



Director/CEO Tom Shull meets with Scott AFB Base Commander Col. Lenderman, along with General Manager Ralph Kleeman, Central Region SVP Ken Brewington and Regional VP Paula Gunderson.

‘Extreme Ownership’ Will Ensure Veterans Online Shopping Benefit Success

From Director/CEO Tom Shull

On Veterans Day 2017, we will have the opportunity to welcome back as many as 13 million discharged Veterans to their military family via the Veterans online shopping benefit. As we look forward to this landmark date, I am reminded of the book, “Extreme Ownership: How U.S. Navy SEALs Lead and Win,” by former Navy SEALs Jocko Willink and Leif Babin.

The highly decorated Veterans of Operation Iraqi Freedom say in the book that through their hard-fought victories in war, they

learned that extreme ownership at every leadership level is the most important factor in whether a team succeeds or fails.

At the Exchange, from associates at headquarters to sales associates in the field, “extreme ownership” should describe the posture we all take to ensure the rollout of the Veterans online shopping benefit is a success. The reasons failure is not an option are substantial.

As the retailer to our Nation’s Warfighters, we cannot fall short in our efforts to exceed Veterans’

expectations on Nov. 11 and every day after, otherwise the Exchange could lose the relevancy and credibility we have worked so hard to build for so many years.

The Exchange is getting a historic opportunity to significantly increase the number of e-commerce customers through the Veterans online shopping benefit. That means having so many new customers shopping on our website will give the Exchange more purchasing power through better pricing and product assortment, thus improving the

Continued from front page



Director/CEO Tom Shull greets an associate during a visit to the Pacific Region.

shopping experience for all customers.

We project the Veterans online shopping benefit will generate \$8 million annually upon program maturation within three years. These added earnings would go to military Quality-of-Life programs, such as Army child development centers, Air Force outdoor recreation and affordable school lunches overseas. Without this additional funding, these programs could likely suffer significant financial hardships because of the continual drawdown of troops.

For these reasons, and to provide the Veterans with the rich and rewarding shopping experiences they deserve, we have launched full-frontal assaults on the challenges of putting in place the required business capabilities, from technology and distribution-center upgrades to associate training and inventory planning.

The Exchange and our sister exchanges have invested more than \$50 million in the most

modern infrastructure so that our behind-the-scenes technology is ready to begin serving millions of new customers this Veterans Day. This investment will ensure our Veterans find the online store easy to navigate and guides them effortlessly to the products they desire at the lowest prices.

“Support from all associates is valued to make the Veterans online shopping benefit a success. You can spread the word by telling your family and friends who are Veterans about the new online benefit.”

Once an order is placed, the customer expects merchandise with best-in-class delivery. To make that happen, we’re strategically rolling out additional ship-from-store operations around the world—with a goal of 58 operations by Nov. 11—so online orders can be delivered quicker from the Exchange closest

to the customer rather than from a distribution center halfway across the country.

Still, much work remains. We must continue to have unparalleled teamwork across the entire organization between now and Veterans Day to prepare for potentially 13 million new customers.

For instance, at the store level, every active duty service member who is shopping our brick-and-mortar stores today will become a lifetime online customer, and we must treat them as one. Unlike any other time in our history, every customer becomes a “lifer.” Therefore, the great shopping experiences we create for current customers enhances their close emotional ties to their Exchange. It is a determining factor in whether they will continue shopping with us online as Veterans.

Support from all associates is valued to make the Veterans online shopping benefit a success. You can spread the word by telling your family and friends who are Veterans about the new online benefit.

A heartfelt thanks to those of you who have already taken “extreme ownership” by investing in many hours of sweat equity, rebounding from setbacks and finally achieving the victory in seeing the approval of the Veterans online shopping benefit! That said, now the most relevant and hard work comes—to turn the approval into a cherished benefit for our Veterans. I am honored to be a member of a team of true professionals who keep their eyes on the mission: to welcome home all Veterans who have honorably served our great Nation.

One team! One fight! **X**

Omni Channel SVP Mickey Bradford on Delivering a Complete Customer Experience

Mickey Bradford is the SVP of the new Omni Channel Directorate, established in January. The Exchange Post sat down with Bradford to learn more about the directorate and his plans for the future.

By Lisa Moak

What is the new Omni Channel Directorate, and what does it do for the Exchange?

Omni Channel is the entire customer-facing technology for the Exchange, including eCommerce, supply chain, point of sale, credit card and digital strategy, and architecture. My role as SVP is to oversee a single entity within the Exchange that is focused on all forms of commerce. Whatever device or method of commerce customers want to use to shop the Exchange, our goal is to provide a seamless, holistic experience for them. Whether they use a smartphone, tablet or visit a brick-and-mortar store, customers decide their points of entry. We have the ability through these platforms to fill their orders quickly, know where our inventory is and use whatever payment method they prefer.

All these processes were embedded in different parts of the business; now, it's a strategic look at how we deliver this complete experience to our customers.

Do you expect challenges in 2017, and how do you plan to overcome them?

One challenge for 2017 is getting a handle on inventory availability. This year, we will implement a new near real-time inventory. This will give us the capability to see our inventory no matter where it sits, whether in a distribution center, store or third-party location. With near real-time visibility of invento-

ry, we will provide the cheapest and fastest delivery of products to our customer. But there are checks and balances. For example, it may make more sense to fulfill an Austin, Texas, customer's order from Fort Hood, but if Fort Hood is running a special on that item and has limited inventory whereas Fort Sam Houston has plenty, it would make more sense to send it from Fort Sam Houston. The closest isn't always the best. Our goal is to fulfill the order in the fastest and most effective way.

“Whatever device or method of commerce customers want to use to shop the Exchange, our goal is to provide a seamless, holistic experience for them.”

Regarding the Veterans online shopping benefit, we are busy preparing our website for the additional volume. There is a plan A and a plan B. We are completing a major upgrade to the online platform. The upgrade will be ready in mid-July. This will allow the Exchange to handle around 30,000 concurrent users. To put that into perspective, our peak user load on Veterans Day in 2016 was around 5,500 concurrent users. Just in case we run into issues with our upgrade, we will also have the current platform scalable to 20,000-plus users.



Omni Channel SVP Mickey Bradford (center) and EVP/Chief Logistics Officer Karen Stack congratulate associate Michael Chastain at the grand opening of the Germersheim Distribution Center.

What else should associates know about Omni Channel?

Omni Channel is rolling out a new point-of-sale system to all our stores in May, with the goal to be finished in mid-September. We will continue logistics upgrades to our warehouse management systems. We completed the Germersheim Distribution Center in February. We are starting on the Dan Daniels DC, with an implementation date in early 2018. There are two smaller warehouses also in the works, the cold storage in Germersheim and one smaller DC in the Pacific.

Stay tuned for more exciting updates from Omni Channel on improving the customer experience. X

What is Veterans Online Shopping Benefit and What Does it Mean to the Exchange?



“The Veterans online shopping benefit is an important way to welcome home all who served honorably.”

— Tom Shull, Director/CEO Exchange

The new Veterans online shopping benefit allows honorably discharged Veterans, regardless of how long they served in the armed forces, to shop on the Exchange’s website, www.shopmyexchange.com, and websites of our sister exchanges. This new policy, which the Pentagon approved in January, is expected to bring about 13 million Veterans back home to the Exchange family, starting this Veterans Day, Nov. 11.

Allowing online shopping is a small token of appreciation for Veterans who served honorably but weren’t eligible to shop at the Exchange after they left service. Today, 88 percent of Veterans receive no Exchange shopping privilege because the benefit was limited to former service members with at least 20 years of service or those who were 100-percent disabled. The number of Veterans excluded is even higher for younger former service members, many of whom served multiple tours to combat zones and

were discharged, often involuntarily, before meeting the 20-year criteria for retiree status.

Adding so many more e-commerce customers means the Exchange acquires more purchasing power through better pricing and product assortment, thus improving the shopping experience for all customers, whether they shop online or in traditional Exchanges.

The Veterans online shopping benefit will generate \$8 million annually upon program maturation within three years. These added earnings would go to military Quality-of-Life programs, such as Army child development centers, Air Force outdoor recreation and affordable school lunches overseas. Without this additional funding, these programs could likely suffer significant financial hardships because of the continual drawdown of troops.

Updates will be included in the Exchange Post and on store billboards each month:
Exchange Virtual Toolbox
and
shopmyexchange.com/veterans

Our Bakeries Feed Troops' Spirits

By Julie Mitchell

The Exchange takes care of troops serving overseas through its four bakeries—three in the Pacific and one in Germany—that produce fresh-baked goods made with American flour, so the bread, buns, rolls, tortillas, cakes, doughnuts and other treats taste just like they do back home.

Baked goods from name brands, including Wonder, Home Pride, Country Hearth, Milton's and more, are shipped to Exchange Express stores and restaurants across Europe, Southwest Asia and the Pacific, nourishing Soldiers, Airmen and military families with familiar, fresh-baked products and tastes of home.

Quality 'so much better'

Commissaries, military dining halls, ships in port, Quality-of-Life restaurants and child-care programs, and Department of Defense schools also receive the products.

"Because all of our goods are baked fresh, the quality is so much

"The Exchange's bakeries improve the quality of lives for those who are so far from America by giving them a simple taste of home."

—Chief Master Sgt. Luis Reyes

better than if we were to ship frozen products from the States," said Chief Master Sgt. Luis Reyes, the Exchange's senior enlisted advisor. "From Burger King buns for Whoppers to whole-wheat bread for kids' school meals, the Exchange's bakeries improve the quality of lives for those who are so far from America by giving them a simple taste of home."

Lots of doughnuts

The largest of the Exchange bakeries is in Gruenstadt, Germany. It serves 24 countries, including war-zone locations. The 92,000-square-

foot facility produces Krispy Kreme doughnuts using proprietary equipment and ingredients, so the doughnuts rolling off the line are just like the ones found at Krispy Kreme shops back in the United States.

In 2016, the plant produced 7 million Krispy Kreme doughnuts for troops and families across Europe.

Touching lives of Warfighters

The Exchange also operates bakeries at Camp Market, Korea; Camp Kinser, Okinawa; and Yokota Air Base, Japan. Together, they produce 2 million loaves of bread, 10.5 million buns and more than 12,500 decorated cakes a year.

"Through the bakeries, the Exchange serves thousands of Soldiers, Airmen and military families overseas," Reyes said. "The Exchange is 'all in' when it comes to taking care of troops, and the bakeries are just another example of how we touch the lives of America's warfighters." X



A bakery associate stacks Wonder Bread loaves in Gruenstadt, Germany.



Doughnuts bring a taste of home to troops and their families overseas.



Tasty treats roll off the line.

Photos by Jessy Macabeo, Exchange merchandise clerk.

Elevating the Customer Experience with Services, Food and Fuel

By Simone Scott

The Services, Food & Fuel Directorate is a vast network that includes all third-party businesses, vending machines, gift shops, salons, restaurants, movies, Express gas pumps, and lunches in Department of Defense schools overseas. Net earnings for Services, Food & Fuel were \$362 million in December 2016, \$15 million above plan.

Services and Vending contributed \$154 million in net earnings in 2016 with a two-fold approach of optimizing existing business, while adding new name-brand concessions to the Exchange assortment.

More than 50 concessions were added in 2016 including Haggar, Toys “R” Us Express, Coast Dental, and Napa Auto Parts. With an additional 50 conversions/openings projected for 2017, pursuit of new business and growth strategies with current business partners is top priority.

“The Services team is introducing a new look for Exchange malls this year, with a blend of welcom-

“The Services team is leading the way with new business and initiatives designed to elevate the customer experience from the moment they enter an Exchange mall.”

—SVP Trini Saucedo

ing, modern and vibrant design elements to attract and capture customers’ attention,” said Senior Vice President Trini Saucedo, adding that the new designs will get tested at JB Andrews, Md., and Fort Benning, Ga., before being introduced at other Exchanges. “The Services team is leading the way with new business and initiatives designed to elevate the customer experience from the moment they enter an Exchange mall.”

Claire’s, Haggar, healthcare and dental operations, and car washes are a few of the expanding businesses. Thirty National Vision centers will convert to Vista Optical, while five durable medical equipment

stores are slated to open to sell braces, canes, walkers, wheelchairs and other items that help people recover from surgery, injuries or illness.

Not only will Exchange mall storefronts get new looks, the lineup of concessions will introduce alternative businesses like Cross Fit, escape rooms and cryotherapy. Services business managers are providing yet another dimension by adding regional businesses that speak to local demographics.

The Services team continues to work with the concession point-of-sale and property and asset management projects to gain critical information for analysis on the Exchange’s shopping center business.

The property and asset management project will further automate Services programs and leasing capabilities. The goals are to build a foundation on which to pursue new businesses and further grow existing businesses by concentrating on increasing sales and profitability per square foot. X



Coastal Dental was a new offering from the Services team in 2016.



Claire’s brings young customers to the Exchange.



Haggar is a new name-brand concession.

Ship from Store: Getting Products to Online Shoppers Faster and More Effectively

By Conner Hammett

The Exchange is revolutionizing the way it delivers shopmyexchange.com orders to service members and their families.

Under the Ship from Store program, brick-and-mortar Exchanges fulfill online orders. This means items that were once only available in-store can be ordered at shopmyexchange.com, expanding the Exchange's online product assortment by 20 percent.

"Ship from Store allows us to bring hundreds of new prestige cosmetics to customers on shopmyexchange.com from name brands such as Estée Lauder, Shiseido and Lancôme," said Sandie Egger, prestige cosmetics senior buyer.

Getting assortment consistent

Other new categories will enable the Exchange to carry household, diapers, pet, baby, cleaning, and health and beauty care items online.

"We're working to get our online assortment consistent with what the stores are carrying," said Kye Corn, divisional merchandise manager for health and beauty care.

The effort saves the Exchange unnecessary freight costs, allowing us to retain more dividends to fund military Quality-of-Life programs such as Army child development centers, youth services and fitness centers, Air Force outdoor recreation services and other programs critical to force readiness and resiliency.

The Ship from Store program is active at 14 stores; by September, the program will be expanded to



An Exchange store associate prepares an online order for the Ship from Store program. Photo by Jessy Macabeo, Exchange merchandise clerk

"From a business standpoint, Ship from Store can increase a store's profits and workforce productivity, using participating stores' existing labor forces to turn a larger number of products in each given sales day."

—David Lemons, vice president,
eCommerce Merchandising
and Operations

more than 50. Locations are spread throughout the continental United States, meaning CONUS customers living long distances from distribution centers and in geographically isolated locations will see shorter delivery times of two to three days for small packages. These shorter times

also mean less potential for damage to be incurred by the carrier.

Allowing stores to sell inventory online means slow-moving items that otherwise may have been taken out of the assortment can now justifiably be kept on shelves, benefiting both online and brick-and-mortar customers, said David Lemons, vice president of eCommerce Merchandising and Operations.

"From a business standpoint, Ship from Store can increase a store's profits and workforce productivity, using participating stores' existing labor forces to turn a larger number of products in each given sales day," he said. "These additional sales also speed up inventory turnover, meaning fewer items stagnate on shelves only to be written off as losses." X

This GM Serves His Community's Shopping and Spiritual Needs

By Steve Smith

In a true family serving family tradition, Daniel Wise not only serves as Exchange general manager at Fort Sill, Okla., but also is credited with revitalizing the installation's Jewish community.

A military Jewish chaplain hasn't served at the post for about seven years. Wise began serving about a year ago as a distinctive religious group leader, heading the weekly Sabbath service for Fort Sill's Jewish community in the place of a rabbi. He plans and organizes everything needed to celebrate the high holy days, Passover and other religious services.

Every Friday night, 30 to 50 Jewish basic trainees, their non-Jewish battle buddies, Jewish military families and retirees attend services.

To become a group leader, Wise took courses on working with basic trainees, underwent background checks, attended national conferences and won endorsements from the Jewish Welfare Board.

Shortage of rabbis

There is an acute shortage of rabbis who serve the armed forces, far fewer than the number of chaplains representing other religious faiths.

With such a shortage of military rabbis, post commanders asked Wise to help with the Jewish community, especially those members who are basic trainees.

Wise said he helps with the Jewish community in addition to doing his Exchange job because that's what his Jewish faith calls him to do and wants no recognition for his work.



General Manager Daniel Wise conducting a Jewish service at Fort Sill.

“We believe in Mitzvah— to do good deeds without expecting anything in return.”

“We believe in Mitzvah — to do good deeds without expecting anything in return,” he said.

‘Breathed fresh life’

Because of Wise's leadership, the first bar mitzvah service in 50 years was organized and conducted at Fort Sill.

“He has breathed fresh life into the Jewish community,” said Maj. Eric Dean, the installation's Army chaplain. “In fact, just this past weekend, Daniel led the Fort Sill Jewish community in the best Purim celebration we have had in years. He is, quite simply, the Jewish community's greatest advocate.”

Wise also serves as Exchange gen-

eral manager for the Altus AFB and Sheppard AFB Exchanges.

Father in Hall of Fame

Being a leader in a Jewish community runs in his family. His father, retired Col. Charles R. Wise, has served as an elder at the synagogue in Fort Walton Beach, Fla., for more than 20 years.

On May 12, Col. Wise will be inducted into the Hall of Fame at Fort Sill, where he spent many of his active-duty years. ✕



Basic trainees attending the service conducted by Wise.

SHARE YOUR STORY

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

SVP Jami Richardson Tells Her Family Story

By Lisa Moak

Exchange Credit Program SVP Jami Richardson has been with the Exchange 29 years. She left her home in Indiana after college to work at HQ Dallas, Texas. Far from family and friends, Richardson found a new sense of family at the Exchange. But this family serving family story actually began decades before she came to Texas as a field accountant.

Story begins in '47

In 1947, Richardson's father-in-law, William Richardson, was discharged from the Army Air Corps as a corporal. After going back to school and landing a job at a CPA firm, he found an opportunity at the Fort Hood Exchange as an accountant. Jami's mother-in-law, Myrtle, also worked at the Fort Hood Exchange and lived in the dormitory on base with her sister, Irene Vaughn, who worked and eventually retired from the Exchange.

After meeting at the Exchange, Myrtle and William married, and soon Steve Richardson came along. Steve also followed in his parents' path and made a career at the Exchange, where he met and later married Jami.

After 31 years Steve retired in December 2011 as vice president of logistics.

"It was a wonderful environment when I joined the Exchange. My leaders were generous and provided me with opportunities for advance-



Exchange Credit Program SVP Jami Richardson celebrates Customer Service Week at HQ with Olympic gold medalist Michelle Carter

ment," Jami Richardson said. "Even though I didn't have my family with me, I had a new family, and that is what kept me here. I love what I do and the Exchange's noble mission." X

FUNFACT

William Richardson retired as deputy comptroller with 30 years of service. Jami served in that very same role as VP of Finance and Accounting before being promoted to SVP.



1950s' Fort Hood Exchange photo featuring Irene Vaughn, second from left, and Myrtle Richardson, fourth from right.



William Richardson, far left, celebrates the Exchange's 65th anniversary with fellow associates in 1960.

FAMILY > SERVING < FAMILY

Find more Family Serving Family stories at TheExchangePost.com.

Share your story:

Email your Exchange Family Serving Family story to: exchangepost@aafes.com

EXCHANGE SOCIAL MEDIA

The Exchange stays connected in real time with customers and associates through social media. These channels allow us to share information, photos, videos and personal thoughts.

External Channels



[facebook.com/
shopmyexchange](https://facebook.com/shopmyexchange)

Telling the Exchange story, sharing news, store events, promotions and special offers.



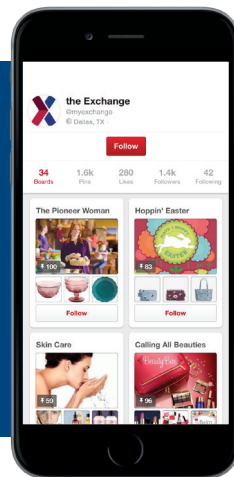
[twitter.com/
shopmyexchange](https://twitter.com/shopmyexchange)

A customer relations tool communicating Exchange news.



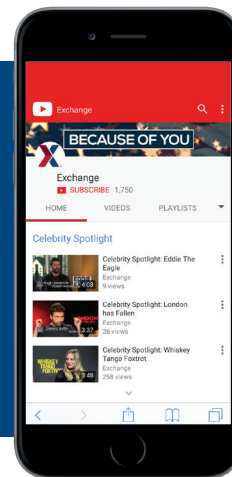
[instagram.com/
shopmyexchange](https://instagram.com/shopmyexchange)

Visually promoting the Exchange brand.



[pinterest.com/
shopmyexchange](https://pinterest.com/shopmyexchange)

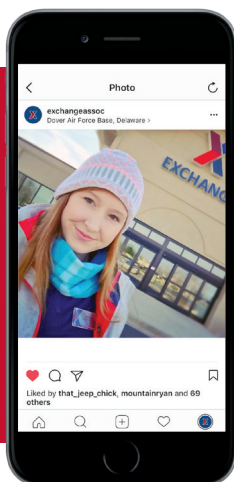
Promoting products to generate traffic to our stores.



[youtube.com/
aafessalutes](https://youtube.com/aafessalutes)

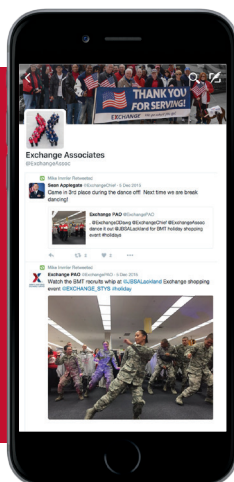
Sharing promotional and product videos.

Internal Channels



[instagram.com/
exchangeassoc](https://instagram.com/exchangeassoc)

Highlighting Exchange associates, stores and history.



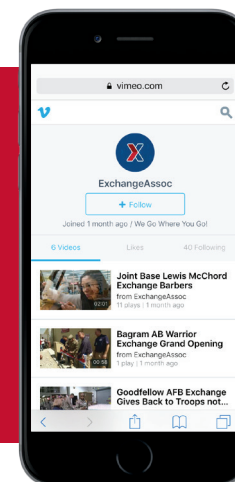
[twitter.com/
exchangeassoc](https://twitter.com/exchangeassoc)

Communicating Exchange news to our associates.



[flickr.com/
exchangeassoc](https://flickr.com/exchangeassoc)

Posting and archiving Exchange photos from store fronts to associates to historic archives and more.



[vimeo.com/
exchangeassoc](https://vimeo.com/exchangeassoc)

Posting and sharing videos produced by the Exchange.



Exchange managers stand with the winners in the recent Popeyes international competition for operational excellence. The Exchange's Popeyes restaurants scored big wins in the recent annual Popeyes franchisee conference in New Orleans, taking home an all-time high of seven plates for operational excellence. In addition, the Popeyes at Hawaii's Schofield Barracks, managed by Jaylynn Varela, was recognized for having annual sales of more than \$3 million. Plate winners were Camp Foster, Gold Plate; Silver Plates: Hill AFB, Osan AB and Camp Hansen; Bronze plates: Fort Huachuca, Nellis AFB and Misawa AB.

Submit Names of Associates with Disabilities by April 14

If you know exemplary associates with disabilities, submit their names for the Exchange's worldwide outstanding associate with a disability award.

The winner will represent the Exchange at the 2017 Outstanding DoD Employee with a Disability awards banquet.

Nominations are due to the regions no later than April 14.

Region nominees are due to the EEO/DAI managers at HQ in Dallas no later than April 21.

For information, send an email to diversityinclusion@aafes.com.

Scott AFB's Drivers for Success: Diversity, Inclusion

By Steve Smith

To the 191 associates at Scott AFB, Ill., diversity and inclusion are key drivers for the store's success.

Their efforts to maintain a diverse and inclusive workforce won Scott AFB the Global Connections award for 2017. Managers were presented with the award at the annual MSM/GM Conference near Dallas.

More qualified applicants

Scott AFB Exchange ranked fifth worldwide among Exchanges for hiring people with targeted disabilities. Managers said in their [Global Connections application](#) that supporting diversity provides a wider pool of qualified candidates for jobs and spawns a work environment of respect and synergy.

"Each individual has unique skills and personalities that contribute to



At Scott AFB, Office Assistant Adrienne Jackson, left, and HR Manager Andrea Silverhorn, right, show associates Native American dress and artifacts.

the overall success of the Exchange," managers said. "People learn from co-workers who have work styles and experiences that differ from their own, making the workplace a fun and exciting place to work."

To recruit, HR representatives offered on-the-spot interviews, attended events in the community and worked with the installation and local chambers of commerce.

Cuisines and observances

The Exchange's community events include Food Truck Fridays, where customers enjoy cuisines from different cultures, and observances of African American, Asian-Pacific, Hispanic and Native American heritages.

Check out the essays of the Global Connections runners-up:

- [Italy Consolidated Exchange](#)—Overseas Region
- [Fort Meade](#)—Eastern Region
- [Northern Alaska Exchanges](#) (Eielson AFB, Fort Wainwright)—Western Region X

Customer Service: These Associates Rock!

Charles Smith
Overseas Region/
KMCC, Germany



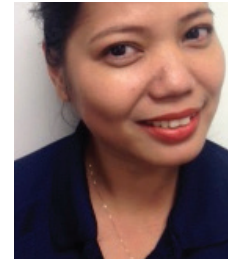
“He is a true professional . . . who reflects a standard that others in the industry should be following.”

Jessie Bryant
Eastern Region/
Langley AFB, Va.



Jessie went above her duties to get (a mattress delivery) sorted out with the delivery company to phone the customer who didn’t use email.

Cecile Barber
Central Region/
Fort Rucker, Ala.



“I’ve seen Cecile often go out of her way to make folks at home and comfortable.”

Niki Sekuguchi
Overseas Region/Yokota AB

“She always provides me the most outstanding world-class customer service, not just to me but others as well.”

Sekuguchi’s picture was not available.

Andrew Defelice
Western Region/
Fort Hunter
Liggett, Calif.



“He has shown what can happen when someone cares.”

Zoe Gilmore
HQ Customer
Contact Center



“A customer stated that she thanks God for Zoe and her patience assisting her.”

[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

“Congratulations, standouts! Your dedication to exceptional customer experiences can be seen in the ways you interact with the customers, whether by greeting them by name, volunteering in the community or simply saying hello with a smile.”

– Dave Nelson, chief operating officer

EASTERN REGION

Khallia Flowers
JB Andrews
main store

Shauniqua Cheverez
Shaw AFB
Taco Bell

Gloria Dingle
Fort Stewart
Services

CENTRAL REGION

**Angela Curtis
and Josh Canada**
Whiteman AFB
main store

Thomas Schodlatz
Fort Leonard Wood
Dunkin’ Donuts

Bernard Engel
Lackland AFB
Services

WESTERN REGION

Gilbert Miller
Goodfellow AFB
Express

**Auroa Chavez
and Maggie Perdon**
Los Angeles AFB
Starbucks

Steve Manning
JB Elmendorf
Services

OVERSEAS/PACIFIC

Ki-Su Kwon
Camp Mujuk

**Misawa Food
Court Team**
Misawa AB

Sun Lee
Korea Southern
Peace Tours

OVERSEAS/EUROPE

Dr. Scott Sanzotta
KMCC Optometry

Francesca Gallu
Aviano AB
Popeyes

Marion Walter
Grafenwoeher
Petals & Blooms

[Read about them!](#)

Big Winners from the MSM/GM Conference

The Director/CEO Cup Winners



Large stores: UK Consolidated – General Manager Ed Hicks



Medium stores: Barksdale AFB – General Manager Ellen Henderson



Small stores: Selfridge ANGB – General Manager Kenny Lowell

The COO X Cup Winners



Eastern Region: Fort Gordon – General Manager Stefan Marks and Main Store Manager Page Clark



Central Region: Fort Leavenworth – General Manager Christine Harlan and Main Store Manager Stacy Driggers



Western Region: Fairchild AFB – Main Store Manager Jimmie Burris



Overseas Region/Europe: Baumholder – Main Store Manager Maggie Conlon



Overseas Region/Pacific: Camp Humphreys – General Manager Stan Young and Main Store Manager Tong-Chu Yi

#MSMG2017
FRONT LINE FAMILY

Check out all the winners from the recent MSM/GM conference and other happenings at TheExchangePost.com

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

Core Value: The Courage to Use Good Judgment

These associates carry out the Exchange core value “The courage to use good judgment” by performing their jobs safely. They’re saving the Exchange hundreds of thousands of dollars in lost work time and other costs associated with injuries.



Landstuhl, Germany — Peter Santiago from the Landstuhl Gas Station does the right thing by performing the monthly spill kit inspection in which he checks for required contents.



KMCC, Germany — Associates Elfi Crytzer and Emily Norris in the Optometry Clinic perform the monthly extinguisher inspection and log their findings.

The Dangers of Distracted Driving

That text or phone call can wait until you’re not behind the wheel of an Exchange vehicle or personal car or truck.

Since April is [National Distracted Driving Month](#), the Exchange’s Loss Prevention Directorate warns that any activity that diverts your attention away from driving could make you crash and lead to severe injuries, even death.

What distracts a driver?

Nearly 3,200 people were killed and 431,000 injured in distracted-driving crashes in 2014.

Distraction include:

- Texting or using a cellphone or smartphone

- Eating and drinking
- Talking to passengers
- Dealing with children
- Grooming
- Reading, including maps
- Using a navigation system
- Watching a video
- Adjusting the radio, CD player or MP3 player

Dangerous five second distraction

Five seconds is the average time your eyes are off the road while texting. When traveling at 55 mph, that’s enough time to cover the length of a football field blindfolded. **X**

Don’t Fall Prey to Phone Scammers

CONUS facilities continue to receive scam phone calls regarding loading POSA/gift cards, including a recent \$3,000 loss at F.E. Warren AFB in Wyoming. The scammer used the name of Exchange Chief Operating Officer “David” Nelson to pull off the ruse.

In most cases, scammers, using an influential name of an Exchange manager, like Chief Operating Officer Dave Nelson, or military rank, will tell the associate an investigation, criminal inquiry or inspector general’s complaint is being conducted. They will then instruct the associate to provide the gift card numbers and load them with specific amounts. “Exchange associates should never take financial transactions over the phone,” warned Steve Boyd, a senior field loss prevention opera-

tions manager. “All financial transactions must have a customer present at a cash register, with some form of payment in hand,” Boyd said. “No one in the Exchange or any company or person doing business with the Exchange is authorized to conduct financial transactions over the phone.

“The only people requesting these transactions over the phone are the scammers. The scammers have a very keen ability to talk employees into loading cards or conducting Western Union transactions over the phone. Do not fall prey to them.”

If you should receive a phone call from somebody requesting a financial transaction, don’t engage in conversation and hang up immediately. Report the call to Loss Prevention and your general manager. **X**

FSA Users, Meet Your ‘Coach’

If you’re participating in a health flexible spending account at the Exchange, you now have a “coach” that can help you get more out of your FSA.

PayFlex Coach is a free, four-week texting program that shares quick tips about your [health care FSA](#).

Get helpful links to tools and resources, such as short videos, educational tidbits and ways to help maximize your account.

Start your coaching session today. Just use your mobile phone to text PAYFLEXFSA to 57320. Then, reply YES to participate. To learn more, check out this [video](#). X



A Convenient, Cheaper Way to Get Your Maintenance Drugs

With the new Maintenance Choice program, get a 90-day supply of maintenance medications by using the Aetna Rx Home Delivery mail-order pharmacy or CVS pharmacy near you.

You will pay the same amount for a 90-day supply as you would for two 30-day supplies. It’s like getting a month free! Use the Price-A-Drug tool to compare the cost of drugs.

The Maintenance Choice program does not apply to members living overseas.

How to get your medicine

Fill a 90-day supply of a maintenance medication by:

- **Using the Aetna Rx Home Delivery service.** Have your prescription mailed to your home. Shipping is free and packaging is confidential.

To get started, log into www.aetna.com and click the “Aetna Pharmacy” tab at the top of your home page. In the “mail service pharmacy” box, click “get started now.” Call Rx Member Services at 888-792-3862 with questions.

- **Pick it up at a CVS pharmacy.** To find a CVS or participating pharmacy near you, log into [Aetna Navigator](http://www.aetna.com) at www.aetna.com and click “Find a doctor, dentist or facility.”

To continue receiving 30-day supplies at a network pharmacy, call the same Aetna number listed above. If you don’t, you’ll pay 100 percent of the cost. X

Retirees, Check Out These MyPenPay Resources

First Time Logging onto the Website

- Go to aaferetirement.mypenpay.com.
- Select SSN as login preference.
- Enter SSN (no dashes).
- Enter temporary password provided.
- Select Login.
- Answer three security questions.
- Enter a personal password.

Forgot Your Password?

- Log onto the [website](#).
- Select “Forgot Password?”
- Select SSN as login reference.

- Enter SSN (no dashes).
- Enter last name as it appears on Check/Advice. (Be sure to enter any extension, such as “Jr” with a space between that and your last name.)
- Select “Submit.”

If you had previously logged in, the website will ask the security questions. If you don’t remember the answers, select “My Password via US Mail,” and the password will be sent within two business days to your address on record.

Account locked?

If you receive the message that the account is locked, contact the MyPenPay Helpline at 1-866-471-0368 from 8 a.m. to 6 p.m. EST Mondays through Fridays. X

TRANSFERS

Christopher Barton – food court manager, Denver Exchange, to food court manager, Luke AFB

Edwin Berry – food court manager, Luke AFB, to food court manager, Puerto Rico

Alan Bradshaw-Sheeley – store manager (BR/Gas), Vandenberg AFB, to store manager (BR/Gas), Seymour-Johnson AFB

Jeremiah Brewer – store manager (BR/Gas), Fort Meade, to store manager (BR), U.S. Military Academy

Sean Briggs – store manager (BR), Fort Hood, to assistant store manager, Dyess AFB

Valerie Bright – sales & merchandise manager, Fort Bragg, to store manager (MS), Fort Belvoir

Patrick Coffman – procurement manager, HQ, to procurement manager, Europe

Jessica Duguay – LP manager IV, JB Lewis-McChord, to area LP manager II, Puerto Rico

Tyler Edwards – concept manager, JB Lewis-McChord, to restaurant manager, Hill AFB

Elvira Ganhs – shift manager, Thule AB, to shift manager (retail/gas), Eglin AFB

Charles Gordon – store manager (BR/Gas), Lajes Area, to assistant store manager (BR), Fort Sill

Teresa Hamilton – store manager (MCS), Kirtland AFB, to store manager (BR/Gas), JB Langley-Eustis

Latoya Harris – assistant store manager, Aviano AB, to store manager (MS), Yokota AB

Annette Harshaw – assistant store manager (MS), Tyndall AFB, to assistant store manager, Cannon AFB

Joletta Lavant – restaurant manager, Fort Irwin, to restaurant manager, Fort Leonard Wood

Patricia Murauskas – store manager (BR), Garmisch, to operations manager, Ramstein AB/Baumholder

Kyle Omler – sales & merchandise manager, Davis-Monthan AFB, to general manager, Minot AFB

Megan Rall – store manager (BR), Travis AFB, to sales & merchandise manager, Davis-Monthan AFB

Cecilie Ryan – store manager (BR/Gas), Whiteman AFB, to store manager (BR/Gas), Fort Lee

Jeffrey Sweetenburg – retail business manager, Hawaii Area, to general manager, Cannon AFB

Kelly Toleree – services business manager, Nellis AFB, to services business manager, Fort Campbell

Antonio Townsend – sales area manager, Fort Bliss, to store manager (BR), Fort Carson

Oliver Westphal – assistant store manager, Little Rock AFB, to store manager (MS), Scott AFB

Melanie White – general manager, Cannon AFB, to general manager, Fort Irwin

Dominique Williams – operations manager, Puerto Rico, to sales & merchandise manager, Fort Belvoir

Karl Witsberger – restaurant manager, Fort Leonard Wood, to restaurant program planner, HQ

Julia Woods – sales & merchandise manager, Fort Huachuca, to store manager, Hickam AFB

Krisopher Zorn – supervisory store assistant, NAS Fort Worth JRB, to shift manager, Thule AB

IN MEMORY

Maria Allen, 88, died Dec. 27 in Browns Mill, N.J. The JB McGuire-Dix shift supervisor retired in 1999.

Sandra Barnes, 74, died Dec. 30 in San Antonio, Texas. The Fort Sam Houston computer operator retired in 2012.

Frances Beheler, 84, died Jan. 14 in Royse City, Texas. The HQ accounting technician retired in 1980.

Edith Behrens, 94, died Jan. 15 in Grapevine, Texas. The Patrick AFB associate retired in 1975.

Horace Berry, 58, died Jan. 11 in Forest Park, Ga. The Atlanta DC warehouse worker retired in 2008.

Robert Bixler, 66, died Feb. 7 in Alexandria, Va. The Fort Belvoir warehouse worker retired in 2013.

Tommy Bradford, 65, died Dec. 29, in Carrollton, Texas. The HQ business analyst retired in 2006.

William Bratton, 81, died Dec. 15 in Grand Prairie, Texas. The Western Region operation engineer retired in 1992.

Ursula Bremer, 90, died Dec. 25 in Huntsville, Ala. The Redstone Arsenal operations assistant retired in 1991.

Pearl Brown, 78, died Jan. 5 in Deridder, La. The Fort Polk retail supervisor retired in 1993.

Patsy Butler, 70, died Dec. 14 in Fayetteville, Ga. The Dobbins AFB market price coordinator retired in 2005.

William Carmony, 59, died Feb. 16 in Poquoson, Va. He was a motor-vehicle operator at Dan Daniel DC.

Faye Caldwell, 60, died Jan. 7 in Augusta, Ga. She was a food service worker at Fort Gordon.

Rosemary Creek, 95, died Oct. 25 in American Canyon, Calif. The Golden Gate Region associate retired in 1976.

John Dameron, 81, died Jan. 4 in Haysville, Kan. The McConnell AFB auto worker retired in 1994.

Eugene Dulak, 68, died Jan. 30 in Axtell, Texas. The Waco DC materials handler retired in 2009.

Kathleen Elliott, 75, died Dec. 1 in Patterson, Calif. The Presidio of Monterey food activity manager retired in 1995.

Betty Gammon, 85, died Jan. 25 in Oklahoma City, Okla. The Tinker AFB visual merchandiser retired in 1990.

Janie Gomez, 84, died Feb. 1 in San Antonio, Texas. The Lackland AFB retail manager retired in 1992.

L.J. Hill, 84, died Jan. 11 in Bossier City, La. The Barksdale AFB maintenance mechanic retired in 1994.

Lawrence Howe, 80, died Jan. 17 in Indianapolis, Ind. The Giessen DC warehouse foreman retired in 1993.

Florence Jones, 87, died Nov. 22 in Los Lunas, N.M. The Kirtland AFB department supervisor retired in 1987.

Jo Ann Lowe, 86, died Jan. 18 in Mayo, S.C. The U.S. Air Force Academy operations clerk retired in 1984.

Inge Malley, 76, died Dec. 22 in Rosepine, La. The Fort Hood retail manager retired in 1994.

Hubert McDaniels, 68, died Feb. 20 in Belgium. The Chievres AB warehouse worker retired in 2013.

Byron McGraw, 92, died Dec. 25 in Pineville, La. The Rocky Mountain Area associate retired in 1974.

John Morton, 60, died Jan. 28 in Gulfport, Miss. The Keesler AFB computer operator retired in 2011.

Teru Naki, 87, died Nov. 20 in Honolulu, Hawaii. The Hickam AFB retail manager retired in 1992.

Ina Norton, 80, died Nov. 29 in Amarillo, Texas. The Darmstadt food court manager retired in 1993.

Pauline Parrish, 60, died Jan. 28 in Forest Park, Ga. The Atlanta DC warehouse worker retired in 2010.

Linda Patterson, 63, died Jan. 7 in Germany. She was a senior store associate at Ramstein AB/Baumholder.

Annie Pearson, 98, died Jan. 17 in Vacaville, Calif. The Travis AFB sales associate retired in 1985.

Ellen Pollock, 92, died Jan. 5 in Houston, Texas. The Fort Bliss associate retired in 1976.

Nina Sanford, 74, died Jan. 12 in Warrenton, S.C. The Fort Gordon sales associate retired in 1996.

Gustav Schramm, 88, died Oct. 30 in Germany. The Exchange safety and security manager retired in 1989.

Claude Sharrah, 88, died Dec. 27 in Van Buren, Ark. The Fort Campbell service station manager retired in 1987.

Cy Shimabukuro, 63, died Nov. 14 in Honolulu, Hawaii. The Schofield Barracks warehouse worker retired in 2005.

RETIREMENTS

Ronald Apflert, HQ, 29 years

Margaret Cruz, NAS Fort Worth JRB, 17 years

Cathy Ely, Schofield Barracks, 33 years

William Fowler, Eglin AFB, 7 years

Tom Garcia, McClellan AFB, 8 years

Raul Garcia-Rosario, Yokota AB, 18 years

Colleen Gess, Nellis AFB, 22 years

Michele Gieser, Minot AFB, 7 years

Brett Hardin, HQ, 31 years

Debra Hawkins, Fort Gordon, 18 years

Randy Hicks, Waco DC, 6 years

Trenna Keller, Eglin AFB, 17 years

Linda Kemnitz, HQ, 13 years

Bobbette King, Fort Belvoir, 20 years

Mary Kolb, Dan Daniel DC, 14 years

Steven Martin, Fort Campbell, 28 years

Lucia Techaira, Andersen AFB, 5 years

Dorothy Smith, 81, died Dec. 1 in Fort Worth, Texas. The Exchange branch secretary retired in 1980.

William Stroud, 74, died Dec. 1 in Cameron, N.C. The Fort Bragg motor-vehicle foreman retired in 2007.

Chong Hui Suk, 69, died Dec. 30 in Santa Clarita, Calif. The HQ help-desk support associate retired in 2013.

Mary Toth, 79, died Dec. 15 in Colorado Springs, Colo. The Fort Carson store associate retired in 2014.

Cheryl Woodle, 58, died Jan. 12 in Fort Mill, S.C. The Fort Jackson HR assistant retired in 2010.

Teruko Yamamoto, 92, died Jan. 13 in Kaneohe, Hawaii. The Exchange associate retired in 1975.

TheExchangePost.com

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Photos From the Field on Flickr



Get to Know the Mission and Unique Customers at Fort Hood

Fort Hood
"The Great Place"



Named in honor of Confederate General John Bell Hood, who gained recognition during the Civil War as the commander of Hood's Texas Brigade.

The 1st Cavalry Division is the largest division in the U.S. Army with nearly 17,000 Soldiers assigned.

Fort Hood is 340 square miles and is the only installation in the U.S. capable of stationing and training two armored divisions.

The 1st Cavalry Division earned its nickname "First Team" by being America's first unit in Tokyo, North Korea, Vietnam and the first armored unit in Iraq.

In 1958, Fort Hood's most famous Soldier reported for duty. His name was Pvt. Elvis Presley.

Major Units



III Corps



1st Cavalry Division



First Army Division West



13th Sustainment Command

FAMILY > SERVING < FAMILY

To serve Fort Hood, we have:



1

Main Exchanges



17

Expresses



17

Restaurants

There are 711 Exchange associates, 55 percent of whom are spouses, family members or veterans.

During the month of April, the Exchange honors the experience and courage of the Military Child.

Featured are a few military brats who are part of the Exchange family.



Linda Bailey
HQ/Information Technology

“It’s been a blessing to have the Exchange in my life, which has filled me with wonderful memories from my childhood to present time.”



Tawana Jones
HQ/SF Directorate

“I love to travel, and I have visited many other military locations as the wife, sister and friend of Soldiers.”



Ana Middleton
President/CMO Exchange

“As the daughter of an Air Force CMSgt, I truly embrace our core value of Family Serving Family. ‘Military brat’ is a title I wear with pride.”



Left to right, Wendy Six, Sydney Betancou, Sueann York, Stephanie Cooper, and Tammar Tracey Randolph AFB Main Exchange.

“I remember the Exchange being a big part of my life and shopping overseas wherever there was a BX or PX.”

—Sueann York

Read our featured brats full stories [here](#).

Stay tuned to shopmyexchange.com and follow the Exchange on social media for information about special events and promotions during April.

[Purple Up! For Military Kids, Friday, April 21](#)

For the Military Child, home is a state of mind. #MCStateofMind