



Defense Commissary Agency
1300 E Avenue, Fort Lee, VA23801

Sales Team Directory

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Office of the Director of Sales (MPS)

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Business Support Assistant

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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.

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Team Email Address: Each team has a team email address that will deliver an email to all members of the team

FAX Information: To fax a member or our team please dial 804-734-8009, pause twice, then dial 7 plus the last 4 digits of their extension.

The DeCA Mission

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

DeCA Vision

Understand our Customers and Deliver a 21st Century Commissary Benefit.

DeCA Goals

Our Customers: Deliver a premier customer experience in every store by providing a relevant and vital benefit.

Our Business: Advance our business model through the transparent management of resources and revenue.

Our Workforce: Empower a capable, engaged and responsible workforce.

Our Culture: Foster a culture of collaboration and change acceptance through proactive communication and inclusion.

One Vision, One Team, One DeCA!

Private Label & Store Brands (MPSS)

Jennifer Ferrell
Program Manager

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<p>Robert "Lane" Harper Business Manager 804-734-8000 x48183 robert.harper.ctr@deca.mil 904-718-3116 lane.harper@spartannash.com</p>	<p>Jason Mabe Business Manager 804-734-8000 x48301 jason.mabe.ctr@deca.mil jmabe@daymon.com</p>



Food, Beverages, Specialty Food (MPSC)

Barbara Merriweather

Category Manager

804-734-8000 x48861

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Food

Peanut Butter, Jam/Jelly, Honey, Salad Dressing, Mayo, Croutons, Pickles/Peppers/Relish, Ketchup/Mustard, Vinegar, Olives, BBQ Sauces/Marinades, Baking Mixes/Flour, Oils and Shortening, Spices and Extracts, Desserts, Sugar, Artificial Sweeteners, Dry Seasoning Mixes, Gravy Mixes, Gelatins, Puddings, Marshmallows, Pancake Mixes, Microwave Dinners, Prepared Dinners, Canned Meats, Canned Pasta, Canned Fish, Cereals (Hot And Cold), Toaster Pastries, Syrups & Molasses, Breakfast/Granola Bars, Party Supplies, Dry Pasta, Pasta Sauces, Cocoa, Canned/Dry Beans, Breading & Stuffing, Rice, Instant Potatoes, Ramen, and all Canned Goods (Vegetables, Tomatoes, Tomato Sauce and Paste, Fruits, and Canned/Dry Soups).

Beverages

Coffee, Beverage K-cups, Kosher Beverages, Coffee Filters, Herbal Tea, Breakfast Drinks, Shelf Stable Milk, Instant Tea and Tea Drink Mix, Milk Modifiers, Beverage Hispanic, Canned and Powdered Milk, Tea Packaged and Bags, Coffee Creamers, and International Beverages.

Specialty Foods

International Food (Mexican, Asian, Filipino, Korean, Hispanic, German and Gourmet), and General Health/Gluten-Free Foods

Kevin Newborn Merchandising Specialist 804-734-8000 x48661 <u>kevin.newborn@deca.mil</u>	Wendy VanBever Merchandising Specialist 804-734-8000 x86459 <u>wendy.vanbevers@deca.mil</u>
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DSD Beverages, Breads, Snacks (MPSD)

Iveena Henderson

Category Manager

804-734-8000 x86127

iveena.henderson@deca.mil

(DSD) Beverages

Soft Drinks, RTD Tea and Coffee, Freezer Pops, Cocktail Mixers, New Age Beverages, and Energy

Bread

English Muffins, Cakes/Pies, Doughnuts, Pastries, Rolls/Buns, Breadsticks, Variety Breads, Pizza Crusts, all DSD Breads, Tortillas, Pita Wraps, and Bagels.

Snacks

Candy, Gum and Mints, Cookies and Crackers (Specialty and Gourmet), Packaged Salty Snacks: Popcorn Ready-To-Eat, Potato/Corn/Tortilla Chips, Pretzels, Cheese Puffs, Pork Skins, Canned/Jar DSD Dips, Snack Cakes, Meat Snacks, Popcorn, Nutritional Snacks, Miscellaneous Snacks (Velveeta), Snack Nuts (Non-Baking), Grain Cakes, Ice Cream Cones, and Toppings.

Rack, Clip Strips, and Cooler Program

Larry Peck Merchandising Specialist 804-734-8000 x48688 <u>larry.peck@deca.mil</u>	Donita Higgins Merchandising Specialist 804-734-8000 x48310 <u>donita.higgins@deca.mil</u>
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Dairy & Frozen (MPSF)

Jessica Stables

Category Manager

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Dairy (Refrigerated)

Milk, Plant Based Milk, Cream, Eggs, Butter, Margarine, Cottage cheese, Ricotta Cheese, Sour Cream, Chilled Juice/Coffee/Tea, Yogurt, Dough, Shredded/ Slice/ Chunk/ Snack Cheese, Dips, Aerosol Toppings, Desserts, Gelatin, Pudding, Pasta, Pasta Sauce, Sandwiches, Soups, Coffee, and Creamer.

Frozen

Snacks, Pizza, Prepared Chicken, Seafood, International, Prepacked Meat, IQF Chicken, Bread/Dough, Burgers, Potatoes, Vegetables, Prepared Meals, Meatless, Breakfast, Fruit, Toppings, Dessert, Novelties, Ice Cream and Ice.

Jennifer Baker Merchandising Specialist 804-734-8000 x86338 <u>jennifer.baker@deca.mil</u>	Kimberly Galvin Merchandising Specialist 804-734-8000 x52853 <u>kimberly.galvin@deca.mil</u>
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Produce FF&V, Packaged, Plants (MPSP)

Bridget Bennett

Category Manager

804-734-8000 x48200

bridget.bennett@deca.mil

Fresh Fruits & Vegetables

Fruits and Vegetables, Fresh Cut Salad, and Miscellaneous Dry Items

Packaged Produce

Tofu/Soy Items, Chilled Salad Dressings, Produce Dips (Hummus, Salsa, Guacamole, Fruit, and Vegetable), Herbs and Spices, Super Premium Juice, Produce Nuts, Trail Mix, Salad Toppings, Cider, Fruit Snacks (Pouches, Bars, and Sticks), Dried Fruits and Vegetables, and Miscellaneous Dry Items

Plants & Non-Food

Canning, Non-food Ornamentals, Potted Plants, and Accessories

Vacant Merchandising Specialist 804-734-8000 x48830 <u>cynthia.six@deca.mil</u>	Teena-Jeannie Williams Merchandising Specialist 804-734-8000 x48528 <u>teena-jeannie.williams@deca.mil</u>
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Meat, Beverages, Deli/Bakery, Fresh Seafood (MPSM)

Darrell Clary

Category Manager

804-734-8000 x48866

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Packaged Meat

HMR, Sliced Bacons, Hot Dogs, Cold Cuts and Lunchables, Refrigerated Pickles, Fresh and Smoked Sausages, Smoked Hams, Smoked Picnics, Canned Hams, Dry Sausage Racks, and Specialty Items (Cooked Turkey Breast, Pastrami, and Flavored Meats)

Fresh Meat

Beef, Chicken, Lamb, Pork, Turkey, and Veal

Frozen Poultry

Turkey, Duck, and Cornish Game Hen

Beverages

Water, Juice, Powdered/Water Enhancers, Juice Blends, Tomato Juice, Apple/Cider Juice, Aseptic Juice, Kids Juice, Natural/Organic Shelf-Stable Juice, Isotonic Beverages, Bulk Water, Flavored/Sparkling Water, Beer, and Wine

Deli/Bakery/Fresh Seafood

DeCA and contract-operated Deli, Bakery, Fresh Seafood, and Sushi Departments

Patricia Sykes Merchandising Specialist 804-734-8000 x48260 patricia.sykes@deca.mil	Benjamin Curry Merchandising Specialist 804-734-8000 x48840 benjamin.curry@deca.mil
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Shannon White File Maintenance Assistant 804-734-8000 x48419 shannon.white@deca.mil	Janet Bass File Maintenance Assistant 804-734-8000 x48671 janet.bass@deca.mil

Paper, Laundry, Pet, Household (MPSN)

Rena Dial

Category Manager

804-734-8000 x48014

rena.dial@deca.mil

Paper

Straws, Laundry Supplies, Charcoal, Fire Logs/Matches, Seasonal, Household Plastics, Disposable Bags, Paper Napkins/Towels/Wipes, Food Storage and Wraps, Facial Tissues, Toilet Paper, Oven Kitchen Bags, Disposable Dish (Cups/Plates), Light Bulbs, Tape, and Foil Pans

Laundry

Household Bleach, Additives, and Detergent

Household

Household Cleaning Supplies, Dish Detergent, Batteries, Flashlight, Kitchen Accessories, Air Fresheners, Blind-Made and Like Products, J-Hook Products, Brooms, Mops, Sponges, Brushes/Scrubbers, Gloves, Repellants/Insecticides, Reusable Bags, Water Filters, and Shoe Polish

Pet

Pet Food/Supplies and Wild Bird Food

Tobacco Program

Lisa Owens Merchandising Specialist 804-734-8000 x48181 <u>lisa.owens@deca.mil</u>	Cheryl Brown Merchandising Specialist 804-734-8000 x48365 <u>cheryl.brown@deca.mil</u>
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Health, Beauty, Baby (MPSB)

LaRue Smith

Category Manager

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Health

Internal Analgesics, Cough/Cold, Sinus/Allergy, External Analgesics, Antacids, Laxatives, Sleeping Aids/Stimulants, Nutritional-Diet-Adult Foods, Vitamins, Vitamin Supplements, Sports Nutrition, First Aid, Eye Care, Foot Care, and Non-Smoking Aids

Beauty

Deodorants, Hair Care Products, Ethnic Hair Care Products, Feminine Hygiene, Body Wash/Personal, Deodorant, HBC Rack Program (Burt's Bees), Hosiery, Toothbrushes, Mouthwash, Breath Fresheners, Denture Adhesives/Cleaners, Dental Floss, Shaving Products, Colognes, Depilatories, Skin Care Products, Sun Care Products, Organic HBC, Adult Incontinence, Bar/Bath Soaps, Bath Additives/Beads/Oils, Shower Products, Waterless Hand Sanitizers, and Powders/Talc

Baby

Diapers/Training Pants, Baby Wipes, Baby Food and Juice, Baby Formula, Baby Feeding Supplies, Baby Beauty Care, Baby Lotions/Creams/Oils, Baby Powders/Talc, Baby Medications, and Baby Shampoo/Soaps

Front End Rack Program

Ruth Mereus Merchandising Specialist 804-734-8000 x48635 <u>ruth.mereus@deca.mil</u>	Harry "Chip" Farrell Merchandising Specialist 804-734-8000 x48742 <u>harry.farrell@deca.mil</u>
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Business Analytics (MPSA)

Mary Michael

Chief, Business Analytics

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Core Responsibilities:

Business Analysis, Savings Methodology, Customer Experience Surveys (Foresee), CCSS, ACSI and Sales Forecast

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