

CHIEF OPERATING OFFICER DAVE NELSON'S OPERATION SHOUTOUTS

Congratulations! Every month, our teammates are delivering strong, positive experiences that exceed our customers' expectations. For this month, you have been singled out as being the best of the best! Your product knowledge, ability to solve problems and making our customers your top priority are what makes this company so great. Each of you are proving that Family Serving Family is more than just a motto; it is the foundation of our organization. Thank you for all that you do!

With the Greatest Respect,

Dave Nelson
Chief Operating Officer

PACIFIC REGION

“Mr. Tomoyasu Watanabe, Ms. Kaoru Hoshikawa, Ms. Yim, Chung-hee ensure our customers receive exceptional customer service, each and every day, putting our customers first. Always practicing Core Values, of Family Serving Family!”

Tomoyasu Watanabe

CAMP ZAMA MAIN STORE

Tomoyasu is one of our seasoned and professional home and garden associates. Tomoyasu always goes the extra mile to provide quality customer service. He helps bring out oversized furniture to the customers' vehicles. Tomoyasu always informs customers about the post bicycle safety requirements, which has contributed to the increase in bike/helmet companion sales by 27% above LY. Recently, Tomoyasu stayed past store hours to help a customer with last-minute shopping. The

Kaoru Hoshikawa

CAMP ZAMA TACO BELL

Kaoru reigns #1 in PAC with the highest ticket average. She is a MILITARY STAR penetration tycoon, ranked #1 Taco Bell 11.71% in Pac Region YTD with a penetration increase of 1.4% above goal. She diligently has conveyed the benefits along with the importance of using the MILITARY STAR card to earn points with customers and associates. Kaoru focuses on the details within the operation, is self-motivated, observant and has the initiative to support other food concepts to ensure the best customer experience. Sales have

Yim, Chung-hee

OSAN AB LG U+

Yim Chung-hee, manager of LG U+, has been the leading force behind LG U+'s improved team performance, customer service and increased sales. LG U+ provides mobile, phone, Internet and cable TV services, and bundled packages. Sales in each category have increased in MTD as well as YTD sales. In Jun '18, they had total sales of \$473,617, a 25.3% increase in MTD sales, and their CY YTD sales of \$2.34M is 24.9% above LY YTD. MTD sales led to a DOR of just under \$68,070 for Jun, and YTD sales so far has led to a DOR of just under \$294,700! The

customer was more than impressed with the professionalism Tomoyasu provided.

increased 15.9% above MTD, 26% Above YTD. DOR was budgeted to be negative \$155, but it is 4,334% Above FP \$6,564 due to her attentiveness with customer focus and daily operations.

sales results are a testimonial to Yim's standout leadership and customer service.

EUROPE REGION

"Joe, Sean, Kwan and the Wiesbaden Optical Center have demonstrated tremendous dedication to the best customers in the world! It's an honor to serve those customers far from home with teammates like them!"

Joseph Lewis BAUMHOLDER CAR CARE CENTER

"I had a problem with my Mini Cooper draining my battery and needed to purchase a new one. Normally I would have to make an appointment with the dealership to have the car computer reset and wait for several hours. Joe installed my battery, made the adjustments and had me back on the road within 10 minutes. Excellent Job! This was amazing quality work with fast friendly service for a small facility with only two mechanics. I will recommend Baumholder Car Care to anyone with a vehicle problem and will definitely be a return customer...Go Team!!!"

Sean Chamness & Kwan McNeil BAUMHOLDER WAGON WHEEL THEATER

"Our Chapel hosted a Father's Day movie at the Wagon Wheel Theater from 1500-1700. Sean and Kwan were the most helpful employees; they supported our needs, helped us to have a great experience and answered any questions we had. Each time I looked confused, Sean asked if there was something he could do. Each time, Kwan would walk around and address any needs without us asking. Both gentlemen need to be praised for their quality of support and determination to make this one of the best movie going experiences I've ever had. Thanks to the Wagon Wheel Theater, we were able to support 87 people and make their day amazing."

Optical Center Team BRILLEN VOIGT, WIESBADEN

In 2016, the direct-run Wiesbaden Optometry Shop lost their eye doctor. The Exchange arranged to "share" the doctor working from Ramstein AB to help serve the community. In March 2018, Optometry was left without a doctor and consequently closed in May 2018. Despite the issue of having no doctor on-site to write prescriptions, the Optical Voigt team has done an outstanding job of minimizing loss in sales. The team assisted Services and the main store in answering customer questions regarding the closure of Optometry, and was granted the right to sell contact lenses, generating sales of \$3,155 in less than three weeks. This has allowed Optical Voigt to increase their sales by 1.92% over PY even after losing support from a direct facility. We're very thankful for the amazing customer service this team has provided to the Exchange and its customers!

EASTERN REGION

*“Eastern Region is always so proud to show of our associates and for August we want to congratulate **Diana, Sean and Diana** 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!”*

Diana Oladiti

FORT BRAGG SOUTH POST

Diana Oladiti’s involvement with her entire team in June resulted in a positive sales growth in all three of her departments. Computer Hardware was up 9.9%, Home Electronics was up 6.4% and Sporting Goods was up 113%. While Sporting Goods is basically an expected result with the addition of the Firearms Counter, the sales for Dept. 94 and 97 were a reversal of negative sales trends. Diana and her supervisor, Lisa Rose, worked together with their associates to ensure that consultative sales techniques were being used. This ensured associates could properly match what the customers were looking for, based on their needs, and that all accessories needed to fully complete the purchases. Diana maintained a strong presence on the sales floor, spending time working with PowerZone associates to build their selling skills along with working with firearms associates and their new supervisor. During this time, the firearms team never lost focus on all processes required for firearms compliances and processes, which resulted in an

Sean Chen

JB ANACOSTIA-BOLLING CHARLEY’S

Sean consistently seeks sales growth and believes that great customer service is the key to increasing sales. YTD sales & income increased by 19.6% since the restaurant opened in December 2017. Not only has he increased sales and income, but Sean has also been number one in the region for cleanliness and speed of service during the past couple of months. Sean has successfully increased Customer Experience Scores by an average of 10 points. He can be seen on a daily basis walking the seating area of the food court, talking with customers and inviting them back. Sean consistently has his team out in the food court sampling products and getting customers over to the Charley’s counter. His team has an awesome attitude and they love taking care of the military community. Sean makes sure his team is properly trained and have the proper tools to operate on a daily basis.

Diana Coleman

JB ANDREWS LOGISTICS

Diana Coleman is instrumental in keeping accountability at the forefront the entire year, not just at inventory time. Diana works with all facilities within the Exchange. She assists with receiving questions and errors, price change questions and errors, reviews the PIT, and has saved us thousands of dollars in old Starbucks invoices by doing the research! She is also our commissary POC for all three commissaries. She also works all fixed asset write offs and works closely with FA to ensure when we close a facility, we do it right. Diana deeply cares about the Exchange and works hard to save us money, which allows us to put more money in the bank. Diana Coleman is a huge part of this team and is invaluable to the financial success of the Exchange.

outstanding inspection from the inspector general with just one finding that was not controllable by our facility.

CENTRAL REGION

“Darlene, Vivian & Rochel are outstanding associates with unwavering dedication! They represent the outstanding teammates we have all across CER! They are passionate about what they do and truly exemplify our Core Values! The three of them 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.”

Darlene Lisby

WRIGHT PATTERSON MCSS

Darlene has become the model MCS associate for all Exchange locations. SSgt Keith Peck and his new bride, Katlin, were selected to have their wedding televised on **Good Morning America**. Darlene was approached by the couple, informing her that they had a short time frame to put together a Mess Dress uniform for their wedding day. Darlene’s engaging personality quickly defused their anxieties. Darlene quickly gathered the parts and pieces then fitted SSgt Peck into a Mess Dress Uniform, the wedding aired on May 31, 2018. To go three steps further, Ms. Lisby received yet another outstanding customer comment from an appreciative customer. A retired sergeant major from Pennsylvania reported he was in immediate need of a new Dress Blues coat for his son’s wedding. After calling and speaking with Darlene, she set aside two jackets she thought would be fitting. The Veteran drove four-and-a-half hours to be greeted

Vivian Sargeant

FORT SILL NORTH EXPRESS SUBWAY

Vivian Sargeant has been with Subway for 8 months and is an outstanding worker who deserves to be recognized. She has increased the breakfast sales by 41% during her short time with us. She recognizes most of the regulars and already knows what sandwich they want before they ask. Our speed of service has gone up substantially during our lunch rush with Vivian's help. Vivian is the order taker/meat person who sets the speed for the rest of the associates to follow. We can always count on Vivian to give us whatever help we need in the facility at any given time.

Rochel Holder

LITTLE ROCK AFB SERVICES

Rochel has been a great addition to the LRAFB Services team. In the few months she has been working with Services, she has been instrumental in working to improve the vending, concessions and food truck programs. During this time, she has been making sure all of the LRAFB vending machines are working and reaching their earnings potential while constantly searching for new opportunities. In addition, Rochel has been key in improving the food truck choices for our customers. These new food trucks have been a huge hit with our customers. The Services team has increased their sales 28% and their revenue 17.8% over last year.

by Ms. Lisby with a warm welcoming smile and personality. After quickly fitting him and verifying the coat material matched the pants material, she verified his rank and retrieved the correct insignia, rang him out and got him directly to alterations. Within less than an hour, he had been provided everything he needed and was headed back home in time to have dinner with his family. He stated that standard of professionalism is extremely rare to come in contact with anymore.

WESTERN REGION

“Clara, Makerita, and Savanna.....your commitment to providing an exceptional customer experience is very much appreciated. Customers are clearly your top priority and it shows each and every day.”

Makerita Mareko

KIRTLAND AFB MAIN STORE

Makerita Mareko, one of our customer service associates, has been with the Exchange for several years. During this time as part of our main store team, she has helped take the Kirtland Exchange to new levels in promoting the benefits of MILITARY STAR. Customers have commented on her patience and helpfulness in assisting them during the application process. Her efforts have contributed to her becoming one of Kirtland’s “Stars” for the number of new approvals year-to-date. This in turn has enabled the Kirtland

Clara Jones

LUKE AFB CHARLEYS

Clara Jones has been an instrumental associate for the Luke Charleys. Her contagious smile and great attitude are always welcoming in Charleys. She constantly remembers customers’ orders and makes the customers the number one priority for our store. Clara takes pride in her job, improving customer relations and continuously strives to build a lifelong connection with her customers. Clara is the main driving force behind the Luke Charleys being number one in MILITARY STAR card penetration at 13.34%. She has been

Savanna Filkins

MOUNTAIN HOME AFB GNC

The Mountain Home Exchange would like to nominate GNC Manager, Savanna Filkin, for her great attitude and commitment to our great customers. Ms. Filkins was promoted to manager in April and has done a great job implementing employee training and procedures to enhance the customer experience. GNC sales are 16.8% above YTD and income is 17.2% above YTD. Her total focus is on providing an exceptional customer experience. She always asks customers if they would like to use their MILITARY STAR card and takes time to explain the benefits of doing so. Her

Exchange to increase by 88% YTD (the largest increase in Western Region) the number of applications successfully processed! We are very proud of Makerita's efforts and know that her actions have gone a long way to support the best customers in the world by promoting this worthy program. The results are evident.

recognized by the Charley's FBC for her positive and contagious customer service. Her positive can-do attitude helps to keep the Luke Charleys in the high 80's with the Charleys WLF program.

dedication to the community is a direct reflection of the Exchange and our partnership. On behalf of Mountain Home Services, we would like to thank her and her staff for a job well done!!