

**Defense Commissary Agency**
1300 E Avenue, Fort Lee, VA 23801

Sales Team Directory

12/9/2021

Prior to contacting the individual Sales teams, please reference the below:

Pricing issues – Pricing team: VPP@deca.mil

Allocation issues – File Maintenance: decahqmpsl@deca.mil

CARTS/EBS/DAX issues – EBS Carts: EBS\_CARTSsupport@deca.mil

Store layout, planogram issues, SOWb issues – Reset team: decahqmpsr@deca.mil

Promotions issues – Promotions team: decahqmpsg@deca.mil

General inquiry assistance, i.e. store alerts, special sales, promotional calendar, store invoicing issues: DeCAHQSOGroceryTeam@deca.mil

VCM Approval: vcm.approval@deca.mil

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**DeCA Vision**

To be the grocery provider of choice for our eligible patrons – delivering a vital benefit exclusively for our military community and their families.

**The DeCA Mission**

Deliver a vital benefit of the military pay system that provides grocery items at significant savings while enhancing quality of life and readiness.

**DeCA Values**

We have P.A.S.S.I.O.N. for what we do…

* PURSUE: We PURSUE excellence through innovation…
* ACCOUNTABLE: We are ACCOUNTABLE to our patrons…
* SENSE: We demonstrate a SENSE of commitment and urgency…
* STANDARDS: We set relevant and high STANDARDS…
* INSPIRE: We INSPIRE trust and ownership…
* OWNERSHIP: We take OWNERSHIP of our performance and behavior…
* NECESSARY: We are NECESSARY to support our patrons…

…as we deliver the benefit!

***One Vision, One Team, One DeCA!***

**Office of the Director of Sales (MPS)**

Bonita Moffett
Director of Sales
804-734-8000 x48855
Bonita.moffett@deca.mil
Vendor Room 109

Deborah Harris
Dietitian/Health and Wellness Program Manager
804-734-8000 x48751
Deborah.harris@deca.mil

Jason White
Management & Program Analyst
804-734-8000 x48679
Jason.white@deca.mil

Ryan Gantner
Business Support Assistant
804-734-8000 x48537
Ryan.gantner@deca.mil

The Defense Commissary Agency operates a worldwide chain of commissaries providing groceries to military personnel, retirees and their families in a safe and secure shopping environment. Commissaries provide a military benefit, saving authorized patrons thousands of dollars annually on their purchases compared to similar products at commercial retailers. The discounted prices include a 5-percent surcharge, which covers the costs of building new commissaries and modernizing existing ones. A core military family support element, and a valued part of military pay and benefits, commissaries contribute to family readiness, enhance the quality of life for America’s military and their families, and help recruit and retain the best and brightest men and women to serve their country.

**\*Retail Business Analysis and File Maintenance Divisions report to Ms. Moffett.**

**Commissary Store Brands (MPSE)

Team Email: DECAHQMPSE@deca.mil**

VACANT
Chief, Commissary Store Brand
804-734-8000 x00000
vacant@deca.mil

Roland Aplasca
Merchandising Specialist
804-734-8000 x48469
Roland.Aplasca@deca.mil

Donna DiRoma
Merchandising Specialist
804-734-8000 x48263
Donna.diroma@deca.mil

Amy Perkinson
Merchandising Specialist
804-734-8000 x48386
Amy.perkinson@deca.mil

Robert “Lane” Harper
Business Manager, Contractor
804-734-8000 x48183
Robert.harper.ctr@deca.mil
904-718-3116
Lane.harper@spartannash.com

Jason Mabe
Business Manager, Contractor
804-734-8000 x48301
Jason.mabe.ctr@deca.mil
jmabe@daymon.com

**Promotions (MPSG)

Team Email: DECAHQMPSG@deca.mil**

Mike Pfister
Chief, Promotions
804-734-8000 x86210
Mike.Pfister@deca.mil

VACANT
Business Management Specialist
804-734-8000 x00000
vacant@deca.mil

Marye Dobson
Business Management Specialist
804-734-8000 x52781
Marye.dobson@deca.mil

Stephen Settles
Business Analyst
804-734-8000 x86436
Stephen.settles@deca.mil

Judy Staley
Operations Program Analyst
804-734-8000 x48867
Judy.staley@deca.mil

Tita Kalua’u
Promotions Coordinator
804-734-8000 x52879
Tita.kalua’u@deca.mil

Sharon Boswell
Promotions Assistant
804-734-8000 x48605
Sharon.boswell@deca.mil

Lakoya Crutch
Promotions Assistant
804-734-8000 x48387
Lakoya.crutch@deca.mil

Shona Talcott
Promotions Assistant
804-734-8000 x48509
Shona.talcott@deca.mil

**Pet Food, HBC, Non-Consumables (MPSH)

Team Email: DECAHQMPSH@deca.mil**

Darrell Clary
Category Manager
804-734-8000 x48866
Darrell.clary@deca.mil
**Categories:** Paper, Laundry, Household, Pet, Health, Beauty, Baby, NIB & Tobacco Program

Cheryl Brown
Merchandising Specialist
804-734-8000 x48365
Cheryl.brown@deca.mil
**Sub-Categories:** Dry/Wet Dog Food, Dry/Wet Cat Food, Pet Chill, Dog Treats, Cat Litter, Pet Supplies, Bird Food

Audrey Callen
Merchandising Specialist
804-734-8000 x86026
Audrey.callen@deca.mil
**Sub-Categories:** Paper Products, Laundry Products, Bleach, Charcoal, Disposable Bags, Food Storage & Wraps, Batteries, Light Bulbs, Home/Office, Supply, Shoe Care, Picnic Ware, Foil

Rebekah Fine
Merchandising Specialist
804-734-8000 x48736
Rebekah.fine@deca.mil
**Sub-Categories:** Vitamins & Supplements, Diapers, Baby Products, Sports Nutrition, Adult Incontinence, Antacids, Analgesics

Ruth Mereus
Merchandising Specialist
804-734-8000 x48635
Ruth.mereus@deca.mil
**Sub-Categories:** Deodorant, Feminine Hygiene, Hair Care, Hosiery, Oral Care, Organic HBC, Shaving Products, Skin Care, Soap/Body Wash, Travel Size, Eye Care, Foot Care, First Aid

Patricia Sykes
Merchandising Specialist
804-734-8000 x48260
Patricia.sykes@deca.mil
**Sub-Categories:** Household Cleaning, Dish, Kitchen Accessories, Air Care, NIB, J-Hook Products, Insecticides/Pesticides, Reusable Bags, Filters, Tobacco

**Spec, Meat, Produce Consumables (MPSI)

Team Email: DECAHQMPSI@deca.mil**

Bridget Bennett
Category Manager
804-734-8000 x48200
Bridget.bennett@deca.mil
**Categories:** Fresh Meat, Deli/Bakery/Fresh Seafood, Fresh Fruits & Vegetables, Packaged Produce, Plants and Holiday Turkey Program

James Booker
Merchandising Specialist
804-734-8000 x86418
James.booker2@deca.mil
**Sub-Categories:** Packaged Salad, Refrigerated Juice (produce), Canning, Fresh FFV Oct.-Jan. Fresh Promotions and Basket Builders

Harry Farrell
Merchandising Specialist
804-734-8000 x48742
Harry.farrell@deca.mil
**Sub-Categories:** Fresh Meat (Beef, Pork, Chicken, Turkey, Veal), Seafood, Deli, and Bakery

Phillip Timmons Jr.
Merchandising Specialist
804-734-8000 x48436
Phillip.timmons@deca.mil
**Sub-Categories:** Salad Dressing, Tofu/Soy, Fresh FFV, and June-Sept. Fresh Promotions and Basket Builders

Teena-Jeannie Williams
Merchandising Specialist
804-734-8000 x48528
Teena-jeannie.williams@deca.mil
**Sub-Categories:** Dip, Nuts/Trail, Ancillary Items, Racks, Fresh FFV, Feb.-May Fresh Promotions and Basket Builders

VACANT
Merchandising Specialist
804-734-8000 x00000
Vacant@deca.mil

VACANT
Merchandising Specialist
804-734-8000 x00000
Vacant@deca.mil

**Semi-Perishable (DSD) Consumables (MPSJ)

Team Email: DECAHQMPSJ@deca.mil**

Iveena Henderson
Category Manager
804-734-8000 x86127
Iveena.henderson@deca.mil
**Categories:** DSD, Bread, Snacks, Beverages, Food, Specialty Food, Front End racks, Rack Program and Cooler Bank Program

Donita Higgins
Merchandising Specialist
804-734-8000 x48310
Donita.higgins@deca.mil
**Sub-Categories:** Energy Drinks, New Age RTD Tea & Coffee, Isotonic, Beverage (Powdered), Water, Water Premium Coconut, Water Sparkling/Flavored, Ice Cream Cones & Toppings, Canister Snacks, Grain Cakes, Popcorn (Micro), Popcorn (Pre-popped)

Aaron Kent
Merchandising Specialist
804-734-8000 x48106
Aaron.kent@deca.mil
**Sub-Categories:** Dinner Prepared, Canned Fish, Canned Meat, Canned pasta, Dry Pasta, Pork & Beans (Chili, Kidney & Ranch Beans), Ramen, Soup Canned & Dry, Spaghetti Sauce & Dry Cheese, Canned Tomato (Sauce, Paste, Puree), Pizza Dry, Microwave Meals

Kevin Newborn
Merchandising Specialist
804-734-8000 x48661
Kevin.newborn@deca.mil
**Sub-Categories:** Fruit Can-Jar, Baking Needs (Morsels & Nuts), Cake Mix & Flour, Pudding, Gelatin & Marshmallows, Sugar Granulated, Sugar Substitute, Gravy & Dry Seasonings, Spices & Extracts, Shortenings & Oils, Potatoes Instant & Stuffing, Dressing Salad (Dry/Liquid), Mayo, Croutons

Kirsten O’Nell
Business Analyst
804-734-8000 x48126
Kirsten.o’nell@deca.mil
**Sub-Categories:** Front End Healthy, Front End Confections, Front End Coolers, Front End SCO, Front End Snacks, Front End Non-Food, Fueling Station, Snack Nuts, Granola Bars, Soda DSD, Soda Premium

Larry Peck
Merchandising Specialist
804-734-8000 x48688
Larry.peck@deca.mil
**Sub-Categories:** Cookies, Crackers, Crackers (Snack), Snacks (Miscellaneous & Meat), German Foods & Gourmet (International), Latino, Asian Foods, Beans (Dry), Rice Dry/Flavored, Hispanic, Tortillas (DSD)

**Semi-Perishable (DSD) Consumables (MPSJ)

Team Email: DECAHQMPSJ@deca.mil**

Micah Richardson
Merchandising Specialist
804-734-8000 x48585
Micah.richardson@deca.mil
**Sub-Categories:** Juice Apple/Cider, Juice Aseptic, Juice Blends, Juice Kids Drinks, Juice Tomato/Vegetable, Mixers, Chocolate Syrup, Hot Chocolate, Breakfast Drinkable, Coffee Creamers & Dry Filters, Coffee Instant, International, K-Cups, Tea

Wendy VanBevers
Merchandising Specialist
804-734-8000 x86459
Wendy.vanbevers@deca.mil
**Sub-Categories:** Sauces (BBQ, Hot, Steak, Worcestershire), Cereal Cold, Cereal Hot, Fruit Dried, Jams & Jelly, Ketchup & Mustard, Pancake Mix, Syrup, Molasses, Peanut Butter, Pickles, Peppers, Relish, Toaster Pastry, Vinegar, Olives

Loretta Williams
Merchandising Specialist
804-734-8000 x86135
Loretta.williams@deca.mil
**Sub-Categories:** Bread Mainstream, Bread Breakfast, Buns/Rolls, Bread Premium, Sweet Goods, Chips, Healthy Snacks, Salty Snacks, Candy Chocolate, Candy Non-Chocolate

**Beer, Wine, Refrigerated & Frozen Consumables (MPSW)

Team Email: DECAHQMPSW@deca.mil**

Jessica Stables
Category Manager
804-734-8000 x48135
Jessica.stables@deca.mil
**Categories:** Dairy (Refrigerated), Frozen, Frozen Poultry, Packaged Meats and Beer/Wine

Jennifer Baker
Merchandising Specialist
804-734-8000 x86338
Jennifer.baker@deca.mil
**Sub-Categories:** Bagged Ice, Milk (YES! Milk), Eggs (YES! Eggs), Specialty Eggs, Butter/Margarine, Fueling Station

Joseph Burrill
Merchandising Specialist
804-734-8000 x48499
Joseph.burrill@deca.mil
**Sub-Categories:** Lunch Meat, Cheese (Sliced, Shredded, Snack), Combo Meals, Dinner Sausage, Breakfast Meat, HMR, Hams, Dry Sausage Rack

Kimberly Galvin
Merchandising Specialist
804-734-8000 x52853
Kimberly.galvin@deca.mil
**Sub-Categories:** Ice Cream, Novelties, Breakfast, Vegetables, Seafood

Lisa Owens
Merchandising Specialist
804-734-8000 x48181
Lisa.owens@deca.mil
**Sub-Categories:** Yogurt, Milk Alternatives/Coffee Creamer, Cream Cheese, Cooking/Culture, Pasta, Juice/Coffee/Tea, Dough, Desserts

VACANT
Merchandising Specialist
804-734-8000 x00000
Vacant@deca.mil
**Sub-Categories:** International, Prepared Meals, Snacks, Potatoes, Pizza, Beer, Wine

VACANT
Merchandising Specialist
804-734-8000 x00000
Vacant@deca.mil
**Sub-Categories:** Frozen Desserts, Frozen Toppings, Frozen Fruit, Frozen Bread, Meat & Poultry (Packaged Meat, Burgers, Meatless, IQF Chicken, Prepared Chicken, Poultry)

**Retail Business Analysis (MPSK)

Team Email: DECAHQMPSK@deca.mil**

Lashaunda Cooper
Business Analyst
804-734-8000 x48125
Lashaunda.cooper@deca.mil

Ocha Crenshaw
Business Analyst
804-734-8000 x48229
Ocha.crenshaw@deca.mil

Teredane Daguison
Business Analyst
804-734-8000 x48170
Teredane.daguison@deca.mil

William Dial
Business Analyst
804-734-8000 x48979
William.dial@deca.mil

Gloria Duncan
Business Analyst
804-734-8000 x48357
Gloria.duncan@deca.mil

Christopher Felder
Business Analyst
804-734-8000 x48839
Christopher.felder@deca.mil

Kimberly Hammond
Business Analyst
804-734-8000 x52759
Kimberly.hammond@deca.mil

Angela Leal
Business Analyst
804-734-8000 x48303
Angela.leal@deca.mil

Brenda Lester
Business Analyst
804-734-8000 x48474
Brenda.lester@deca.mil

Daniel Kinstetter
Business Analyst
804-734-8000 x48139
Daniel.kinstetter@deca.mil

Trecha Sweetenberg
Business Analyst
804-734-8000 x52736
Trecha.sweetenberg@deca.mil

Don Sykes
Business Analyst
804-734-8000 x48654
Don.sykes@deca.mil

VACANT
Business Analyst
804-734-8000 x00000
Vacant@deca.mil

VACANT
Business Analyst
804-734-8000 x00000
Vacant@deca.mil

**File Maintenance (MPSL)

Team Email: DECAHQMPSL@deca.mil**

Charliza Allison
File Maintenance Assistant
804-734-8000 x48641
Charliza.allison@deca.mil

Janet Bass
File Maintenance Assistant
804-734-8000 x48671
Janet.Bass@deca.mil

Nancy DeLorge
File Maintenance Assistant
804-734-8000 x48320
Nancy.delorge@deca.mil

Darlene Franco
File Maintenance Assistant
804-734-8000 x48533
Darlene.franco@deca.mil

Janella Graham
File Maintenance Assistant
804-734-8000 x52816
Janella.graham@deca.mil

Ikeena Henderson
File Maintenance Assistant
804-734-8000 x48646
Ikeena.henderson@deca.mil

Brenda Lewis
File Maintenance Assistant
804-734-8000 x481887
Brenda.lewis@deca.mil

Dana Nowden
File Maintenance Assistant
804-734-8000 x86347
Dana.nowden@deca.mil

Matthew Seeger
File Maintenance Assistant
804-734-8000 x48511
Matthew.seeger@deca.mil

Eileen Thompson
File Maintenance Assistant
804-734-8000 x48898
Eileen.thompson@deca.mil

Evelyn Trisvan
File Maintenance Assistant
804-734-8000 x52790
Evelyn.trisvan@deca.mil

Stephanie Walker
File Maintenance Assistant
804-734-8000 x48342
Stephanie.walker@deca.mil

Michael Wilson
File Maintenance Assistant
804-734-8000 x52796
Michael.wilson@deca.mil

VACANT
File Maintenance Assistant
804-734-8000 x00000
Vacant@deca.mil

VACANT
File Maintenance Assistant
804-734-8000 x00000
Vacant@deca.mil

**Reset & Planograms (MPSR)

Team Email: DECAHQMPSR@deca.mil**

Thomas Burkett
Chief, Resets & Planograms
804-734-8000 x86464
Thomas.burkett@deca.mil

Louis “Cass” Awalt
Reset Specialist
804-734-8000 x48649
Louis.awalt@deca.mil

Michael Denny
Reset Specialist
804-734-8000 x48547
Michael.denny@deca.mil

Lisa McWilliams
Reset Specialist
804-734-8000 x48708
Lisa.mcwilliams@deca.mil

Felicia Jefferson
Planogrammer
804-734-8000 x48121
Felicia.jefferson@deca.mil

Virginia Mann
Planogrammer
804-734-8000 x48315
Virginia.mann@deca.mil

Loretta Tucker
Planogrammer
804-734-8000 x48294
Loretta.tucker@deca.mil

VACANT
Planogrammer
804-734-8000 x00000
Vacant@deca.mil