



# Director/CEO Newsletter

## Thanking Vietnam Veterans on March 29



On National Vietnam War Veterans Day, the Army & Air Force Exchange Service joins a grateful Nation in honoring the service, valor and sacrifice of Vietnam War Veterans.

During worldwide ceremonies on/around March 29, all who served on active duty in the U.S. Armed Forces from Nov. 1, 1955, to May 15, 1975, regardless of location, can receive a free Vietnam Veteran lapel pin at their local Exchange.

While serving as an Army infantry platoon leader in the 1970s, I saw too many service members denied the homecoming they deserved. As a longstanding partner of The United States of America Vietnam War Commemoration, the Exchange is truly honored to do its part to present this lasting token of appreciation to our Nation's Vietnam War heroes.

More information can be found on the Exchange community [Hub](#) and installation-specific PX/BX social media sites.

From Team Exchange to all Vietnam War Veterans: Welcome home.



Veteran for Life!

Tom Shull  
Director/CEO

## Improving Connectivity—and Quality of Life

The Exchange's Advanced Telecom Services team is making great strides in delivering Quality-of-Life improvements to Army and Air Force installations worldwide with markedly improved cell service.

In 2023, the Exchange helped bring 31 cell towers and 201 small cells, which have smaller antennae to complement cell tower coverage, to military communities to better connect service members to their families, friends and the information they need.

Highlights included a new 5G cell tower at Heleman Military Reservation (HMR) in Hawaii in January. HMR provides military housing for about 2,000 service members and families stationed at Schofield Barracks and Wheeler Army Airfield. The tower is one of 13 new cell tower projects that will dramatically expand connectivity throughout USAG Hawaii.



The Exchange also broke ground on a new 5G tower at Fort Bliss in February. Lack of reliable cell service had been a long-standing challenge on post, receiving regular attention in surveys and town halls. This was the first of 10 cell towers planned for construction across Fort Bliss in 2024.

Providing reliable cell service is an invaluable investment in support of recruiting, retention and readiness. The communities spoke, leaders listened and the Exchange is helping to deliver significantly improved QoL support to service members and their families.

## Exchange Brings Value to Military Shoppers



As inflation impacts consumer finances, the Exchange benefit's everyday tax-free savings and military-exclusive pricing are providing needed relief for those who serve and have served.

Soldiers, Airmen, Guardians, their families, retirees and all other authorized shoppers can find name brands in categories from electronics, apparel, shoes and beauty to sporting goods, furniture and household products for up to 20% off MSRP.

Shoppers can save even more with Exchange private-label dinnerware, kitchenware and bedding from Simply Perfect or health and beauty items, baby products and toiletries from Exchange Select and apparel from JW, Passports and PBX Pro.

The MILITARY STAR® card is also taking authorized shopper's dollars further with an interest rate that is almost half the current average of retail cards and exclusive offers including 10% off at Exchange restaurants, 5 cents off per gallon at Express gas stations and unlimited 2% rewards.

Honorably discharged Veterans are eligible to shop at [ShopMyExchange.com](#) while disabled Veterans also have in-store shopping benefits. More information on Veterans' shopping benefits can be found at [aafes.media/paveterans](#). Department of Defense and Coast Guard civilians are also eligible to shop at the Exchange both in store and online. These shoppers can visit [aafes.media/cacbenefitspa](#) for more info.