

CHIEF OPERATING OFFICER DAVE NELSON'S OPERATION CALLOUTS

Congratulations, standouts! Thank you for these impressive examples of how to provide superior customer service as you demonstrate what it means to go above and beyond to welcome our deserving customers. The Exchange is proud to have you on our team. Please keep up the great work!

With Respect,
Dave

PACIFIC REGION

"Team Pacific continues to take care of our customers. Regardless of the business being retail, food or services, the focus is always on providing an exceptional customer experience as demonstrated by these dedicated Exchange professionals."

Kimiko Smith

CAMP FOSTER MILITARY CLOTHING

Kimiko and the entire Military Clothing team have customers' needs at the core of every decision and action. Through comprehensive and consistent training focused on the customer, Kimiko has achieved next-level results in MILITARY STAR new apps. In FY 2017, the Military Clothing team processed 262 new MILITARY STAR approved applications, 87% over PY. They have achieved this result because of Kimiko's daily focus on having her team convey the great benefits of MILITARY STAR to our customers on a personal one-on-one level. Kimiko's focus on the customer experience has led to increased earnings, but more importantly to very satisfied customers who are enjoying benefits of the MILITARY STAR card.

Arisa Ganeko

KADENA AB ANTHONY'S PIZZA

A supervisor at Anthony's, Arisa does an outstanding job, receiving positive comments pertaining to her customer care and finesse. A sergeant major wrote: *"Ms. Arisa, who, despite what seemed to be a busy shift, was so helpful in taking a special order. She followed up when delivering my order with a coffee holder and advise on how to get to my car without spilling my coffee. She took the extra effort to provide great customer service. Please pass my thanks to her and the other team members."* Customer service is why the restaurant is so successful. Arisa and her team average \$80K month in sales and increased YTD bottom line by 25.7% compared to LY. Arisa and her team have enhanced the menu with items suggested by customers.

Services Team

CAMP HUMPHREYS

As troops started moving to Humphreys in 2017 and with the opening of the new concession mall, 77 new concession businesses began launching over four months. They include 55 in October (19 short-term and 36 long-term); 10 in November (6 short-term and 4 long-term); 7 in December (7 short-term); and 5 in January (3 short-term and 2 long-term). The result was more than \$2 million in sales and \$650,941 in income during those four months. The services team exerted all efforts to provide quality services, exceeding customers' expectations and contributing to the Exchange bottom line. In 2017, sales were up 7.86% (\$1.36M) and income was up 33.88% (\$677K). The services team made many sacrifices to make this happen, and 2018 is sure to bring excellent results by taking care of the customers and aggressively attracting new businesses to the Exchange.

EUROPE REGION

“Darrell, Nickolas and Geoffrey are teammates we are so fortunate to have on the Europe Team! They put the best customers in the world first in all they do!”

Caster “Darrell” Worthen LANDSTUHL HOSPITAL EXPRESS

This customer’s comments speaks to Darrell’s customer service:

“I ran to the Express in the Landstuhl hospital to grab a few things while I was on TDY and decided to grab some Burger King for dinner. It was about 5:45 when I ran into the Express and got my stuff, so it was going to be closing shortly. Darrell was an outstanding cashier, super funny, made every person he served feel like they were the only customer in the world for that moment he was ringing up their goods. When I went to Burger King, it was probably about 5:50 or so and Darrell walked over and asked every single person in the dining area if they needed anything from the Express before they closed up for the night. That really stood out to me. It was really awesome seeing Darrell take the initiative to walk across the hall and walk up to every customer and make sure they were good to go before he closed up shop.”

Nickolas Schick TOWER BARRACKS THEATER

Nickolas has played a major role in the success of Tower Barracks Theater. Under his leadership, FY17 sales were 1% over plan (\$688,334 versus \$680,662); DOR was 16% A FP (\$193,019 versus \$166,284), and MILITARY STAR penetration was 43% A FP (8.3% versus 5.8%). In addition to regular movies, Nick ensured that private showings were properly staffed and executed for success. Nick and his team have been recognized throughout the community by the USO and garrison for operational excellence at the Tower Theater.

Geoffrey Pleasance RAF LAKENHEATH ORWELL ART

Geoffrey Pleasance of Orwell Art has been an Exchange concessionaire for 25 years. His connection with the Air Force goes back to 1970 when he displayed some paintings at an open house at RAF Bentwaters. He then went freelance in 1972 after three years in the photo library of the Imperial War Museum in London. Geoffrey returned to Suffolk in 1972, now almost 46 years of freelancing, during which time he has produced more than 6,000 commissions to our Air Force family, and now encounters the children of old customers. Throughout Geoffrey’s time with the Exchange, he has remained a great privilege to work with. He is without a doubt one of the humblest concessionaires we have and doesn’t allow anything to hinder his work or from coming to sell his amazingly talented drawings on base. He is friendly and very approachable, full of knowledge and fantastic stories and one of our customers’ all-time favorites!

EASTERN REGION

“Eastern Region is always so proud to show off our associates. and we congratulate Daniel, Michelle and Aaliyah for being our “call out” associates of the month! Thank you so much for what you not only do for your Exchange every day, but most importantly what you do for our great customers EVERY DAY!”

Daniel Herrera

FORT GORDON CLASS SIX

Daniel has been a valuable part of our Class Six team throughout the holidays. Since he arrived this past November, his work ethic has been tremendous as cashier, laborer and stocker. He also maintains the stock outs throughout the store and offers suggestions to improve sales and efficiency. Because of his tireless efforts to fill holes on our shelves and maintain inventory levels, the Class Six increased sales overall by 2.5%. He comes to work prepared to work hard, provide quality customer service and ready to pitch in wherever he is needed. He is a new employee making a serious positive impact!

Aaliyah Scriven

SHAW AFB FOOD COURT

Aaliyah is being recognized for her hard work and dedication to the Taco Bell and Exchange. She was promoted in August 2017, and has continuously maintained her financials and facility inspections at the highest levels. She has set high expectations and empowered her team to achieve their fullest potential. Results have been outstanding! MILITARY STAR YTD is 9.9%, or \$40,269, and she maintains the 2nd highest CORE score in the Eastern Region with a 93.9%. Training is her motto; she is constantly training her associates, which has guaranteed her facility is 100% BMT certified, 100% ServSafe certified, 100% Taco Bell Experience Complete, and 100% compliant in public health inspections. She has maintained a PC 34.48% YTD and productivity at \$7,121 YTD. Aaliyah's priority is clear: dedication to her customers, the Exchange and the Shaw food court. Thanks for making it better!

Michelle Leao

FORT BELVOIR/FORT MYER SERVICES

Michelle is responsible for our concession food program. She aggressively seeks new business opportunities with food trucks, always looking for new locations and vendors to support customer needs. She is highly customer focused and driven to ensure her customers' needs are exceeded. Michelle is proactive about communicating with leaders, vendors and installation DPW and Veterinary Services, and ensures timely completion of weekly food sanitation checklists to ensure full compliance. Michelle's diligent overview of our concession food program has yielded a YTD sales increase of 83% at Myer and a whopping 454% sales increase in food truck sales at Fort McNair. Michelle is truly an asset to the Fort Belvoir/Fort Myer team/

CENTRAL REGION

“Chad, Reina, Ji are outstanding associates with unwavering dedication! They represent the outstanding teammates we have all across the Central Region! They are passionate about what they do and truly exemplify our Core Values! They show great enthusiasm for their work and what they do daily. We are honored to have them on our team and thank them for representing the Central Region.”

Chad Panteah

GRAND FORKS MAIN STORE

Chad Panteah is a military spouse and has worked for AAFES since 2005. Chad is an outstanding customer service supervisor. Whenever we need to advertise our programs, sales and new openings, Chad is the “go-to person” and will post on the spouses’ Facebook page. Chad has made many customers and associates happy with his willingness to go above and beyond to help. A customer writes: *“Our community and my family really appreciate Chad. Any time someone posts on Facebook anything related to the Exchange, some always tag Chad. We tag him because we know his great customer service. He always greets people with a sincere smile. When something I ordered online arrived broken, Chad handled it quickly and professionally and with a smile. When I needed to walk away from my small child in my cart because my older one needed attention, Chad went to my youngest to ensure he was not alone. I see him give the same caliber of service to all customers. Your store and our community are very fortunate to have him.”*

Reina Cayamanda

SCOTT AFB BURGER KING

Reina has made substantial contributions to Burger King operations and financial results by focusing on associates and the customer experience. Her priority is that all associates are cross-trained on multiple jobs within the operation to improve productivity and morale. Reina has become a huge mentor and supporter for our associates. Reina received certification after attending Burger King branch manager training. Through Reina’s efforts, MILITARY STAR penetration rate is up to 9.04% YTD, GP 76.25% YTD, DOR 23.02% YTD. Reina is a perfect example of an associate going above and beyond to grow the business!

Ji Hyun Harris

FORT SILL/ALTUS AFB/SHEPPARD AFB SERVICES

We would like to give a shout out to LDC Manager Ji Hyun Harris for going the extra mile to assist our customer who was in dire need of his uniform for a mandatory military ball. The customer was so relieved that Ji Hyun came in on her day off to take care of him. Here is his comment: *“The staff at the dry cleaners goes well above and beyond its duties to take care of their customers. On Nov. 4, I dropped off a uniform that I Nov 11. They told me to come back on Thursday evening to pick up my uniform. One thing led to another, and I was unable to pick up my uniform on Thursday. I went back on Friday and quickly realized that the store was closed for Veterans Day weekend. I was fortunate enough to run into an associate who contacted the owner of the dry cleaners to explain the situation I was in and how I needed that uniform for that Saturday. The owner contacted one of the employees, who came on a day off to help me. Words cannot explain how thankful I am that they go above and beyond to ensure their customers are taken care of.”*

WESTERN REGION

“Stacy, Dawn and Elizabeth...Your commitment to excellence is evident by great service you provide to your customers and the excellent results you have achieved in your area of expertise. Your passion for our customers is exceptional!”

Stacy Thomas

LUKE AFB MAIN EXCHANGE

Stacy recently celebrated five years with the Exchange family. She has been part of the Luke team for three of those years, and is an outstanding associate. She is highly professional, courteous and provides excellent customer service. She is always seeking ways to show initiative and take action. She willingly steps out of the jewelry department to assist customers and fellow associates in other departments. She is extremely patient, highly knowledgeable and understands the importance of finding the perfect jewelry for customers. This has led to a 29% increase in fine jewelry sales for FM January 2017, compared to FM 2016. Also, Exchange Protection Plan sales were 10.4% above LY in jewelry, 9.3% above in watches, and 21% above LY in sunglasses. Customers have expressed to managers their gratitude for receiving such excellent customer service. We are proud to have her on the Luke Exchange team!

Elizabeth Erikson

HILL AFB ARBY'S

Elizabeth has done an outstanding job motivating and leading her team. They have responded to her drive and leadership by exemplifying Arby's moto to “serve, refresh, and delight” the guests of the Hill AFB Arby's. This commitment to providing an outstanding customer experience is reflected in the 96.7% score earned during their Steritech inspection this year and the most recent Arby's operations review on which Elizabeth and her team were recognized with a “Triple Ace” award. Triple Ace status is only granted when an Arby's restaurant achieves an “A” rating in all three categories. This has become the “norm” for Elizabeth and her team, as this is an unprecedented fourth consecutive time the Hill AFB Arby's has earned “Triple Ace.” award. Elizabeth is a wonderful asset to Hill AFB.

Dawn Williams

FORT BLISS SERVICES

Since she arrived at Fort Bliss, Dawn has made a remarkable difference in our Services operations and financial results. By reviewing contracts and monthly concession paperwork, she located and recovered \$59,000 due the Exchange from a concession. She also was instrumental in opening of Domino's Pizza, which increased our concession food sales by \$876,027 and increased DOR by \$154, 000. Dawn is an exceptional manager who takes pride in serving the world's best customers.