



Defense Commissary Agency
1300 E Avenue, Fort Lee, VA 23801

Sales Team Directory

11/8/2022

Prior to contacting the individual Sales teams, please reference the below:

- **Allocation issues** – File Maintenance: decahqmpsl@deca.mil
- **Fresh Produce** – File Maintenance: producefilemaintenance@deca.mil
- **CARTS/EBS/DAX issues** – EBS Carts: EBS_CARTSsupport@deca.mil
- **Commissary CLICK2GO assistance**; decahqitpe@deca.mil
- **General Cost Concerns**: Appropriate Category Management team email
- **Front end operations, Gift Cards, UMD, Customer service**; SOCSA@deca.mil
- **Regular Retail/Base Prices** – Pricing team: VPP@deca.mil
- **Promotions issues/Promotional Pricing Concerns** – Promotions team: decahqmpsg@deca.mil
- **Store layout, planogram issues, SOWb issues** – Reset team: decahqmpsr@deca.mil
- **VCM Approval**: vcm.approval@deca.mil
- **General inquiry assistance produce department**: DeCAHQSOProduceTeam@deca.mil
- **General inquiry assistance meat department**: DeCAHQSOmeatTeam@deca.mil
- **General inquiry assistance, i.e. store alerts, special sales, promotional calendar, store invoicing issues**: DeCAHQSOGroceryTeam@deca.mil

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DeCA Vision

To be the grocery provider of choice for our eligible patrons – delivering a vital benefit exclusively for our military community and their families.

The DeCA Mission

Deliver a vital benefit of the military pay system that provides grocery items at significant savings while enhancing quality of life and readiness.

DeCA Values

We have P.A.S.S.I.O.N. for what we do...

- PURSUE: We PURSUE excellence through innovation...
- ACCOUNTABLE: We are ACCOUNTABLE to our patrons...
- SENSE: We demonstrate a SENSE of commitment and urgency...
- STANDARDS: We set relevant and high STANDARDS...
- INSPIRE: We INSPIRE trust and ownership...
- OWNERSHIP: We take OWNERSHIP of our performance and behavior...
- NECESSARY: We are NECESSARY to support our patrons...
...as we deliver the benefit!

One Vision, One Team, One DeCA!

Office of the Director of Sales (MPS)

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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. Commissaries provide a military benefit, saving authorized patrons thousands of dollars annually on their purchases compared to similar products at commercial retailers. The discounted prices include a 5-percent surcharge, which covers the costs of building new commissaries and modernizing existing ones. 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.

***Retail Business Analysis and File Maintenance Divisions report to Ms. Moffett.**

Commissary Store Brands (MPSE)

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Promotions (MPSG)

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Chief, Promotions
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Pet Food, HBC, Non-Consumables (MPSH)

Team Email: DECAHQMPH@deca.mil

Darrell Clary
Category Manager
804-734-8000 x48866
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Categories: Paper, Laundry, Household, Pet, Health, Beauty, Baby, NIB & Tobacco Program

Cheryl Brown
Merchandising Specialist
804-734-8000 x48365
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Sub-Categories: Dry/Wet Dog Food, Dry/Wet Cat Food, Pet Chill, Dog Treats, Cat Litter, Pet Supplies, Bird Food

Audrey Callen
Merchandising Specialist
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Audrey.callen@deca.mil

Sub-Categories: Paper Products, Laundry Products, Bleach, Charcoal, Disposable Bags, Food Storage & Wraps, Batteries, Light Bulbs, Home/Office, Supply, Shoe Care, Picnic Ware, Foil

Rebekah Fine
Merchandising Specialist
804-734-8000 x48736
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Sub-Categories: Vitamins & Supplements, Diapers, Baby Products, Sports Nutrition, Adult Incontinence, Antacids, Analgesics

Ruth Mereus
Merchandising Specialist
804-734-8000 x48635
Ruth.mereus@deca.mil

Sub-Categories: Deodorant, Feminine Hygiene, Hair Care, Hosiery, Oral Care, Organic HBC, Shaving Products, Skin Care, Soap/Body Wash, Travel Size, Eye Care, Foot Care, First Aid

Patricia Sykes
Merchandising Specialist
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Sub-Categories: Household Cleaning, Dish, Kitchen Accessories, Air Care, NIB, J-Hook Products, Insecticides/Pesticides, Reusable Bags, Filters, Tobacco

Spec, Meat, Produce Consumables (MPSI)

Team Email: DECAHQMPSI@deca.mil

Bridget Bennett
Category Manager
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Categories: Fresh Meat, Deli/Bakery/Fresh Seafood, Fresh Fruits & Vegetables, Packaged Produce, Plants and Holiday Turkey Program

James Booker
Merchandising Specialist
804-734-8000 x86418

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Sub-Categories: Packaged Salad, Refrigerated Juice (produce), Canning, Fresh FFV Oct.-Jan. Fresh Promotions and Basket Builders

Andrea Coyle
Merchandising Specialist
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Sub-Categories: Fresh Meat (Beef, Pork, Chicken, Turkey, Veal), Seafood, Deli, and Bakery

Brie Crum
Merchandising Specialist
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Sub-Categories: Fresh Meat (Beef, Pork, Chicken, Turkey, Veal), Seafood, Deli, and Bakery

Teredane Daguison
Merchandising Specialist
804-734-8000 x48170

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Sub-Categories: Salad Dressing, Tofu/Soy, Fresh FFV, and June-Sept. Fresh Promotions and Basket Builders

Harry Farrell
Merchandising Specialist
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Sub-Categories: Fresh Meat (Beef, Pork, Chicken, Turkey, Veal), Seafood, Deli, and Bakery

Teena-Jeannie Williams
Merchandising Specialist
804-734-8000 x48528

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Sub-Categories: Dip, Nuts/Trail, Ancillary Items, Racks, Fresh FFV, Feb.-May Fresh Promotions and Basket Builders

Semi-Perishable (DSD) Consumables (MPSJ)

Team Email: DECAHQMPSJ@deca.mil

Iveena Henderson
Category Manager
804-734-8000 x86127

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Categories: DSD, Bread, Snacks, Beverages, Food, Specialty Food, Front End racks, Rack Program and Cooler Bank Program

Donita Higgins
Merchandising Specialist
804-734-8000 x48310

Donita.higgins@deca.mil

Sub-Categories: Energy Drinks, New Age RTD Tea & Coffee, Beverage (Powdered), Water, Water Premium Coconut, Water Sparkling/Flavored, Coffee Creamers & Dry Filters, Coffee Instant, International, K-Cups, Tea, Soda DSD, Soda Premium

Aaron Kent
Merchandising Specialist
804-734-8000 x48106

Aaron.kent@deca.mil

Sub-Categories: Dinner Prepared, Canned Fish, Canned Meat, Canned Pasta, Dry Pasta, Pork & Beans (Chili, Kidney & Ranch Beans), Ramen, Soup Canned & Dry, Canned Vegetables, Microwave Meals

Lisa McWilliams
Merchandising Specialist
804-734-8000 x48708

Lisa.mcwilliams@deca.mil

Sub-Categories: Snacks (Miscellaneous & Meat), Latino, Asian Foods, Beans (Dry), Rice Dry/Flavored, Hispanic, Tortillas (DSD), Ice Cream Cones & Toppings, Canister Snacks, Grain Cakes, Potatoes Instant & Stuffing

Kevin Newborn
Merchandising Specialist
804-734-8000 x48661

Kevin.newborn@deca.mil

Sub-Categories: Fruit Can-Jar, Baking Needs (Morsels & Nuts), Cake Mix & Flour, Pudding, Gelatin, Marshmallows, Gravy & Dry Seasonings, Shortenings & Oils, Dressing Salad (Dry/Liquid), Mayo, Croutons, Canned Milk, Powdered Milk, Ultra-High Temperature Milk, Bread Mainstream, Bread Breakfast, Buns/Rolls, Bread Premium, German Foods & Gourmet (International)

Kirsten O'Nell
Merchandising Specialist
804-734-8000 x48126

Kirsten.o'nell@deca.mil

Sub-Categories: Front End Healthy, Front End Confections, Front End Coolers, Front End SCO, Front End Snacks, Front End Non-Food, Fueling Station, Snack Nuts, Granola Bars, Dried Fruit Snacks, Cookies, Crackers, Crackers (Snack), Specialty Cookies, Mixers

Semi-Perishable (DSD) Consumables (MPSJ)

Team Email: DECAHQMPSJ@deca.mil

Wendy VanBever
Merchandising Specialist
804-734-8000 x86459

Wendy.vanbevers@deca.mil

Sub-Categories: Cereal Cold, Cereal Hot, Fruit Dried, Jams & Jelly, Ketchup & Mustard, Pancake Mix, Syrup, Molasses, Peanut Butter, Pickles, Peppers, Relish, Toaster Pastry, Vinegar, Olives, Chocolate Syrup, Hot Chocolate, Breakfast Drinkable

Loretta Williams
Merchandising Specialist
804-734-8000 x86135

Loretta.williams@deca.mil

Sub-Categories: Sweet Goods, Chips, Healthy Snacks, Salty Snacks, Candy Chocolate, Candy Non-Chocolate, RTE Popcorn, Microwave Popcorn, Canned Tomato (Sauce, Paste, Puree), Spaghetti Sauce & Dry Cheese, Pizza Dry, Dry Cured Meats Rack

Daniel Kinstetter
Merchandising Specialist
804-734-8000 x48139

daniel.kinstetter@deca.mil

Sub-Categories: Juice Apple/Cider, Juice Aseptic, Juice Blends, Juice Kids Drinks, Juice Tomato/Vegetable, Isotonics, Sugar Granulated, Sugar Substitute, Confectionary Sugar, Spices & Extracts, Sauces (BBQ, Hot, Steak, Worcestershire)

Beer, Wine, Refrigerated & Frozen Consumables (MPSW)

Team Email: DECAHQMPSW@deca.mil

Jessica Stables

Category Manager

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Categories: Dairy (Refrigerated), Frozen, Frozen Poultry, Packaged Meats and Beer/Wine

Jennifer Baker

Merchandising Specialist

804-734-8000 x86338

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Sub-Categories: Milk (YES! Milk), Eggs (YES! Eggs), Specialty Eggs, Butter/Margarine, Cheese (Sliced, Shredded, Snack)

Joseph Burrill

Merchandising Specialist

804-734-8000 x48499

Joseph.burrill@deca.mil

Sub-Categories: Bagged Ice, Lunch Meat, Combo Meals, Dinner Sausage (Cooked & Uncooked), Breakfast Meat, HMR, Hams, Dry Sausage Rack

Kimberly Galvin

Merchandising Specialist

804-734-8000 x52853

Kimberly.galvin@deca.mil

Sub-Categories: Ice Cream, Novelties, Breakfast, Vegetables, Seafood

Lisa Owens

Merchandising Specialist

804-734-8000 x48181

Lisa.owens@deca.mil

Sub-Categories: Yogurt, Milk Alternatives/Coffee Creamer, Cream Cheese, Cooking/Culture, Pasta, Juice/Coffee/Tea, Dough, Desserts

Michael Denny

Merchandising Specialist

804-734-8000 x48547

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Sub-Categories: Frozen International, Frozen Bread, Frozen Snacks, Frozen Potatoes, Frozen Pizza, Beer, Wine

Johnny Stewart

Merchandising Specialist

804-734-8000 x48930

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Sub-Categories: Frozen Desserts, Frozen Toppings, Frozen Fruit, Frozen Prepared Meals, Frozen Meat & Poultry (Packaged Meat, Burgers, Meatless, IQF Chicken, Prepared Chicken, Poultry)

Retail Business Analysis (MPSK)

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File Maintenance (MPSL)

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Reset & Planograms (MPSR)

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