shout Out heard across the Exchange!

Antonia McGlaughlin JB ELMENDORF BURGER KING

With more than 27 years under her belt, Antonia always puts our customers first. She has proven herself to be a tremendous asset to BK as morning team leader and the onboarding peer for new associates. Antonia never shies away from a challenge and can be depended upon to step up and take on any necessary task around the restaurant. Every job, no matter how menial or mundane, is met with her positive outlook and attitude! Antonia is a stellar example to her co-workers, and is always willing and eager to demonstrate the skills she has learned down through the years and pass them on to her peers.

LTE FOOD TRUCK FORT BLISS SERVICES

Istanbul Grill is a new truck operating in El Paso Texas, getting great reviews. Owner Habip and his staff go the extra mile in customer service, working longer hours than required by the Exchange to meet the needs of our service members and their families. Istanbul Grill provides fresh authentic Turkish food. One of many customer comments: "I've been to the Istanbul Grill Doner Kebab food truck at the Cassidy Express several times. Every time I go, the food has been great! I've tried all they show on the menu and I've not been disappointed one bit. This past Saturday, I told a bunch of friends about them and we all decided to go there for lunch. Everyone thought the food was great, and a couple guys even grabbed something to take home. The Istanbul Grill food truck is my "go to" lunch place. You get a lot of fresh food, cooked on the spot. I'm a very satisfied customer. All of

the gentlemen working there, especially the owner, go out of their way to ensure customer satisfaction. You guys have a good thing going with those food trucks. I need to get around and try a couple more. I think the food truck idea is a great alternative to the traditional eateries on post. I just wanted to let you know that these guys, in particular, are doing a great job."