

PS

January 27, 2011

NOTICE TO THE TRADE – DeCA NOTICE 11-19

SUBJECT: Value of the Commissary Benefit Data Collection Plan

This Notice to the Trade serves to solicit suggestions from Industry on how to best capture the information that will be used in calculating the “Value of the Commissary Benefit” on a continuing basis.

During October and December of last year, our Industry partners participated in the “Value of the Benefit Study” conducted by DeCA. The results of this study are now being used by the Agency to emphasize the value of the “Commissary Benefit” to our various stakeholders, to include our Board of Directors, the Armed Services, and the Department of Defense.

As most of you are aware, the DeCA team collected a great deal of information detailing our industry’s ancillary support, military-related employment, and enhanced savings through military-specific coupons. Obtaining the information would not have been possible without the dedicated level of support received from our Industry partners.

The Agency has been asked to establish an ongoing method of calculating value as part of the Agency’s “Balanced Scorecard” (BSC) system. The BSC is the basis for evaluating the Agency’s performance and is assessed and reviewed by the Commissary Board of Directors. This decision will require a continuous and reliable data collection plan and effort. We currently provide monthly reports on the BSC and it is reviewed quarterly outside of the Agency.

Since much of the source data that supports the value calculation was collected and subsequently provided by you—our valued Industry partners—we are seeking ways to improve this process to ensure this information is readily available to us as part of our reporting process. We are asking for comments and suggestions for collecting this information in a timely and accurate manner.

The previously used spreadsheet method of collecting the information is available as the first attachment for your review and comments. The second attachment is a briefing explaining the subject. We are actively soliciting your suggestions on the best method by which to obtain this information on a regular and recurring basis.

Request your response be e-mailed to charles.dowlen@deca.mil by February 28, 2011. Any questions or concerns regarding this Notice to the Trade should be referred to Mr. Greg Kochuba, (804) 734-8000, extension 4-9828, or greg.kochuba@deca.mil.

Thank you for your continued support of this noteworthy endeavor. Your efforts to help us identify the true benefits of the commissary system are greatly appreciated.

//signed//
Thomas E. Milks
Deputy Director

Attachments:
As stated