



# NEWS RELEASE

## Defense Commissary Agency

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### DeCA Europe store director assignments announced

*By Leslie Brown,  
DeCA Europe public affairs officer*

**NOTE:** To see photographs of the store directors in this news release, visit <http://www.flickr.com/photos/commissary/sets/72157625613452433/>.

**FORT LEE, Va.** – Eight store director assignments highlight commissary management changes that occurred over the past few months in Defense Commissary Agency Europe.

“These new directors represent the essence of DeCA’s leadership as they continue to deliver and improve the commissary benefit,” said Deputy Director Cheryl Conner, DeCA Europe. “Their oversight of their respective stores will impact the overall quality shopping experience our customers have come to expect, and I know they can handle that task.”

The assignments are:

- **Danny Danielson**, from store director, Naval Air Station Meridian Commissary, Miss., to store director, Cairo Commissary, Egypt.
- **Laurence Mitchell**, from commissary management specialist, DeCA Europe, Kapaun Air Station, Germany, to store director, Vicenza, Italy.
- **Rick Potteiger**, from store director, Menwith Hill Commissary, England, to store director, Hohenfels Commissary, Germany.
- **Jeff Rose**, from store director, Spangdahlem Commissary, Germany, to store director, Patch Barracks Commissary, Germany.
- **Wade Broomfield**, grocery manager and assistant grocery manager, Patch Barracks Commissary, Germany, to store director, Robinson Barracks Commissary, Germany.

- **Jaime Segarra Jr.**, from store director, Hohenfels Commissary, Germany, to store director, Grafenwoehr Commissary, Germany.
- **John Blythe Jr.**, from deputy store director, Ramstein Air Base Commissary, Germany, to store director, Vogelweh Commissary, Germany.
- **David Parker**, from store manager, Aviano Air Base Commissary, Italy, to store director, Menwith Hill Commissary, England.

Danny Danielson, the new store director at Cairo Commissary, spent his last six years as store director of the Meridian Commissary. Danielson began his commissary career in 1985 as a storeworker at Fort Polk Commissary, La. While there, he worked in several store positions, including produce manager, grocery manager and store manager, before being transferred in 2001 to store manager at Barksdale Air Force Base Commissary, La.

Laurence Mitchell was selected to lead the Vicenza commissary to fill the vacancy created when Ronald Vickerstaff left. Mitchell had served five years as a commissary management specialist for DeCA Europe before taking the Vicenza job. Mitchell began his DeCA career in 1999, when he became the grocery manager for Patch Barracks Commissary, before becoming store manager at McGuire Air Force Base Commissary, N.J., in 2001. In 2003, he became store administrator at Hohenfels Commissary until 2005.

Rick Potteiger was store director at Menwith Hill Commissary before taking over the Hohenfels Commissary. Potteiger began his DeCA career in 1999 as a meatcutter at Carlisle Barracks Commissary, Pa. In 2004, he was selected as meat department manager at Dover Air Force Base Commissary, Del. Then in 2007, he became general manager at Naval Air Station Patuxent River Commissary, Md.

Jeff Rose comes to Patch Barracks Commissary from Spangdahlem Air Base Commissary, where he has been the store director since 2008. Rose began his commissary career in 1986 as a meatcutter helper at Ord Community Commissary, Calif. While there, he moved to the position of material handler before moving to Fort Lewis Commissary, Wash., in 1991 as a storeworker.

In 1995, he relocated to Yokota Air Base Commissary, Japan, where he held various positions at the store and also at the central distribution center. In 1998, he became store manager for Naples Commissary, Italy, before his selection as store director of Cairo Commissary in 2000. He transferred to DeCA Europe as a commissary management specialist and then followed on as a store administrator at Lakenheath Commissary, England, in 2006.

Wade Broomfield takes over Robinson Barracks Commissary during a transition time as it adapts to support the increased population in the area in early 2011. Prior to his selection, he was grocery manager and assistant grocery manager at Patch Barracks Commissary. In 2005, he was selected as store manager for Wiesbaden Commissary, Germany, where he stayed until 2008.

Jaime Segarra Jr. takes over the Grafenwoehr Commissary after serving as store director of the Hohenfels and Garmisch commissaries in Germany. Before becoming a store director, Segarra was store administrator at Garmisch as well as at Naval Station Newport Commissary, R.I. Segarra joined the DeCA team in 1991 at Illeshem and Ansbach commissaries in Germany, where he worked as a storeworker, motor vehicle operator, storeworker leader, acting grocery manager and store manager.

John Blythe Jr. brings a lot of store director experience to his job at Vogelweh Commissary. Prior to arriving at Ramstein in 2009 as deputy director, Blythe was store director at commissaries at Naval Amphibious Base Little Creek, Va.; Patch Barracks; Chièvres, Belgium; and Naval Submarine Base New London, Conn. After joining the DeCA team as a storeworker in 1996 at Hanscom Air Force Base Commissary, Mass., he became a quality assurance evaluator at New London and then a store manager at Idar- Oberstein Commissary, Germany.

David Parker, new store director of Menwith Hill Commissary, served from 2005-2007 as store director at Cairo Commissary. Parker held various store manager positions at Royal Air Force Fairford Commissary, England; Kadena Air Base Commissary, Okinawa, Japan; Dugway Proving Grounds Commissary, Utah; and his most recent assignment at Aviano Commissary, Italy. Parker began his commissary career as a part-time employee in 1987.

**-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 more than \$4,400 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.*