

ARMY & AIR FORCE EXCHANGE SERVICE DIRECTOR/CEO NEWSLETTER

October 2017

Now Open—The Improved ShopMyExchange.com

As the Exchange prepares to welcome approximately 18.5 million Veterans to their military family through a lifelong online military Exchange shopping benefit beginning Nov. 11., we have refined the Exchange online experience, from purchase to delivery.

ShopMyExchange.com provides not only tax-free shopping, but the military exclusive pricing, selection, and service our Veterans remember—whether on their desktop or laptop computers, tablet or mobile devices. Added earnings from ShopMyExchange.com go to Quality-of-Life programs that support Army Child Development Centers, Youth Programs and Fitness Centers, Air Force Outdoor Recreation, school lunches for Warfighters' children overseas and combat uniforms.

Several new functional improvements have been implemented to streamline the customer experience at ShopMyExchange.com, including:

- Responsive mobile site adapts to the screens of all mobile devices.
- Enhanced shopper capacity, with 30,000 customers now able to shop simultaneously.
- Near-real-time inventory updates so customers know when their item is in stock and ready to ship.

Further online improvements are planned for 2018 as we continue to lean forward to provide quality merchandise and exceptional customer service to those who serve, now and for generations to come.



Soldier For Life!

Director/CEO Tom Shull

Exchange Team Shows Heart and Resilience After Devastating Hurricanes

At a time of uncertainty for those in the path of Hurricanes Maria, Irma and Harvey, the Army & Air Force Exchange Service's unique capabilities were on full display, from its distribution centers to its stores, in support of service members, their families and first responders. While other retailers closed up shop, the Exchange sent support by air, land and sea to those who needed it most.

Read more about Exchange efforts during Hurricane [Harvey](#), [Irma](#) and [Maria](#).

[Click here](#) for larger version of Exchange Hurricane support by the numbers.



Commissaries Begin Accepting the MILITARY STAR® Card



To offer greater convenience to service members and their families and further strengthen funding of critical military Quality-of-Life programs, the MILITARY STAR card is being rolled out to commissaries around the world. Leaders from the Defense Commissary Agency and the exchanges gathered at the Fort Lee Commissary, the first location to accept the card, for a ceremony on Oct. 5.

[Read more](#) about this exciting event.

Holiday Call-In Campaign for Installation Commanders

The annual Commanders' Holiday Call-In Campaign provides an opportunity for installation commanders to extend holiday greetings to Soldiers, Airmen and their families over the in-house radio system at Exchange facilities and Commissaries.

From Oct. 10 through Dec. 1, installation commanders can schedule a recording to wish customers happy holidays and thank them for their service.

The Exchange is currently scheduling holiday greetings, but this service is available throughout the year.

To schedule a call-in radio announcement, send the following information to radio@aafes.com:

1. Your name, rank and installation
2. Landline phone number
3. Best date and time for recording