



DEFENSE COMMISSARY AGENCY  
HEADQUARTERS  
1300 E AVENUE  
FORT LEE, VIRGINIA 23801-1800

MPS

March 11, 2016

NOTICE TO THE TRADE – DeCA NOTICE 16-58

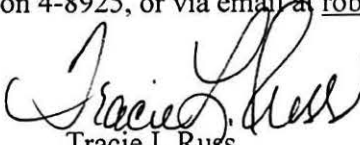
SUBJECT: Sales Directorate – New Division & Personnel Changes

The purpose of the Notice to the Trade is to announce organizational and personnel changes within the Sales Directorate.

Effective March 7, 2016, DeCA established the Promotions and Patron Awareness Division as part of the Sales Directorate. This new division, led by Ms. Mary DeSantis, formerly Chief for the Operational Assessment Division, will focus on promotional planning, creation of display packages and patron education materials, and for creating content to support promotional themes to maximize patron exposure; helping the Agency realize its' sales goals.

Effective March 7, 2016, Mr. Charlie Dowlen assumed responsibilities as Meat Category Manager, taking over the job left vacant when Mr. Norman Apt retired last October. In the interim, Mr. LaRue Smith will oversee the Beauty Care Category in addition to working his responsibilities as Category Manager, Baby and Health Care.

Ms. Robbie Desen will temporarily serve as my point of contact for top-to-top meetings. Ms. Desen is taking over from Mr. Jonathan Walters who recently left DeCA. Ms. Desen can be contacted at 804-734-8000, extension 4-8925, or via email at [robbie.desen@deca.mil](mailto:robbie.desen@deca.mil).

  
Tracie L Russ  
Director, Sales