



DEFENSE COMMISSARY AGENCY
HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

MPS

March 21, 2016

NOTICE TO THE TRADE – DeCA NOTICE 16-59

SUBJECT: Defense Commissary Agency 25th Anniversary

The purpose of this Notice to the Trade is to advise Industry of a very important anniversary celebration: the 25th Anniversary of the Defense Commissary Agency (DeCA), beginning July 1 through October 1, 2016. DeCA was formed by consolidating the Armed Services' four separate commissary systems, and officially took control of all military commissaries on October 1, 1991.

In 1989-91, multiple cost-saving measures were being adopted by DOD. DeCA's creation was one of those actions. The new Agency was tasked with saving money while preserving the commissaries as a relevant, valued benefit. As a single, larger Agency, DeCA was able to negotiate better customer savings, and created a stronger, more valuable benefit.

Now, 25 years later, we are pleased to have made great strides in our business success, made possible by the consolidation of 1991. Since then, DeCA has improved the benefit, bringing state of the art stores to installations that had used old facilities for decades while actually increasing the level of customer savings. DeCA today provides the military community an outstanding money-saving benefit.

DeCA invites you to join this important celebration.

Our plan is to highlight the kick-off event on July 1-2 with farmers markets, in-store celebrations, and special savings from our Industry partners. This date is prior to DeCA's 25th Anniversary, and coincides with the patriotic theme of the July 4th holiday. The observance will last through Saturday, October 1, 2016 – DeCA's 25th Anniversary.

Throughout the summer of 2016, the observance will include our usual sales promotions and regularly-hosted events (such as case lot sales, farmers markets, and similar events), all linked to the Anniversary theme. We will add several sales events during this timeframe to specifically honor the birthdays of the Armed Forces we serve. We want to offer Industry the opportunity to be included in this planning process.

During the three-month build-up for the 25th Anniversary, we invite Industry's spokespeople/celebrities to participate in radio spot endorsements (see attachments).

From January 1 to June 30, 2017, we will build up to another important anniversary celebration: the Commissary Benefit's 150th Anniversary on July 1, 2017.

Together, the two anniversary observances will highlight the long history of the commissary benefit, the great savings and value the benefit has brought to our military community since 1867, and DeCA's continuation of those savings since October 1991. Perhaps most importantly, the year-long observance will salute and thank those who have protected our country and preserved our freedom.

Special sales events for CY2016 will be:

July 1, 2016 (Friday): Kick-Off for 25th Anniversary Celebration

August 4, 2016 (Thursday): Coast Guard Birthday, 1790 (226 years)

September 18, 2016 (Sunday): Air Force Birthday, 1947 (69 years)

October 1, 2016 (Saturday): DeCA 25th Anniversary (1991)

October 13, 2016 (Thursday): Navy Birthday, 1775 (241 years)

November 2016: Military Family Appreciation Month, including:

November 11, 2016 (Friday): Veterans Day

November 10, 2016 (Thursday): Marine Corps Birthday, 1775 (241 years)

Industry partners are encouraged to work with respective Category Managers to discuss special savings for our customers during this time period. Artwork is posted on www.commissaries.com to include logos and base wrap design.

Our sincere thanks to you and your staff for all you do for our military members and their families. The 25th Anniversary Celebration for our commissaries highlights the value of the commissary benefit for those who have protected our country and our freedom throughout the years. We appreciate your participation in this unique and heartfelt program.

Point of contact for this Notice to the Trade is Ms. Sallie Cauthers, 804-734-8000, extension 4-8769.

Tracie L. Russ
Director of Sales

Attachments
As stated

Dear Industry Partners,

With the upcoming celebrations of the 25th and 150th anniversaries for DeCA and the creation of the commissary, we would like to invite you to participate in a radio endorsement of these events.

There are many celebrities that you currently work with or have worked with in the past that support the military and the commissary benefit. We would like to tape your celebrity's endorsement with a 30-second radio spot that will be used worldwide over the next two years.

So far we have received an endorsement from Richard Petty (NASCAR) and Andre Roberts (NFL) for the 25th and the 150th anniversaries. The beauty of this project is you provide the celebrity name to us and we will prepare the script, quickly using their background, and then return it to you for the taping.

We also have a radio studio located at the headquarters building, which is ideal, but we can work with each celebrity on a case by case basis. Andre Roberts taped his endorsement over the phone.

Over the past few years we have had several NASCAR drivers at our commissaries that would be excellent for this radio spot: Matt Kenseth, Jeff Gordon, Joey Logano, Rusty Wallace, and Dale Earnhardt Jr. There are also others who have supported DoD in the past: Chef Duff Goldman (celebrity TV chef); Larry Fitzgerald, Rob Gronkowski, and Steve Smith (NFL football players). There's also Cal Ripken Jr. and even Mr. Donald Trump who supports our military veterans. These are just to name a few – we welcome all celebrities willing to participate.

We would like to get these endorsements completed by the April/May timeframe. The POC for this project is Ms. Sallie Cauthers, Mass Communication and Marketing Specialist, sallie.cauthers@deca.mil, (804) 734-8000, extension 48769.

We appreciate your participation in making these anniversary celebrations the best they can possibly be!

Attachment 1

Radio Spot Examples:

Hi, I'm Richard Petty, 7-time NASCAR champion. I know how important the support of a pit crew is to the success of a driver. Likewise, the commissary provides our military and their families' invaluable service and support as they successfully serve our great country. I'd like to congratulate the Defense Commissary Agency on their 25th anniversary – 25 years of “checkered flag” pit crew support to our nation's brave men and women. Well done!

Hi, I'm Richard Petty, 7-time NASCAR champion. I know how important the support of a pit crew is to the success of a driver. Likewise, the commissary provides our military and their families' invaluable service and support as they successfully serve our great country. This year marks the 150th year of the commissary benefit for our nation's military. Well done on 150 years of “checkered flag” pit crew support to our country's brave men and women. Here's to many more!

Hi, I'm NASCAR Champion Dale Earnhardt Jr. Every time I hit the track, my success depends on the folks around me giving their best. Our country's brave military men and women also depend on the support around them and deserve the best we have to give. For over 25 years, the Defense Commissary Agency has been dedicated to giving our military and their families their best – quality products at a great price. I'd like to say a big thank you to DeCA for 25 years of support to our military, providing you with unmatched value and quality.

Hi, I'm NASCAR Champion Dale Earnhardt Jr. Every time I hit the track, my success depends on the folks around me giving their best. Our country's brave military men and women also depend on the support around them and deserve the best we have to give. For over 150 years they have enjoyed just that – an extraordinary commissary benefit – quality products at a great price. Well done on 150 years of always supporting our military and their families with unmatched value and quality.