



Director/CEO Tom Shull met with 86th Airlift Wing Commander Brig. Gen. Richard Moore during Shull's visit to Ramstein AB.

The Best of What We Do: Taking Care of Warfighters Far From Home

From Director/CEO Tom Shull



A large part of what makes the Exchange unique is our capability and dedication to care for service members far from home. We provide our heroes in far-flung corners of the world familiar products, dining experiences, fresh-baked goods made with American ingredients, nutritious and affordable school lunches for Warfighters' children, combat uniforms below cost and gasoline prices significantly lower than those found on the European economy.

Our incredible support and delivery of a taste of home at the tip of the spear cannot be matched by any retailer.

Last month, Senior Enlisted Advisor CMSgt. Luis Reyes and I traveled to the United Kingdom

and Germany to visit our main stores, Expresses, concession malls, Military Clothing stores and restaurants. During our trip, we also saw the new Germersheim Distribution Center. We bid farewell to our outgoing Europe/Southwest Asia Region Commander COL Geoff De Tingo and welcomed COL Scott McFarland as the Exchange's 29th Europe/Southwest Asia Region commander. We met with military leaders to discuss how the Exchange can do even more to support the expanding mission in Europe.

Equally rewarding was spending time with teammates who do such amazing jobs of serving the best customers in the world. This particular trip offered a chance to honor associates who make it their life's work to take care of those we love—Soldiers, Airmen and their families—+at 20 Exchange facilities.

The U.K. Consolidated Exchange

was especially impressive. Since I visited a few years ago, there has been dramatic progress in customer service, financial performance and community involvement. By thinking outside the box, General Manager Ed Hicks and his team will further save millions of dollars at RAF Alconbury and RAF Menwith Hill.

At Alconbury last year, the Express was consolidated with the troop store, creating a one-stop shop for our troops. From 2015 to 2016, sales were up 33 percent—an amazing improvement! At Menwith Hill, we gained efficiencies by consolidating and focusing on the community's core needs—in the form of an Express facility. We negotiated with command to return 75 percent of the building, which had housed the main store, back to the installation. The installation has turned that space into a community center. This initiative not only

Continued on page 2

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Continued from page 1

drives foot traffic to the Express store, which is attached, but it will also save the store a \$260,000 in depreciation costs in fiscal 2017. Sales are 94 percent above plan and earnings are nearly 90 percent above plan YTD.

In Germany, meetings with 86th Airlift Wing Commander Brig. Gen. Richard Moore and 86th Mission Support Group Commander Col. Curtis Juell at Ramstein Air Base were among the best I've ever had. I am proud to report that Brig. Gen. Moore and Col. Juell praised the Ramstein Exchange team, calling our associates true partners in the community who are all in for readiness and resiliency. Our Ramstein associates' genuine affection for the heroes they are honored to serve was an unmistakable reminder of our commitment to "family serving family."

Seeing our operations at Grafenwoehr was extremely special—my brother served there while on active-duty. The Grafenwoehr Exchange plays a major role in the Exchange's support of troops training in Poland as Grafenwoehr associates

traveled hundreds of miles to live in austere conditions and operate mobile field exchanges. Our team members' dedication to those who serve are at the forefront of our efforts to communicate the unique expeditionary support that only the Exchange can provide. Like all associates who deploy in support of training missions and contingency operations around the world, we owe our incredible teammates in Germany our thanks and appreciation for leaning forward to deliver on our promise to go where they go.

Our service at the tip of the spear represents the very best of what we do. Remote locations in Poland, Romania, Bulgaria and the Middle East are where Exchange support means the most. A taste of home—a warm smile, a cup of coffee—makes troops feel closer to home. Our Warfighters remember when the Exchange is there for them.

It is always an honor to spend time with the Exchange team in any corner of the world. Many thanks to all who made this a memorable trip to Europe. Until we meet again, keep fighting the good fight. ✕



Director/CEO Tom Shull and the RAF Mildenhall Exchange team are all in to serve Airmen and families in the United Kingdom. [See](#) photos of associates who received coins from Shull during his visit to Europe.

Hitting the Airwaves with AFN Europe



Director/CEO Tom Shull records messages for customers in the AFN Kaiserslautern studio.

While visiting facilities in Europe, Director/CEO Tom Shull recorded Exchange informational messages for broadcast over American Forces Network (AFN).

Shull recorded three messages for Soldiers, Airmen and their families stationed overseas. The topics ranged from the Veterans online shopping benefit and support at the "tip of the spear" to school feeding and BE FIT.

[Hear](#) all three AFN broadcast messages embedded in Shull's online article.



COO Dave Nelson Visits Pacific Region

By Lisa Moak

EVP/COO Dave Nelson made his first official visit to the Pacific Region. Awed with the dedication of associates in mainland Japan, Okinawa and Korea, Nelson said he was proud of the hard-working Pacific team.

Nelson visited the consolidation project in Yokota that brought the former BXTRA into the main store for one-stop shopping.

“This consolidation is a win-win for the Exchange and the customer,” Nelson said. “It creates a better shopping environment while reducing costs.”

Nelson also recognized the Yokota facilities for their amazing operating results, including MILITARY STAR® and average ticket growth.

At the Okinawa Consolidated Exchange, he spent time visiting many retail and food facilities. He was pleased by the customer-ready Kadena AB main store. He then took time to honor store associates for

“It always inspires and motivates me to better support our Exchange team after spending time with associates and seeing all the great things they are doing.”

—Dave Nelson,
EVP/chief operating officer

their commitment to service.

At the restaurants, Nelson discussed the importance of the Okinawa Exchange food facilities and how they represent 10 percent of worldwide direct food sales.

Nelson’s last stop was the Korean peninsula facilities: Northern Exchange, Yongsan, Osan AB and a rapidly expanding Camp Humphreys.

While visiting the upgraded shopping center at Osan AB, Nelson remarked, “This layout is extremely inviting to our customers.”

When Nelson stopped at the Yongsan facilities, he once again acknowledged the world-class

associates he saw throughout the visit.

On his final stop, Nelson visited some of the newest facilities at Camp Humphreys, including the more than 300,000-square-foot shopping center scheduled to open at the end of this year. As he reviewed the plans and schedules, he was impressed with the detailed planning put into the entire Camp Humphrey’s development. He commented how important it is to the community and the Exchange. He also expressed his gratitude to the real estate team who have been working the project since its conception.

Nelson also visited many legacy facilities, undersized stores or installations dealing with a reduction in troops. Everywhere he traveled, he found associates dedicated to the mission, delivering world class service to Exchange customers. ✕



COO Dave Nelson recognized associates on his trip to the Pacific Region. Pictured left to right: Pyong-kon zkim, A/C equipment mechanic; Kyung-suk Pak, sales sssociate; Sang-ho Sin, KODC transportation; Yun-chin Chang, concessionaire; and Hyon-sok Yu, food activity manager. [See](#) coin recipients.



Associate Nicholas Goya from Okinawa welcomes COO Dave Nelson to his facility.



Yokota Pizza Hut associates Joseph Albano, counter attendant; and Virna Narita, food outlet manager; impressed COO Dave Nelson with not only their average ticket, but also by exceeding their MILITARY STAR goal.

'It's Just a Tradition': Exchange Supports 14,000 Troops During Saber Guardian 17

By Julie Mitchell

The Exchange supports 14,000 troops participating in the Saber Guardian training exercise in the Black Sea region, with mobile field exchanges (MFEs) at Cincu and Papa Air Base, Hungary; as well as semi-permanent stores located at MK Air Base, Romania, and Novo Selo Training Area, Bulgaria.

"It's a nice little taste of home," said Sgt. Mark Mandery, who was buying energy drinks and crackers. "It gets us away from the hustle in Cincu and bustle of the unit and gives us a little break."

For Director/CEO Tom Shull, supporting service members far from home helps the Department of Defense's oldest and largest retailer deliver on its promise to provide a taste of home wherever America's military mission goes.

"Austere, remote locations like Romania are where Exchange support is needed most," Shull said. "It's a privilege to be a lifeline to America for our Warfighters."

Before Saber Guardian began, the MFE was driven to Cincu along with eight trailers of merchandise from the Exchange's Germersheim Distribution Center in Germany. The MFE and trailers housing merchandise are parked just across the dirt road from the Soldiers' tents, near the entrance to the camp nestled among hills and valleys. Rain has drenched the area this summer, and a small makeshift bridge of plywood guides Soldiers across the mud to their Exchange.

Sgt. 1st Class Robert Wilson from the 742nd Support Maintenance Company, South

"There's no other store—no other means. We need it badly."

—Sgt. 1st Class Robert Wilson

Carolina National Guard, says the MFE lifts his spirits.

"It's a lifesaver," said Wilson, who's served for 28 years. "There's no other store—no other means. We need it badly."

Just 72 hours after the MFE and merchandise arrived, seven Exchange associates set up and stocked shelves, installed cash registers to accept credit and debit cards, and hooked the trailer up to a diesel generator for electricity and air-conditioning—and opened the doors to the store. The first day, more than 500 Soldiers came through to stock up on necessities. Since then, between 800 to 1,000 shoppers enter the store each day.

U.S. Army Europe Commander Lt. Gen. Ben Hodges, who attended a military training demonstration at Cincu on July 15, acknowledged

the importance of the Exchange's support to the troops.

"I love the AAFES motto of 'we go where you go,'" Hodges said. "A Soldier is often looking for a soda or shaving cream. Things actually as simple as that kind of help take the edge off for the men and women who have been out here a very long time. It's just a tradition of you all always being there somehow, and it kind of gives you something to look forward to. Thanks very much for that."

While MFEs have been an Exchange tradition, this is the first deployment for the Cincu trailer. This sturdier, more sophisticated MFE is made from a shipping container encased in steel; older models were smaller and less durable, made of plywood and aluminum. Associates who run the store live like the troops do—sleeping in tents and eating MREs.

"The Soldiers are my family, our family," said Camelia Ireland, the MFE's manager who deployed from Wiesbaden. "We want to be here for them when they need us." ✕



Troops deployed to Saber Guardian 17 eagerly await the opening of the MFE. Photo by Jessy Macabeo.

'I'm Even Prouder to See What Our Troops Really Do'

By Julie Mitchell

Thanks to 15 years in the Air Force, Exchange associate and Tech Sgt. Stephanie Vasquez feels right at home among U.S. Soldiers in remote Cincu, Romania.

To deliver a taste of home to Soldiers participating in Saber Guardian 17, the U.S. Army Europe-led multinational military exercise in the Black Sea region this summer, Vasquez and six Exchange teammates staffed a 53-foot-long mobile field exchange (MFE), packed from floor to ceiling with cold drinks, microwavable meals, tuna, beef jerky, snacks, shampoo, deodorant and toothpaste.

"It's great to serve the troops and see their faces in the morning and talk to them," said Vasquez, an Air Force Reservist. "I'm at home with them here. The Exchange means a lot to them. When they can get Mountain Dew and Gatorade that taste like Mountain Dew and Gatorade—not something from other countries—that, to them, is awesome. It means a lot to them."

Just 72 hours after the trailer arrived in Cincu in June, the Exchange team had it stocked and ready to welcome the first shoppers. That first day, more than 500 Soldiers came through. Since then, 800 to 1,000 shoppers have entered the store each day.

No matter the conditions, day in and day out, the seven associates stock the trailer, serve customers at the registers and handle IT challenges. The associates live as the troops do—sleeping in tents, washing in communal showers and eating MREs.



The Cincu team is Stephanie Vasquez, Jessy Macabeo (not pictured), Camelia Ireland, Christine Marquis-Huff, Waqqas "Kaz" Khalid, Masar Dauti and Ionunt Mihalache, led by Balkans Exchange General Manager Mike Sitrin. Photo by Jessy Macabeo.

"We wake up, we stock in the morning, we clean everything. We stock the MFE all day long to keep it filled."

— Jessy Macabeo, merchandising assistant

The team's resiliency and eagerness to serve Soldiers exemplify the Exchange's core value of "family serving family."

"We have to get along—there's no other way," said Jessy Macabeo, a merchandising assistant at the Exchange Europe/SWA Region headquarters in Sembach, Germany. "We wake up, we stock in the morning, we clean everything. We stock the MFE all day long to keep it filled."

Macabeo and his teammates were chosen to support the mission in Cincu after volunteering for the Europe Region's Rapid Response Team, a group that supports contingency missions. Camelia Ireland, Christine Marquis-Huff, Waqqas "Kaz" Khalid, Masar Dauti and Ionunt Mihalache round out the Cincu team, led by Balkans Exchange General Manager Mike Sitrin.

"We have a lot of knowledge," said Ireland, the store manager who celebrated her 12th anniversary with the Exchange while deployed from Wiesbaden, Germany. "We all come from different countries and have different backgrounds."

For Khalid, working in Cincu has given him a greater appreciation for Soldiers and their sacrifices.

"It's surreal to see how the troops really live," said Khalid, who works at the Kelley Barracks Express, Stuttgart. "I'm proud to be an American, but I'm even prouder to see what our troops really do."

When the training exercise ends in August, the team will load merchandise back onto trailers and take down the shelving. IT will come from Germany to unhook the registers. LG will pick up the merchandise trailers and MFE to prep them for their next mission. The seven associates will go back to their home Exchanges across Europe, ready to keep serving.

"I'd do this again in a heartbeat," Khalid said. X

Delivering to Contingency Locations Not a Smooth Road

By Steve Smith

Neither goat paths nor rugged mountain tunnels can keep the Exchange's logistics, merchandising leaders and store managers in Southwest Asia and the Middle East from mastering patience and perseverance in getting merchandise to the Nation's troops in contingency locations.

"You can't plan for consistency like you can in the U.S, because in contingency locations, there is no norm," said Morgan Meeks, the Logistics Directorate's director of transportation operations. "With constant communication with the Merchandising Directorate and our store associates over there, we can tweak the replenishment process to ensure enough merchandise is in the pipeline to offset delays."

Goods from throughout the world

Getting goods to Afghanistan from the Dan Daniel Distribution Center 7,000 miles away in Virginia takes 94 days, compared to 121 days last year. Getting products to Soldiers and Airmen serving in Iraq

requires 61 days from Dan Daniel. The Exchange, which also ships goods to contingency locations from Germany's Germersheim Distribution Center and smokeless tobacco from Korea DC, works with the Department of Defense's U.S. Transportation Command to line up commercial carriers.

Problems not as bad as the war years

During the heights of Operation Enduring Freedom and Operation Iraqi Freedom, the Exchange tracked 1,500 containers per week into contingency locations. As that number has decreased to 300, some of the delays caused by a congested infrastructure have been alleviated. Still, getting merchandise to customers in these locations isn't smooth sailing.

Understandably, military cargo takes priority over Exchange merchandise, but the Logistics team works cooperatively to ensure containers are moving as quickly as possible on the next train or convoy.

"Anything that comes in for the

military goes ahead of you on the train, for example, you get bumped and must wait for the next train," said Richard Silvis, a Logistics Directorate senior transportation analyst. "But when the next train comes, you're bumped again because of your low priority, then you're delayed for a third train."

Religious observances and delays

Other issues are caused by widely varying documentation requirements of each country. Saudi Arabia forbids hydrogen peroxide, a common antiseptic used around the world, because government officials consider it a hazardous material. Uzbekistan officials unexpectedly required the material data sheet to see if Vicks VapoRub contained hazardous materials.

Offices that handle clearances and other transportation documents close for Muslim religious observances, such as Ramadan, which further delays shipments. High winds often force ships bearing Exchange containers

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Sometimes, convoys bearing Exchange merchandise must travel some of the world's most dangerous roads.



Troops shop for a taste of home in an Exchange mobile field exchange (MFE).

Continued from previous page

“You can’t plan for consistency like you can in the U.S, because in contingency locations, there is no norm.”

- Morgan Meeks, director of transportation operations

to stay at sea, while torrential rains and blinding sandstorms or even snowstorms can bring transportation to a screeching halt.

Embargoes against countries force the Exchange to completely alter air and sea routes, further extending delays.

“Then, you have your war zones and requirements for security escorts,” said Silvis, who wrestled with transportation issues during his two deployments to Southwest Asia. “Sometimes, you just have to adjust based on availability of security experts.”

Checkpoints, unexpected fees

Traveling through Afghanistan requires going through multiple checkpoints, where convoys may sit for weeks waiting for security officers. Trucks traversing through central Afghanistan’s warlord-controlled sections undergo mandatory inspections, which often require drivers to pay fees.

Some northern Afghanistan roads are nothing more than glorified goat paths. Mountain tunnels are highly susceptible to cave-ins, snow slides and avalanches, including the Salang Pass, a major route into the country, that could close with no known date of reopening. Such problems cause Exchange logistics leaders to fly merchandise into the country.

Getting into Iraq the Kuwait way

As for Iraq, the Exchange is limited to one route into Iraq and even that isn’t direct. With multiple levels of diplomatic clearances and approvals, delivering directly into Iraq isn’t practical, so all shipments wind up next door in Kuwait.

“In Kuwait, these shipments are loaded off commercial containers, broken down and reloaded into government-owned containers,” Silvis said. “Then, we work to get these container added to a convoy for delivery to Iraq.” X



Some Exchanges operate in austere conditions.

Spider-Man Swings into Action for Deployed Troops

Sony and the Exchange partnered to bring deployed troops a special showing of “Spider-Man: Homecoming.”

Troops and coalition forces at MK AB, Romania; NSTA, Bulgaria and BPTA, Poland, were given an advance showing of the movie. Moviegoers appreciated the fact they saw the movie before citizen audiences back home. X

“Bringing this film to the European forefront really demonstrates Sony’s commitment to supporting the men and women of the armed forces all over the world.”

— Mike Sitrin, general manager



U.S. and coalition troops at MK AB get ready to enjoy Spider-man: Homecoming.

Challenging Yet Rewarding Visit to Northernmost Military Installation

By Chris Ward

Far from the friendly confines of the United States sits an air base that has no gate or roads leading into it. The only way in or out is by air, and even that mode of transportation is not a given considering the environmental factors unique to Greenland.

Thule AB is the Air Force's northernmost base, located just 900 miles from the North Pole. It is home to the 21st Space Wing's global network of sensors providing missile warning, space surveillance and space control to North American Aerospace Defense Command and Air Force Space Command.

“From the fact that the sun doesn't set in the summer to the below freezing, sunless days in winter, the weather conditions at Thule are unlike any other base.”

CMSgt Reyes, as part of his role as senior enlisted advisor, visits Exchange facilities around the world to ensure that Soldiers, Airmen and their families have the products and services they need. His schedule for this particular trip had him flying into Thule on a Thursday morning in late June and flying back out the next day. Mother Nature had other plans.

After being re-routed to an airport two hours south of Thule on Thursday due to fog, Reyes' flight on Friday made two attempts at landing in heavy fog, but pulled up at the last minute each time, ultimately returning to the airport where the day began in Kangerlussuaq. Finally, on Saturday



General Manager Teo Smith, Regional Vice President Rebecca Santee, Senior Enlisted Advisor CMSgt. Reyes and Regional Vice President Ronnie Rexrode are proud to support troops at Thule. [See Reyes' coin recipients on Flickr.](#)

morning, after nearly 48 hours since departing Dallas, Reyes arrived at Thule.

Once there, he toured Exchange facilities and met with 821st Air Base Group Commander COL Christopher Eagan to see firsthand how the Exchange is supporting Airmen at Thule.

“I have a brand-new respect for those who are stationed at Thule,” Reyes said. “Not only from the standpoint of how difficult it was to get there, but the conditions the Airmen live in as well. From the fact that the sun doesn't set in the summer to the below-freezing, sunless days in winter, the weather conditions at Thule are unlike any other base. I was very pleased to see that the Exchange is providing them with that much-needed and appreciated taste of home.”

In addition to the normal assortment found at Exchanges and Expresses across the world, Thule is a bit different due its location. Since there is no commissary at

Thule, the Exchange has broadened its selection. Meat is flown in monthly from Europe as part of a collaborative effort with the Defense Commissary Agency. Vegetables and dairy products are flown in weekly from New Jersey, making Thule the only Exchange in the world selling produce.

“Being able to go out and buy something for your room, something to clean with or food to cook, it's always a welcome touch up here. The Exchange brings home to us.”

“Everybody likes a little taste of home,” COL Eagan said. “Being able to go out and buy something for your room, something to clean with or food to cook, it's always a welcome touch up here.

“The Exchange brings home to us.” X

SHARE YOUR STORY

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

The Importance of the Exchange Blue Shirt

By Michael Brown

Holloman AFB Store Associate Elena Carter not only understands the meaning of Family Serving Family, she is also aware of the difference her blue Exchange shirt makes to Soldiers, Airmen and their families.

Carter's story portrays an important message: no matter your position at the Exchange, we are all serving America's finest and representing the core value Family Serving Family.

Seeing the blue shirt

Her story begins with a visit to her doctor's office.

"After a couple of minutes, this nice girl came in," Carter said. "She told me she was going to take my vitals and then looked at the chair where my blue Exchange shirt hung and started questioning me."

"I am a military wife and understand the pain fellow wives and families have to endure."

The nurse wanted to know if Carter's husband was in the Army. She told Carter that her husband was active duty and they were moving to West Point where he would deploy to Iraq.

"I saw sadness in her eyes," Carter said. "I'm not really sure how or why, but I start telling her how special she was and most of all blessed to be chosen to be a military wife. I am a military wife

"We get up in the morning, get dressed, put on our blue shirt, go to work, then go home and repeat, time after time, every day, losing sight of what really matters. It's not about going to work, it is about what we represent."

and understand the pain fellow wives and families have to endure."

Uncommon military wives

Carter said she understands how uncommon military wives are: "Every day we are ready to make the ultimate sacrifice, we are ready to give up our life, our friends, our families and our jobs to follow our husbands.

"We have a kind, understanding, unselfish heart, which is shielded with the strongest iron."

Her husband, Sgt. Thomas E. Carter, served in Operation Desert Shield/Storm and is a member of the Army Reserves. He was on active duty for 10 years. Carter has worked at the Exchange for 18 years.

Understand the impact

Carter said she wants fellow associates to understand the impact they have on the military community.

"We get up in the morning, get dressed, put on our blue shirt, go to work, then go home and repeat, time after time, every day, losing sight of what really matters. It's not about going to work, it is about what we represent." X



Store Associate Elena Carter understands the importance of her Exchange blue shirt.

SVP Exchange Credit Program Jami Richardson's Top Priorities for 2017

"This is a new era for MILITARY STAR® and an exciting time for the credit program."



SVP Jami Richardson (right) shares root beer floats with Fraud Risk Techs Lorie Caldera (front) and Alma Medellin.

What does the Exchange Credit Program do for the organization?

The Exchange Credit Program operates the MILITARY STAR credit card program for the Army, Air Force, Navy, Marine Corps and Coast Guard exchanges. Our core mission is to offer responsible credit solutions to enhance the lives of service members and their families. With more than 1.5 million cardholders across all military branches, MILITARY STAR is the largest in-house private label credit operation in the U.S.*

What are your top priorities as SVP Exchange Credit Program?

The Exchange Credit Program is focused on five priorities:

- **Expand External Growth.** We have tremendous opportunities to grow the MILITARY STAR portfolio by extending card usage to Veterans online shopping benefit and Defense Commissary Agency, which can significantly increase earnings for not only the Exchange, but also for sister services.

- **Portfolio Risk Mitigation.** This means growing our sales smartly by providing appropriate credit limit assignments and subsequent credit increases based on credit worthiness. Our risk management efforts help reduce the Exchange's exposure to losses. This is a smart strategy as we support Service members and their families, and welcome home 13 million honorably discharged Veterans through the Veterans online shopping benefit.

"Our vision is to make MILITARY STAR the only credit card needed on military installations. While there are definite financial benefits for the Exchange, the ultimate beneficiaries are our service members and their families."

- **Improve the Customer Experience.** We are implementing an email strategy that will deliver timely notifications to MILITARY STAR cardholders. Our goal is to engage with them more frequently, and notify them of opportunities to maximize cardholder benefits. Through email, we want to welcome them to MILITARY STAR, inform them when they are just points away from earning a Rewards Card, and notify them when their card is on the way.
- **Acquire, Grow and Retain MILITARY STAR cardholders.** We are expanding our portfolio of

exclusive offers for cardholders, increasing the value of their shopping experience. In addition to 5 cents per gallon fuel savings and 10 percent savings at Exchange restaurants, cardholders will realize greater value when they use MILITARY STAR.

- **Maximize Associate Potential.** As we expand acceptance of MILITARY STAR at DeCA, MWR and concessions, we are restructuring our operations to focus on account acquisitions, cardholder usage and growing the MILITARY STAR portfolio.

What is your vision for the Exchange Credit Program?

Our vision is to make MILITARY STAR the only credit card needed on military installations. While there are definite financial benefits for the Exchange, the ultimate beneficiaries are our service members and their families. Successful launch and execution of our expansion priorities will increase financial support for critical Quality-Of-Life programs, including child development centers, youth programs and fitness centers on Army and Air Force installations.

This is a new era for MILITARY STAR and an exciting time for the credit program. We will be involved in every touch-point to ensure the best outcomes for our customers. ✕

**Source: The Nilson Report, June 2017.*

Understanding Exchange Strategic Priorities: Increase MILITARY STAR® Portfolio

By Steve Smith

The Exchange Credit Program (ECP) has ramped up initiatives for 2017 to meet the strategic priority, “increase MILITARY STAR portfolio.”

First, the ECP is working across directorates to prepare for the new Veterans online shopping benefit that starts Veterans Day, Nov. 11. On that day, the Exchange will welcome home potentially 13 million honorably discharged Veterans who can start shopping with us online.

ECP’s role in the Veterans online shopping benefit is twofold. Not only will the ECP’s Exchange Customer Contact Center help verify Veterans but also help them with everything from setting up online profiles to assisting with e-commerce orders. Veterans can apply for MILITARY STAR accounts, enjoy free shipping and participate in the loyalty program.

Today, 70 percent of online sales are made with MILITARY STAR cards. Since MILITARY STAR is processed in-house card sales save the Exchange more than \$19 million annually in merchant fees annually.

Second, in October, the Defense Commissary Agency (DeCA) will begin accepting MILITARY STAR, with a full rollout by year’s end.

The MILITARY STAR and DeCA partnership represents an estimated \$113 million annual value between the agencies, customers and Quality-of-Life programs. Military consumers in focus groups told ECP managers that they are eager to use MILITARY STAR cards at commissaries and Quality-of-Life facilities.

The resulting increase in earnings would translate into as much as \$22 million in additional Quality-

MILITARY STAR Associate Appreciation Event Final Numbers

Exchange associates took advantage of the Associate Appreciation Event with nearly **25,000** coupon redemptions.*

11,000
associates saved an extra 10% using MILITARY STAR*

2.9 M
in MILITARY STAR reward points earned*

151
associates opened new MILITARY STAR accounts and earned an additional 10% off

**Numbers reflect in-store purchases only and do not include ecommerce sales*

of Life dividends. During the past 10 years, MILITARY STAR earnings have provided \$727 million to these programs, such as child care programs and recreation facilities.

Third, the Quality-of-Life programs, the Exchange launched a pilot project at Fort Hood, Texas, this

During the past 10 years, MILITARY STAR earnings have provided \$727 million to Quality-of-Life programs, such as child care programs and recreation facilities.

past November in which the Phantom Warrior Lanes bowling alley began taking MILITARY STAR cards. The project expanded in April to child and youth services, then leisure and travel services, at the installation.

Fourth, concessions will remain a big focus for MILITARY STAR throughout this year. In FY 2016, MILITARY STAR penetration rate for concessions was 5.5 percent, compared to 26.6 percent in the main stores. ECP and the Services, Food and Fuel Directorate are exploring

opportunities to make accepting and promoting MILITARY STAR cards easier for vendors.

Associates need to understand the importance of MILITARY STAR. The Exchange should be the first choice for shopping, locally or online. Recently, associates saved \$313,000* during the 2017 Associate Appreciation Event by using their MILITARY STAR cards

That includes capitalizing on an Information Technology Directorate and ECP project that adds enhancements, such as allowing customers to put tips for barbers and other service providers and reoccurring payments for telecom vendors on their MILITARY STAR cards.

The MILITARY STAR initiatives will also maximize profitability in the Exchange’s main stores, Expresses, restaurants concessions, other facilities and on ShopMyExchange.com. Exchange facilities will continue with contests for cashiers and sales associates to see who can get the most approved MILITARY STAR applications, increase penetration rate and boost usage. X

Celebrity Endorsements Bring Excitement to Veterans Online Shopping Benefit

By Lisa Moak

Celebrities visiting Exchange facilities is nothing new, but a recent visit to HQ by retired Navy SEAL Marcus Luttrell and actor Mark Wahlberg stirred up quite a crowd. Wahlberg and Luttrell came to the Exchange HQ in Dallas to present a new sport nutrition brand, Performance Inspired. Both men paired up with Tom Dowd, former GNC executive vice president, chief marketing officer and general manager, to create Performance Inspired. All three men are co-owners of the brand.

When Senior Public Relations Manager Chris Ward found out the duo were heading to Dallas, he immediately asked them to record a video endorsement for the Veteran's online shopping benefit. Recent celebrity videos are going viral on social media and helping educate the potential 13 million Veterans about the new benefit, which begins Nov. 11.

"Both Marcus and Mark eagerly accepted the opportunity to help communicate the Veterans online shopping benefit," Ward said.

Ward then asked the Exchange Digital Media Network to help set up the video shoot.

"Mark and Marcus came to HQ for a business meeting and graciously took time to record a message promoting the Veterans online shopping benefit. Digital Media Network was happy and proud to provide production services for this effort," Services Network Manager Todd Glenn said.

Word quickly spread through headquarters that the stars were filming in the second-floor museum. Associates gathered outside the doors. Once filming wrapped, Wahlberg walked into the hallway and took selfies with associates before he and Luttrell exited the building.

Performance Inspired is a high-performance formula without any synthetic ingredients. The brand has positioned itself for the mass-market consumer looking for a brand they can trust. Performance Inspired is also committed to giving back a minimum of 2 percent of net profits to charities.

The Exchange intends to bring the brand to customers later this year through ShopMyExchange.com and then to select main and Express facilities this year and into early 2018. X

[Check out](#) the Mark Wahlberg and Marcus Luttrell video, plus all the celebrity video endorsements of Veterans online shopping benefit.



[View](#) the behind-the-scenes video of Mark and Marcus.



Mark Wahlberg greeted the crowd of HQ associates who gathered outside the video shoot.

Veterans Online Shopping Benefit

How it Works: Top Ten Facts



“Tell Veterans about the benefits of ShopMyExchange.com, including tax-free shopping with the same great prices found in-store, an assortment of 3 million items and free shipping when using a MILITARY STAR® card”

–Tom Shull, Exchange director/CEO

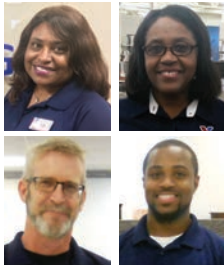
The Veterans online shopping benefit will begin in a few short months on Nov. 11. Make sure you know the facts so you can inform Veteran friends, family and customers:

1. Beginning Nov. 11, Veterans with honorable or general (under honorable conditions) discharges can shop the military exchanges through the Veterans online shopping benefit.
2. Military service members currently serving, but about to be discharged (under honorable conditions), will be able to continue shopping the Exchange online Nov. 11.
3. The Veterans online shopping benefit, as approved by the Department of Defense, does not apply to DoD civilian retirees.
4. Veterans can go to VetVerify.org to verify eligibility now and may be chosen to shop immediately as a beta tester.
5. The Veterans online shopping benefit is limited to online shopping of the military exchanges only and does not extend to brick-and-mortar stores.
6. The Veterans online shopping benefit represents a low-risk, low-cost opportunity to strengthen funding of Morale, Welfare and Recreation programs to support service members' and their families' quality of life.
7. The Veterans online shopping benefit does not include commissary access.
8. Veterans may apply or reapply to MyECP.com for a MILITARY STAR card once the Veterans online shopping benefit begins.
9. Return policy for online orders from Veterans: If the return is due to an error on the Exchange's part (incorrect item, damaged or defective), standard shipping charges are reimbursed in full. Should the customer choose to return an item for any other reason, shipping and handling fees are not refunded.
10. The Veterans online shopping benefit will not apply to overseas customers since orders are shipped to APO and FPO addresses. Efforts to expand service to non-military overseas addresses are planned. ✘

Veterans online shopping benefit updates will be included in the Exchange Post and posted on associate billboards each month. Look for more information at [Exchange Virtual Toolbox](http://ExchangeVirtualToolbox) and shopmyexchange.com/veterans.

Customer Service: These Associates Rock!

Robin Brown, Edna Cofield, Rodney Wostenberg and Philip Young
Central Region/
Fort Hood, Texas,
and Fort Leonard
Wood, Mo.



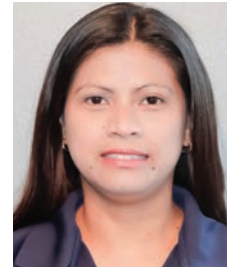
"It took teamwork to pull off this transaction, and they did it flawlessly."

Desiree Dimbo
Eastern Region/
Fort Meade, Md.



"She truly enjoyed providing us a good customer experience . . . an excellent representative for the Exchange."

Jhen Andal
Western Region/
JB Lewis-McChord,
Wash.



"I definitely see why she's a manager. She went above and beyond her required duties."

Ronnie Holmes
Europe Region/
Panzer Barracks,
Germany



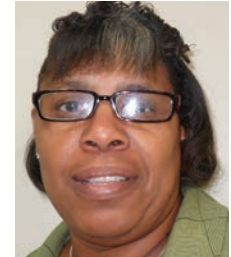
"He is the most capable service manager I've encounter at the car care center in my 16 years in Stuttgart."

Takako Nakadomari
Pacific Region/
Camp Foster,
Japan



"I felt like that all of her attention was focused on me. I was amazed at her customer service skills."

Carolyn Wingham
HQ Customer
Contact Center



A customer said Carolyn Wingham was helpful, friendly, courteous and provided great customer service.

[See](#) their entire customer comments! [Read](#) more about Ronnie Holmes under the Europe section.



CHIEF OPERATING OFFICER

COO
DAVE NELSON

Recognizing the Front Lines: Calling Out Top Associates

"You exemplify what we strive for every day and our most valued customers noticed."

– Dave Nelson, chief operating officer

EASTERN REGION

Laurie Pollard
Moon Township
Troop store

Patrick Smith
Fort Gordon
Taco Bell

Pam Dyke
Fort Bragg
Services

CENTRAL REGION

Paul Barnes
Maxwell AFB
Express

Olga Rivera
Fort Sam Houston
Anthony's Pizza

Karen Mattox
Offutt AFB
Vista Optical

WESTERN REGION

Rebecca Wyatt
Mountain Home AFB
main store

Veronica Cervantes
Fort Bliss
EBCC Starbucks

Imelda Rodarte
Fort Irwin
Dental clinic

PACIFIC REGION

Yu Ikehara
Camp Foster
main store

Misaki Shirai
Misawa AB
Dunkin' Donuts/
Baskin-Robbins

Ataru Yoshiura
Japan DC

EUROPE REGION

Daniel Czichran
Hohenfels
retail store

Jessa Sy
Aviano AB
Reel Time Theater

Ronnie Holmes
Panzer Barracks
car care center

[Read](#) about them!



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

Austin Blue BBQ Grand Opening Brings the Heat to Fort Riley Express

By Lisa Moak

Customers can now enjoy Texas-style barbecue at the newly renovated Big Red One Express in Fort Riley, Kan.

Although many Fort Riley troops are deployed, the Snack Avenue sales (as of July) are 56 percent over last year's.

Fort Riley is the first Express to receive Austin Blues BBQ, with plans for expansion to other locations depending upon its success.

The BBQ grab-and-go officially opened in July with a ribbon cutting by General Manager Robin Ayling, Division Merchandise Manager David Arens and Buyer Marissa Tinoco.

“We are always looking for more options to meet the needs of Exchange customers.”

— Robin Ayling, general manager

The Express hosted a BBQ eating contest during the grand opening for a full rack of ribs and other prizes. Express vendors Hunt Brothers Pizza and J. Walken Chicken also joined in the festivities.

“Grab-and-go items are made fresh every hour. Customers can also place orders for larger quantities 24 hours in advance,” Fort Riley General Manager Robin Ayling said. “Ribs are available in full slabs.

“We are always looking for more options to meet the needs of Exchange customers.” ✕



Customers competed in a BBQ eating contest during the Austin Blue BBQ grand opening.



Soldiers line up for Austin Blues BBQ grab-and-go.

Whistleblowers: Protected by Law from Retaliation

By Chenelle Husband

Fraud, waste or abuse violations can go unreported because associates are afraid of reprisal. However, federal laws protect whistleblowers from retaliation.

Whistleblowers protect the Exchange by exposing fraud, waste, abuse and unsafe workplace conditions. Knowing they are protected from reprisal will encourage associates to report wrongdoing that will make the workplace safer and healthier.

[10 U.S.C. 1587](#) and [DoD 1401.03](#) provide whistleblower protection for Exchange associates.

Who is a whistleblower?

Whistleblowers can be current or former associates or applicants with information that fraud, waste or abuse is happening and feel obligated to report it.

What is “whistleblowing?”

The term refers to an associate alerting managers, the inspector general or Loss Prevention and Human Resources directorates someone engaged in prohibited activities that evidences:

- a violation of law or regulation
- waste or abuse
- mismanagement

Reporting the activities becomes protected disclosure communication, whether through verbal, written or electronic means.

What is whistleblower reprisal?

Reprisal is when a manager takes, fails to take or threatens to take personnel actions because the associate submitted protected communication:

Whistleblowers protect the Exchange by exposing fraud, waste, abuse and unsafe workplace conditions.

- Denying an appointment or promotion
- Taking disciplinary action
- Transferring or reassigning the associate
- Giving the associate a bad performance evaluation
- Making punitive decisions about the associate’s pay, benefits or training

I was a reprisal victim, now what?

Contact the Department of Defense’s inspector general by completing the [online form](#) at [dodig.mil/Hotline/reprisalcomplaint](#). Contact the Exchange’s [inspector general](#) for help.

Your complaint must show:

- You made a protected communication.
- A personnel action was taken, withdrawn or threatened.
- The manager had actual knowledge of the protected disclosure before taking or withholding the personnel action.
- Knowledge of the protected disclosure was a contributing factor in the decision to take the personnel action.

Chenelle Husband is an Exchange assistant inspector general in Dallas. Learn more about whistleblower reprisal by taking the LEX course, [Whistleblower Reprisal \(IGWR\)](#). X

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

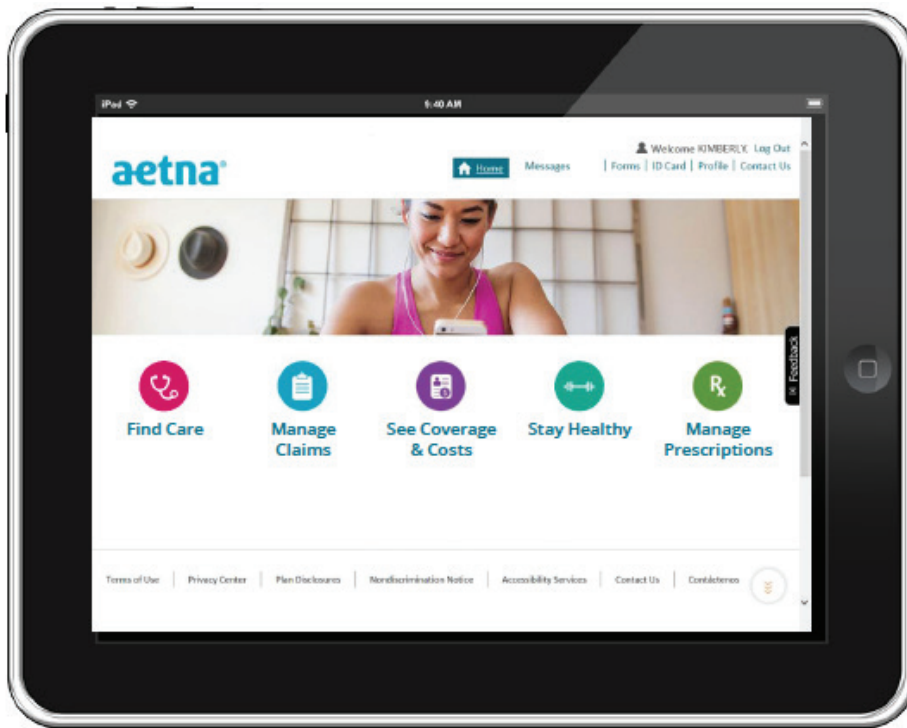
Core Value: The Courage to Use Good Judgment



TYNDALL AFB, Fla. – Under the watchful eyes of Department Manager Carmela Gamboa, Store Assistant Joe Williford avoids potentially serious back injuries by practicing proper lifting while helping a customer load a heavy box containing the product in the back of the man’s pickup truck.



LANDSTUHL, Germany – Aldolphus Ngannak, Kalena Walker, Brian Paonessa, Natascha Giosmin and Cyril Sawyer show their safety award for wearing special shoes that prevent slips and falls. They work in Exchange food court at Landstuhl Regional Medical Center.



Aetna's Redesigned Website

While you're learning your way around, under the "Stay Healthy" section, you can take your [health assessment](#) in one simple sitting.

Also under "Stay Healthy," find information about how you and your family can earn Health Incentive Credits. Associates with individual coverage can earn up to \$250 and those who cover dependents can earn up to \$600.

[Learn](#) more about the Health Incentive Credit program. ✕

Attention: Associates with Prudential Long Term Care

There have been address changes for physical mail and payments.

- Send all physical mail to P.O. Box 13410, Pensacola, Fla. 32591.
- Direct premium payments to P.O. Box 12331, Pensacola, Fla. 32591.

If Prudential premiums are deducted from your payroll check, you don't need to take any action.

Don't Forget to Use Your Flexible Spending Account Funds!

Check your balance at [PayFlex.com](#) or on PayFlex Mobile app. Things to keep in mind:

- Spend all funds in the Dependent Care (Daycare) FSA by Dec. 31 or lose them.
- Healthcare FSA allows up to \$500 of unspent funds to roll over to the next year.
- All 2017 reimbursement claims must reach PayFlex by Feb. 15, 2018.

Changes Coming to 401(k) Plan

In September and October, funds offered by the Exchange 401(k) Retirement Savings Plan will change.

- Around Sept. 8, Fidelity will transfer balances in the "Freedom K" Funds to new "Freedom Class K" Funds. The Class K Funds will become the default target date funds for the 401(k) plan.
- Around Sept. 22, Fidelity will merge Fidelity Money Market Trust Retirement Government Market and Money Fidelity Money Market Trust Retirement Government Market II into the Fidelity Government Money Market Fund.
- In October, the U.S. Equity Index Commingled Pool is terminating and all funds will be automatically redirected to the Spartan 500 Index Pool.

Fidelity is moving to new Freedom Funds because of lower operating expenses. Read more about fees on investment funds by visiting [401k.com](#), then click on View Summary. Scroll down below the investment choices options. Click on one of the funds and then Look at Fees and Pricing.

These changes cost you nothing. You also don't need to do anything, because the funds will transfer automatically. However, you can log onto [401k.com](#) and move funds to other investments.

For further information or to make changes in your investments, log on to your account or call Fidelity at 800-835-5098. ✕

TRANSFERS

Scott Bonner – general manager, Korea Southern, to chief, region business office, Pacific Region

Mary Ann Brooks – store manager (BR/Gas), Nellis AFB, to store manager (BR/Gas), Davis-Monthan AFB

Amber Campos – reset merchandiser, HQ, to business analyst III, HQ

Erika Chavez – administrative technician, HQ, to cross dock program coordinator, HQ

Angela Clough – business process specialist, Europe Region, to business process specialist, Germersheim DC

Robert Cooper – general manager, Kirtland AFB, to region retail program specialist, HQ

Ernest Dill – store manager (MS) Sheppard AFB, to operations manager, Grafenwoehr

Kristopher Edkin – region retail program specialist, Pacific Region, to general manager, Misawa AB

Daniel Enderle – general manager, Misawa AB, to general manager, Kirtland AFB

Joseph Escobar – store manager (MS), Chievres AB, to store manager, Sheppard AFB

Emily Faulkner – services business manager, March ARB, to services business manager, Fort Irwin

Rosephine Grant – store manager (BR/Gas), Patrick AFB, to sales & merchandise manager, Misawa AB

Jennifer Haxton – industrial engineer, HQ, to business analyst III, HQ

Giulia Muirhead – store manager (MCS), Fort Wainwright, to store manager (BR/Gas), Schofield Barracks

Shannon Robards – general accounting manager I, Europe Region, to general accounting manager I, HQ

Ivelisse Solazayas – services business manager, Fort Benning, to business program specialist III, HQ

IN MEMORY

Marlene Anderson, 82, died May 24 in Aliquippa, Pa. The Fort Belvoir accounting assistant retired in 2012.

Edward Armstrong, 98, died Aug. 31 in Estes Park, Colo. The HQ associate retired in 1973.

George Bailey, 82, died June 3 in Hopkins, S.C. The Fort Jackson maintenance foreman retired in 2001.

Jean Beasley, 84, died March 25 in Montgomery, Ala. The Southeast Region lead accounting technician retired in 1990.

Myrtlelina Rosaly, 44, died May 31 in Puyallup, Wash. She was an associate at JB Lewis-McChord.

Roger Bowman, 70, died May 22 in Clio, Ala. The Fort Rucker maintenance mechanic retired in 1998.

Robbie Brien, 91, died March 8 in Paragould, Ark. The Scott AFB supervisory sales associate retired in 1985.

Alexandria Brown, 24, died May 30 in Cibola, Texas. She was a senior store associate at Randolph AFB.

Gloria Brown, 71, died April 16 in Hurst, Texas. The HQ purchasing assistant retired in 1994.

Mary Burgoyne, 76, died April 3 in Millersville, Md. The HQ senior policy specialist retired in 1998.

William Burns, 86, died March 16 in Arlington, Texas. The HQ auditor-in-charge retired in 1993.

William Cafferty, 79, died May 7 in Kerrville, Texas. The HQ associate retired in 1993.

Mable Doyle, 94, died April 25 in Anaheim Hills, Calif. The Vandenberg AFB personnel assistant retired in 1983.

Roy Ewing, 86, died Jan. 30 in Frisco, Texas. The Los Angeles AFB exchange manager retired in 1990.

Guadalupe Fernandez, 68, died May 23 in Clearfield, Utah. The Hill AFB coordinator retired in 2010.

Anna Finch, 85, died May 6 in Strawn, Texas. The HQ visual information specialist retired in 1992.

Mila Goetz, 83, died June 9 in Grand Junction, Colo. The Exchange merchandising clerk retired in 1992.

Sheila Grace, 86, died June 4 in Hants, U.K. The Fort Belvoir accounting assistant retired in 1996.

James Harper, 87, died May 11 in Upper Marlboro, Md. The JB Andrews warehouse worker retired in 1984.

Nancy Harrison, 90, died May 24 in Satellite Beach, Fla. The Patrick AFB warehouse foreman retired in 1995.

Janet Hearne, 64, died June 8 in Spokane, Wash. She was a shift supervisor at Fairchild AFB.

Donald Holdridge, 78, died May 10 in Colorado Springs, Colo. The Fort Carson cook retired in 1997.

Beatrice Huhn, 96, died Jan. 6 in Ocean City, N.J. The Exchange warehouse worker retired in 1984.

Lawrence Ianni, 86, died Jan. 8 in the United Kingdom. The UK Consolidated vending routeman retired in 1990.

Antonio Ibarra, 91, died May 9 in Atascosa, Texas. The Exchange warehouse worker leader retired in 1980.

William Johnson, 68, died March 4 in Goldsboro, N.C. The Seymour Johnson AFB warehouse foreman retired in 2012.

Kathleen Kang, 88, died April 23 in Honolulu, Hawaii. The Exchange associate retired in 1990.

Chun Keener, 75, died May 7 in Louisville, Ky. The Fort Knox supervisory cashier retired in 1996.

Martha Kiker, 89, died April 16 in Cedar Hill, Texas. The HQ customer relations representative retired in 1990.

Max Krug, 81, died Dec. 20 in Tucson, Ariz. The HQ office assistant retired in 2004.

Alveda Lewis, 87, died April 7 in Harlem, Ga. The Fort Gordon cook retired in 1988.

Alice Loftly, 90, died May 6 in Covington, Ga. The Dobbins AFB cashier retired in 1996.

Mozelle Loundsbury, 96, died May 3 in Holly Springs, N.C. The Fort Gordon retail supervisor retired in 1985.

Eunice Macon, 68, died April 22 in Petersburg, Va. The Fort Lee warehouse worker retired in 1987.

Esperanza Magno, 94, died April 11 in Seaside, Calif. The Presidio of Monterey associate retired in 1977.

Marita Manning, 59, died May 30 in Smith Station, Ala. She was a Fort Benning accounting associate.

Toshiko Martin, 92, died May 21 in Landson, S.C. The JB Charleston retail manager retired in 1991.

Peter Mavraganis, 84, died April 3 in Athens, Greece. The Exchange food activity foreman retired in 1991.

Violette McCarver, 88, died April 19 in Tacoma, Wash. The Northwest Area vending manager retired in 1986.

Oleta McEachern, 73, died May 3 in Fayetteville, N.C. The Fort Bragg warehouse worker retired in 2008.

Kathleen McMahan, 90, died May 25 in Bedford, Mass. The Hanscom AFB operations clerk retired in 1991.

Curtis McVea, 61, died June 20 in DeSoto, Texas. He was an HQ procurement manager.

Ricardo Mendoza, 93, died May 12 in Franklin, Tenn. The Exchange senior contract specialist retired in 1987.

Vivian Mills, 91, died Dec. 16 in Hampton, Va. The JB Langley-Eustis food service worker retired in 1980.

Monserate Morales, 91, died Jan. 16 in Albuquerque, N.M. The JB Andrews branch secretary retired in 1981.

Bonifacio Nepomuceno, 93 died May 19 in Harker Heights, Texas. The Oakland DC warehouse worker retired in 1996.

Jose Ocampo, 79, died May 9 in San Lorenzo, Calif. The Oakland DC automotive worker retired in 1999.

Frances O'Kelley, 83, died May 18 in Covington, Ga. The HQ warehouse worker retired in 1994.

Nelly Perez, 75, died May 28 in Killeen, Texas. The Fort Hood restaurant manager retired in 2005.

Loria Perkinson, 54, died June 5 in Vine Grove, Ky. She was a Fort Knox sewing machine operator.

Joshua Richardson, 27, died June 18 at Fort Bragg, N.C. He was a Fort Bragg food service worker.

Julie Rivera, 55, died May 27 in Fayetteville, N.C. The Fort Bragg store manager retired in 2016.

Theresa Simpson, 87, died Jan. 29 in Columbus, Ga. The Fort Benning warehouse foreman retired in 1989.

Mabel Todd, 97, died May 31 in Simpsonville, S.C. The Loring AFB services/vending supervisor retired in 1982.

Margaret Turnmire, 93, died April 14 in Lawton, Okla. The Fort Sill operations clerk retired in 1984.

Rogere Watkins, 92, died April 28 in San Antonio, Texas. He was a senior store associate at Fort Sam Houston.

Marilyn Welty, 83, died April 28 in Colorado Springs, Colo. The Fort Carson operations supervisor retired in 1993.

Sara Williams, 94, died April 19 in Panama City Beach, Fla. The Fort Rucker associate retired in 1973.

RETIREMENTS

Hui Cha Ashley, Fort Bragg, 16 years

Nilda Askew, Fort Bragg, 26 years

David Barto, UK Consolidated, 24 years

Peter Beauvais, HQ, 30 years

Raymond Becker, NAS Fort Worth JRB, 12 years

Patricia Bradley, JB McGuire-Dix, 26 years

Jennifer Carney, Eglin AFB, 24 years

Janie Darby, Seymour Johnson AFB, 24 years

Steven Dela Cruz, Andersen AFB, 25 years

Catherine Doughty, Lackland AFB, 12 years

William Eckler, HQ, 19 years

Vera Flores, Andersen AFB, 6 years

Daniel Flores, JB Langley-Eustis, 33 years

Joan Ford, HQ, 16 years

Alfredo Fuentes, Little Rock AFB, 28 years

Frank Fuller, Fort Meade, 7 years

John Furtado, HQ, 17 years

Stephen Fussell, Nellis AFB, 7 years

Carolyn Hefti, Tinker AFB, 6 years

Darla Hoffeditz, Scott AFB, 17 years

Sharon Hudson, Fort Belvoir, 21 years

Carolyn James, Fort Jackson, 23 years

Frederick Johnson, Fort Benning, 31 years

Sheri Lairson, Scott AFB, 18 years

Rosalyn LeBlanc, Fort McCoy, 22 years

Sarah Lyons, JB Langley-Eustis, 29 years

Jane McClintock, Davis-Monthan AFB, 32 years

John McGhee, HQ, 33 years

Lynn Miranda, JB Lewis-McChord, 30 years

Nancy Mitchell, Edwards AFB, 8 years

Lilian Parker, Luke AFB, 15 years

Richard Pickering, HQ, 33 years

Carrie Riley, Fort Belvoir, 33 years

Teresa Sinclair, Hunter AAF, 8 years

Patrick Sobers, HQ, 27 years

Christine Stallwood, Vandenberg AFB, 19 years

Dorothea Stevenson, Fort Lee, 28 years

Marianne Stover, JB Lewis-McChord, 20 years

Petra Swanson, Tyndall AFB, 15 years

Christa Thomas, Redstone Arsenal, 21 years

Mertis Tipps, HQ, 14 years

Ronald Trementozzi, HQ, 30 years

Tilda Turner 11 years

Exchange Welcomes Col. Scott McFarland as Europe/SWA Region Commander

By Julie Mitchell

SEMBACH, Germany – U.S. Army Col. Scott McFarland assumed command of the Exchange's Europe/Southwest Asia region during a July 13 ceremony.

As commander, McFarland is responsible for Exchange operations and support throughout Europe, including countries at the tip of the spear, such as Poland, Romania and Bulgaria. The Middle East, including Iraq, Afghanistan and Kuwait, are within his area of responsibility.

In all, the Exchange provides critical support and a taste of home to more than 360,000 Soldiers, Airmen, Marines and Sailors in 25 countries in the Europe/Southwest Asia region—including remote, austere locations.

"I truly feel honored and humbled as I accept the responsibility of command and join the team," McFarland said. "Many organizations fear transitions as they can lead

"I truly feel honored and humbled as I accept the responsibility of command and join the team."

— Col. Scott McFarland, Europe/Southwest Asia region commander

to challenges and turmoil. The Exchange is not one of those organizations. With its 'we go where you go' motto, the Exchange has embraced those challenges head on for 122 years."

Exchange Director/CEO Tom Shull presided as the colors were passed from Col. Geoff De Tingo, Exchange Europe/SWA commander since 2014, to McFarland. Shull praised De Tingo's fortification of relationships with U.S. Army-Europe, U.S. Air Forces in Europe, Installation Management Command, the Department of State and other key partners.

"For three years, Geoff has been

a transformational leader in the Exchange family," Shull said. "His keen ability to build relationships with strategic partners to support Soldiers and Airmen has made an indelible impact on our critical mission."

McFarland joins the team as the Exchange ramps up support at the tip of the spear in Eastern Europe, including operations in Poland and Romania. A troop store at Zagan and a mobile field exchange (MFE) in Powitz bring drinks, snacks, supplies and other tastes of home to U.S. and multinational troops supporting Operation Atlantic Resolve. An MFE at Bemowo Piskie Training Area supports NATO's enhanced forward presence in Poland.

Since late June, the Exchange's Europe team has deployed an MFE to Cincu, Romania, to support U.S. and multinational forces participating in Saber Guardian 17, a training exercise in Eastern Europe involving 25,000 military personnel from 20 countries.

The Exchange has also increased its support in Iraq. Just three years ago, the Exchange had no presence in Iraq. Now, the Department of Defense retailer supports troops with eight locations—the most recent one opened in June.

"No matter the leadership transitions, geographic or logistics challenges, or supporting through the ambiguity of war, the Exchange always prevails in its mission to make the lives of Soldiers and Airmen better," McFarland said. "I promise to give my all to the team to meet the tough challenges that lie ahead." X



Col. Scott McFarland (right) receives the colors from Director/CEO Tom Shull as McFarland assumes command of the Exchange's Europe/Southwest Asia Region. Exchange Europe Region Sgt. Maj. Eliecer Quintero and outgoing Exchange Commander Col. Geoff De Tingo were present as well.

The High Cost of Internal Theft

By Steve Smith

Last year, 1,082 associates stole \$832,000 worth of merchandise from Exchange stores.

Now, the associates, if convicted, face time in federal prison because the Exchange is part of the U.S. government. Loss Prevention Directorate leaders vow that the remaining losses are actively being pursued by investigators.

Sticky-fingered associates face getting fired, risk future employment with other government agencies and are liable for repaying the Exchange for the losses. Also, theft from the Exchange also affects the organization's dividends to Quality-of-Life programs for Soldiers, Airmen and their families.

In a recent case in the Pacific Region, an associate with 18 years of service at the Exchange was caught under-recording sales to steal cash overages from her register. She confessed to

The National Retail Federation reports that nearly 49 percent of retailers reported an increase in inventory shrink.

Loss Prevention investigators to stealing \$59,000 in three years. The associate, who was fired, signed a promissory note to reimburse the Exchange. Since then, this case was turned over to Air Force Office of Special Investigations for prosecution.

Another recent case involves an Exchange manager committing time fraud. From January 2016 to June 2017, the manager admitted to falsifying her time sheets to receive pay for hours she did not work. Her actions cost the Exchange just over \$10,000. The manager voluntarily resigned.

But the Exchange isn't the only

retailer facing employee theft. The National Retail Federation reports that nearly 49 percent of retailers reported an increase in inventory shrink—and employee theft accounted for more than 36 percent of it.

“As a custodial of the Exchange and as managers, if we build an environment of trust, this will reduce an employee's temptation to steal,” said Eric Stewart, vice president of the Loss Prevention Directorate. “Most employees who steal are not professional thieves or dishonest; there was an opportunity that presented itself,” Stewart said. “A few reasons why employees steal is compulsion, disgruntlement and a feeling of entitlement. But regardless of the reason, the Exchange policy has always been to seek prosecution for every case.” X

Language not a Barrier for Logistic's Safety

By Lisa Moak

As a worldwide organization, the Exchange employs residents from countries that host our installations. Exchange leaders recognize the diversity of the workforce and inclusion of associates from diverse cultures who speak languages other than English.

Exchange guidelines and policies must be translated in different languages. Recently, senior leaders in the Logistics Directorate understood the importance of ensuring safety guidelines were translated for German associates who make up a majority of the workforce at the Germersheim Distribution Center (GEDC).

“Our commitment to family serving family, and investment in training associates up front will pay off in long term dividends. As our Director/CEO Tom Shull likes to say, ‘Deeds not words,’” said EVP and Chief Logistics Officer Karen Stack.

“Around 80 percent of the GEDC workforce is not only new to the Exchange, they are new to logistics. The goal was to provide our workforce every opportunity to be successful by ensuing various training material, including the Loss Prevention safety program and procedures are translated into their native language, German,” said Logistics Analyst Silvia Stoudemire.

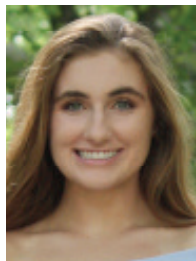
The translation of the safety and health program was an effort between LG, LP and the Europe Region LP specialist. Completing the translation of the 79 pages took about 22 hours. X



Safety Specialist Otfried Schaaf, Logistics Analyst Silvia Stoudemire and LP Manager Michael Morales spent many hours working on the safety translation.

Students Win \$29,000 in Scholarships from AREA

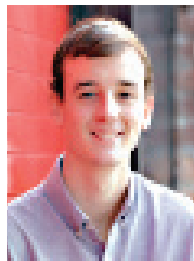
Congratulations to these exemplary students for winning \$29,000 in college scholarships from the [AAFES Retired Employees Association](#).



Jessica Scheer
\$5,000 Marilyn Iverson Award



Shane Boettiger
\$3,000



Josh Saunders
\$3,000



Tylar Walker
\$3,000

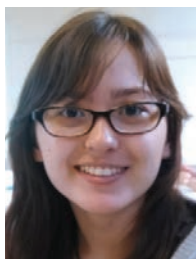


Mark Malcolm
\$3,000

Since the scholarship program started in 1985, AREA has awarded nearly \$716,000 to 337 Exchange dependents who were graduating from high school.



Emily Cantwell
\$3,000



Olivia Martins
\$3,000



Sienna Deerhake
\$3,000



Joleen Aulgur
\$3,000

[Read](#) about these exemplary students! Also, [check out](#) the AREA website.

Get to Know the Mission and Unique Customers at Grafenwöhr

Major Units:



In 1907, Prince Luitpold, regent of the Kingdom of Bavaria, selected the area near Grafenwöhr as the training area for the Bavarian Army.

In 1936, the Nazis quadrupled the training area.

Home to the 7th U.S. Army Joint Multinational Training Command, today's Grafenwöhr is part of USAG Bavaria. Grafenwöhr is the largest NATO training area in Europe.

Founded in the ninth century, the town of Grafenwöhr is located on an island between the river Creussen and the Thume stream.

FAMILY > SERVING < FAMILY

To serve Grafenwöhr we have:



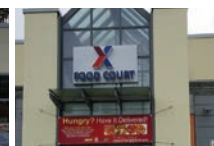
1

Main Store



7

Expresses



18

Restaurants

703 Exchange associates serve Grafenwöhr, **51 percent** of whom are connected to the military.

Social Media Installation Monthly Update

Find all Exchange social media channels and links [here](#).

How does your Exchange social media stack up?	Reach	Likes	Check-ins	Weekly Growth	Engagement	Reactions
Week of July 3	14,332 Tinker AFB	2,047 Ramstein/ KMCC	5,229 Randolph AFB	8% Offutt AFB	3% Afghanistan	97 Ramstein/ KMCC
Week of July 10	13,536 Andersen AFB	2,097 Ramstein- KMCC	5,242 Randolph AFB	16% Fairchild AFB	9% Andersen AFB	781 Andersen AFB
Week of July 17	17,051 Ramstein- KMCC	2,113 Ramstein- KMCC	5,266 Randolph AFB	12% Kirtland AFB	7% Mountain Home AFB	274 Ramstein- KMCC
Week of July 24	50,316 Fort Bliss	2,126 Ramstein - KMCC	5,298 Randolph AFB	16% Fort Bliss	11.6% Fort Bliss	692 Fort Bliss

Below are samples of Exchange events posted by installation social media outlets:



Shouting out the savings at the Yokota main store in Japan.



Grafenwoehr Exchange hosts a 122nd anniversary special event.



Another Slam Dunk event at the Grafenwoehr Exchange main store.



An Osan AB associate bears the logo to celebrate our 122nd anniversary.

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