

DAVE NELSON'S OPERATION CALLOUTS



Congratulations standouts! I love reading these stories of how you went the extra mile to serve our customers. You are making customers for life! Thank you for being the face of the Exchange.

*With the Greatest Respect,
Dave Nelson, Executive Vice President and Chief Operating Officer*

PACIFIC REGION

“Doing the Right Thing is more than just a saying, it’s action. Ms. Yi, Ms. Ishido and Ms. Yil provide examples of what that action looks like. Each of them demonstrates that they know Doing the Right Thing means taking care of our customers, truly Family Serving Family! Congratulations, and thank you to these stellar associates! Pacific Pride!”

Hyon-suk Yi

CAMP CASEY MAIN STORE

During the period of rotational troops, Hyon-suk Yi, as assistant manager, demonstrated outstanding leadership for the preparation of incoming and outgoing troops. It started in late January and finished in early March. She led the team with the perfect preparation of products and services during this period. Because of her leadership and preparation, Casey sold 590 TVs, 1,800 of comforters, 2,700 pillows and 2,800 sheet sets. Sales went up 16% vs. LY even through population decreased by more than 35%. GP was up to 22.84% from

Erika Ishido

CAMP ZAMA 101 MAINSTREET EXPRESSO

Erika’s drive, innovation and teamwork have allowed her team to capture customers’ attention with eye-catching retail displays, delicious treats and personalized cup art. Customer feedback and regular traffic have proven their contributions play a significant role in the restaurant’s success. Erika and Reon have proven themselves coffee superstars, exceeding AFP goals during the past year. In a facility planned to generate \$76,595 in sales,

In-hui Yi

CAMP HENRY LAUNDRY & ALTERATION

Ms. Yi is always customer focused and holds herself to a very high standard. Regardless of the rank of her customers, each is treated with the upmost respect. Our deputy garrison commander left this comment: *“Your employee asked me to wait for a moment, went to the back room, and came back with a dollar bill that she had found in my pocket. Afterward, I went to the American eatery and grabbed something to go and return to pick up my laundry en route back to my office. At that time, she handed me*

19.80%, which contributed to increase DOP more than 35% up vs. LY. Ms. Yi is a professional leader who generates outstanding results with the team's support.

this dynamic duo has sold more than \$128,000 in coffee and pastries. Erika's passion and dedication allowed her to be creative and enhance the menu based upon suggestions from customers. One customer comment shows the appreciation of the Camp Zama community: "Awesome overall experience. They seem to have memorized every single patron's drink order, and they ALWAYS provide service with a smile; outstanding employees! The Exchange is blessed to have them."

two more quarters that were also in my pocket. First, I was impressed with her diligence to go through all of my pockets. Second, I was impressed that she found it so important to make sure that I received a dollar back. It shows tremendous character and integrity that we all should be very proud of."

EUROPE REGION

"Timmy, Michelle and Ashley are shining examples of striving to provide world-class customer service to the best customers in the world! We are proud and honored to be on their team!"

Timmy Ramos RAMSTEIN AFB POWERZONE

This customer comment attests to Timmy's outstanding service: "My wife and I decided on a larger TV and I went on a scouting mission (at the Exchange). I spoke to three associates who were very helpful and knew the products, but Tim stood out. I have virtually no knowledge of the technology involved with TVs today, and he walked me through it. He was patient with all my questions and added info where he thought useful where obviously I didn't have the clue to ask. He noticed a shipment of JBL speakers were available two days later and held one set for me. My wife and I bought not only the speakers and 75"

Michelle Clemens RAF LAKENHEATH CHARLEY'S

As a cashier, Michelle Works provides outstanding customer service, which has resulted in Charley's leading the way with financial results for year-end 2017. With Michelle's drive and enthusiasm, sales have increased by 12.9% over AFP, average ticket increased by 6.4% and MILITARY STAR use increase of 12.9%. Michelle is a truly outstanding associate who takes great pride in working for the Exchange and giving back to the Military family. She truly

Ashely Scott WIESBADEN MALL STARBUCKS

Ashley came aboard with Starbucks this past fall. Sales at Starbucks had begun to decline an average of 3.4% from the PY. It was clear the shop needed a change. Ashley was a breath of fresh air! Her inspired promotions have driven sales to increase an average of 12% each month. She works closely with the Services team to ensure that her promotions are advertised well in advance and provides images, catchy wording and sayings for social media posts! She is very involved with the community, and opens her shop to the Girl Scouts, PTO, local swim team and others to

Sony TV, but he set aside one of the AFN decoders that I had completely overlooked. Wonderful, thoughtful, patient customer service. What could have been a stressful experience for my wife and I was very much pleasant."

EASTERN REGION

"All of Eastern Region is proud of you for setting the bar for world class customer service! Your work leaves a lasting impression on those you serve! Dwight, Mary and Emely congratulations and thank you so much for all you do every day!"

Dwight Collins PATRICK AFB MAIN STORE

It is an honor to recognize Dwight for his service. He joined the Patrick Exchange for the second time after retiring from the U.S. Air Force, in which he served for 26 years. Each time he returned to the Exchange, he joined the firearms team and has provided expert customer service. His experience in loss prevention for the Exchange and Air Force has given him that winning attitude. A customer comments, *"Dwight is extremely helpful, courteous, knowledgeable and a pleasure to work with."* Dwight is customer focused and team focused. He often supports his teammates wherever needed in the Exchange. He has contributed to the 98% increase of new MILITARY STAR approvals and a CSI score of 9.2 for the Exchange. Dwight is inspiration and great addition to the Exchange team!

understands "Family Serving Family!"

Mary Edmonds FORT BRAGG 82ND ABN FOOD COURT

Mary, the dining room attendant, has been with the Exchange for 18 months and exhibits the core values in every action she takes. Family serving family is exhibited as both her daughter and brother are retired service members. She respects external and internal guests alike and has courage to use good judgement. Mary takes ownership of the facility and is truly an asset to the Exchange. She recently received a customer comment via our HQ page: *"I needed to take this opportunity to express my observations of the incredible customer service support performed by Mary Edmond. Ms. Mary's daily dedicated support is highly visible through her pleasant conversation with my Soldiers. The sanitation efforts make for a better dining*

hold meetings. We're very proud of the work Ashley has done in Wiesbaden and are glad to have her in the Exchange family!

Emely Muscat FORT LEE SERVICES

Emely does an amazing job at handling the short-term vendor program, and our sales are up YTD 29%. She is full of energy and works hard at keeping our kiosks full, always lending a helping hand to vendors with their displays/kiosks and keeps the mall fresh and new. We found 64 new short-term vendors in 2017 and signed 8 mobile food truck contracts. Emely puts in a full day's work and volunteers to give her own time. She always has a smile and has great, positive energy. Emely is always happy to pitch in wherever needed. She puts everything she has into her job and it definitely shows!

CENTRAL REGION

“Sherry, James and Vincent are outstanding associates with unwavering dedication! They represent the outstanding teammates we have 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.”

Sherry Cadaret

LITTLE ROCK AFB EXPRESS

Sherry always requests to be scheduled every Saturday morning. Bright and early, you will find Sherry at the gas pumps wiping down dispensers and ensuring gas pumps are cleaned weekly. Sherry takes down the windshield-cleaner reservoirs and scrubs them, including trash receptacles, air machine and vacuum cleaner. She moves on to sweeping and picking up trash in the parking lot, then cleaning windows at the front door. After she’s done outside, she’s ready to tackle Snack Avenue; disassembling and re-assembling equipment for cleaning and maintenance. Sherry is not just our housekeeping professional, she can sell too. In fact, last month Sherry proactively kept up with heavier customer traffic. Her positive attitude in handling the cash register and re-filling roller grill between customers resulted in 10% sales increase in Snack Avenue sales. Thank you, Sherry, for your positive attitude and willingness to serve. Taking pride in your work is benefiting our customers by giving

experience. Please ensure her higher office is aware of Ms. Mary's contribution to the finest Army in the world, as we greatly appreciate her loyalty to our service members.”

James Carroll

WRIGHT PATTERSON AFB BURGER KING

James Carroll is not only a Veteran but a dedicated team member and foreman. With James’ continued dedication and motivation, Burger King’s YTD DOP is 17.6%, compared to PY of 2.91%. He is often looked upon as a “Jack of All Trades,” ensuring all products are properly stocked and all equipment is properly maintained and in excellent running condition. Mr. Carroll is a valuable member of the Exchange team. A lot of behind-the-scenes work goes in to enhancing the customer experience! Thank you, James!

Vincent Iwashita

TINKER AFB MOBILE CENTER

With Vincent’s guidance, the Tinker Exchange mobile kiosk team substantially increased sales (up 19% or \$111,455) and income (up 9% or \$2,773) from last year. This is due to the exceptional customer service. Several customers have gone out of their way to visit the office and compliment Vincent and his team for being knowledgeable and courteous. Thank you, Vincent, for enhancing the customer’s experience!

them the best customer experience both inside and outside the store.

WESTERN REGION

“Randolph, Mia and Melanie.....Thank you for being such an integral part of the community at your Exchange and providing such exceptional customer service to our internal and external customers. You set the bar high!”

**Melanie McKinney
FORT WAINWRIGHT
24 HOUR EXPRESS/CLASS 6**

Melanie has been an integral part of the team for a little over a year now. In her customer experience position she is conscientious and dependable. Her team-player effort is exemplary when working with her managers and coworkers. Along with her positive attitude and professionalism that radiates in her day to day tasks, she always creates a perfect example of outstanding top-notch customer service. Melanie is more than willing to lend a hand in every department of the Express, taking that opportunity and learning the entire process when needed. She is a major contributor to our team’s success in FYE 2017. Melanie also is our very committed ASI representative. She brings positive feedback to the teams at the Express, Clear & NBACH facilities. Melanie is a valued asset to the 24 Hr Express and the Northern Exchange family.

**Mia Payne
KIRTLAND AFB
SUBWAY**

Mia, lead supervisor of the Subway, and has been one of the major contributors to the restaurant’s success. She works with her food-court manager to set goals and then coaches her team on how to meet or exceed them. Mia strives to give excellent customer service and expects her team to do the same. She is engaging with our customers, who often request her by name because they enjoy her determination and personal touch. Catering sales have doubled from last year thanks to Mia’s personal efforts working with base organizations. For the first time in five years, Kirtland Subway has exceeded \$500,000 and increased the DOR from 5.5% from the prior year to 14.37%. Keep up the great work, Mia!

**Randolph De Vera
VANDENBERG AFB
ISLAND MIX’S FOOD TRUCK**

Randolph De Vera owns the unique Island Mix’s Food Truck, which blends traditional Filipino cuisine with a modern twist. He has been a foremost supporter of our military community at Vandenberg by participating in many events hosted by the Exchange and MWR. His innovative recipes are a hit with the customers, and he is frequently requested due to his distinctive food options. His presence in the community has led to a YTD sales increase of 21.51% above AFP and overall earnings increase of 18.89% above AFP. Thank you, Randolph, for providing our community with an excellent product and a steadfast devotion to serving those who serve, their family and friends!