

DAVE NELSON'S OPERATION CALLOUTS



“It is clear by these comments that you take customer service seriously. You understand the sacrifices our customers make and do whatever it takes to provide an exceptional shopping experience. Your actions reflect great credit upon all of us. I am honored to serve alongside you!”

***-Dave Nelson
Chief Operating Officer***

PACIFIC REGION

“Mattie, Azusa and Mr. Paek exemplify Family Serving Family and understand what it means to be empowered when providing an extraordinary customer experience!”

Mattie Wallace

FAIRCHILD AFB EXPRESS

Mattie has embraced all our Core Values and goes above and beyond every single day to provide the best possible customer service for our service members and their families. She understands the service members' needs, being a military spouse herself. With this understanding

Azusa Sashida

CAMP FOSTER CHARLEY'S

Azusa gave exceptional customer service and corrected her mistake of not giving a \$2 discount to a customer who ordered a salad on “Salad Wednesday.” The customer was not aware of the \$2 discount, and initially Azusa forgot it was

Tongmyong Paek

OSAN AB STRIPES

The owner of the Alterations & Embroidery shop, Mr. Paek and his staff are leading the pack by providing excellent customer service. Knowing Osan had a few important events coming up, Mr. Paek hired an additional employee to assist. In March, they had total sales of \$24,992, a 35% increase in MTD sales,

she carries herself in a kind, inviting, and professional manner; always greeting customer with a smile and warm “Hello!” Mattie exemplifies “Family serving Family.” Although she has only been with the Exchange for two months, she truly provides excellent customer service and has already received this customer comment: *“I have been shopping at the Fairchild Express every weekday for the past 4 years and I have never encountered someone quite as friendly and inviting as Ms. Mattie. As I had a bit of the Monday blues, it was refreshing to receive such a genuine hello. Not only did she smile upon me entering the store, but she also smiled at every customer she checked out. Normally it annoys me when I get asked for my military star card, but accompanied with her friendly demeanor, it made me want to use my star card. She is a keeper!”*

Wednesday. After taking the customer’s order, she realized her mistake and corrected it before the customer received her food. Here is the feedback from customer:

“I went to the food court around during a busy lunch hour and received great customer service from Azusa at Charleys. She was very friendly and actually seemed sincere, not sounding like a robot. I ordered a salad and completed my transaction. As I was in line waiting for my food, she came to me and apologized for not giving me \$2 discount since it was Wednesday. She offered to redo the transaction and asked for my receipt and MILITARY STAR card. She didn’t have to come back and admit she made a mistake and fix it, she could have totally brushed it off. I appreciate her attentiveness and friendly demeanor.”

and they have CY YTD sales of \$49,022, a 42% increase in YTD sales. Their CY DOR of \$23,959 is top three out of all the current Osan concessions and is an 82% increase above LY DOR!

EUROPE REGION

*“The Europe Region is so proud of the efforts of **Crystal, Stefania and Burt.** These teammates exemplify the commitment to the best customers in*

Crystal Chatterton

GRAFENWOEHR MAIN STORE

Although behind the scenes as the secretary for Grafenwoehr, Crystal is directly responsible for a broad spectrum of duties, and is POC of our shuttle program, customer orders, ship-from-store, work

Stefania Bevilacqua

VICENZA AB SUBWAY DEL DIN

Stefania is a fantastic associate with an outstanding work ethic. She always leaves the store in impeccable condition for whomever is working the next day. She works hard from

Berthold ‘Bert’ Jendrosek

WIESBADEN KICKZ

Burt has become a staple to the Wiesbaden community. As the Kickz’s store manager, he has brought not just financial results but energy and fun into the mall. He’s forever smiling, laughing, willing to take a moment to

the world in all they do! It's an honor to serve with them!"

orders, and expense supplies and much more, all vital to the store operations and great customer service. Her customer service skills are the highest you will find in any associate. She is the "go to" person for store associates and customers concerning the store. Crystal's attention to detail and organizational skills are instrumental in ensuring the daily operation of the main store runs smoothly. She steps in without hesitation to assist the GM whenever and wherever required. Crystal has received many accolades from both Exchange managers and customers pertaining to her work ethic. She is truly invaluable to the Grafenwoehr Exchange and deserving of this special recognition!

the moment she enters the store to the moment she walks out. Stefania does a fantastic job of upselling our product. Since March, her upsells have come in at a whopping \$6,886! That's 4,190 upsells in less than two months! Her suggestive selling skills have led to incredible numbers, including a recent record breaking week of \$16,210, the highest sales week ever in our store's history! Stefania takes to heart that we are family serving family and goes above and beyond to make sure customers leave with smiles on their faces. She is a true gem here at Subway Del Din.

shoot some basketball hoops with the kids that come into the shop and lend a helping hand to his fellow concessions. In the past six months, Burt has more than doubled sales at Kickz: PY YTD sales were just \$67,843, CY YTD sales are \$151,630! His hands-on approach with the staff increased productivity and created a positive atmosphere that welcomes customers to return. The Services office is proud to have Burt in the Exchange family and looks forward to many more years together!

EASTERN REGION

*"Eastern Region wants to congratulate **Sabrina, Tykiera** and **Brenetta** 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!"*

Sabrina Alexander

ROBINS AB MAIN STORE

Sabrina joined the ranks of the main exchange's management team as hardlines manager from the position of softlines supervisor in September 2017. In just seven months, Sabrina has successfully turned the department metrics, standards and focus towards a forward and upright momentum. She helped to drive a successful ODL grand opening,

Tykiera Knight

FORT MEADE Q'DOBA

In February 2018, Tykiera was transferred from Charleys concept manager to Q'doba concept manager. In the first full month as the Q'doba manager, Tykiera produced exceptional financial results. From opening day Feb. 15^h to March, sales were \$225,812, earnings were \$47,463, or 21% of sales

Brenetta Scott

FORT MEADE SERVICES

Ms. Scott provides exemplary support of Services. She puts her 20 years of Exchange experience to work reviewing systems and finding better ways to share and handle information, including optimizing the Fort Meade Services portal and training the team on its effective use. Bren has also applied her skills to driving sales for the Services team. Her planning, scheduling and follow-up with our

resulting in a 28% sales increase. Sabrina also influenced the following sales results: dept. 97 saw 9.5% increase; dept. 29 had a 9.7% uplift; and dept. 420 saw a 27% increase. Exchange Protection Plan results for the hardlines department showed a 19% increase in sales and 5.7% increase in units. Sabrina's intangible influence drives standards and execution toward benchmarked expectations. Her focus on training has ensured the team has knowledge and tools to be confident representatives of their departments and the Exchange. Her leadership ability has rallied her department and peers towards a single-minded drive to unified goals.

before depreciation; a GP of 73.56%; PC of 36%; and expenses of 11%. Tykiera and her team have achieved a 8.18% MILITARY STAR and maintain an average ticket of \$10.96. Tykiera's drive for results has been the primary contributor to the restaurant's early success. The positive work environment and a team dedicated to providing great customer service and serving quality food have greatly enhanced the Fort Meade Food court and the overall Exchange.

short-term commodities contributed to a 24% sales growth in 2017 and 10% so far in 2018. The Services team is privileged to have Brenetta Scott onboard, and we look forward to her continued contributions.

CENTRAL REGION

"Joe, Dennis and Janel are outstanding associates with unwavering dedication! They represent the exceptional 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 Central Region."

Joe Russell

SHEPPARD AFB TROOP/MCSS STORE

Joe Russell is above reproach in exhibiting his excellent shift manager skills for the troop store. Joe's outstanding efforts has aided in increasing sales by 6% above financial plan for last month. With manpower being down due to loss of personnel, Joe has taken on extra to ensure operations are not affected and has been invaluable in managing all store issues. Through superb management of Snack Avenue,

Dennis Oliver

FORT SAM HOUSTON POPEYES

Mr. Oliver has been a cook at Popeyes for 10 years. He is very well known by all regular customers for cooking the best chicken in town. Mr. Oliver truly is a gem. He is a hard worker, very dedicated and a reliable employee. He knows exactly what needs to be done, how to do it right and always takes time to train new associates and managers. His organizational

Janel Hamilton

COLUMBUS AFB SERVICES

Janel Hamilton has made great strides in growing and improving the business at Columbus AFB. As a services business tech, she is tasked with all daily operations of Services. Janel has focused on growing the short-term program through increased marketing and adding vendors. Currently, short-term sales are 138.6% over LY! She has also increased concession fee by 12%, which increases income for the Exchange. Janel is a great asset to the Services team, and we are looking

there has been a reduction in shrinkage by improving heat-and-eat procedures. Joe has initiated regular taste-testings for customers to boost sales. Joe always is a go-getter and strives to improve processes to make our troop store the best in the Exchange. With the co-location of the Military Clothing Store into the troop store, Joe has been invaluable managing the store and ensuring MCSS customers' needs are met. Joe has continually worked on building shelves for stockroom operations to improve and streamline operations. His excellent mechanical skills have been invaluable in completing tasks instead of having to outsource these projects. His efforts have aided in reducing controllable expenses during the modification of the stockroom and sales floor. Joe's positive attitude and determination is truly an irreplaceable asset.

skills and time management are two of a kind. Being the one behind the scene, Mr. Oliver doesn't always get the recognition he deserves, so I take the opportunity to let everyone know how amazing he is. Thank you, Dennis, for all you do! I feel very privileged and honored to work aside Mr. Oliver every day.

forward to seeing Columbus Services grow with the direction of Janel!

WESTERN REGION

"Troy, Gabriel and Angela, you set a great example for all associates to follow in providing an exceptional customer experience and having a great work ethic. Thank you for always putting the customer first in all that you do."

Gabriel Fernandez

FORT BLISS EXCHANGE

As part of the Ship-from-Store team, Gabriel provides exceptional customer service and has been instrumental in fulfilling online orders expeditiously and to Exchange expectations. As part of an internal control review, Gabriel helped the store recover almost

Troy Humphrey

LUKE AFB

In the short time Troy, the foreman at Burger King, has been part of our team, he has proven to be a great asset. Already a customer favorite, Troy quickly learned his customers' standard orders, so when he recognizes

Angela Tyler

MOUNTAIN HOME AFB SERVICES

Angela's commitment to her customers is unmatched, and it is evident by the way she interacts with the community. She is great with customers and maintains a clean facility. Angela is always willing to participate in Exchange events by offering specials to customers and

\$3,000 in potential lost inventory. His hard work and dedication helped elevate the Fort Bliss main store to the #1 SFS team in the Western Region in the fulfillment of online orders.

someone in line he will have their order waiting for them by the time they get to the register. Troy exemplifies our motto of "Serving the Best Customers in the World." Troy is a former Navy Seaman and has a genuine appreciation for our customers and sacrifices they make for our country. He refers to them by rank and always interacts respectfully. All our associates appreciate Troy's strong work ethic and teamwork. Troy has come to know everyone in the store and has great respect for each individual. He has quickly become a role model for all associates. Troy also has the magic touch when it comes to the MILITARY STAR card, always expounding on the benefits. As a result, our penetration rate has gone from 9.5% to 10.1% since he has joined the team. This is no small coincidence as we just posted our highest profit in the store's history for the month of December.

donating giveaways. She continually strives to increase her sales by providing excellent customer service and a fast speed of service. She is truly an asset to the Exchange Services team and a great team player.