



Share the Good News About VetVerify and Veterans Online Shopping Benefit



From Director/CEO Tom Shull

The Army & Air Force Exchange Service, Coast Guard Exchange, Marine Corps Exchange and Navy Exchange are honored to finally recognize our Veterans' time in uniform. Confirming Veterans' eligibility to shop in advance of Nov. 11 is critical to efforts to properly welcome them back to their military family.

Beginning early June, potentially 13 million Veteran Soldiers, Airmen, Marines, Sailors and Coast Guard members are invited to visit VetVerify.org to confirm through data received from the Defense Manpower Data Center eligibility to access a new benefit made just for them—the Veterans online shopping benefit.

Please join me in letting your loved ones who served this great Nation know about this lifelong

“Please join me in letting your loved ones who served this great Nation know about this lifelong online shopping benefit and how logging on to VetVerify.org now will help ensure quick and convenient access when the program formally launches on Veterans Day.”

online shopping benefit and how logging on to VetVerify.org now will help ensure quick and convenient access when the program formally launches on Veterans Day.

Educate them on how they will not only save money for themselves and their families but also make a lasting contribution to the military community by adding to the

exchanges' dividends in support of critical military Quality-of-Life programs. This is the virtuous circle that is the 121-year-old military exchange benefit.

Also in June, the Exchange's Social Media team will be sharing VetVerify.org posts and videos on our official [Facebook](https://www.facebook.com/exchange) page. If these posts move you, please “like” then “share” to maximize the exposure of these informational posts in social media channels.

Finally, this month's Exchange Post has a feature [story](#) on VetVerify.org.

Your assistance in getting the word out about the Veterans online shopping benefit is deeply appreciated—please invite a Veteran to visit VetVerify.org today.

Soldier for Life! 

Tell Your Veteran Friends and Family Members About Veterans Online Shopping Benefit



“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.”

— Tom Shull, Director/CEO Exchange

Starting this Veterans Day, Nov. 11, the Exchange will welcome back to the military family potentially 13 million eligible Veterans, allowing them to shop at shopmyexchange.com regardless of how many years they served in the armed forces.

4 things you can do now

1. Inform Veterans in your families and social circles about the Veterans online shopping benefit.
2. Urge returning Veteran customers to check out the national brands on the website.
3. Use the website and learn its many user-friendly features so you can educate Veterans how to get the most out of shopmyexchange.com.

4. Remember active-duty service members shopping our brick-and-mortar stores today are tomorrow's Veterans. Our goal is to create lifetime customers by providing great shopping experiences. Enhancing their close emotional ties to their Exchange is a major determining factor in whether they will continue shopping with us online as Veterans.

Help keep the Exchange relevant

Every associate is crucial to ensuring that the Veterans online shopping benefit succeeds and keeps the entire organization relevant for generations to come. **X**

Veterans online shopping benefit updates will be included in the Exchange Post and on store billboards each month:

Exchange Virtual Toolbox
and
shopmyexchange.com/veterans

VetVerify.org

Recognizing the Honorable Service of Our Nation's Veterans

Starting early June, honorably discharged Veterans can verify their eligibility to shop military exchanges online. Using data received from the Defense Manpower Data Center, Veterans can verify eligibility now and begin shopping on Veterans Day 2017.

Be sure to inform relatives, friends and customers they can verify their eligibility at VetVerify.org.

Here's what happens:

- Veterans with complete data, including Character of Service (i.e., honorable or general under honorable), will be authenticated immediately.
- Veterans with incomplete information can use VetVerify.org as a resource to help identify the documentation needed.
- Veterans who cannot find their discharge information will need to contact the National Archives. VetVerify.org/FAQ has useful links for this.
- VetVerify.org/FAQ has common reasons for a non-eligibility determination and can direct Veterans to additional resources.

Tell Veterans to take the first step in accessing their lifelong military exchange online benefit by logging onto VetVerify.org today!



VetVerify.org Contact Center Opens

By Steve Smith

On April 25, VetVerify.org soft-launched to begin authenticating the potentially 13 million Veterans who will be able to use their earned lifelong online military exchange benefit beginning Veteran's Day 2017.

VetVerify.org call center associates took 37 calls between 8 a.m. and 5 p.m., an extremely modest number compared to the significant volume of Veteran contacts the team expects to receive once formal communication begins early May.

In total, 280 people logged onto VetVerify.org during the site's first day of operation. Of those users, 100 were approved to shop starting November 11; seven were ineligible to shop; and 34 had incomplete data.

Surprisingly, about 40 percent of those who went through VetVerify.org were deemed eligible to shop now.

According to Zoe Gilmore, VetVerify.org contact center liaison, she and her team were taking contact information of those unable to confirm their discharge status and calling them back. Other than that, Zoe said, no other challenges were encountered.

The team had calls from Veterans who read articles in *Military Times* and *VFW Magazine* about the Veterans online shopping benefit and called the [VetVerify](http://VetVerify.org) call center to ask, "Is this really real?" Many of these Veterans expressed excitement about being able to shop online through the military exchanges.

VetVerify.org is an independent website set up for joint support of Army, Air Force, Navy, Marine Corps and Coast Guard veterans.

Four-Star General Shows His Appreciation at Redstone Arsenal

“I wish I had time to recognize the entire team because what all of you do is truly about taking care of Soldiers and families.”

— GEN Gustave Perna, commander, U.S. Army Materiel Command

By Julie Mitchell

REDSTONE ARSENAL, Ala. – Exchange associates at Redstone Arsenal received a once-in-a-lifetime honor—a challenge coin and sincere words of thanks from GEN Gustave Perna, commander, U.S. Army Materiel Command.

The four-star general gave challenge coins to several associates during an April 18 presentation. Perna shook hands with and congratulated associates by name, showing appreciation for their dedication to excellence.

“I wish I had time to recognize the entire team because what all of you do is truly about taking care of Soldiers and families,” Perna said. “You are a great team, and I am very grateful for what you do.”

Not long after he arrived as AMC commander in late 2016, Perna met Express associate Beatrix Rivera. He was wearing civilian clothes—so Rivera wasn’t aware she was serving a four-star general. Her can-do attitude impressed him so much that when Exchange Director/CEO Tom Shull reached out to coordinate a face-to-face meeting with Perna, he suggested they partner to recognize the work of several Redstone Exchange associates.

Perna understands the importance of the Exchange, having served on the Exchange Board of Directors from January 2015 to September 2016, including about a year as board chairman. Shull was so moved by the four-star general’s willingness to acknowledge the contribution of Exchange associates at Redstone that he presented Perna with a POG plaque.

“GEN Perna is a Soldier’s Soldier,” Shull said. “He’s a lead tank—he sets the example and raises the bar for all who know him. The Exchange deeply appreciates GEN Perna’s leadership, and we are privileged to have him here to thank our Redstone associates in person. It’s a true honor!”

Exchange Central Region East Vice President Paula Gunderson said Perna’s recognition of the Redstone team will leave a lasting impact. Redstone associates were elated, and many shared photos of the coin and the recognition on their social media accounts, receiving positive reaction and phone calls from family and friends.

“GEN Perna’s comments resonated with all of our team members,” Gunderson said. “I’ve heard many say, ‘Even a four-star general truly appreciates what we do each and every day.’ ” X



GEN Perna and Exchange Director/CEO Tom Shull, center; Chief Master Sgt. Luis Reyes, Exchange senior enlisted advisor, in uniform to left of general; Senior Vice President Ken Brewington, far right; Regional Vice President Paula Gunderson, far left; and Redstone awardees.



GEN Perna shook the hand of each associate recognized, including Rita King.



GEN Perna was presented a POG plaque by Director/CEO Tom Shull.

Associates coined by Perna:

- **Michael Bates**, Burger King manager
- **Phillip Bounds**, warehouse worker
- **Dorothea Cox**, shift supervisor
- **Lili Gilbert**, operations manager
- **Gary Houston**, laborer
- **Kathryn James**, services business manager
- **Rita King**, restaurant manager
- **Latonya Loadholt**, food service foreman
- **Lianne Mawabi**, food service worker
- **Tracy Mitzelfelt**, store associate
- **Bernadeth Proctor**, restaurant manager
- **Beatrix Rivera**, sales associate
- **Bernice Rogers**, Express manager
- **Jo Robinson**, warehouse worker
- **Silvia Sasan**, office assistant
- **Michael Shelton**, food service foreman
- **Guy Sikes**, warehouse worker
- **Wendy Smith**, Military Clothing store manager
- **April Vaughn**, custodian

The Power of the Customer Experience

Customer service is a topic any worthwhile organization takes seriously. A company may have the best product selection at the best prices, but a poor customer experience can undermine all of that in one interaction.

Customer service has a significant impact on the bottom line. Studies show 81 percent of people are more likely to return to a business after receiving good customer service. This is an important statistics as a modest 5 percent increase in customer retention can increase profits up to 125 percent!

Customers have choices

Today, customers have more choices than ever on where and how they shop without needing to leave the comforts of home. In this competitive landscape, you are the secret weapon in our efforts to create a customer experience that compels shoppers to drive “inside the gate” and past competitors to shop the Exchange.

Customer service is an area we can all influence, whether in a store directly interacting with service members and their families or at headquarters supporting store and e-commerce operations.

In the article, [“Five Steps to Handling Customer Complaints,”](#) the author tells a story about an experience his wife had at a local retailer. She purchased a few items but once she got to her car, she realized the cashier forgot to take a discount on one of the stickered items. She went back into the store to ask for an adjustment. In an accusatory tone, the employee

suggested she had placed the sticker there and the item had not been marked down. The customer responded by returning her entire purchase rather than receive an adjustment on the item. Another customer in line who overheard the interrogation, was equally offended and decided to leave the store as well. The result of one poor customer service interaction was two lost sales.

“We are all empowered to resolve customer complaints on the spot—it’s our job. Use this authority to do right by those who take the time to shop with us and use their hard-earned Exchange benefit.”

This is a reminder of the power of the customer experience in a digital age. With social media, one person’s dissatisfaction can affect 100, 1,000 or even 1 million other potential customers. The reality of a “shareable” world means the story of one bad customer engagement (with video evidence sometimes) can circle the globe in the blink of an eye.

When we are on the sales floor, we are on a big stage. It is up to all of us to positively influence the customer experience with consistently outstanding service.

The Exchange is not a building, a website or a product—it is you and me. When we exceed customer expectations, we prevail. When one of us fails to deliver what a customer needs, our entire team from store associates to HQs personnel feels the effects.

Training, which you can find



COO Dave Nelson congratulates General Manager Michael Einer on his Exchange winning the COO award at the recent MSM/GM Conference.

[here](#), provides a roadmap for success with respect to customer service. There are four components:

Greet

- Make a good first impression with the first five seconds
- Be friendly when greeting customers
- Use the shopper’s name and rank, especially when they are in uniform

Listen

- Show you care
- Demonstrate respect
- Maintain eye contact
- Focus completely on the customer
- Do not interrupt
- Respond positively

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Services, Food & Fuel: Innovations Improve Customer Experience

Services, Food and Fuel (SDF) Program Manager Troy Seymour answers questions about the Exchange fuel program and initiatives implemented in 2016, plus what's in store for 2017.

What new initiatives were implemented in 2016?

In 2016 the Veeder Root 450+ upgrade and the centralized pricing system were implemented.

Upgrading the Veeder Root systems created an automated, networked and transparent management system for monitoring and measuring physical inventory losses. By networking Veeder Root and the local station's fuel controller, fuel in the tank is reconciled every hour taking into account beginning inventory, sales and deliveries. If there is an unexplained loss of fuel for any reason, the system will produce an alert. This system ensures that any fuel losses are followed up on as quickly as possible to determine the source and institute corrective action. Manual store level processes related to inventory reconciliation have been eliminated.

The centralized pricing system, OPIS Price Pro, was implemented at all 204 U.S. locations. This system eliminates the need for store personnel to survey competition by providing updated pricing of designated primary competitors for each location. The system sends out an alert to store personnel when a competitor changes its price. By reacting faster to market changes, our customers can be assured of receiving the lowest possible price for fuel.

What were sales and earnings for 2016?

In 2016, the Exchange worldwide sold 450 million gallons of fuel for almost \$1 billion. Gross profit before credit card fees, maintenance or equipment depreciation was \$122 million.

What has been done to get better prices from the wholesalers, and have the savings been passed along to customers?

The Exchange conducts an annual solicitation for fuel in the U.S. from more than 100 of the top fuel suppliers. The solicitation list is composed of major oil companies,

large fuel marketers and even a few smaller, but efficient operators in hard-to-reach areas like Alaska. Effort was expended on creating industry standard contracts during the past two years and meeting with potential suppliers to educate them on the Exchange mission. The results of the contracting process have reduced annual fuel costs by \$25 million during the past two years. By minimizing purchase costs, the Exchange stays competitive on a retail level and still produces earnings that help fund the organization's annual dividend payment.

Do you have examples of how these new initiatives have helped gas station associates?

Both the Veeder Root and centralized pricing system are designed to assist the station associate by reducing the labor with inventory management and pricing. A team of fuel experts in the FuelCenter in Houston monitors our inventory 24/7 to make sure that fuel is resupplied on a consistent basis. SFD HQ monitors the pricing system and provides guidance and support to the field in the area of pricing according to the Exchange's official pricing policy. Working with our third-party logistics provider, Insite 360 FuelQuest, the FuelCenter is becoming more proactive in communicating with store personnel to let them know the status of fuel deliveries.



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Inspector General Makes the Case for Combatting Fraud, Waste and Abuse

Volkswagen's 2016 "diesel dupe" is a classic case of fraud. VW felt pressure to expand its diesel products into the American market.

Special software was developed on certain makes and models of VW diesel cars to defeat emissions tests. Consequently, VW implemented an illegal solution to make its product appear more emissions-friendly than it was.

The end result led to fines, firings, penalties and car buy-backs in the billions of dollars.

During the next few months, the Exchange's Office of the Inspector General (IG) will offer information about fraud, waste and abuse to bring awareness to these topics. We will discuss ways to mitigate or eliminate the threats that could be in your workplace.

The IG Hotline operates for customers and associates to report instances of fraud, waste and abuse. The hotline has become a clearinghouse for all issues.

To be fully compliant with Department of Defense policy, a primary focus for the hotline is fraud, waste and abuse.

What is fraud?

The Association of Certified Fraud Examiners states, "Fraud includes any intentional or deliberate act to deprive another of property or money by guile, deception or other unfair means."

Subsequent Exchange Post articles will explore specific details and definitions of waste and abuse.

Safeguards

What safeguards do we have to prevent something like Volkswagen's fraud from occurring at the Exchange? We implement enterprise-wide internal controls specifically to mitigate risk associated with fraud, waster and abuse and safeguard Exchange assets.

So what is the best internal control to help prevent these things from happening? Check the Exchange Post next month for the answer and tips to keep your workplace compliant and efficient. **X**

Did you know?

- The primary means of detecting fraud, waste and abuse is from a tip. The Exchange IG Hotline provides a confidential way for associates and customers to bring allegations to our attention.
- Multiple EOPs remind us of our responsibility to report information about fraudulent or unlawful/improper activities to the appropriate level in the chain of command or to the Office of the Inspector General.

Services, Food & Fuel: Innovations Improve Customer Experience

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What was the impact for customers?

The Exchange is monitoring fuel for potential issues, such as water intrusion or tank debris that slows dispenser flow rates. We have automated systems to shut down operations if anything is discovered that could negatively impact customers. By reacting faster to price changes, customers have confidence they are receiving fuel at a price

competitive with the local market.

What else will be implemented in 2017?

In 2017, the focus will be on executing of the aforementioned systems. We are researching and developing a system to possibly introduce TOPTIER fuel at the Exchange locations in the U.S. We are also researching how to implement a cost-accounting system for fuel that would eliminate the

need for markup and markdowns on fuel. To lower purchasing costs even further, we are developing an online reverse auction system for purchasing fuel off contract where suppliers will bid each day on a certain percentage of our fuel needs.

Plus, the Exchange has contracted to upgrade all U.S. dispensers with digital marketing monitors to advertise at the pump. **X**

Leave Sharing Program: Serving Associates in Need

By Lisa Moak and Jun King

Social Media Analyst Lori Gillespy is one of many Exchange associates who have benefited from the organization's leave donation program.

In 2004, Gillespy was severely injured while riding her motorcycle. A car driven by a texting 17-year-old girl struck Lori's bike as she was turning at an intersection in Duncanville, Texas.

Gillespy suffered a broken pelvis, femur and tailbone, and she lacerated her right knee. She spent 12 days in ICU and four months recovering before she could return to work at the Exchange.

Because of the leave donation program, she was able to recover and not worry about loss of income when her leave dried up.

What is the leave donation program?

Under the Voluntary Leave Sharing Program, an eligible U.S. associate with a personal or family medical emergency may request to receive annual leave donations from other U.S. associates. Leave donations are solicited by the human resources office for approved associates by pay period.

Who uses the program?

Eligible associates who:

- Have a medical emergency or an immediate family member who has one
- Used all their annual and sick leave
- Have a medical emergency that will result in a prolonged absence from work or will result in continuous

intermittent days off for treatment, such as chemo, dialysis or physical therapy.

- Have a medical emergency/extended absence that will result in a financial hardship.

How do associates donate leave?

Local human resources offices will inform of associates approved for voluntary leave sharing program.

Eligible associates interested in donating annual leave to an associate will send information, including the total number of annual leave hours they want to donate that particular pay period to the local HR office.

In general, leave donations assist associates in their time of need to pay rent, utilities, medical bills, etc. ✕

Your Work Area is Equipped for Every Emergency

By Cormeshia Carson

When Application Developer John Potter found out his co-worker and friend had suffered a heart attack at work on March 23, he jumped into action and used the emergency medical training he'd received from the Exchange to begin CPR.

Headquarters security officers Ronald Garcia and Jeremy Taylor arrived soon after. Potter performed artificial ventilation, while Garcia performed chest compressions.

They couldn't find a pulse after performing CPR for more than a minute and decided to use the automated external defibrillator (AED). They administered shock through the AED, checked again for

a pulse, then continued to perform CPR. Potter and Garcia recalled the relief they felt as emergency medical services arrived as the associate began breathing again and was taken to the hospital. Potter's coworker is recovering and thankful to his fellow associates for saving his life.

Are you familiar with the emergency centers within your work area?

Exchange policy requires two officers to respond to all 911 calls. Every Exchange facility is equipped with an emergency center that includes a trauma kit, AED, emergency-use only telephone, fire



Director/CEO Tom Shull presents John Potter, Officers Ronald Garcia and Jeremy Taylor with awards and coins.

extinguisher, and contact info for trained CPR/AED responders.

See [Employee Publication A095122](#) for more information on AED operating procedures. ✕

SHARE YOUR STORY

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

Tornado Sirens Take on New Meaning for General Manager

By Lisa Moak

Gregory Templeton began his career at the Exchange as a food service worker at Tinker AFB 14 years ago. A native of Oklahoma, his father spent 29 years in the Oklahoma Air National Guard. Templeton is used to hearing tornado sirens, although they have new meaning since deployment with the Exchange to Iraq.

“They had tornado sirens over there (in Iraq) the same as you hear here, but over there it meant a bomb was coming,” he said.

During his 10 months in Iraq Templeton witnessed first-hand the importance of our core value Family Serving Family. From the long lines of military members at the base Burger King to the movie

theater housed in a former palace of Saddam Hussein, Templeton said his mission was “to bring them a little taste of home.”

Templeton learned how to lead associates from different cultures. His most memorable event: towing the associate bus out of Iraqi mud with a 10k forklift.

Now a general manager, Templeton currently splits his time between Redstone Arsenal, Columbus AFB and Camp McCain. He enjoys his leadership role just as much as working with customers.

“My job is people,” Templeton said. “My job is to motivate, inspire and make people productive – and rewarding them. My job is to build a team.” X



GM Gregory Templeton spent 10 months in Iraq. He is pictured with some of the associates he worked with, above (middle) below (right).



Food Associate ‘Knows Everybody and What They Need’

By Julie Mitchell



Kim, Man-So serves a snack at U.S. Army Garrison Yongsan, Korea.

Man-So, Kim, the lone food service worker at the snack shop, has taken care of U.S. and Korean Soldiers at U.S. Army Garrison in Yongsan since September 1979. She

began her Exchange career in 1964, at age 19.

Now 71 and in her 52nd year with the Exchange, Ms. Kim still works 40 hours a week and exemplifies the Department of Defense retailer’s core value of family serving family. Ms. Kim speaks Korean and some English, but her spirit transcends any language barrier. Each day, Ms. Kim serves up smiles while remembering what her customers like to order.

“In our office, we call it the ‘Ms. Kim Special’ – two hot dogs and a

drink,” said Sgt. 1st Class William Brown, who serves in the Eighth Army and stops in a few times a week for a bite to eat and an energy drink. “She has a memory like an elephant. She’s awesome.”

Yongsan Exchange General Manager Steve Pena applauded Ms. Kim’s long tenure of service and support.

“She’s very friendly,” Pena said. “She’s always smiling and very happy.”

Though she’s worked for 52 years, Ms. Kim said she has no plans to slow down. X

Team of ‘Tip of the Spear’ Associates Receives Appreciation from Troops

By Brad Nisbett

Deployment is never easy, yet the rewards of serving men and women of the U.S. armed forces in a contingency location is more than gratifying to the team of volunteer associates at Poland’s Drawsko Pomorskie Training Area (DPTA).

The Exchange team slept, ate and worked with Soldiers of the 4th Infantry Division as they rotated in from CONUS and Europe locations for two months.

“We had a great crew at DPTA who really went above and beyond every day,” said 4th Infantry Division Capt. Patrick Goddeyne.

Rapid setup of MFEs

DPTA is one of three locations the Army set up temporary Reception, Staging, Onward Movement and Integration camps to move units into Poland. Camp Karliki and Camp Trzebien were the other two locations.

At each site, the Exchange rapidly set up a mobile field exchange and barber shop. More than 40,000 transactions later, the Soldiers moved from their RSOI camps into new homes across Poland and other European countries to support the Operation Atlantic Resolve military exercise.

Three months into the mission, the DPTA team has moved forward to their next deployed location in Poland, the Bemowo Pimiskie Training Area.

The 10-hour drive brought not only a change in scenery but adjustment to the support.

‘A humbling experience’

The team shifted to serve not



Lt. Col. Douglas Chimenti and Command Sgt. Maj. Steven McNally pose with Exchange associates, left to right, Ron McCool, Eve Peoples and George Arguello after awarding them for their outstanding support.

“It’s a truly humbling experience to be out here supporting our troops where ever they go.”

— Ron McCool, warehouse manager

only the U.S. Cavalry Regiment unit, but also 400-plus NATO members teaming up with them at a location within a two-hour drive from Russia.

“It’s a truly humbling experience to be out here supporting our troops where ever they go,” said Ron McCool, warehouse manager at the Grafenwoehr Exchange in Germany, who deployed to Poland. “After 14 years of military service and more than 25 years of Exchange service, it’s still amazing to see the joy it brings our associates and the troops when they see us (the Exchange) pull in and set up and open for business where they go!” X



Ron McCool and the Exchange team receive a unit’s gratitude for a job well done. On the Exchange mission’s last day, Soldiers line up to thank the Exchange associates for their service at Poland’s Drawsko Pomorskie Training Area.

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New MFEs in Poland Steps Above Older Versions



A Soldier and Exchange associate attach the Exchange sign to a mobile field exchange serving American troops on military exercises in Poland.

By Steve Smith

New mobile field exchanges (MFEs), three of which are now serving American troops in Poland, are sturdier and more sophisticated than the aluminum-and-plywood ones they replaced.

They also don't require as much energy to move and maintain and aren't easily damaged in contingency locations like the old MFEs.

The 40-foot trailers they replaced had aluminum framing, and plywood floors and sides. Openings for doors and HVAC units made them even weaker structurally. All equipment was installed outside the trailers, exposing them to Mother Nature.

With no loading docks, associates had to carry merchandise by hand.

The new MFEs are made of 45-foot-long shipping containers encased

in strong steel for easy movement by rail, truck or ship and were designed by Lt. Col. Jason Dudjak, the Exchange's deputy commander in Europe and Air Force engineer. Tractor-trailers move the MFEs on chassis that are removable, allowing them to be rolled anywhere associates want them.

A diesel generator and heating and air-conditioning system are located inside in a room separate from the retail portion. With the generator as backup, the MFE can get its electricity from the commercial power grid.

Each MFE features a retractable loading dock. Forklifts can deposit merchandise pallets on the dock, while associates move them inside by jack. **X**

The Power of the Customer Experience

Suggest a solution

- Emphasize a desire to serve rather than sell
- Remember, you are the expert
- Match customer needs to products
- Tell them what's new

Thank

- Impact customers with two simple words: Thank You
- Grow and keep relationships
- Use your customer's name

A customer complaint is an opportunity to engage. Listen to the customer, apologize for the error if one was made, correct the situation and then genuinely thank the customer (an insincere acknowledgement can be worse than doing nothing at all). Handled properly, a complaint can turn a momentary challenge into a lifelong relationship.

The definition of empowerment is "giving of an ability; enablement or permission." Everyone needs to understand they have the authority to make decisions in the spirit of customer service. We are all empowered to resolve customer complaints on the spot—it's our job. Use this authority to do right by those who take the time to shop with us and use their hard-earned Exchange benefit.

Exchange associates do great things every day. In the coming months, I will share information on improving the customer experience. Use this information in discussions with your teammates as we focus on getting even better at taking care of the best customers in the world! **X**

Customer Service: These Associates Rock!

Cory Bryson and Melanie Morrison
Eastern Region/
Carlisle Barracks, Pa.



“Great team effort! My many thanks for going that extra step!”

Meribeth Chadwell
Overseas Region/
Vilseck, Germany



“Maribeth always greets me by name and with a smile.”

Fritzi Roman
Central Region/
Fort Hood, Texas.



“She has been extremely patient and kind. She has great customer service skills.”

Marylyn Yoshida and Chiaki Ohkubo
Overseas Region/
Misawa AB



“I appreciated their help greatly and want you to know how much it meant to me.”

Sally Keefe
Western Region/
JB Elmendorf, Alaska



“I really appreciated that she took the time to greet me.”

Pamela Acy-Roberson
HQ Customer Contact Center



“A retired chief petty officer stated that Pamela is a jewel and a gem.”

[See their entire customer comments!](#)



CHIEF OPERATING OFFICER

COO
DAVE NELSON

Recognizing the Front Lines: Calling Out Top Associates

“These associates are true representations of the Exchange’s front-line family. They know how to make our military members and their families feel at home, how to welcome them to our facilities and how to make their visits memorable ones.”

– Dave Nelson, chief operating officer

EASTERN REGION

Woodrow Portee
Fort Jackson
main store

Daniel Hayden
Langley AFB
Domino’s Pizza

Willie Rhynes
Seymour Johnson AFB
Services

CENTRAL REGION

Wendy Cleland
Keesler AFB
main store

James Moliter
Fort McCoy/Camp Riley
Snack Bar

Kara Smalley
Scott AFB
Services

WESTERN REGION

Wanda Mayeran
Ellsworth AFB
main store

Sandra Davis
Fort Bliss
Food court

Dimas Maldonado
Travis AFB Services

OVERSEAS/PACIFIC

Ha-chun Kim
Pier 8

Hongcha Chang
Camp Walker
Food court

Chinman Chong
Korea Southern
Exchange
Services

OVERSEAS/EUROPE

Valerie Watson
RAF Mildenhall
BXtra

Timothy Gordon
Vicenza
Burger King

Jack Gilligan
Hainerberg Mall
Military Auto Sales

[Read about them!](#)

Celebrating a Half-Century in Dallas



Dallas HQ – To celebrate 50 years of the Exchange being based in Dallas, managers of the Real Estate Directorate, right, re-enact the picture, at left, of civilian leaders adjusting the street sign in front what was then the new headquarters building.

In the present-day picture, Real Estate Vice President Mike Smeitana stands on the ladder as Gus Elliott, center, gives directions. Left to right are directorate managers Jeff Wigness, Moises Pinedo and Col. Juan Saldivar.

The 1969 picture features, left to right, Phelps Pond, William Brashears, Nels Ibsen, Nicholas Powers and

Kenneth Thompson. Pond was the Exchange’s first senior civilian leader, serving as assistant to the chief/commander from 1969 to 1973. His position eventually evolved into “chief operating officer.”

Seeking a more central location in the United States, the Army & Air Force Exchange moved from New York City to Dallas in 1966-1967. In August 1966, associates set up temporary headquarters in two other buildings. On Oct. 20, 1967, associates moved into the new HQ. “Joseph Hardin Drive” is named after the brigadier general who led the Exchange at the time of the move from New York. **X**



DidYouKnow? Anyone Can Dine With Us

Store associates, spread the word that all installation visitors and civilian workers are allowed to dine in our restaurants even if they aren’t allowed to shop in the Exchange. Exchange food courts provide satisfying meal options and better-for-you offerings. What’s more, anyone can buy grab-and-go food and beverages from our Express convenience stores if the items are consumed on the post or base.

Don't Get Hung Up on Phone Scammers — Hang up

Exchange associates did the right thing when faced with a phone scammer — they hung up.

Local LP managers recently asked 2,460 managers, supervisors and associates at 440 Exchange facilities in CONUS what they would do if a caller asked them to put money on a point-of-sale gift card and provide the card numbers. All gave the right answer: they would immediately hang up and tell Loss Prevention and their general manager.

“Never engage in conversation with the scammers because they’re wily characters,” said Steve Boyd, an LP senior field operations manager. “The more engaging the conversation, the more likely the associate will fall for the scam. The scammers are very good at what they do. We must be better at what we do.”



Recent thefts

The survey comes after scammers during the past year tried to or succeeded in cunning CONUS Exchanges out of thousands of dollars, including \$3,000 at F.E. Warren AFB, Wyo. The scammers call and use names of Exchange managers to lure unsuspecting associates into loading money onto cards.

The Warren thief used the name of Exchange Chief Operating Officer “David” Nelson, who, in real life,

goes by Dave.”

Associates should never take financial transactions over the phone. All transactions must have a customer present at a cash register, with payment.

Keeping fraudsters visible

The real-life Dave Nelson was quite happy with the results.

“This is really good news given the many fraudulent purchases we have had,” he said. “I thank the LP team and operators for your focus. Let’s continue to keep what to do about fraudulent calls visible with our front-line associates.

“Managers at all levels of the stores should be focused on the program too.” X

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.



Sembach, Germany – Gas Station Associate Angela Heubner keeps an eye out for suspicious packages and people. She holds a safety award presented to her by Loss Prevention for being an eagle-eyed associate who practices, “If you see something, say something!”



KMCC, Germany – As they wrestle with tires, associates Thomas Cimo and Birgit Brückner-Buschmann use the “team lift” to prevent straining their backs or incurring other injuries.

If something is too heavy for you to lift, don’t try to lift it by yourself. Use a materials handling equipment, break down the load

or, like Cimo and Brückner-Buschmann did, tag-team with a coworker.

According to the U.S. Bureau of Labor Statistics, back injuries of more than 1 million workers account for nearly 20 percent of all workplace injuries and illnesses. [Check out](#) this training guide for strengthening your back and preventing injuries at work.

Why Pay More When the Quality is the Same?

Why pay \$15,000 for a colonoscopy at a hospital when the same colonoscopy at a digital imaging center is \$5,000 cheaper and just as reliable?

Ditto for CT scans, MRIs, endoscopies, hernia and cataract surgeries, tonsillectomies and other common medical procedures.

Price limits

That's where maximum allowable amounts enter the picture. They are price limits the Exchange's health insurance plan will pay for common outpatient procedures; you'll pay anything above the limits.

So if you get a colonoscopy for \$15,000, the insurance will pay a



Call Aetna 800-367-6276 to see what maximum allowable amount applies to a procedure you need.

\$10,000 limit; you'll pay \$5,000. By going to cheaper diagnostic imaging clinic, your insurance plan—and you—will pay less.

Shop around

Call Aetna, 800-367-6276, to talk about what maximum allowable amount applies to a procedure you must get.

Such limits were introduced in 2015 because of little or no quality

variation, regardless of what facility in which the procedures are performed. However, costs from one area to another vary widely.

So, like you would for a vehicle, shop around for healthcare services. Use the Member Payment Estimator on Aetna.com for costs at each location, plus how much the plan and you will pay. ❌

These Booklets Have All Your Answers

For every Exchange benefits plan, there's a booklet, brochure or flyer that explains everything.

Once they came in printed format only, but they're now available in Microsoft Word or as a PDF document.

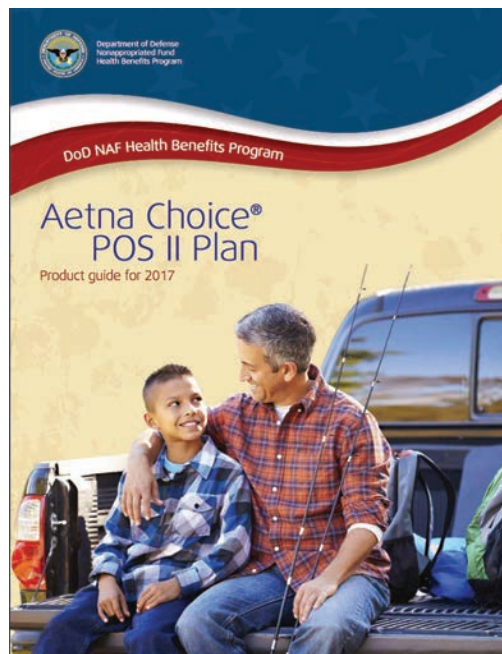
Where to find everything

Being familiar with the basics of any plan in which you're enrolled is essential.

Knowing where to find the booklets or brochures when you need to dig deeper is just as essential.

Find them on:

- The Exchange's [benefits portal](#).
- [AREA Retiree Benefits page](#)
- www.nafhealthplans.com



Learn all you need to know about the plans so you can get the most out of your benefits. ❌

Incentives Make Money for You

You can amass Health Incentive Credits that help reduce your out-of-pocket medical costs by taking a few simple actions.

Go to nafhealthplans.com/wellness/health-incentive-program and take the health assessment. Then, complete the following to earn up to \$250 for yourself or \$600 for your family:

- Metabolic syndrome screening between now and Nov. 30.
- Three calls with Aetna disease management nurse to achieve a health goal.
- Online Journey for an average of 32 days.
- Preventive exams for your children under 18.

The amounts you can earn for each step are listed at the above link. Unused credits roll over for up to three years. ❌

TRANSFERS

Pete Alaniz – general manager, Fort Irwin, to general manager, Incirlik AB

Philip Camacho – food court manager, Eielson AFB, to food court manager, Holloman AFB

Robert DeSoto – store manager (MCS), Little Rock AFB, to sales & merchandise manager, Maxwell AFB

Jay Felipe – restaurant manager, Travis AFB, to food court manager, Little Rock AFB

Emilynn Maluwelfil – assistant store manager (BR), Fort Sill, to store manager, Fort Huachuca

Tara Ortega – store manager (BR/Gas), NAS Fort Worth JRB, to operations manager, Fort Lee

Helen Radenheimer – sales area manager, Eglin AFB, to assistant store manager, Tyndall AFB

Mary Trujillo-Gaiter – food court manager, Holloman AFB, to restaurant trainer, HQ

IN MEMORY

Margree Arnold 79, died Feb. 1 in Perry, Ga. The Robins AFB Military Clothing shift manager retired in 1999.

Hilbert Ayers, 74, died Feb. 6 in Stephenville, Texas. The Waco DC motor vehicle operator retired in 2014.

Alice Baptiste, 80, died Jan. 23 in Ewa Beach, Hawaii. The Schofield Barracks food manager retired in 2000.

Margaret Bartee, 84, died Feb. 9 in Las Vegas, Nev. The Nellis AFB food activity foreman retired in 1998.

Anna Bennett, 85, died Jan. 25 in Bossier City, La. The Fort Carson department supervisor retired in 1987.

Sharon Benton, 81, died March 12 in Bordentown, N.J. The JB McGuire-Dix HR manager retired in 1996.

Timothy Bisbee, 60, died Feb. 11 in Ocean Park, Wash. The HQ business analyst retired in 2014.

Setsuko Browning, 87, died Feb. 1 in Salinas, Calif. The Presidio of Monterey food service worker retired in 1993.

Nancy Callaway, 61, died Jan. 5 in Cabot, Ark. The Little Rock AFB stockroom manager retired in 2015.

Doreen Cantrell, 78, died Jan. 21 in San Antonio, Texas. The Lackland AFB store associate retired in 2005.

Patricia Carr, 72, died March 4 in Sierra Vista, Ariz. The Fort Huachuca warehouse worker retired in 2012.

Juanita Champion, 93, died Feb. 3 in Burnet, Texas. The HQ purchasing assistant retired in 1986.

Karl Cook, 66, died Jan. 25 in Las Vegas, Nev. The HQ vice president retired in 2004

Rita Dietz, 80, died Jan. 30 in Hampton, Va. The Lackland AFB operations clerk retired in 1991.

Nora Edmond, 68, died Dec. 19 in Clarksville, Tenn. The HQ accounting technician retired in 2005.

Linda Edwards, 62, died Feb. 27 in Tuscola, Texas. The Dyess AFB shift manager retired in 2012.

Randall Erickson, 59, died Jan. 17 in Security, Colo. The Fort Carson custodial worker retired in 2014.

Anacleto Garcia, 89, died Jan. 31 in San Antonio, Texas. The Fort Sam Houston associate retired in 1984.

Alexander Green, 81, died Feb. 22 in Langenselbold Hessen, Germany. The Hanau vending routeman retired in 1987.

Maude Hall, 93, died March 15 in Laguna Niguel, Calif. The Presidio of San Francisco sales associate retired in 1985.

Chong Harmon, 63, died Jan. 13 in Clarksville, Tenn. She was a store associate at Fort Campbell.

Mary Hatoway, 79, died March 15 in Conway, S.C. The Thule AB store manager retired in 2004.

Ann Hicks, 82, died Feb. 27 in Yorktown, Va. The JB Langley-Eustis services business manager retired in 1992.

Betty Hightower, 56, died March 3 in Columbus, Ga. She was a Fort Benning shift manager.

Teresa Hughes, 61, died March 7 in Montgomery, Ala. She was a Maxwell AFB store associate.

Andrew Hunt, 81, died Jan. 9 in Barnesville, Ga. The HQ logistics operations supervisor retired in 1996.

Margaret Jenkins, 92, died Feb. 17 in Scranton, Pa. The HQ purchasing technician retired in 1989.

Mary Jessie, 90, died Jan. 19 in Montgomery, Ala. The Maxwell AFB food service worker retired in 1998.

Earlean Jones, 87, died Feb. 3 in Tacoma, Wash. The JB Lewis-McChord retail manager retired in 1988.

Paul Koban, 89, died Jan. 27 in Anchorage, Alaska. The Alaska Area associate retired in 1975.

Carrie Lastoskie, 94, died Feb. 6 in Upland, Calif. The March ARB associate retired in 1978.

Charlene Lay, 85, died Nov. 19 in Colorado Springs, Colo. The U.S. Air Force Academy customer services rep retired in 1987.

Dollie Lewis, 75, died Feb. 10 in Hinesville, Ga. The Fort Stewart senior store associate retired in 2013.

Samuel Lofton, 77, died Jan. 31 in Deridder, La. The Fort Polk warehouse worker retired in 1996.

Irma Monnot, 79, died Feb. 1 in Rapid City, S.D. The Ellsworth AFB retail manager retired in 1993.

Richard Mullins, 75, died Feb. 12 in Goose Creek, S.C. The Piedmont Area food business manager retired in 1993.

Janet Murakami, 95, died Nov. 12 in Wahiawa, Hawaii. The Hawaii Area associate retired in 1973.

Helga Murphy, 89, died Jan. 13 in Monterey, Calif. The Presidio of Monterey retail manager retired in 1993.

Mary Poling, 82, died Jan. 23 in Huntersville, N.C. The Shaw AFB operations assistant retired in 1990.

Donald Rainey, 66, died Feb. 13 in Biloxi, Miss. He was a Keesler AFB senior store associate.



[Check out](#) who won Thanks Awards and celebrated anniversaries!

Dollie Rosenthal, 85, died Nov. 9 in Duncanville, Texas. The HQ customer service technician retired in 1992.

Chong Sook Rotondo, 80, died Jan. 28 in Los Alamitos, Calif. The Los Angeles AFB store associate retired in 2001.

Roy Seymour, 73, died Jan. 27 in Vancleave, Miss. The Exchange associate retired in 1979.

Joyce Sifford, 73, died Jan. 20 in Holly Lake Ranch, Texas. The HQ accounting technician retired in 2005.

Sena Simmons, 93, died Oct. 16 in Marble Falls, Texas. The Sheppard AFB food service worker retired in 1984.

Thomas Spangler, 69, died Feb. 28 in Germany. He was a Spangdalthem AB senior store associate.

Alice Spisak, 80, died Jan. 28 in Sacramento, Calif. The McClellan AFB retail supervisor retired in 1994.

Julius Stender, 95, died Jan. 13 in Citrus Heights, Calif. The George AFB associate retired in 1979.

Yuriko Todd, 86, died Feb. 22 in Pinole, Calif. The Oakland DC warehouse inventory management assistant retired in 1991.

Gaile Toney, 71, died Feb. 6 in Morrow, Ga. The Exchange merchandise support computer operator retired in 1998.

Ingeburg Vezeau, 92, died Feb. 3 in Alvin, Texas. The Mannheim food activity foreman retired in 2001.

Jean Watanabe, 84, died Jan. 27 in Pearl City, Hawaii. The Exchange computer operator retired in 1987.

Raymond Watts, 81, died Feb. 6 in Abingdon, Md. The Aberdeen Proving Ground associate retired in 1982.

Barry Wells, 60, died March 6 in Great Falls, Mont. He was a Malmstrom AFB warehouse worker.

Lawrence Williams, 76, died Nov. 14 in Mannheim, Germany. The Mannheim inventory control associate retired in 2010.

Mavis Williams, 88, died Feb. 15 in Conyers, Ga. The HQ distribution center associate retired in 1989.

RETIREMENTS

Kevin Andrews, Giessen DC, 24 years

John Bertalan, Giessen DC, 26 years

Debbrah Brown, Fort Campbell, 35 years

Michael Brown, Giessen DC, 27 years

Diana Ealem, Fort Leavenworth, 9 years

Bernard Giles, Giessen DC, 41 years

Edna Gonzales, Fort Sam Houston, 12 years

Silvia Gonzalez, Waco DC, 15 years

Carlos Guijarro, HQ, 12 years

Darel Houghton, Giessen DC, 24 years

Alma Howard, JB Andrews, 18 years

John Johnson, Giessen DC, 24 years

Dennis Jones, Giessen DC, 23 years

Rosanna Lorette, Fort Hood, 11 years

George Marshall, Giessen DC, 30 years

Lyle McFarland, Camp Zama, 23 years

Ronald Medus, Seymour Johnson AFB, 5 years

Charmaine Moore, Tinker AFB, 23 years

Clarence Moore, Giessen DC, 36 years

John Nehrbas, MacDill AFB, 26 years

Jack Nichols, Luke AFB, 4 years

Deborah Primus, Giessen DC, 29 years

Brooks Richardson, Fort Hood, 23 years

Joe Urtiaga, Giessen DC, 25 years

Patricia Walthour, Fort Bragg, 6 years

Raymond Washington, Giessen DC, 23 years

Rudolph Weatherstrand, Giessen DC, 23 years

Son Ok Whitsell, Sheppard AFB, 8 years

Bernice Williams, Maxwell AFB, 11 years

Florance Yanga, Schofield Barracks, 18 years

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Photos From the Field on Flickr



Get to Know the Mission and Unique Customers at Maxwell AFB



Named in honor of Lt. William Maxwell who, after experiencing engine failure, maneuvered his plane to avoid a group of children. He struck a flag pole and was instantly killed.

Toward the end of February 1910, the Wright Brothers decided to open one of the world's earliest flying schools at the site that later became Maxwell AFB.

The Wright Flying School closed on May 26, 1910.

The field served as a repair depot during World War I.

In 1931, the Army Air Corps located its premier graduate school to Maxwell AFB.

During the 1930s, the Air Corps Tactical School established many of the operational concepts used in WWII.

After WWII, the new Air Force established all professional military education at Maxwell on its new academic circle.

Maxwell is home to two of the three primary sources to be commissioned a second lieutenant.

Officer Training School is a 90-day course for college graduates to become second lieutenants.

HQ ROTC oversees officer training at 145 college campuses. Upon graduation from college ROTC cadets are commissioned a second lieutenant.

Major Units



42nd Air Base Wing
Host Unit



908th Airlift Wing
AF Reserve



Air University



Officer Training
School

FAMILY > SERVING < FAMILY

To serve Maxwell AFB, we have:



1
Main Exchange



4
Restaurants



2
Expresses

There are 198 Exchange associates, 22 percent of whom are spouses and family members.



Distribution Center Manager Bryan Ed illustrates the vast emptiness of the now-closed Giessen Distribution Center in Germany.

Exchange Ends 57-Year History at Warehouse in Giessen

By Steve Smith

After 57 years, Germany's Giessen Distribution Center was recently vacated after the new [Germersheim Distribution Center](#) opened February.

Giessen's history as a distribution center dates to July 1960, when the European Exchange System, which ran post exchanges in that part of the world, made it the primary supply point for PXs throughout the continent. Within just a few years, 1,200 associates would ship 9,000 tons of goods a month to PXs throughout Europe.

Eventually, the DC included 19 buildings and more than 1 million square feet. The facility was responsible for Operation Desert Shield/Storm in 1990-91, the Balkans in the mid-1990s and the wars in Afghanistan and Iraq.

In the mid-1980s, received a major face-lift, thanks to a \$183 million modernization of all AAFES warehouses. Giessen became the first Exchange DC to receive a modern warehouse management system.

Beginning in the mid-2000s, Army leaders in Europe decided to save millions of dollars by creating a centralized logistics depot. They asked the Exchange to consolidate its transportation with other federal agencies at Germersheim, about 114 miles away.

In February 2017, Exchange managers from the Dallas HQ and Europe celebrated the [grand opening](#) of the Germersheim Distribution Center and boxed up Giessen's memories for the Exchange history archives. X



A photo of the Giessen Distribution Center from the early 1960s.



The DC sign is painted over as the warehouse is closed.