



COO
DAVE NELSON

OPERATION CALLOUTS

Congratulations, November standouts! You are excellent examples of family serving family. You focus on the right things, most importantly our customers. I can think of no better mission, short of wearing a military uniform, than serving those who do. Thank you for your outstanding efforts supporting our customers!

PACIFIC REGION

"We are in awe of your achievements. Your actions are of no comparison and we are so proud you're on Team PAC!"

Chae-ok So

CAMP WALKER MAIN STORE

Ms. So has demonstrated she's a superstar! During October, she led the team with MILITARY STAR penetration and applications. She opened 30 new accounts, improving overall store counts by 139%. Her MILITARY STAR penetration is 74%, improving overall store amounts by 63% compared to the same period last year. Ms. So consistently demonstrates her will to promote outstanding customer service and MILITARY STAR.

David Ryland

MISAWA PIZZA HUT

David Ryland is a fantastic foreman. He brings new ideas, increasing sales significantly over plan and previous year. He's committed to providing the best customer service and experience. The proof is in the results—sales have surpassed \$100,000 twice in 2016 and \$97,000 during a previous month. DOP has increased 39.4% vs L/Y, and 49.02% vs plan, while sales have increased 16.1% vs L/Y and 16.1% vs plan. David is a vital team member, and his dedication to the job speaks for itself.

Chinman Chong

KOREAN SOUTHERN SERVICES

Mr. Chong demonstrated great leadership and organizational skills providing and exceptional customer experience for the visiting Navy Strike Group in Busan, South Korea. The bazaar lasted five days with 20 vendors, whose sales exceeded \$425,000 with income of more than \$60,000! Those results were 101% higher than the same event last year, which is a direct result of Mr. Chong's dedication. Mr. Chong is a true services business manager professional and an asset to the K-South team!

EUROPE REGION

“Anna, Alessandro and Giuseppe are MVPs for the Europe and Southwest Asia Region, and each contributes in their unique way to our mission of providing world-class customer service to the best customers in the world!”

Anna Vlasek

GRAFENWOEHR MAIN STORE

Ms. Vlasek’s performance as a senior store associate is without comparison. She assists customers in all aspects of their military clothing needs. With her knowledge of the U.S. military regulations, she ensures that her customers are always ready for any occasion. Whether it’s the normal duty uniform, dress blues, dress mess or just getting those hard-to-find items, she makes “it” happen. Ms. Vlasek’s MILITARY STAR penetration rate is among the best. During the past eight months, she has an average of more than 20% penetration rate. Her motto really is “Every Customer, Every Time.”

Alessandro Massega

AVIANO AB SUBWAY

Alessandro has been the prime reason our store continues to receive fully compliant inspections. He ensures all equipment and the store’s general appearance are above reproach. He has trained all other employees to exceed standards of all inspections. By his asking each customer to use their MILITARY STAR card, we have seen an increase of 44.5%. Through his dedication and personal service to our customers, Alessandro is a true asset to our Exchange.

Giuseppe ‘Pino’ Imbesi

VICENZA CAFÉ’ CONCESSION

Mr. Imbesi owns and runs several Cafe’ concessions in Vicenza, both at the Ederle base and Del Din installation. He has been with the Exchange for more than 15 years, and has brought his coffee shop to success within the community. Everybody on post walks around with cappuccino from Pino! At Del Din, Mr. Imbesi increased sales by 108% and income by 80% compared to September 2015. Pino made it happen!

EASTERN REGION

“A special shout out and congratulations go out to JoAnne, Melanie and Carla. You represent the very best we have. We all want to thank you for setting the bar for us in ER for taking care of our customers and driving for results in all you do.”

Joanne Jovelle

PATRICK AFB MAIN STORE

Joanne has absolutely delivered a memorable customer experience at the Patrick main store. She has opened 47 new MILITARY STAR applications YTD, totaling \$4,700, a 44% increase YTD. She has continued to focus on establishing an emotional connection with the customers she serves. Joanne is often heard saying, “I love my job,” as she supports her team in other areas of the Exchange. She uses one of her many speaking talents to announce Exchange promotions, advertisements and information. A few valued customers have taken the time to recognize Joanne: *“Joanne J. is the most customer-oriented employee in the PAFB Exchange—bar none!” “Joanne should be recognized for offering such a great example of what we can achieve through always giving great customer service.”*

Melanie Facquet

FORT LEE STARBUCKS

Melanie has emerged as a leader at the Fort Lee Starbucks. She has challenged her team to increase sales each month and given them the tools to do it. Her attitude has taken her team into the altitude of success. Customers continue to be repeats and rave about the service. Melanie has changed the energy in the facility, and it shows through the sales. The impact: Sales average \$70,000 a month. YTD sales are trending 27% above last year.

Carla Ray

FORT GORDON SERVICES

Carla has been with the Services office for little more than a year. During that time, there has been many changes on Fort Gordon. There are many places where carbonated drinks or any type of energy drinks are not allowed. She started looking at other areas to grow vending and has brought on the following vendors help boost sales: Kona Ice (shaved ice) and Garden City Treats (ice cream treats). With these two vendors, added sales are \$101,000. Helping to add more healthy vending machines has resulted in sales increasing by 19 percent compared to last year. We would not have these great sellers if she did not put forth the effort to get out and look for opportunities. Carla truly deserved this shout out for all the effects she has made to the Fort Gordon Services team.

CENTRAL REGION

“There are many wonderful associates who represent Central Region’s finest. We are proud to highlight **Alex, Allen and Shelly** for their passion, drive and ability to achieve significant success in being who they are and their actions to emulate for all others to follow. Thank you for all you do and for giving our customers the very best experience in our Exchanges.”

Alejandra (Alex) Fann

FORT CAMPELL MAIN STORE

Alex is a dedicated customer service professional. She is an outgoing and friendly sales associate who will go to any length to take care of our customers. She consistently works to provide “the solution” to the customer’s needs and is a firm believer in the Exchange Protection Plan and benefits of the MILITARY STAR card.

She recently sold 10 EPPs in one shift (nine to the same customer) for sunglasses. She has been instrumental in driving the EPP sales for sunglasses up 185% in dollars and 218% in units for the year. She is great proponent of the MILITARY STAR card to our customers with a current penetration rate of 54.6% compared the 31% for the total store. Alex is so devoted to taking care of the customer that she gives our customers 110% every day. Thank you Alex!

Shelly Combs

FORT KNOX STARBUCKS

Shelly is very focused on her customers and their needs, continually ensuring that everyone who frequents Starbucks is happy and satisfied with their orders before they leave. She has been at this Starbucks for more than five years and knows her regular customers’ drinks and has them made before they even have the opportunity to order them. This is what keeps her customers coming back day after day, month after month, year after year. Shelly’s dedication and hard work show just by looking at her facility numbers and what she has managed to achieve when population of troops during the last year has been trending down. She has built a highly dedicated team, and praises and rewards their hard work. Shelly’s YTD sales for Starbucks are 14.6% above plan, and she still has several months left to make that gap even larger. Thank you Shelly!

Allen Maki

SCOTT AFB SERVICES

Allen Maki, a retired Air Force non-commissioned officer, was an Exchange representative for the Scott Annual Retiree Appreciation event in September. Allen is well versed on the history of the Exchange and has led the life of an Air Force NCO. He engages with this valuable demographic of customers with information and memories that were pertinent to their lives. Allen shares the value of using the Exchange, the history of the MILITARY STAR card and how it is “their card,” along with what the Exchange dividends do to benefit the quality of life for the Scott community. He truly represents the model of serving those who serve. Thank you, Allen!

WESTERN REGION

“Customer service is an opportunity to exceed your customers’ expectations. Western Region continues to set the bar high. Thank you all for being such a great example in exceeding expectations and creating a positive customer experience.”

Irene Sugianto **MALMSTROM AFB** **POWERZONE**

Irene has excellent customer service skills and is very knowledgeable on MILITARY STAR card programs and promotions. She maintains a notebook with all MILITARY STAR promotions and special codes that we have used to train central checkout cashiers. Irene asks every customer for MILITARY STAR and Exchange Protection Plan, fully explaining all ongoing MILITARY STAR promos to the customer. Her penetration rate for the last month is 78%! Irene has excellent product knowledge. She approaches customers on the sales floor and explains the features of the product to them. We just added Apple MacBooks and iMacs, and Irene is already well versed in their features and operation.

Katlin Stanley **KIRTLAND AFB DUNKIN DONUTS**

Katlin is known for her bubbly personality and brew knowledge. She is reliable, precise and exact when it comes to completing all job responsibilities. Katlin’s leadership and commitment to the brand is seen not only in the beautifully decorated donuts, but through her coaching of associates to make her Dunkin Donuts successful one donut at a time. She is highly motivated and uses that to coach her team to meet facility expectations. She has shown impressive creativity at making her facility a place our customers want to shop. With her in a leadership position, the next generation looks bright.

Jessica Tacy **VANDENBERG AFB SERVICES**

Jessica’s contributions as Services Business Manager are unmatched. With attention on the customer experience, she went after new business to create excitement within our mall. This resulted in an impressive 40.8% above plan in concession sales and a whopping 61.4% in concession earnings above plan. She leveraged her knowledge and innovative ideas to grow vending from \$6,706 versus last year’s loss of \$3,340. In addition, she continues to grow the relationships with FSS, Military Spouses Club and vendors to collaborate and execute successful events for the Vandenberg community. Finally, she has aggressively pursued traveling vendors to bring more diversity to the short-term commodity program and create excitement for the customers. Her contributions are noteworthy and much appreciated.--