



# NEWS RELEASE

## Defense Commissary Agency

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**Release Number:** 44-09  
**Date:** May 15, 2009  
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## Frost named new communications director

*By Kevin L. Robinson,  
DeCA public affairs specialist*

**FORT LEE, Va.** – James Frost has been named director of corporate communications for the Defense Commissary Agency. His appointment becomes effective in June.

The announcement came today from Philip E. Sakowitz Jr., DeCA director and CEO. With the appointment of Frost, Ronald Kelly, who had been appointed acting director of corporate communications in December 2008, returns to his position as chief of public affairs. Kelly had been named acting director when previous director, James “Jay” Hudson Jr., was selected as DeCA’s new director of performance and policy.

In his new position, Frost will be responsible for DeCA’s worldwide public affairs and marketing communications programs, functions that include media relations, employee communications, public information, outreach, and Web and intranet communications.

“Mr. Frost has a tremendous background in strategic global communications,” Sakowitz said, “and we are confident that under his direction the agency’s office of corporate communications will multiply its ability to promote a 21st century commissary benefit to its customers, stakeholders and employees.”

Frost comes from the private sector, where, for the past two years, he had owned a media business that specialized in the development and electronic production of various public relations products such as educational materials, sales presentations, training for media and Web content.

From 2004 to 2007, he served in the federal government with the Air Force News Agency in San Antonio, Texas. As its director of media he led a \$13-million global communication network created to support the strategic communication needs of the secretary of the Air Force. His team consisted of 430 journalists, broadcasters, graphic designers, editors, photographers, webmasters and support personnel.

Before entering civil service, Frost completed more than 20 years of military service before retiring from the Air Force in 2003. During his military career, he served in a variety of public affairs assignments in print and electronic media. His assignments included tours as a Marine combat correspondent during Multinational Peacekeeping Force operations in Beirut, Lebanon; a public affairs news reporter for Air Force European Broadcasting at Zaragoza Air Base, Spain; station manager for the Air Force Broadcasting Service at Misawa Air Base, Japan; chief of operations training for the Air Force News Agency at San Antonio, Texas; and a public affairs instructor for the Defense Information School at Fort Meade, Md. At DINFOS, Frost taught basic and advanced skills portions of the public affairs officer course.

Frost has a bachelor's degree in business management from the University of Maryland, College Park, Md., (1992), a master's degree in adult and continuing education from the University of Oklahoma, Norman, Okla., (1996), and an associate's degree in public affairs leadership and management from the Community College of the Air Force (2000). He completed the eight-week Short Course in Communications at the University of Oklahoma in 1994, and at DINFOS completed the Basic Public Affairs Instructor Training Course (February 2004) and the Public Affairs Leadership Department Advanced Instructor Training (July 2004).

His most recent awards include the Government Service Performance Award in 2006 and 2005, the Presidential Meritorious Service Medal in 2003 and 1999, and Air Force-level recognition for his role in the "Best Public Affairs Broadcast Operation for 1999."

**- DeCA-**

**About DeCA:** *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. Authorized patrons purchase items at cost plus a 5-percent surcharge, which covers the costs of building new commissaries and modernizing existing ones. Shoppers save an average of more than 30 percent on their purchases compared to commercial prices – savings worth about \$3,400 annually for a family of four. 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.*