



# NEWS RELEASE

## Defense Commissary Agency

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## Hagenbuch named director of DeCA West

*By DeCA's Office of Communication*

**FORT LEE, Va.** – Keith C. Hagenbuch has been appointed to the Senior Executive Service and named director of DeCA West. That announcement came today from DeCA Director and CEO Philip E. Sakowitz Jr. Hagenbuch has been serving as acting DeCA West director since April 4, 2009, following Scott Simpson's retirement.

“During his tenure as acting director, Keith more than proved his ability to lead DeCA West in delivering the commissary benefit to our most widespread geographic region,” Sakowitz said. “I know he is going to bring his talents to bear as our newest SES.”

As director of DeCA West, Hagenbuch is responsible for 113 commissaries in the Western United States and the Asia-Pacific area, eight central distribution centers and for providing product support to a Navy Exchange mart. Annual sales in DeCA West totaled \$2.6 billion in fiscal 2009.

Before being named acting region director, Hagenbuch had served as a deputy director of DeCA West since 2006. In that position he was responsible for commissaries and central distribution centers in Japan, South Korea, Guam, Hawaii, Alaska and Washington. Previously, he served for 16 months as director of performance and policy at DeCA headquarters, Fort Lee, Va., where he focused on store-level support and improvement.

Hagenbuch began his federal career in 1979 as a cashier at the Mather Air Force Base Commissary, Calif., and was selected in 1980 as the first Air Force Commissary Service bridge intern. Over the next 30 years, he advanced rapidly in his commissary career. From 1981 to 1984, he served as grocery manager then store manager at McClellan Air Force Base, Calif.

From 1985 to 1987, he served as a commissary management specialist for the Air Force Commissary Service Pacific Region Headquarters at Hickam Air Force Base, Hawaii, before returning to McClellan for his first tour as a commissary officer (store director), from 1987 to 1991.

Under DeCA, Hagenbuch served as a store director at McGuire Air Force Base, N.J., from 1991 to 1994 and became chief of merchandising at the then Northeast Region. By 1994, he was selected as a zone manager based at March Air Reserve Base, Calif., for six stores in Southern California. That led to his assignment from 1995 to 1997 as director of operations for the Southwest Region based at El Toro, Calif. From 1997 to 2004, Hagenbuch again served as a zone manager, this time overseeing 10 commissaries in Southern California and Arizona.

Hagenbuch earned a Bachelor of Science degree in natural resources management in 1977 from California State University in Sacramento. He is also a 1990 graduate of the Air Command and Staff in-residence program at Maxwell Air Force Base, Ala. His awards include three DeCA Meritorious Civilian Service awards.

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**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 \$3,300 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.*