

CHIEF OPERATING OFFICER DAVE NELSON'S OPERATION: CALLOUTS

"Congratulations, December standouts! We are deep into the holiday selling season and you are excelling at the most important part of retail – the customer experience. You are taking customer service to the next level and our customers have certainly noticed. Thank you for truly reflecting what an honor it is to serve those who serve."

--Dave Nelson, chief operating officer

PACIFIC REGION

"Joe, Wada, Chinman, you are true leaders. Your actions are what we want all to emulate. You went above and beyond and we are proud you're a part of the PAC team."

Joseph Briscoe

CAMP ZAMA MAIN STORE

PowerZone Associate Joseph Briscoe is the main store's number one associate in generating new MILITARY STAR card accounts. Joseph's approved application count is 20, and that is almost one third of all approved STAR card applications processed at the store. His Military Star % is rated in the top 5 of all main store cashiers. Joe also is an Exchange Protection Plan professional and a leader in assisting customers purchase EPP with their products. He is a community celebrity, engaging customers with his humor, including PA announcements. Joe is an Exchange ambassador and a Camp Zama star!

Wada Kiyoshi

CAMP ZAMA ANTHONY'S PIZZA

Wada Kiyoshi demonstrated great leadership and organizational skills and provided an exceptional customer experience for the visiting regional JROTC competition at Zama High School. It was a rainy day and the students were in their dress uniforms. The school called at 10 a.m. to have pizza delivered to them by 11:30. Our normal delivery services starts at 1 p.m. Wada assured the administration the food court manager would deliver the pizzas by the requested time. The JROTC ordered 35 combination pizzas, which

Chinman Chong

CAMP WALKER SERVICES

In fewer than 36 hours, Mr. Chong single-handedly organized the setup of the Busan Port Bazaar to support early arrival of the Ronald Reagan aircraft carrier. Despite the passing typhoon, the bazaar was a complete success. Sales during the three-day event exceeded \$390,000 with earnings of \$60,000. Mr. Chong is a go-getter with a fierce appetite for growing the business. He exemplifies our core value of Family Serving Family!

EUROPE REGION

"Nick, Sandra and Amit are excellent examples of teammates who live by the mantra of our core values! We are so proud to serve our overseas customers alongside them!"

Nicholas Hawes

POLAND MFE 6

Nick volunteered for the Europe RRT and came aboard in Sep 2017. From day one, his care for customers' needs and his level of service are demonstrated in the relationships that he creates at the site with local leaders and Soldiers he supports. With his leadership abilities displayed daily, he was selected to be a team leader and has ran with that responsibility. Nick ensures that every customer in his store has been greeted, thanked and are satisfied when they depart. Nick's drive is in the results: In Trzebein, Poland, the site closed with a 153% above plan and now at his current location in Świętoszów with just a few weeks of operation, they are 34% above plan. Job well done, Nick!

generated \$656.25 in revenue. Anthony's sales exceeds YTD by \$32,000 and DOR is \$26,000 above FP! Wada clearly exemplifies the "extraordinary customer experience."

Sandra Felzmann

VILSECK BURGER KING

Sandra continually provides great customer service to every customer. We recently received the following customer comment: *"We brought a large group of 27 teens and 2 adults to the bowling center and ordered from BK for lunch. The entire staff of the BK did everything they could to make the confusion of such a big order go smoothly. They even carried some of the order out to the lanes for us. They did it all with a smile, and even asked questions about our group and visit, demonstrating genuine human interest and kindness. Wow. Thanks...and the food was good too!"* Great job Sandra and Team!

Amit Jain

KUWAIT MOBILE ACCESSORIES CONCESSION

Amit is an outstanding concessionaire who welcomes everyone with a smile. He provides our Soldiers with accessories that protect their cell phones and ensures they can communicate with loved ones back home. Amit makes sure that he is fully stocked with the latest and greatest. His sales at his kiosk have grown to \$40,000 monthly! Thank you, Amit, for your dedication to serving America's finest.

EASTERN REGION

“Roszele, Star and Rebecca are truly top performers and their efforts do not go unnoticed. They are exemplary associates who go above and beyond to ensure exceptional customer service and continuously drive for phenomenal results. We want to thank our “superstars” for everything they do every day.”

Sue Catanch

SHAW AFB MAIN STORE

Sue Catanch has what Dave Nelson calls the “it factor.” She has worked for the Exchange for 37 years and proudly comes to work each day to “sell, sell, sell.” Sue is the main store’s “MILITARY STAR new account ambassador” and “Exchange Protection Plan Queen.” She is a champion and is faithfully dedicated to the Exchange’s mission and vision. She strives to make each customer’s experience the best it can possibly be. Sue is our announcement guru and provides daily and weekly specials for our store. She also announces food court and other facility items so all avenues are reached. Sue champions the Exchange Protection Plan with our customers. She has sold 113 YTD, allowing the main store to be 42% up in units and 28% in dollars for hardlines. She also has the highest number of applications approved with 18, which has the main store with an increase of 80% in approved applications. Catanch is a very valuable asset to the Exchange and the Shaw Main Store equally.

Star Lee

TYNDALL AFB SUBWAY

Star has been an integral part of the Subway team. She is always looking for ways to improve the processes at Subway and trains the employees, leading to an increase in the speed of service. She is very reliable, and takes on extra duties when needed to include training employees, filling in as acting food court manager and assisting at Taco Bell when they are shorthanded. Star’s continued focus on working with each of her associates to improve the customer experience at Subway has resulted in a YTD sales increase of 56.9% over PY and a 0.3% over AFP. She and her team has maintained the benchmark goals YTD for GP% (73.2%) and Productivity (7,220).

Rebecca Harris

FORT BELVOIR SERVICES

Rebecca is responsible for our vending program at the Fort Belvoir and Fort Myer Exchanges. She actively seeks new business opportunities, looking for new locations and new vendors. Rebecca is proactive about communicating issues with the vendors and ensures all machines are checked 100% weekly in high volume locations and monthly elsewhere. Rebecca’s diligent overview of our vending program has yielded a YTD increase of 13% sales at Belvoir and 8% sales increase.

CENTRAL REGION

“Richard, Linda, and Allen represent the outstanding associates we have all across CER! These three associates know what it takes to be a great team member and truly exemplify family serving family. Your dedication, loyalty and great passion for your work and what you do daily make us proud of you and your selection to represent the Central Region. Thank you!”

Richard Hagemaster

FORT LEAVENWORTH EXPRESS

Richard celebrated his 15-year anniversary in October of excellent service to his facility and customers. Richard knows our regular customers by name and always takes times to welcome them to the Express. He knows our customers so well that when he sees them, he knows instantly what they are looking for and will say, “Let me get you what you are looking for.” He is very accurate in his receiving and was instrumental in us having great inventories, including 0% variance for 2016. Richard is the team’s most energetic member and is willing to take on any job. His motto is if we need anything to ensure his facility is providing the very best service to our customers, he will step up and be there. Customers just absolutely love his positive attitude and are always letting managers know how much they appreciate his help. He is truly the heart of Fort Leavenworth’s Express and always gives a great example for his peers with his dedication and initiative. His great management of customer orders keeps bringing customers back, adding an extra \$6,000 in sales this month from just customer orders. We were up 4.61% compared to last year. Great job, Richard!

Linda Senger

MINOT AFB BURGER KING

Linda has been working in Minot AFB BK for 23 years. She started as a food service worker, and with her hard work, loyalty and dedication, she is now the manager. With her awesome team’s help, the YTD sales are above 2%; PC are below 3% from LY; and DOP has increased 9% from LY. The overall standards have increased because she is a strong leader who really cares about her people and the overall operation. Linda exemplifies our core values every day. Since she became manager and with the help of her team, the Steritech scores have been above 90, with a current 93.5 score. Linda continually works to improve the customer service experience. She always has a big smile on her face, no matter what gets thrown at her. Her amazing positive attitude generates a positive environment for her team, and it really shows.

Allen Maki

SCOTT AFB SERVICES & VENDING

Allen Maki is a retired Air Force non-commissioned officer who continues to serve even after his 21 years of military service. As a representative for the Scott AFB Exchange, he has walked the walk, communicating the value of the Exchange to all who will listen. Now on the other side of the counter, Allen is well versed on the Exchange’s history, the benefit it brings to those serving, retired and now to all honorably discharged Veterans. At several community events, Allen has done an amazing job discussing the Veterans online shopping benefit, the Ship-From-Store concept, MILITARY STAR, and most importantly, how the Exchange dividends impact the Scott AFB community. Serving is just engrained in Allen Maki’s DNA. Thank you, Allen, for a job well done!

WESTERN REGION

“Kevin, Arturo, and Katie, you exemplify the qualities that make our organization so special. Your dedication to your fellow associates and our valued customers is exceptional. We are proud of you and are thankful that you are on our team!”

Arturo Delgado

FORT BLISS CASSIDY EXPRESS

Arturo Delgado is a warehouse receiver and “jack of all trades,” always displaying a positive attitude and friendly demeanor. Despite the fact that his job keeps him in the stockroom for the majority of his shift, he still finds time to provide outstanding customer service to our customers. Art is extremely dedicated and meticulous about the receiving process. He has been with the Exchange for 33 years in varied locations and worked as a warehouse receiver for the majority of that time. Because of his vast knowledge of the receiving process, he has become the go-to person for any questions throughout the Fort Bliss Exchange. His job duties aren’t limited to the stockroom. He makes his way to the sales floor during peak periods to help re-stock or help wherever he is needed. When it comes to promotions, vendor promotions and all DSD receiving and adjustments, he is on top of his game, ensuring all items are marked correctly and received at the right price. Art has proven himself as an accomplished warehouse receiver. His dedication to the team, store and Exchange has contributed to the store’s success in operating results and overall appearance. YTD

Kevinn Asahan

DAVIS MONTHAN AFB

Mr. Asahan has been a true asset to Starbucks and the Exchange. As foreman, he’s a shining leader. He has contributed to the growth of our MILITARY STAR penetration. Mr. Asahan, an Army family member, truly conveys family serving family. Customers come every day just to see Mr. Asahan and enjoy his amazing customer service. Operationally, Mr. Asahan shines. He has developed great skill to place replenishment orders, complete monthly inventory and associate schedules, and confidently operate the store in the absence of the facility manager. Mr. Asahan recently received his coffee master certification from Starbucks, showing his dedication to the brand and first-class customer service. The Exchange would like to recognize him for the amazing associate he is!

Katie Pattillo

FORT WAINWRIGHT BARBER SHOP

Katie Pattillo has managed the barber shop since July 2017. She has been a stylist for seven years, traveling to Alaska with her active-duty husband. In her short five months as manager at Fort Wainwright, Katie has shown spectacular leadership. Her customer services skills are second to none, and her attention to detail in cleanliness and professionalism is outstanding. Her high standards and expectations are being followed by her entire team. She truly has a love for taking care of our military and their families. Customers and fellow barbers have noticed the smooth transition with the new contract owners. Katie is truly an asset to the barber shop and continues to impress. Her dedication to customer service and speed of service will undoubtedly result in an increase in sales.

operating results are currently at 62.6% above plan and 25% above last year. Overall YTD sales are 11.2% above plan and YTD sales without gas are 30% above plan and 5.4% above last year.