



ARMY & AIR FORCE EXCHANGE SERVICE DIRECTOR/CEO NEWSLETTER

July 2019

124 Years of Supporting the Troops



Tom Shull

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Director/CEO

July 25 will mark 124 years of Exchange service and support of the selfless Americans who have raised their right hand and taken an oath to defend our country.

Today, every time a Warfighter uses their hard-earned Exchange benefit they generate critical funds for military Quality-of-Life programs including Army Child Development Centers and Fitness Centers, Air Force Outdoor Recreation and more. Last year, Exchange shoppers generated \$223 million for these programs.

One hundred percent of Exchange earnings are invested in the military community, with 60% going to dividends supporting Quality-of-Life and the remaining 40% improving the shopping experience in-store or online at ShopMyExchange.com.



Over the last 10 years, Exchange shoppers have generated \$2.3 billion for Quality-of-Life programs that strengthen the Services' recruiting, retention and readiness efforts.

Last year was the first full year that all honorably-discharged Veterans could shop the Exchange online. By shopping through their lifelong online Exchange benefit, Veterans are making our military communities better while enjoying exclusive military savings and tax-free shopping. Veterans can visit ShopMyExchange.com/vets to sign up for the Veterans online shopping benefit.

All of the Services benefit from Exchange dividends as a result of cooperative efforts and shared services that lower costs and strengthen support of Warfighters and their families. The Exchange's 2018 dividend was distributed as follows:

Army:	\$129 million
Air Force:	\$77 million
Marines:	\$12 million
Navy:	\$5 million

Army, Air Force and Exchange Committed to Transforming On-Installation Dining

At the Association of Defense Communities' national summit in Washington, Installation Management Command Commander Lt. Gen. Bradley Becker, U.S. Air Force Academy Superintendent Lt. Gen. Jay Silveria and Exchange Director/CEO Tom Shull joined former Military Community and Family Policy Acting Deputy Assistant Secretary of Defense Chuck Milam to discuss plans to partner and modernize food service on Army posts and Air Force bases.



Allowing Warfighters to use their meal entitlements at Morale, Welfare and Recreation Food venues as well as Exchange restaurants and Express convenience stores is at the center of efforts to modernize dining on installations. A campus-dining model will optimize the meal entitlement program, especially appealing to younger generations of Soldier and Airmen who expect more choices.

The Exchange is aligned with Operation Live Well, Healthy Army Communities and the Air Force Smart Fueling Initiative. Exchange Express convenience stores offer more than 450 BE FIT items, including salads, fruit and other grab-and-go fare.

All of the Exchange's 1,700 restaurants serve better-for-you options—and 108 million meals are served annually. The Exchange has the capacity to serve an additional 50 million meals each year and is fully prepared to support a modern military campus dining model.

First-Run Movies at Home and Downrange

Service members far from home joined a record number of moviegoers who saw "Avengers: Endgame" as the Exchange and The Walt Disney Studios provided special screenings of the film in Afghanistan. The film was deployed to Bagram for two days of screenings before moving on to Kandahar for two more days of showings. The Exchange also brought "Spider-man: Far from Home" to Bagram on July 4th, just two days after its CONUS opening,

The screenings continue the Exchange's longstanding commitment to bring first-run movies to troops deployed overseas. Since 2002, the Exchange, in partnership with Sony, The Walt Disney Studios and Twentieth Century Fox, have screened more than 150 first-run movies to troops serving in harm's way.

In CONUS, the Exchange screened 23 first-run movies in the past two years and plans to debut another 15 first-run screenings in 2019.