

# GLOBAL



## EXCHANGE

THIRD QUARTER 2010

The Associate Newsletter for  
the Navy Exchange System

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## NEX GUAM HIRES HERO AND WOUNDED WARRIOR TO ITS TEAM

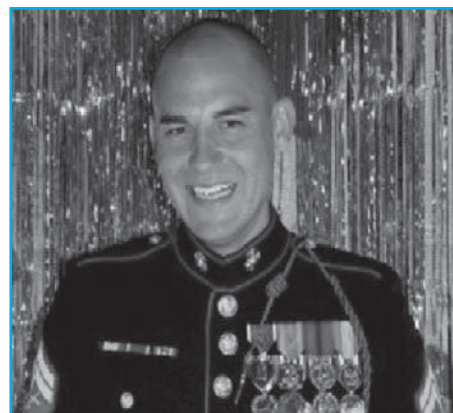
**N**EX Guam's Loss Prevention/Safety (LP/S) department has a new Investigative Assistant on its team, George Delgado. But Delgado isn't just any associate; he's a true hero and the first hire through NEXCOM's Wounded Warrior Program.

"George's job entails assisting other LP/S associates with their investigative duties at the NEX as well as monitoring the activities of customers while they're shopping and learning all the NEX loss prevention tools and software programs," said Kevin MacKenzie, District LP/S Manager, NEX Guam. "He is grasping the many responsibilities that come along with our job and asking questions. He is a good learner and listener and will do well because of his military bearing."

Delgado is a former U.S. Marine Corporal assigned to the infantry. During his tours in Iraq, while on mounted patrols, his convoy was hit several times by improvised explosive devices (IEDs). He suffered blast trauma, but returned to duty after each incident. During his 2007-2008 tour in Afghanistan, his unit was hit by IEDs and rocket propelled grenades while crossing a land bridge. Delgado, who was unconscious and suffered traumatic brain and other injuries, was medically evacuated. He returned to the field eight days after he was injured.

In four years, Delgado received numerous awards including the Purple Heart, Combat Action Ribbon with Distinguished Service Stars for Iraq and Afghanistan, Navy and Marine Corps Achievement Medal with Valor, Marine Corps Good Conduct Medal, Iraq Campaign Medal with Two Bronze Service Stars, Sea Service Deployment Ribbon (three awards) and the Afghanistan Campaign Medal with One Bronze Service Star.

NEXCOM's Wounded Warrior Program was established to provide employment opportunities to service members and veterans who were severely injured or became ill during their service in Contingency Operation since September 11, 2001. NEXCOM implemented the Wounded Warrior Program in April.



## From the Commander

**A**s you know, we conducted our change of command ceremony on August 25 at NEXCOM headquarters in Virginia Beach, where I relieved Rear Adm. Steven J. Romano as your 29th Commander. For those of you who were unable to attend, photos of the ceremony and our speeches can be found on the NEXWeb at [https://nexweb.nexweb.us/code\\_00/html](https://nexweb.nexweb.us/code_00/html).

As this newsletter goes to print, I've been in my new position for just a few weeks. However, since my arrival, I have had the opportunity to meet many of you...from the most senior leaders to our newest associates in the field. Across the board, in management, in retail sales, in uniforms, in services, in distribution, in telecommunications, I have never experienced a more dedicated and enthusiastic workforce. It is you, individually and collectively, that make NEXCOM such a success. I am extremely proud to lead such an impressive team.

My goal for the next six months is to get out into the field and meet as many of you as possible. I want to see everything you're doing for our military customers and hear from you what is working and where we can make improvements. You are the eyes and ears of the Command and you touch our customers each and every day. I need and value your input.

Over the following months, I look forward to learning more about the businesses of the Navy Exchange System. I will be formulating my initiatives for 2011 and will share those once finalized.

Finally, keep up the great work and thank you for all you do for our military members and their families.



Rear Adm. (Sel) Glenn C. Robillard, SC, USN  
Commander  
Navy Exchange Service Command

## NEXCOM'S CHANGE OF COMMAND CEREMONY



Rear Adm. (Sel) Glenn C. Robillard addresses the audience after taking command of the Navy Exchange Service Command.



Rear Adm. Steven J. Romano, Supply Corps, U.S. Navy, retired, and his wife, Deborah, are piped ashore after the Change of Command ceremony.

## NEX OCEANA THROWS A BRIDAL EVENT

In May, NEX Oceana, Va., hosted a Bridal Event to show customers all the products and services available at the store for a wedding. The NEX worked with many of its vendor partners, such as RGB Imaging and Ice Art. The Commissary provided wedding cakes, MWR promoted its catering services, including samples of food, and touted benefits of using the Club facilities for receptions and the ITT office was on-site to discuss honeymoon options. Customers were able to “create their own favors” from the trendy candy bar. There was even a Rolls Royce and horse drawn carriage on hand to show brides-to-be what was available.

“I was thoroughly impressed with the event,” said Beverly Hudgins, Tidewater District Vice President. “All the extra touches - the horse and carriage, the limo, the ice sculpture and the candy bar were all great and the floral arrangements were just unbelievable!”

In addition, the NEX Oceana’s cosmetic’s department provided vendor support for fragrance sampling and Estee Lauder 10-minute makeovers and the fine jewelry department had a one-day only special on diamond bridal sets. Complimentary “mini-manis” and “up do” demonstrations by the store’s Beauty Shop were also held in the mall. NEX Oceana’s lead floral designer, Teresa Mellon, held consultations right on the spot with over a dozen brides-to-be.

“Our bridal event generated lots of interest both from our on-base partners as well as our customers,” said Robin Joseph, General Manager, NEX Oceana. “Our Visual Merchandising department created three incredible bridal themes and the floral arrangements really showcased the talents of our Flower Shop staff.”

As a direct result of the event, nine weddings have been scheduled. Year-to-date, the Floral Shop has completed 17 weddings and has 10 future weddings scheduled, which is a 35 percent increase in the number of weddings over 2009. “This has a lot to do with the increased customer awareness to the quality and value of bridal offerings driven from these events,” said Joseph.



Customers could sample candy at the candy bar.

If your NEX has done something creative and unusual to boost sales, share your success with other locations by sending a short article and photos to [global\\_exchange@nexweb.org](mailto:global_exchange@nexweb.org) for possible inclusion in a future issue.

## NEX HAWAII ESTABLISHES FURLOUGH FRIDAYS

Submitted by: Stephanie Lau, Marketing / Customer Relations Manager, NEX Pearl Harbor, Hawaii

In 2010, the State of Hawaii reduced the number of school days by approximately 17, establishing what has come to be known as “Furlough Fridays.” One of the ways NEX Pearl Harbor, Hawaii, has shown sensitivity to this issue is it established a children’s reading session or other activity every “Furlough Friday” from Jan 15 - Apr 30.

“The children and parents love this event,” said Sante Campanile, District Vice President, Hawaii.



Past events have included appearances by local children’s book authors where either they or NEX associates read to the children and other activities that are both educational and fun. The children and parents loved it and attendance and participation continued to grow during the event.

Leonard Villanueva reads his book *The Hungry Pua* to an eager audience.

## NEX MEMPHIS HELPS MILITARY FAMILIES IN AFTERMATH OF THE FLOOD

**W**hen the state of Tennessee was hit by unprecedented rain during the first two days in May, it prompted the Naval Support Activity (NSA) Mid-South to evacuate due to flooding. NEX locations on base, such as the gas station/mini mart, NEX main store, the furniture store and the Navy Inn were all affected by the rising water.

"I think the thing that stands out for me, more than anything else, is those first few days right after the flood," said Matt Barnwell, General Manager, NEX Memphis. "We had almost every single NEX associate either calling to find out when they could come back to support those most affected by the flood or actually driving out to the base only to be allowed to sit across the street and await word if they were going to be allowed on base. This went on for four days. I never heard a complaint from anyone, just a whole team of NEX Memphis associates eager to get back to work and to support their customers the best way they knew how, by offering them their NEX goods and services."

Right after the base was evacuated, the NSA Commanding Officer requested the NEX provide emergency supplies, including diapers, linens, water, dog food for families and pets initially evacuated to the North 82 base gym and diesel gasoline for emergency boats. The NEX also brought in additional emergency supplies that were made available to emergency recovery personnel. These items included 10 generators, 108 quarts motor oil, 52 large gas cans, 76 large squeegies, 2,000 bottles of hand sanitizer, 20 heavy duty brooms, 200 de-humidifiers and 102 cans of fix-a-flat.

As the base was slowly being reopened to military families, the NEX was the first community center to reopen so customers could purchase items needed to clean up as well as purchase food and beverage items. The NEX Subway, located at the main NEX, was also up and running when families were allowed back on base.

In addition, a Mobile Retail Facility (MRF) vehicle, a trailer on wheels, was on site at the North 82 gym to support evacuated housing residents. The MRF sold snacks, beverages, and other convenience items to displaced customers.



Linda Smith, NEX Memphis' Menswear, Children's and Infants Manager, ran the NEX's Mobile Retail Facility during the flood.

## SHIP'S STORE TAKE FIRST STEP TOWARDS INTEGRATED LOGISTICS SYSTEM

Submitted by: Charles Vaughan, Vice President, Ships Store Program

**O**n July 14, USS MASON (DDG 87) ship's store received its first order using a new supply logistic distant support system, Retail Operations Management - Enterprise Support (ROM-ES). The delivery represented proof that commercial retail enterprise software can be successfully integrated into the supply logistics system to support the ship under a distance support concept.

Two days earlier, a joint NEXCOM and Navy Supply Information Systems Activity (NAVSISA) team installed the ROM-ES prototype on USS MASON (DDG 87). ROM ES is designed to optimize afloat supply workload, replacing the existing retail-operating software with a mature commercial-off-the-shelf system that more accurately reflects modern retail processes and thinking.

Under ROM-ES, ships will retain responsibility to receive, stow, inventory, expend and render an accurate accounting of ship's store material while in the custody of the ship. Financial and procurement functions will reside ashore in a single site.

## TAKING SERVICE TO A WHOLE NEW LEVEL

Submitted by: Vanessa Leyba, Employee Development/Customer Relations Specialist, NEX North Island, Calif.

**N**EX North Island, Calif., has been aggressively seeking new ways to provide service to its customers on a more intimate and personal level. In fall 2009, the Welcome Desk was introduced to the store with one full-time associate whose primary focus was to create a climate where customers would feel welcome and have their general needs met in an efficient and courteous manner.

As time passed, the needs of the desk evolved to include four additional full-time team members that roam the store, actively seeking out customers and offering their assistance to help them complete their purchases. The team also conducts a detailed store walk three times a day to spot check departments that may need additional assistance due to increased customer traffic. The team also addresses potential safety violations in an effort to proactively create solutions to problem areas before customers bring it to the NEX's attention.

"We have a team that knows the true meaning of customer service and the extraordinary shopping experience," said Georgia Palmer-Lazar, Store Manager, NEX North Island. "Their positive, can-do

personalities have helped to create happy customers and happy associates as they are always there to provide service to their external and internal customers."

The desk, a concept originally derived from the Aloha desk at NEX Pearl Harbor, has generated a loyal following with NEX North Island customers. "It has been a pleasure to experience the positive feedback of what a heightened level of customer service can bring to the customers and our associates," said Palmer-Lazar. "Our motto is: 'go the extra mile every time. It's worth it!'"

Customers have been singing the praises of the Welcome Desk and its associates. "We have high hopes and intentions for this department as we continue to strive to exceed our customers' expectations by taking our service to a whole new level which is in perfect alignment with our PREMIER Customer Service principles," said Palmer-Lazar.



## ASI SCORES REMAIN AT HIGH LEVEL

**T**he Navy Exchange System's overall Associate Satisfaction Index (ASI) score for 2010 held steady at an impressive 72, beating NEXCOM's original ASI goal of 70.

"The high overall ASI score of 72 clearly demonstrates the Command's commitment to make the NEX a great place to work," said Michael Conner, NEXCOM's Vice President, Marketing Insight.

The overall results for each district were: Hawaii increased one point to 82; Guam increased three points to 76; Southeast increased three points to 75; Tidewater and Northwest increased one point each to 74; Capital/Northeast decreased one point to 72; Midsouth stayed the same at 71; Western decreased one point to 70; Europe decreased one point to 66 and Japan stayed the same at 64.

In addition, several areas of the survey saw increases over the previous year or stayed the same including Command satisfaction, up one point to 78; company values up one point to 81; future of the Command, up one point to 80 and see the connection between the work I do and the Command's objections, up one point to 75. Areas that remained the same were proud to work for the Command, understanding the Command's business strategy, confidence in the Command's top management, job satisfaction, work environment and working at the NEX meets your expectations.

Looking forward into 2011, the Command's top ASI priorities will focus on the areas of survey results, policies and programs and organizational values.

The overall ASI survey results and individual store reports can be found on NEXCOM's Intranet site at [https://nexweb.nexweb.us/code\\_p/html/surveys/mr\\_surveys2.html](https://nexweb.nexweb.us/code_p/html/surveys/mr_surveys2.html).



## ASSOCIATE SPOTLIGHT



Ms. Stephanie,

As we depart Hawaii, we would like to say thank you very much for all the help you have provided to us (during the RIMPAC exercises). Please let your staff know also how we appreciated them taking the time to prepare everything at the last minute. Again thanks in a million!

MAHALO

V/r  
SH1 Rick Abuan  
Supply Department  
USS CLEVELAND



Stephanie Lau  
NEX Pearl Harbor

The Global Exchange would like to feature NES associates who have gone above and beyond to give exceptional customer service. If you or your location has received a letter from a customer/guest about such an associate, please forward it to [global\\_exchange@nexweb.org](mailto:global_exchange@nexweb.org) along with a digital photo of the associate for possible inclusion in a future issue.

## NEX AND NAVY LODGE ATSUGI HOST DIVERSITY DAY

Submitted by: Brandon Kala, Navy Lodge Manager, Atsugi, Japan

**N**EX and Navy Lodge Atsugi, Japan, hosted Diversity Day events by featuring countries from around the world such as Japan, Honduras, Korea, Philippines, Columbia and the United States.

Each country had its own table set up with tri-fold displays to display information. To make each table more authentic, some associates displayed personal items from their country and samples of food products to share. In addition, each location, including the Navy Lodge, provided food items from their native country for a pot luck lunch.



Participants in the Diversity Day included from Columbia, Jose (Navy Lodge maintenance), Luz and baby Sophia Buritica; from Honduras, Cynthia Kobayashi (Navy Lodge front desk) and Kayoko Matsumoto (NEX payroll); and the United States, Brandon Kala - Hawaii (Navy Lodge manager), Michelle Merigillano (NEX admin), Matt Siongco (NEX Warehouse) and Rose Castro - Guam (DeCA).

Cynthia Kobayashi (Navy Lodge) and Kayoko Matsumoto (NEX Admin) stand in front of their display of Honduras during the Diversity Day festivities.



**NEX San Diego, Calif.**, started an initiative to get involved in the entire Individual Augmentee (IA) process. The store has a coin that is given to each of the returning IAs along with a small gift basket donated by the NEX, MWR and the commissary as a "Thank You" for their service and welcome home! In addition, this sign is placed in the NEX parking lot as recognition for those who have a loved one serving on an IA tour.



Associates from **NEX Souda Bay, Greece**, won the 2010 Naval Support Activity Souda Bay volleyball tournament championship. The associates played against several departments on base including Navy and Air Force personnel. The NEX staff at NEX Souda Bay is truly "connected" with the base community.



**NEX New London, Conn.**, associates Steve Lo Monaco, Gail Masselli, Guy Fullen, Amanda Diebel and Thena Cranfill participated in their base's 2.7 mile fun run against domestic violence and child abuse.

## NEXs PARTICIPATE IN FAMILY FUN AND FITNESS FESTIVALS

**D**uring Military Fitness Month in May, 12 NEXs participated in a joint cooperative effort with the Defense Commissary Agency (DeCA), AAFES, Marine Corps Exchanges and MWR to hold Family Fun and Fitness Festivals at their locations.

"DeCA came to us with the idea of the Family Fun and Fitness Festival and asked us to join with them in this joint initiative," said Chuck Early, NEXCOM Marketing Specialist. "We thought it was a great idea and encouraged our participating NEXs to also involve other groups on their base as well. What we envisioned was a Commissary case lot sale and NEX sidewalk sale and MWR related activities. With those simple instructions, our NEXs worked with our partners and made it happen."

NEX Bangor, Wash., started off its Family Fun and Fitness Festival by having a team of 21 associates from both its store and NEX Bremerton perform during the annual Armed Forces Day parade. The group performed a routine with shopping baskets to a military style cadence highlighting all the great reasons to shop the NEX. The afternoon events included a bike rodeo, fitness equipment displays and demonstrations, a putting green display, Zumba demonstration, bounce house, a Commissary case lot sale and vendor demonstrations. Participants from the base included MWR, Naval Hospital and Fleet and Family Readiness.

NEXs that participated included NEX San Diego, North Island, Port Hueneme and Lemoore, Calif.; Pearl Harbor, Hawaii; Oceana, Norfolk and Little Creek, Va.; Bangor, Wash.; and Pensacola, Mayport and Jacksonville, Fla.

NEX Bangor and NEX Bremerton, Wash., associates perform during the annual Armed Forces Day parade.



## SMOKE ALARMS: A SOUND YOU CAN LIVE WITH

Submitted by Kristin R. Miller, Loss Prevention/Safety's Command Safety Manager, NEXCOM

**T**he NEX celebrates Fire Prevention Week every October. NEX locations around the world will be holding fire drills, safety fairs and fire safety training.

Fire Prevention Week was established to commemorate the Great Chicago and Peshtigo fires, of 1871 that together killed more than 1,400 people, left 100,000 homeless, and burned more than 1.2 million acres. This tragedy inspired reform across America, creating new fire safety codes and public awareness campaigns. Each October, the National Fire Protection Association (NFPA) sponsors a Fire Prevention campaign. This year's theme focuses on how smoke alarms save lives and should be installed and maintained in every home.

### Smoke Alarms

- Working smoke alarms cut the chances of dying in a fire in half.
- Install alarms in every bedroom, outside each sleeping area and on every level, including the basement.
- Alarm types – Ionization smoke alarm is more responsive to flaming fires that spread rapidly.

Photoelectric smoke alarm is more responsive to smoldering fires that produce a lot of smoke. For best protection, install a combination smoke alarm.

- In more than half reported home fires in which smoke alarms were present but did not operate even though the fire was large enough, batteries were missing or disconnected.
- Make sure you replace your smoke alarms every 10 years, replace the batteries twice a year (daylight savings time) and test the alarm every month to make sure it is in good working condition.

### Cooking

- Cooking is the leading cause of home fires, accounting for 40 percent of reported home fires and 36 percent of related injuries.
- Unattended cooking is the leading cause of cooking fires. Stay in the kitchen when you are frying, grilling or broiling food.
- If you must leave the room, turn off the stove. When simmering, boiling or baking, check it regularly, stay in the home, and use a timer to remind you.

### Smoking

- Smoking is the leading cause of fire deaths. One out of four victims of fatal smoking-related fires is not the smoker who started the fire.
- Never smoke if you are tired, have had alcohol, or have taken medicine or drugs that make you sleepy.
- Keep smoking materials away from things that can burn, like bedding, furniture, and clothing.

For additional information on smoke alarms and fire safety, go to [www.nfpa.org](http://www.nfpa.org).



The NEX Distribution Center in Yokosuka, Japan, worked with the Yokosuka Base fire department to conduct fire extinguisher training. The Distribution Center conducted an evacuation drill and 48 associates volunteered to learn how to properly use fire extinguishers.