

PSSR

May 3, 2011

NOTICE TO TRADE – DeCA NTT 11-67

SUBJECT: DeCA Fort Bliss New Store Grand Opening

The purpose of this Notice To Trade is to provide information regarding the grand opening of the new commissary at Fort Bliss located near El Paso, Texas. The grand opening is scheduled for Wednesday, June 29, and Industry support will be critical to the success of this project.

The commissary will be a state-of-the-art facility and classified as a K-5 throughout each category. As the new store will be much larger, new items will be added and shelf space increased to reduce out-of-stock issues throughout the day on the faster moving items.

Points of contact: Mr. Don Johnson, Zone Manager; Mr. Mike Mena, Store Director; Ms. Chun-Yen Nugent, Store Manager; and Ms. Deborah McFall, Store Secretary. DeCA West points of contact are: Mr. Ronald McMasters, Director of Operations; Mr. John Campbell, Chief of Assistance Branch; Mr. Mike Selkirk and Mr. Ed Mauk, Commissary Management Specialists; Mr. Lyndon Boone, Meat Specialist; and Ms. Donna Baird, Produce Specialist. Ms. Doris Lowenstrom will be the point of contact for the Deli/Bakery operations at, 916-69-4811.

The reset is scheduled to begin with frozen food, chill dairy and chill lunchmeat on Monday, May 16, at 8 a.m. The dry grocery set is scheduled to begin on Tuesday, May 17, at 8 a.m. and continuing through Thursday, May 19. In order to complete this aggressive schedule, vendor support will be extremely important during these periods.

Vendor supplied fixtures: All equipment necessary for the new store set including vendor supplied racks such as Millstone, Skillcraft, McCormick and peg bars, should be ordered and delivered to the store between April 27 and May 3. The address for the new store is:

Fort Bliss Commissary  
1620 Marshall Road  
Fort Bliss, Texas 79916-5000

Vendor stocking: Manufacturers/brokers are encouraged to start hiring vendor stockers for the set, grand opening and continuing operations. Their work will be crucial as we prepare for the grand opening.

Your Commissary ... It's Worth the Trip!

Distributor support: As required by DeCA's Resale Ordering Agreements (ROA), it is the responsibility of the manufacturer or their representatives to ensure the delivery of their products to this facility.

DSD support: DSD ROA and Blanket Purchase Agreement (BPA) contracts. To help local suppliers of DSD and regional/local type products; local item pricing issues; contract establishment; and item and promotional approval should be addressed to Mr. Mike Mena or Mr. Don Johnson. The scheduling of in-store product demonstrations and sampling programs will also be handled at the store level by Mr. Mike Mena.

Promotional displays: National branded promotional decisions for the grand opening (approximately 80 percent of the display space) will be determined by the Fort Bliss Store Director and DeCA Western Region points of contact in coordination with the MBU promotions manager. The national promotional period will be promotion #11 with promotion pricing beginning on June 1. Most products selected for promotion for the grand opening will come from the display package. Deep discounts beyond the promotional pricing are highly encouraged. These discounts will be in effect for the full 3 weeks of the display period and will be covered by local VCMs.

The central theme for the VIP Night is "Southwestern." The grand opening theme will correspond with the MBU worldwide theme of "Star Spangled Savings Spectacular." This theme should be used in point-of-sale material, such as banners, posters, signs, base wrap, etc.

The VIP event is scheduled for Tuesday, June 28 at 5 p.m. Sales representatives are highly encouraged to utilize their creativity and "think outside the box" for the VIP event. Suggestions have included ice sculptures and military band. Point of contact for the VIP event is Ms. Nancy O'Neill, DeCA West at 916-569-4839.

Please help us make this a memorable event that everyone will remember! Cartoon characters, games, large and small giveaways, product demonstrations and coupons are all highly encouraged. Sales representatives wishing to participate in this grand event should already be in contact with Mr. Charlie Dowlen, Chief, Promotions Branch at (804) 734-8000, extension 4-8385 with their promotional proposals. DSD and local/regional brand promotions should be presented to Mr. Mike Mena and/or his designated representative.

Points of Contact for this Notice To Trade are:

**DeCA HQ PS**

<b>Name</b>	<b>Title</b>	<b>Phone Number</b>
Ms. Michelle Frost	Chief, Semi-Perishable Division	804-734-8000 ext. 4-8696
Mr. Brad McMinn	Chief, Perishable Division	804-734-8000 ext. 4-8390
Mr. Charles Dowlen	Chief, Promotions Branch	804-734-8000 ext. 4-8385

**DeCA West**

<b>Name</b>	<b>Title</b>	<b>Phone Number</b>
Mr. Ronald McMasters	Director of Operations	916-569-4841
Mr. John Campbell	Chief of Operations	916-569-4956
Mr. Mike Selkirk	CMS	916-569-4898
Mr. Ed Mauk	CMS	916-569-4814
Ms. Doris Lowenstrom	CMS Deli-Bakery	916-569-4832
Mr. Lyndon Boone	CMS Meat Operations	916-569-4825
Ms. Donna Baird	CMS Produce Operations	916-569-4961

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Christopher T. Burns  
Director of Sales