



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

IN REPLY
REFER TO

MPS

April 4, 2019

NOTICE TO THE TRADE - DeCA NOTICE 19-25

SUBJECT: Top to Top Business Reviews

The Defense Commissary Agency (DeCA) fully supports the opportunity to share ideas and insights with resale partners who promote our commitment to deliver a vital benefit to our valued military community. Top to top business reviews support a culture of collaboration through proactive communication and facilitate the development of sound business objectives. To optimize this valuable resource, DeCA is setting forth guidelines to ensure consistent and comprehensive messaging as well as align with our mandate to deliver a premier customer experience, build sales, offer savings, and maintain the relevance of the commissary benefit.

Top to top business reviews should be presented by corporate-level executives and address a broad scope of business metrics and analyses inclusive of the following: brand value, category insights, performance versus market competitive data, market trend data, market development strategies, product innovation and technology trends, consumer attitudinal and usage data, pricing analysis, patron savings, and supply risks.

All requests for business reviews with DeCA leadership will be made through the Sales Directorate. Requests will be submitted via e-mail to the points of contact listed below at least 45 days prior to the anticipated meeting date. Appointment requests must include a statement of purpose, a list of attendees (with business titles) and a proposed meeting agenda.

Points of contact for appointment requests are Ms. Rosemary Vizarrete at rosemary.vizarrete@deca.mil or 804-734-8000 extension 48761, and Ms. Sallie Cauthers at sallie.cauthers@deca.mil or 48769

Following confirmation of a meeting date, the finalized agenda, briefing charts, and attendee biographies (narrative format to include current responsibilities, career history, and education), are due 3 weeks prior to the appointment, and should be emailed to Ms. Cauthers and Ms. Vizarrete.

Thank-you,

Tracie L. Russ

Tracie L. Russ
Director, Sales