



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

IN REPLY  
REFER TO

MPS

September 24, 2015

NOTICE TO THE TRADE - DeCA NOTICE 15-99

SUBJECT: DeCA to Salute 150 Years of Savings and Value to US Military

The purpose of this Notice to the Trade is to advise Industry of a year-long celebration observing the 25<sup>th</sup> anniversary of the Defense Commissary Agency's activation, and the 150<sup>th</sup> anniversary of the modern commissary benefit. The observance will highlight the value and long history of the commissary benefit, while thanking those who have guarded our country and preserved our freedom. DeCA invites you to join this celebration.

DeCA officially stood up **October 1, 1991**, combining all military commissaries under one DoD agency. The modern commissary benefit began on **July 1, 1867**, with the at-cost sale of food to enlisted men and officers at posts across the country. To take advantage of the festive, patriotic mood generated by the 4<sup>th</sup> of July holiday in both 2016 and 2017, the observance will commence three months prior to DeCA's 25<sup>th</sup> anniversary, and will last until a week after the Commissary benefit's 150<sup>th</sup> that is, from **July 1, 2016, to July 8, 2017**.

During the year-long observance, commissaries hope to offer shoppers multiple sales events that tie into the anniversary theme. To recognize our military families for their service and sacrifice, and to thank them for their patronage, we will honor the armed services on their birthdays, as well as during several months and on specific days already in place for honoring military families. The observance will also include all our usual annual sales promotions and regularly-hosted events, such as case lot sales, farmers' markets, and similar events. During the 12-month observance, we hope to link them all to the anniversary theme.

While every service birthday will be observed with different words or slogans, they will follow the same general theme, such as "Saluting the Army on its 242<sup>nd</sup> Birthday... the Commissary, benefitting the military for 150 years, and DeCA, serving the military for 25 years." Please note, this is only an example; specific slogans and artwork are being developed by DeCA's Anniversary Planning Committee, which will provide them to Industry as soon as they are completed. At some point we hope to offer Industry the opportunity to be included in this planning process.

DeCA plans to highlight the kick-off event on **July 1-2, 2016 (Friday and Saturday)**, with farmers markets, in-store parties, and special savings from our Industry partners. This will be the start of a three-month period during which we will thank our customers for their patronage, and celebrate the great savings and value the Agency has brought to the military community for 25 years. All will serve as a prelude to the weekend of DeCA's 25<sup>th</sup> Anniversary (**Saturday, October 1, 2016**), during which we anticipate having sales events similar to those held in July. We invite Industry to find creative ways to join in the celebrations, through in-store samplings, demos, high value coupons, and celebrity chefs and/or celebrities touring our stores.

The subsequent nine months will serve as a build-up to the biggest celebration of all, the Commissary Benefit's 150<sup>th</sup> Anniversary. During those months we will place progressively greater emphasis on the Commissaries' 150<sup>th</sup> as we move closer to that date: **Saturday, July 1, 2017**. Our observance of that day **will begin the day before (Friday June 30), and extend through the following week.**

The key dates during this observance are as follows:

**July 1-2, 2016 (Friday - Saturday): Kick-Off for 25<sup>th</sup> and 150<sup>th</sup> Anniversaries Celebration, supplemented by activities for July 4 (Monday), Independence Day, 1776 (USA is 240 years young)**

August 4, 2016 (Thursday): Coast Guard Birthday, 1790 (226 years)

September 18, 2016 (Sunday): Air Force Birthday, 1947 (69 years)

**October 1, 2016 (Saturday): DeCA 25<sup>th</sup> Anniversary (1991)**

October 13, 2016 (Thursday): Navy Birthday, 1775 (241 years)

November 2016: Military Family Appreciation Month, including:

November 11, 2016 (Friday): Veterans Day

November 10, 2016 (Thursday): Marine Corps Birthday, 1775 (241 years)

April 2017: Month of the Military Child

May 2017: Military Appreciation Month, including:

May 12, 2017 (Friday): Military Spouse Day

May 20, 2017 (Saturday): Armed Forces Day

May 27-29, 2017: Memorial Day Weekend

June 14, 2017 (Wednesday): Army Birthday, 1775 (242 years) and Flag Day 1777 (240 years)

**July 1, 2017 (Saturday): Modern Commissary Benefit's 150<sup>th</sup> Anniversary (1867), again to be supplemented by July 4 activities (Tuesday), Independence Day, 1776 (241 years)**

As stated earlier, we also plan to observe the anniversaries throughout the year at all special sales events, on-site sales, and during all annually-scheduled sales promotions. Our Industry partners are encouraged to work with the Category Managers to discuss special savings for our customers during this time period.

Our sincere thanks to you and your staff for all you do for our military members and their families. We look forward to your participation in this unique and heartfelt program.

Questions regarding this Notice to the Trade may be directed to Mr. Charlie Dowlen, Category Manager at, [Charlie.dowlen@deca.mil](mailto:Charlie.dowlen@deca.mil) or, 804-734-8000, extension 4-8385 and Ms. Sallie Cauthers, Sales and Marketing at [sallie.cauthers@deca.mil](mailto:sallie.cauthers@deca.mil) or, 804-734-8000, extension 4-8769.

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