

## Vendor Partners Come Together For 'Mission Summer' to Help Military Families

Looking to build on the momentum created by the inaugural "Operation Giveback" in December 2011, the participating American Logistics Association (ALA) member companies are hoping to make the "Mission Summer" gift drive — which will take place June 29-July 1 — an even bigger success.

Although the most recent holiday season's "Operation Giveback" was hailed as a success (*see E and C News 1/12*), Exchange Council Co-Chair Marty Johnson, sales director, Government Sales Division, E.&J. Gallo Winery, said he was not content to rest on any laurels. "We went over the pain points from the previous event to see where we could improve. Better timing and working ahead are two of the lessons we learned," Johnson said. Marcia Doyle, the retail national sales lead for military exchanges at Coca-Cola Refreshments, is the ALA Exchange Council's event coordinator for the Mission Summer campaign.

The 10 Army & Air Force Exchange Service (AAFES) stores that participated in the first Operation Giveback — Fort Bragg, N.C.; Fort Hood, Texas; Fort Campbell, Ky.; Fort Lewis Exchange JBLM Lewis-McChord, Wash.; Fort Bliss, Texas; Wright-Patterson AFB, Ohio; Lackland Exchange, JB San Antonio, Texas; Scott AFB, Ill.; Nellis AFB, Nev.; and Tinker AFB, Okla. — have once again stepped up to bring the the summer event to their stores' patrons.

Operation Giveback allows patrons to take advantage of discounts on merchandise across all Exchange categories, with certain display areas in featured exchanges highlighted by Operation Giveback signage.

Collection sites will be located at the entrance of each Exchange, where donations can be dropped off by the summer patio set that will be displayed at each location.

"This is going to be a great event, we've already received strong industry response," Doyle said.

Doyle cited Johnson and others for getting behind the event in a big way, along with scores of manufacturers and brokers.

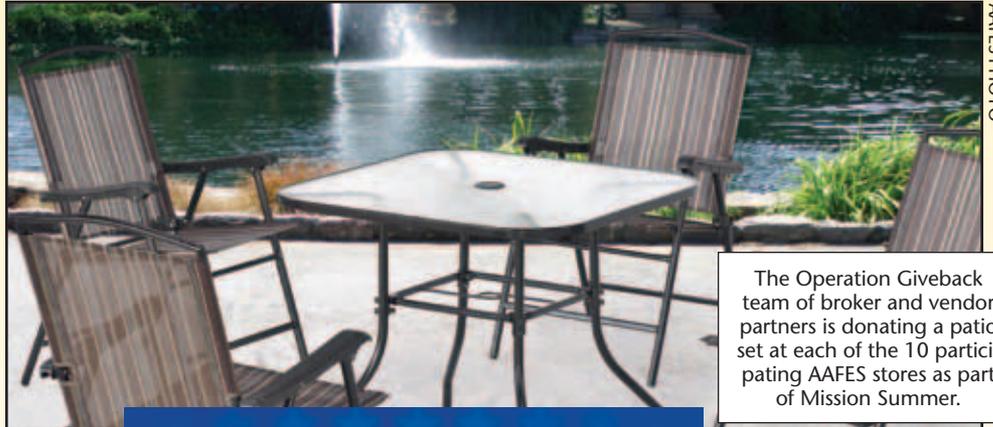
### PREPARATION IS KEY

Point-of-sale (POS) kits including two posters, two banners and 100 shelf talkers will be shipped to each of the 10 exchanges taking part in Operation Giveback. The signage is scheduled to be displayed two weeks before the start date to allow stores — and their patrons — to get familiar with the upcoming event. "This will allow the exchange stores to garner significant interest well before the event," Doyle said.

Last December, most of the participating exchanges saw increased foot traffic during the three-day event. During that holiday themed event, more than \$600 in toys and gifts were donated at the Fort Lewis Exchange, and Chaplain Services at that installation dispersed \$575 in cash and gift cards along with other



Doyle



AAFES PHOTO

The Operation Giveback team of broker and vendor partners is donating a patio set at each of the 10 participating AAFES stores as part of Mission Summer.

Signage heralding Operation Giveback's "Mission Summer" event will reach select Exchange stores two weeks before the June 29 start date.  
PHOTO BY RICK HUBBARD



merchandise for needy families at the base.

All of the toys and gifts will go to children of military servicemembers. "This is all about taking care of the military family," Doyle said.

### MISSION SUMMER

The event will have a summer theme. The ALA is donating one patio set (a table and four chairs) at each of the 10 Exchange stores. The patio set will be raffled off to one lucky winner. In addition, sponsor companies and brokers will donate gift cards and other merchandise through Chaplain Services.

Also, as a part of Operation Giveback Mission Summer, GET Marketing will hold raffle drawings for Apple products at each of the stores. In addition, events including wine tastings, product demonstrations and special savings offers will be highlighted and on display throughout the store during the event.

Broker and supplier support will again be strong. Doyle said Acosta Sales and Marketing, Military Division; Dunham & Smith Agencies; GET Marketing; M.J. Soffe Company; Overseas Service Corp.; S&K Sales Co.; and Webco General Partnership will dispatch representatives to the participating exchanges, where they will coordinate with the general managers the set up and display of the Operation Giveback POS materials. "They will be the point people at these exchanges, the feet on the ground," Doyle said.

Manufacturing support includes Coca-Cola Refreshments, E.&J. Gallo Winery, Frito-Lay Inc., Apple Inc., Godiva Chocolatier, Pfizer Inc., Kimberly-Clark Corp., Dr Pepper Snapple Group, Sun Products Inc., Just Born Inc., Tootsie Roll Industries, J.M. Smucker Company, Spalding, Yankee Candle Company, Coty Inc., Philosophy.com Inc., and Sara Lee Corp.

### FUTURE EXPANSION

Johnson said the long-term goal for Operation Giveback is to get other service exchanges involved in the gift drive. A third Operation Giveback — being discussed for the fall — is still in the planning stage. The second annual winter Operation Giveback is scheduled

for early December, about two weeks after Thanksgiving.

"We're going to grow and keep making this bigger," Johnson said. "We think we have the right execution strategy. We don't want to be a marketing firm, we want to be a vendor partner, and we feel events like these are the best way to go about this."

—E and C NEWS



ALA Exchange Council Co-Chair Marty Johnson discusses plans for cooperative events such as Operation Giveback with Exchange and ALA member company representatives at the Exchange Roundtable, March 9.