

# ARMY & AIR FORCE EXCHANGE SERVICE DIRECTOR/CEO NEWSLETTER

December 2018

## Know a Veteran, Tell a Veteran



Since the Exchange welcomed home all honorably discharged Veterans to [ShopMyExchange.com](http://ShopMyExchange.com) one year ago, more than 62,000 Veterans have used their new benefit, saving nearly \$3.4 million in sales tax.

In its first year, the Veterans online shopping benefit has brought significant savings to all who raised their right hand and took an oath to defend our Nation. This

benefit is making a real difference to those who served as well as military communities around the world.

Since Veterans Day 2017, Veterans have placed more than 200,000 tax-free orders at [ShopMyExchange.com](http://ShopMyExchange.com), which offers more than 2 million items—including name brands—with military-exclusive pricing.

One hundred percent of Exchange earnings supporting military Quality-of-Life programs including Army Child Development Centers and fitness centers, Air Force Outdoor Recreation activities and more. Invite a Veteran to reconnect to our military community by going to [ShopMyExchange.com/Veterans](http://ShopMyExchange.com/Veterans).

Tom Shull  
Director/CEO

## Preferred Retailer for Electronics

For the sixth consecutive year, Consumer Reports has recognized the Exchange as a preferred retailer for electronics. In its 2018 electronics stores rating report, the magazine ranked major electronic stores on both walk-in store and online experience, with a maximum high score of 96 for each category.

Online, the Exchange's website, [ShopMyExchange.com](http://ShopMyExchange.com), bested Amazon.com, BestBuy.com and SamsClub.com. Consumer reports noted [ShopMyExchange.com](http://ShopMyExchange.com) excels in price and product quality, checkout ease, site usability and support.

For the walk-in store experience, the Exchange's score of 93 ranked higher than Costco, Target and Wal-Mart, placing the Exchange second out of 50 electronic stores. The Exchange's physical stores received high marks on price, quality and ease at checkout.

## We Go Where You Go!

Continuing its 123-year-old tradition of going where Soldiers and Airmen go, the Exchange has deployed three mobile field exchanges (MFE) since October to support troops involved in hurricane recovery efforts in Florida and the mission at the southern border. An MFE is an "Exchange on wheels," a 53-foot trailer stocked with supplies, toiletries, snacks and drinks that can be deployed within 48 hours.



On Oct. 21, the Exchange opened an MFE at Tyndall AFB making it the only store within miles supporting hundreds of service members as they rebuilt after Hurricane Michael. The MFE remained at Tyndall until Nov. 29, when the main Exchange reopened after suffering extensive damage from the storm.

On Nov. 14, an MFE opened at Davis-Monthan AFB to take care of the roughly 1,500 troops deployed for border support operations. Just four days later, another MFE opened in South Texas at Base Camp Donna, just outside of McAllen, Texas.

The MFEs underscore the Exchange's unique expeditionary capability to go where the troops go, regardless of location or conditions. For more information about Exchange MFE support, contact Kent Forsch at [forschk@aafes.com](mailto:forschk@aafes.com).

## Buy Online, Pickup In Store

Exchange shoppers with in-store privileges—active-duty service members, their families and retirees—can now buy items at [ShopMyExchange.com](http://ShopMyExchange.com) and pick them up at their local Exchange—for free.

Shoppers will be notified by email when their order is ready to be picked up. Those based in the continental United States will also have the option to receive notifications via text message. In-store signing indicates where customers can pick up their online purchases, whether behind the customer service counter or in another secure area of the store.

[ShopMyExchange.com](http://ShopMyExchange.com) offers more than 2 million items and military-exclusive pricing—tax free. 100 percent of Exchange earnings, including those from online purchases, support Warfighters and their families through military Quality-of-Life programs and improvements to the Exchange shopping experience.