



DEFENSE COMMISSARY AGENCY

2021 PLANNING CALENDAR



PROUD, COMMITTED AND MORE





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

Hello Team DeCA,

I'm proud to unveil the 2021 Commissary Planning Calendar, a resource guide for our store staffs that gives them a running reminder of the promotion schedules and themes for the coming year. We continue to receive positive feedback from the field on their use of this calendar.

This monthly guide is a product of collaboration between the Sales, Marketing and Logistics Group; the Store Operations Group; and our industry partners.

The unprecedented events of 2020 with COVID-19 continue and we emerged from last year as a proven force multiplier for our service members and their families, as we overcame the challenges of a strained supply chain and marshalled our efforts to keep our commissaries supplied.

As we enter 2021, our new normal will remain grounded in what we do best: delivering the best commissary benefit possible bolstered by promotional items that double down on our everyday significant savings.

Moving forward, we need all hands on deck as we expand on what worked best and continue in our quest to improve our shortfalls. We will lean forward as we support our valued customers. We will also continue to collaborate with our industry partners to keep our supply chain uninterrupted.

We have a lot in front of us in our new normal, but I'm proud to enter it with you. Your performance in delivering this benefit has defined the meaning of resiliency, professionalism and adaptability to get the job done.

It's my hope that this planning calendar reinforces your efforts to deliver the best commissary benefit for our customers who depend on it.

Finally, I applaud the efforts of our field team. Being on the front line we appreciate all that you are doing to provide outstanding customer service. Thank you for all that you do day in and day out!

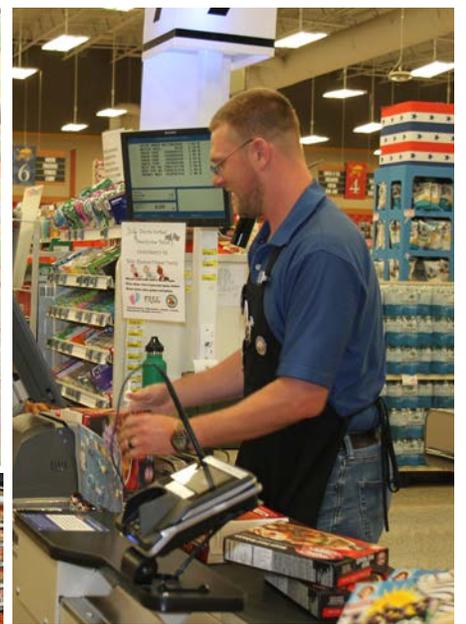
A handwritten signature in black ink, appearing to read "C. Burns", is positioned above the typed name.

Christopher T. Burns
Executive Director, Sales, Marketing & Logistics Group

PROUD, COMMITTED AND MORE.



PROUD, COMMITTED AND MORE



CY2021 Display Periods Promotions Calendar - INDUSTRY

Month	Promo Period	Event #	Date of Displays (all are two-week periods)		Deadline to submit 889's	Deadline to submit 40-16's	Minimum FDS / DSD Promotional Pricing Period Required for "K" Items		Minimum FDS / DSD Promotional Pricing Period Required for "O" Items		Themes
Jan	Regular 1	20210001	1/4/21	1/17/21	7/20/2020		1/1/21	1/31/21	11/1/20	1/31/21	Family Fit Lifestyle/Special Olympics/Natural and Organics
Jan	Shippers 2	20210302	1/18/21	1/31/21		7/20/2020	1/1/21	1/31/21	11/16/20	1/31/21	
Jan	Regular 2	20210002	1/18/21	1/31/21	8/3/2020		1/1/21	1/31/21	11/16/20	1/31/21	
Feb	Shippers 3	20210303	2/1/21	2/14/21		8/3/20	1/16/21	2/15/21	12/1/20	2/15/21	
Feb	Regular 3	20210003	2/1/21	2/14/21	8/17/2020		1/16/21	2/15/21	12/1/20	2/15/21	Super Bowl/National Hot Breakfast Month/Snack Food Month/Valentine's Day/Chocolate Month/Idaho Potato Month/Heart Healthy Month/ National Canned Food Month/National Cherry Month/National Pet Dental Month/Chinese New Year
Feb	Shippers 4	20210304	2/15/21	2/28/21		8/17/20	2/1/21	2/28/21	12/16/20	2/28/21	
Feb	Regular 4	20210004	2/15/21	2/28/21	8/31/2020		2/1/21	2/28/21	12/16/20	2/28/21	
Mar	Shippers 5	20210305	3/1/21	3/14/21		8/31/20	2/16/21	3/15/21	1/1/21	3/15/21	
Mar	Regular 5	20210005	3/1/21	3/14/21	9/14/2020		2/16/21	3/15/21	1/1/21	3/15/21	March Madness/National Nutrition Month/National Frozen Food Month/Irish American Heritage Month/St. Patrick's Day (3/17)
Mar	Shippers 6	20210306	3/15/21	3/28/21		9/14/20	3/1/21	3/31/21	1/16/21	3/31/21	
Mar	Regular 6	20210006	3/15/21	3/28/21	9/28/2020		3/1/21	3/31/21	1/16/21	3/31/21	
Apr	Shippers 7	20210307	3/29/21	4/11/21		9/28/20	3/16/21	4/15/21	2/1/21	4/15/21	
Apr	Regular 7	20210007	3/29/21	4/11/21	10/12/2020		3/16/21	4/15/21	2/1/21	4/15/21	National Vietnam War Veterans Day (3/29)/Easter (4/4)/Month of the Military Child/Asian Pacific American Heritage Month
Apr	Shippers 8	20210308	4/12/21	4/25/21		10/12/20	4/1/21	4/30/21	2/16/21	4/30/21	
Apr	Regular 8	20210008	4/12/21	4/25/21	10/26/2020		4/1/21	4/30/21	2/16/21	4/30/21	
May	Shippers 9	20210309	4/26/21	5/9/21		10/26/20	4/16/21	5/15/21	3/1/21	5/15/21	
May	Regular 9	20210009	4/26/21	5/9/21	11/9/2020		4/16/21	5/15/21	3/1/21	5/15/21	Cinco de Mayo (5/5), Military Spouse Appreciation Day (5/7)/Mother's Day (5/9)/Armed Forces Day (5/15)/National Salad Month/Disaster Preparedness Month/Military Appreciation Month/National Pet Month/National BBQ Month
May	Shippers 10	20210310	5/10/21	5/23/21		11/9/20	5/1/21	5/31/21	3/16/21	5/31/21	
May	Regular 10	20210010	5/10/21	5/23/21	11/23/2020		5/1/21	5/31/21	3/16/21	5/31/21	
Jun	Shippers 11	20210311	5/24/21	6/6/21		11/23/20	5/16/21	6/15/21	4/1/21	6/15/21	
Jun	Regular 11	20210011	5/24/21	6/6/21	12/7/2020		5/16/21	6/15/21	4/1/21	6/15/21	Memorial Day Sales Event/National Dairy Month/Healthy Lifestyle Festival/Father's Day (6/20)
Jun	Shippers 12	20210312	6/7/21	6/20/21		12/7/20	6/1/21	6/30/21	4/16/21	6/30/21	
Jun	Regular 12	20210012	6/7/21	6/20/21	12/21/2020		6/1/21	6/30/21	4/16/21	6/30/21	
Jul	Shippers 13	20210313	6/21/21	7/4/21		12/21/20	6/16/21	7/15/21	5/1/21	7/15/21	
Jul	Regular 13	20210013	6/21/21	7/4/21	1/4/2021		6/16/21	7/15/21	5/1/21	7/15/21	July 4th Patriotic Sales Event
Jul	Shippers 14	20210314	7/5/21	7/18/21		1/4/21	7/1/21	7/31/21	5/16/21	7/31/21	
Jul	Regular 14	20210014	7/5/21	7/18/21	1/18/2021		7/1/21	7/31/21	5/16/21	7/31/21	National Grilling Month/National Pack-a-Picnic Month/National Watermelon Month/Back to School/National Ice Cream Month/Summer Olympics (7/23-8/8)
Aug	Shippers 15	20210315	7/19/21	8/1/21		1/18/21	7/16/21	8/15/21	6/1/21	8/15/21	
Aug	Regular 15	20210015	7/19/21	8/1/21	2/1/2021		7/16/21	8/15/21	6/1/21	8/15/21	
Aug	Shippers 16	20210316	8/2/21	8/15/21		2/1/21	7/16/21	8/15/21	6/16/21	8/15/21	
Aug	Regular 16	20210016	8/2/21	8/15/21	2/15/2021		7/16/21	8/15/21	6/16/21	8/15/21	



CY2021 Display Periods Promotions Calendar - INDUSTRY

Month	Promo Period	Event #	Date of Displays (all are two-week periods)		Deadline to submit 889's	Deadline to submit 40-16's	Minimum FDS / DSD Promotional Pricing Period Required for "K" Items		Minimum FDS / DSD Promotional Pricing Period Required for "O" Items		Themes
Sep	Shippers 17	20210317	8/16/21	8/29/21		2/15/21	8/1/21	8/31/21	7/1/21	8/31/21	Kids Eat Right Month/National Peach Month/Back to School/Annual Pet Event/Purple Heart Day (8/7)
Sep	Regular 17	20210017	8/16/21	8/29/21	3/1/2021		8/1/21	8/31/21	7/1/21	8/31/21	
Sep	Shippers 18	20210318	8/30/21	9/12/21		3/1/21	8/16/21	9/15/21	7/16/21	9/15/21	
Sep	Regular 18	20210018	8/30/21	9/12/21	3/15/2021		8/16/21	9/15/21	7/16/21	9/15/21	Labor Day Sales Event/NFL Kick-Off/National Food Safety Month/National Organic Harvest Month/National Family Meals Month/Fruit & Veggies-More Matters Month/Hispanic Heritage Month
Oct	Shippers 19	20210319	9/13/21	9/26/21		3/15/21	9/1/21	9/30/21	8/1/21	9/30/21	
Oct	Regular 19	20210019	9/13/21	9/26/21	3/29/2021		9/1/21	9/30/21	8/1/21	9/30/21	
Oct	Shippers 20	20210320	9/27/21	10/10/21		3/29/21	9/16/21	10/15/21	8/16/21	10/15/21	Commissary Store Brand Sale (9/27-10/10)/Halloween Sales Month/Energy Action Month/National Breast Cancer Awareness Month/World Series/Italian American Heritage Month/Navy-Air Force Football Game (10/2)
Oct	Regular 20	20210020	9/27/21	10/10/21	4/12/2021		9/16/21	10/15/21	8/16/21	10/15/21	
Nov	Shippers 21	20210321	10/11/21	10/24/21		4/12/21	10/1/21	10/31/21	9/1/21	10/31/21	
Nov	Regular 21	20210021	10/11/21	10/24/21	4/26/2021		10/1/21	10/31/21	9/1/21	10/31/21	Halloween/Army-Air Force Football Game (TBD)/Military Family Appreciation Month/National Diabetes Awareness Month/Veterans Day (11/11)/Thanksgiving (11/25)
Nov	Shippers 22	20210322	10/25/21	11/7/21		4/26/21	10/16/21	11/15/21	9/16/21	11/15/21	
Nov	Regular 22	20210022	10/25/21	11/7/21	5/10/2021		10/16/21	11/15/21	9/16/21	11/15/21	
Dec	Shippers 23	20210323	11/8/21	11/21/21		5/10/21	11/1/21	11/30/21	10/1/21	11/30/21	Halloween/Army-Air Force Football Game (TBD)/Military Family Appreciation Month/National Diabetes Awareness Month/Veterans Day (11/11)/Thanksgiving (11/25)
Dec	Regular 23	20210023	11/8/21	11/21/21	5/24/2021		11/1/21	11/30/21	10/1/21	11/30/21	
Dec	Shippers 24	20210324	11/22/21	12/5/21		5/24/21	11/16/21	12/15/21	10/16/21	12/15/21	
Dec	Regular 24	20210024	11/22/21	12/5/21	6/7/2021		11/16/21	12/15/21	10/16/21	12/15/21	Christmas/New Year's Day/Army-Navy Football Game (12/11)
Jan	Shippers 25	20210325	12/6/21	12/19/21		6/7/21	12/1/21	12/31/21	11/1/21	12/31/21	
Dec	Regular 25	20210025	12/6/21	12/19/21	6/21/2021		12/1/21	12/31/21	11/1/21	12/31/21	
Jan	Shippers 26	20210326	12/20/21	1/2/22		6/21/21	12/16/21	1/15/22	11/16/21	1/15/22	Christmas/New Year's Day/Army-Navy Football Game (12/11)
Dec	Regular 26	20210026	12/20/21	1/2/22	7/5/2021		12/16/21	1/15/22	11/16/21	1/15/22	
Jan	Shippers 1	20220301	1/3/22	1/16/22		7/5/21	1/1/22	1/31/22	12/1/21	1/31/22	



CY2021 SEASONAL, HOLIDAY, AND CLUB PACK-INDUSTRY

PACKAGES	EVENT #	DATES	MINIMUM FDS/DSD	MINIMUM FDS/DSD	PRESENTATION TIMEFRAME
			PROMOTIONAL PRICING PERIOD REQUIRED FOR "K" ITEMS	PROMOTIONAL PRICING PERIOD REQUIRED FOR "O" CODED ITEMS	
			SEASONAL 2021		
VALENTINE'S DAY FEB 14, 2021	20210030	Jan 2, 2021 - Feb 14, 2021	Dec 18, 2020 - Feb 28, 2021	Oct 1, 2020 - Feb 28, 2021	Jun 29-Jul 10, 2020
EASTER APR 4, 2021	20210031	Feb 16, 2021 - Apr 4, 2021	Feb 1, 2021 - Apr 16, 2021	Nov 18, 2020 - Apr 16, 2021	Jul 20 - Jul 31, 2020
SINUS/ALLERGY SPRING 2021	20210080	Mar 1, 2021 - Apr 30, 2021	Mar 1, 2021 - Apr 30, 2021	Feb 18, 2021 - Apr 30, 2021	Aug 10 - 21, 2020
PASSOVER Mar 27-Apr 4, 2021	20210042	Mar 3, 2021 - Apr 4, 2021	Mar 1, 2021 - Apr 30, 2021	Dec 18, 2020 - Apr 30, 2021	Aug 31 - Sep 11, 2020
SUNCARE 2021	20210061	Mar 1, 2021 - Feb 28, 2022	Mar 1, 2021 - Feb 28, 2022	Dec 18, 2020- Feb 28, 2022	Sep 7 - 18, 2020
EASTER HAMS 2021	20210041	Mar 10, 2021 - Apr 4, 2021	Feb 18, 2021 - Apr 16, 2021	Jan 1, 2021 - Apr 16, 2021	Nov 2 - 13, 2020
SEVERE WEATHER 2021	20210035	Apr 1, 2021 - Oct 31, 2021	Mar 18, 2021 - Oct 31, 2021	Jan 1, 2021 - Oct 31, 2021	Sep 28 - Oct 8, 2020
MOTHER'S DAY MAY 8, 2021	20210032	Apr 18, 2021 - May 8, 2021	Apr 1, 2021 - May 31, 2021	Jan 18, 2021 - May 31, 2021	Oct 13 - 23, 2020
HEALTHY PET SUMMER EVENT	20210038	May 10, 2021 - Jul 4, 2021	May 1, 2021 - Jul 16, 2021	Feb 18, 2021 - Jul 16, 2021	Nov 8 - 20, 2020
FATHER'S DAY JUN 20, 2021	20210033	May 18, 2021 - Jun 20, 2021	May 1, 2021 - Jun 30, 2021	Feb 18, 2021 - Jun 30, 2021	Nov 8 - 20, 2020
FIRST AID RACK 2021	20210062	May 1, 2021 - Jul 31, 2021	May 1, 2021 - Jul 31, 2021	Apr 18, 2021 - Jul 31, 2021	Nov 30 - Dec 11, 2020
HALLOWEEN OCTOBER 2021	20210034	Aug 1, 2021 - Oct 31, 2021	Aug 1, 2021 - Nov 16, 2021	May 1, 2021 - Nov 16, 2021	Jan 11 - 28, 2021
SINUS/ALLERGY FALL 2021	20210083	Aug 1, 2021 - Sep 30, 2021	Aug 1, 2021 - Sept 30, 2021	Jul 18, 2021 - Sep 30, 2021	Feb 1 - 12, 2021
HEALTHY PET FALL EVENT	20210038	Aug 30, 2021 - Sep 28, 2021	Aug 18, 2021 - Sept 30, 2021	Jun 18, 2021 - Sep 30, 2021	Mar 1 - 12, 2021
WINTER COCOA/CIDER 2021	20210040	Oct 1, 2021 - Mar 31, 2022	Sep 18, 2021 - Mar 31, 2022	July 1, 2021 - Mar 31, 2022	Apr 5 - 18, 2021
FOOTBALL MADNESS SUPER BL FEB 7, 2022	20210098	Oct 1, 2021 - Feb 7, 2022	Sep 18, 2021 - Feb 28, 2022	July 18, 2021 - Feb 28, 2022	Apr 5 - 18, 2021
COUGH/COLD 2021	20210084	Oct 1, 2021 - Feb 28, 2022	Oct 1, 2021 - Feb 28, 2022	Sep 18, 2021 - Feb 28, 2022	May 3 - 14, 2021
HOLIDAYS 2021					
INTERNATIONAL	20210080	Oct 4, 2021 - Dec 26, 2021	Oct 1, 2021 - Jan 16, 2022	June 1, 2021 - Jan 16, 2022	Feb 1 - 12, 2021
HOLIDAYS 2021 INCLUDES:		Oct 4, 2021 - Dec 26, 2021	Oct 1, 2021 - Jan 16, 2022	July 1, 2021 - Jan 16, 2022	
COOKIE/CRACKERS/FRUITCAKE	20210082				Mar 1 - 12, 2021
GIFT PACKS/HBC GIFT PACKS	20210083				Mar 1 - 12, 2021
NONFOOD	20210084				Mar 1 - 12, 2021
DRY GROCERY	20210089				Apr 5 - 18, 2021
BAKING	20210096				Apr 5 - 18, 2021
CHILL/FREEZE/PREPACKED MEAT	20210081				Apr 5 - 18, 2021
CANDY	20210086	Nov 1, 2021 - Dec 26, 2021	Oct 18, 2021 - Jan 16, 2022	Aug 1, 2021 - Jan 16, 2022	May 3 - 14, 2021
HOLIDAY HAMS	20210087	Oct 4, 2021 - Dec 26, 2021	Oct 1, 2021 - Jan 16, 2022	Aug 18, 2021 - Jan 16, 2022	May 10 - 21, 2021
CLUB PACKS 2021					
SPRING/SUMMER CLUB PACK UPDATE 2021	20210058	Apr 1, 2021 - Sep 30, 2021		Jan 1, 2021 - Sep 30, 2021	Oct 5 - 18, 2020
FALL/WINTER CLUB PACK UPDATE 2021	20210057	Oct 1, 2021 - Mar 31, 2022		Jul 1, 2021 - Mar 31, 2022	Apr 5 - 18, 2021
ANNUAL CLUB PACK UPDATE 2022	20220058	Jan 1, 2022 - Dec 31, 2022		Oct 1, 2021 - Dec 31, 2022	Jul 5 - 18, 2021



NATIONAL EVENTS

January

National Hot Tea Month
National Soup Month
National Oatmeal Month
Comfort Food Month
National Meat Month

February

Black History Month
Canned Food Month
Great American Pie Month
National Cherry Month
National Grapefruit Month
American Heart Healthy Month
National Snack Food Month
National Hot Breakfast Month
Sweet Potato Month

March

National Women's History Month
Frozen Food Month
Irish American Heritage Month
National Nutrition Month
National Peanut Month
National Sauce Month
National Salt Awareness Month

April

Jewish American Heritage Month
National Grilled Cheese Sandwich Month
National Soy Foods Month
National Pecan Month

May

Asian Pacific American Heritage Month
National Egg Month
National Salad Month
National BBQ Month
National Hamburger Month
National Pet Month
Gifts from the Garden Month

June

National Hawaiian Food Week
National Dairy Month
National Iced Tea Month
Fresh Fruits and Vegetables Month
National Seafood Month
National Candy Month
Turkey Lovers Month

July

National Ice Cream Month
National Hot Dog Month
National Family Reunion Month
National Watermelon Month
National Grilling Month
National Blueberry Month
National Picnic Month

August

Kick-Off Football Season
"Get Ready for Kindergarten" Month
National Peach Month
Family Fun Month
National Catfish Month
National Water Month

September

National Hispanic Heritage Month
National Food Safety Month
National Healthy Breakfast Month
National Chicken Month
Organic Harvest Month
Honey Month

October

Italian American Heritage Month
Breast Cancer Awareness Month
National Energy Action Month
National Apple Month
National Chili Month
National Dessert Month
National Vegetarian Month
National Cookie Month
National Pizza Month
National Popcorn Popping Month
Eat Country Ham Month

November

National Native American Heritage Month
National Pomegranate Month
Peanut Butter Lovers Month

December

National Fruitcake Month
National Egg Nog Month
Happy Holidays Month

WED

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New Year's Day 001

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Bean Day 006

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Bagel Day 015

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Pie Day 023

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Chocolate Cake Day 027

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WED

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3 062	4 063	5   064	6 065
10 069	11 070	12  071	13 072
17 076 St. Patrick's Day	18 077	19   078	20 079 First Day of Spring Ravioli Day
24 083	25 084 Medal of Honor Day Waffle Day	26  085	27 086 Spanish Paella Day
31 090	FEBRUARY S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	APRIL S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	

TO DO:

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April Fools' Day 091

Good Friday
Peanut Butter & Jelly Day 092

093

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Tax Day 105

Purple Up! Day 106

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24

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Earth Day 112

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Military Brats Day
Raisin Day 120

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TO DO:

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MAY

Plan for Upcoming
 o Fourth of July Sale

Commissary Promotions & Events

Military Appreciation Month
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Cinco de Mayo (5th)
 ● ● ● ● ● ● ● ●

Military Spouse Day (7th)
 ● ● ● ● ● ● ● ●

Mother's Day (9th)
 ● ● ● ● ● ● ● ●

Armed Forces Day (15th)
 ● ● ● ● ● ● ● ●

Memorial Day (31st)
 ● ● ● ● ● ● ● ●

Sidewalk Sales
 ● ● ● ● ● ● ● ●

Healthy Lifestyle Festivals
 ● ● ● ● ● ● ● ●

National Pet Month
 ● ● ● ● ● ● ● ●

Asian Pacific American Heritage
 ● ● ● ● ● ● ● ●

Summer Unofficially Starts:
Chips & Salty Snacks Displays
 ● ● ● ● ● ● ● ●

Red Shirt Day
Every Friday Salute our Military

SUN							MON							TUE						
APRIL S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30							JUNE S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30							PURE HARMONY <small>CAREFULLY BLENDED WHOLE NUTRITION</small>						
2							3							4						
122							123							124						
9							DP 10 BEGINS							10						
Mother's Day 129							Shrimp Day 130							131						
16							17							18						
136							137							138						
23							DP 11 BEGINS							24						
143							144							145						
30							31							Flock's Finest.						
150							Memorial Day 151													

WED

THU

FRI

SAT

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153

Egg Day

154

Cheese Day

155

156

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10

11

12



160

Iced Tea Day

161

162

163

16

17

18

19



Fudge Day

167

168

Sushi Day

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26



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30

WIDE AWAKE COFFEE CO.



181

TO DO:

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JUL

Plan for Upcoming

o Labor Day Weekend Sale

Commissary Promotions & Events

Fourth of July Celebration!

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Korean War Veterans Armistice Day (27th)

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Grilling Season:
Promo on Fresh Meat & Poultry

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Watermelon & Fruit Sales

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Water Promo:
Commissary Brands, Flavored, Sparkling, Energy & Electrolytes

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Cross-merchandise Snacks with Fruit (Vanilla Wafers with Bananas)

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Chill Frozen Promos - Ice Cream!

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Feds Feed Families (Cont'd):
Display Box Up Front

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Red Shirt Day
Every Friday Salute our Military

SUN							MON							TUE						
JUNE S M T W T F S 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30							AUGUST S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31													
4							DP 14 BEGINS							5						
Independence Day 185							Independence Day Observed 186							Fried Chicken Day 187						
11							12							13						
192							193							French Fries Day 194						
18							DP 15 BEGINS							19						
199							Ice Cream Day 200							201						
25							26							27						
206							207							Korean War Veterans Armistice Day 208						
IDEAS:																				

WED

THU

FRI

SAT



Commissary Birthday 182

183

184

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188

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Sugar Cookie Day 190

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15

16

17



Bastille Day 195

196

197

198

21

22

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202

203

Hot Dog Day 204

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Milk Chocolate Day 209

210

Chili Dog Day 211

212

TO DO:

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WED

THU

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4 Coast Guard Birthday 216	5 217	6  Root Beer Float Day 218	7 Purple Heart Day 219																																																																																				
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18 Fajita Day 230	19 231	20  232	21 233																																																																																				
25 Banana Split Day 237	26 Women's Equality Day 238	27  239	28 240																																																																																				
		<p>JULY</p> <table border="1"> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td></tr> <tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr> <tr><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td></tr> <tr><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td></tr> </table>	S	M	T	W	T	F	S					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	<p>SEPTEMBER</p> <table border="1"> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td></tr> <tr><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr> <tr><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td></tr> <tr><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td></td><td></td></tr> </table>	S	M	T	W	T	F	S				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		
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SEP

Plan for Upcoming

- o Military Veterans Commemoration Ceremony

Commissary Promotions & Events

Labor Day Weekend Sale



9/11 Remembrance Day (11th)



Air Force Birthday (18th)



Disaster Preparedness Campaign



BTS Sidewalk Sales Continue



Family Meal Month



Oktoberfest Promo Begins

Display German Food Specialties



Breakfast Bundling Event
Create with Cereal, Granola Bars, Almond Milk



Hispanic Heritage Month



Annual Italian/American Festival of Savings



Fruit & Veggies
More Matters Month



Red Shirt Day
Every Friday Salute our Military

SUN							MON							TUE						
AUGUST S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31							OCTOBER S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31							WIDE AWAKE COFFEE CO. ®						
5							6							7						
Cheese Pizza Day 220							Labor Day 221							222						
12							DP 19 BEGINS							13						
227							Peanut Day 228							229						
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234							235							236						
26							DP 20 BEGINS							27						
Gold Star Mother's Day 241							242							243						
IDEAS:																				

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<p>8</p> <p>251</p>	<p>9</p> <p>252</p>	<p>10</p>  <p>253</p>	<p>11</p> <p>Patriot Day 254</p>
<p>15</p>  <p>258</p>	<p>16</p> <p>Guacamole Day 259</p>	<p>17</p>  <p>Constitution Day 260</p>	<p>18</p> <p>Oktoberfest Air Force Birthday 261</p>
<p>22</p> <p>First Day of Fall Ice Cream Cone Day 265</p>	<p>23</p> <p>266</p>	<p>24</p>  <p>267</p>	<p>25</p> <p>268</p>
<p>29</p> <p>Coffee Day 272</p>	<p>30</p> <p>273</p>		

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TopCare®

Defense Commissary
Agency Birthday
Homemade Cookies Day



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Noodle Day 279

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Navy Birthday 286

Dessert Day 287

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World Food Day 289

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Apple Day 294

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3 Sandwich Day 307	4 308	5  309	6 Nachos Day 310
10 Marine Corps Birthday Vanilla Cupcake Day 314	11 Veterans Day 315	12   316	13 317
17 Homemade Bread Day 321	18 322	19  323	20  324
 24 328	25 Thanksgiving 329	26   330	27 331
OCTOBER S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	DECEMBER S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31		

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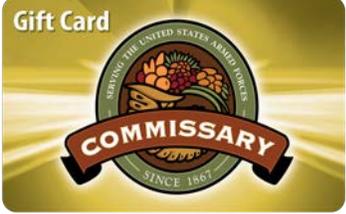
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<p>1</p>  <p>335</p>	<p>2</p> <p>336</p>	<p>3</p>  <p>337</p>	<p>4</p> <p>Cookie Day 338</p>
<p>8</p> <p>Brownie Day 342</p>	<p>9</p> <p>343</p>	<p>10</p>   <p>344</p>	<p>11</p> <p>345</p>
<p>15</p>  <p>349</p>	<p>16</p> <p>350</p>	<p>17</p>  <p>Maple Syrup Day 351</p>	<p>18</p> <p>352</p>
 <p>22</p> <p>356</p>	 <p>23</p>  <p>357</p>	<p>24</p> <p>Christmas Holiday Observed</p> <p>Christmas Eve 358</p>	<p>25</p> <p>Christmas 359</p>
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FOR CUSTOMERS

Commissaries.com Website



On www.commissaries.com, our mobile-friendly website, you will find the Marketing Materials page (under Our Agency/News Room) that has all of the campaign materials and tools for your use.

Sales Flyer

On our website you will find a Sales Flyer depicting everything on sale for that promotion period. The link may be found on the top right of the Home Page or under Rewards & Savings.



Monthly Sales News Release

Promoting themed, industry sales events, giveaways, and deep discounts in commissaries worldwide and/or stateside only, these releases are distributed worldwide to all military public affairs, newspapers, websites, publications, social media, and radio/TV locales.

Commissary Connection Email Updates

Visit <https://www.commissaries.com/customer-service/commissary-connection> to sign up for Commissary Connection email updates and stay connected to Your Commissary!



Once you subscribe, we'll send you the latest Commissary news, sales and events on a regular basis. Providing your preferred Commissary and favorite topics in your email profile will help us deliver the most timely and relevant information to you!"

Commissary Connection Blog

This is the Defense Commissary Agency's official blog hosted on DoDLive, the Department of Defense WordPress blogging network, at <https://commissaryconnection.dodlive.mil/>.



This blog is focused on Your Commissary and its connection to the military community. Featured content may range from human interest stories and shopping tips to videos, notifications about Commissary programs/events and more!

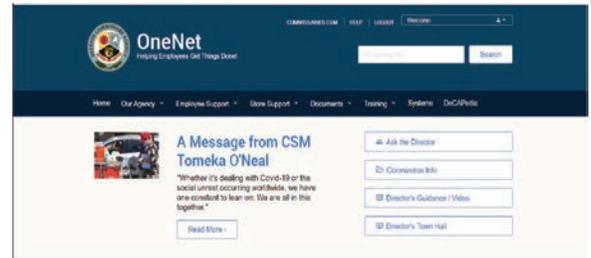
Social Media



Within the social media venues, you can find promotions and pertinent information posted on Facebook, Twitter, Pinterest, Instagram, Vimeo and YouTube accounts.

FOR TEAM MEMBERS

OneNet Website



OneNet, DeCA's interactive, internal website, gives employees access to tools, documents, information and idea sharing across the enterprise.

Communities of Practice (COP)

A wealth of information updated daily on the COP site on OneNet is created exclusively for store management to stay informed of all up-to-date news pertaining to our daily activities and alerts that may affect business



DeCA 2020

E-Newsletter

A monthly electronic newsletter available to all DeCA employees offering best practices, individual employee accomplishments, and news regarding the agency.

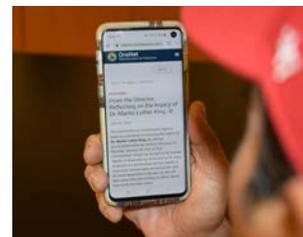


Vision Magazine

A long-standing internal communication tool/magazine for employees worldwide. Here you can find best practices, sales tips, event photos and outstanding ideas for your commissaries' promotion periods.



OneMail



OneMail, OneNet's email subscription tool, allows employees to subscribe to get notifications on late-breaking DeCA news sent right to their mobile devices.

DeCA Communication Toolbox

Visit <https://onenet.commissaries.com/our-teams/corporate-communications> to access various communication tools to help our stores spread the story of the benefit. You will find links to the Commissary 101 briefing, bios, store webpage style guide, photo aids and other helpful resources.

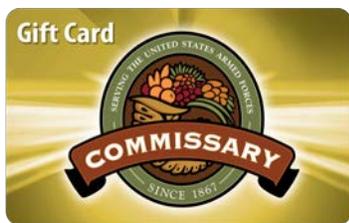
YES! Program

Short for “Your Everyday Savings!,” the YES! program helps make commissaries in CONUS, Alaska and Hawaii more competitive with grocers outside the gate who often lower prices on certain goods to entice consumers inside their store where more expensive items await. With YES! we are using variable pricing to allow us to compete with other retailers who often drop prices on attractive ‘image’ items that consumers tend to buy the most. Lowering prices on these items reinforces the fact that our patrons’ best option for overall savings remains at their commissary.



Commissary Gift Cards

Your commissary offers gift cards that can be purchased inside the commissary at the register or the customer service desk, as well as, online. Anyone can purchase these gift cards whether they are an authorized patron or not, both in the store and online at commissaries.com. If someone orders online, they can have them shipped anywhere in the U.S. or to APO, FPO or DPO addresses outside the U.S. The recipients of these cards must be authorized to use the commissary. Commissary gift cards are available for sale at your neighboring Navy Exchange (NEX) or Army & Air Force Services Exchange (Exchange) and reciprocally, your commissary sells both NEX and AAFES Exchange gift cards.

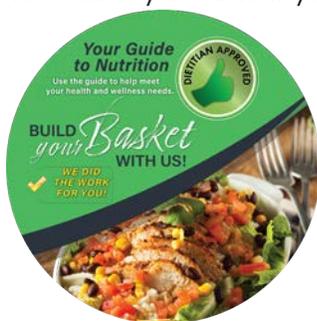


Guard / Reserve On-Site Sales

The Defense Commissary Agency’s Guard/Reserve On-Site Sales program brings the commissary benefit to all authorized commissary customers who do not live near one of our stateside stores by teaming up with National Guard and Reserve units to bring special sales to their installations. Just like any commissary, on-site sales offer a variety of products at cost plus 5 percent surcharge. Visit our website and/or sign up for our monthly e-newsletter, Commissary Connection, to find out when we will be bringing the benefit to you! Keep in mind that Guard/Reserve On-Site sales may be suspended due to the COVID-19 pandemic.

Nutrition Guide Program (NGP)

The military community should have confidence in building your basket with us using the NGP. It’s scientifically credible and was designed to align with DOD messaging.



- It helps you build a healthy eating pattern
- The thumbs call out “Dietitian Approved” high nutrition quality and high performance food
- This enhanced version of the NGP has around 2,600 Dietitian-Approved items, 4x the number of the original version
- Serves as an easy-to-use guide for your grocery shopping choices

Thinking Outside the Box

The “Thinking Outside the Box” dietitian-approved meals offer quick solutions for your busy lifestyle. You can feel confident in knowing they are healthy and economical. You’ll see tips and suggestions on how to use leftover items after preparing your meal. This resource provides nutrition education on how to build a healthy eating pattern. These meals often times offer a tastier and healthier version of some of your favorite high-calorie and/or high-fat dishes. A new “Thinking Outside the Box” is featured with every sales flyer. This savings is extended even further. For example, if the meal solution calls for canned peaches, no added sugar, the savings is extended to all canned fruits of the same size and brand.



COMMISSARY BRANDS



Delicious food shouldn't come at a high price or just when it's on sale. Our Freedom's Choice brand was developed for this very reason. Freedom's Choice food options offer a full line of food items that are equal to or better than the national brand.



We want our military families to have healthy, wholesome options. That's why we're offering Full Circle Market products, including GMO-Free and USDA-organic-certified items. Our Full Circle options provide sustainable, simple and better choices through all natural ingredients, all while not costing a fortune or sacrificing taste.



You're the highlight of your pets' lives so why not give them the best? Our Pure Harmony dog and cat foods and treats are made from real wholesome ingredients from a variety of food groups using real meat as the first ingredient. You can count on Pure Harmony to skip the animal by-product meal, preservatives flavors or colors, and fill up on rich antioxidants, vitamins and minerals so you can keep your best friend around for years to come.



Flock's Finest wild bird food helps you transform your outdoor space to a songbird paradise. Made in the USA for use in hopper, tube or platform feeders, Flock's Finest is sure to attract your favorite songbirds for a fraction of the price you would pay for branded bird food.



Taking care of business around the home shouldn't be complicated. HomeBase brands help take the guesswork out of the grunt work by offering a line of quality nonfood items such as paper towels, garbage bags, aluminum foil and other household items at a fraction of the national brand price.



Wide Awake delivers ready to drink coffee beverages with distinctive flavor and quality. Whether you are wise like an owl, strong like a lion or even a little fancy like a poodle, there is a Wide Awake coffee beverage flavor that matches you. Find your favorite flavor and unleash your coffee animal!



Your baby deserves a happy, healthy future. We care about helping our military parents in that effort by providing a full range of trusted baby and child care solutions that deliver quality products at even greater savings.



No one should have to break the bank to stay healthy. That's why we offer our patrons TopCare – the go-to health and beauty brand that provides our customers with affordable products that are as effective as the big brands. All TopCare over the counter products match the national brand's active ingredient and are FDA- certified. Each product is laboratory-tested to guarantee its highest quality, so you can get everything you need in one shopping trip.

COMMISSARY BRANDS



We've done the work for you! All of these resources are dietitian-approved, scientifically credible and your health and wellness professionals on your installation will stand behind them.

Use these to engage your installation partners so they can help you drive traffic to your store and increase your sales.

Nutrition Guide Program



The Nutrition Guide Program (NGP) is a shelf tagging system that aligns with DoD messaging. There are champions outside the Commissary telling customers to use the NGP to fill their cart with thumbed items.

When the Healthy Lifestyle Festival comes around, make a display of only thumbed items to facilitate the impulse buy and show our customers how easy it is to build a nutritious cart.

The new Nutrition Guide Program (NGP) now focuses on "Dietitian-Approved Items" to make it easier on the store to maintain, while also decreasing the confusion related to attributes.

Dietitian-Approved Fueling Stations

Dietitian-Approved Fueling Stations are grab and go sections filled with Dietitian Approved snacks, salads, and sandwiches.

These stations have shown to be huge traffic drivers during meal times and also support impulse buying, especially if they are located up front in the store. These stations are implemented at the request of the store.



Dietitian-Approved Recipe Posters

Each store was sent 52 Dietitian-Approved Recipe Posters. Use these posters to build displays in the store, highlighting your meat or produce specials.

The posters can also be loaned out to your local health and wellness assets so they can display these posters in areas outside of the Commissary and help drive traffic to your store.

They can be a great tool to build a strong partnership with the local installation community with minimal effort.



Thinking Outside the Box

Thinking Outside the Box is built into the sales flyer. Each meal solution offers 20% off shelf stable items. This savings is extended even further. For example, if the meal solution calls for canned peaches, no added sugar, the savings is extended to all canned fruits of the same size and brand.



Build them as displays or give the meal solutions, with the accompanying nutrition education, to your local health and wellness asset and they can teach your customers for you.

Thinking Outside the Box!

Fajita Bowl

The ingredients of a fajita bowl are a great way to get your daily servings of vegetables, protein, and whole grains. This recipe is a great way to get your daily servings of vegetables, protein, and whole grains. This recipe is a great way to get your daily servings of vegetables, protein, and whole grains.

Ingredients & Savings

<ul style="list-style-type: none"> • 2 cans of whole corn • 1 lb. chicken, chicken breast • 1/2 cup onion • 1/2 cup red onion • 1/2 cup green onions 	<ul style="list-style-type: none"> • 1/2 cup bell pepper • 1/2 cup black beans • 1/2 cup cheese • 1/2 cup salsa • 1/2 cup sour cream
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Directions

1. Preheat the oven to 375 degrees.
2. Cook the chicken in a skillet with oil until browned.
3. Add the vegetables to the skillet and cook until tender.
4. Add the corn and beans to the skillet and cook until tender.
5. Add the salsa and sour cream to the skillet and cook until tender.
6. Serve the fajita bowl with rice and beans.

Dietitian-Approved Recipe Cooking & Shopping Demonstrations

One of the ways your installation assets can partner with you is by demonstrating how easy it is to cook one of our dietitian-approved meals in the store and do shopping tours highlighting our deli and health and wellness resources.

Don't forget to make it a requirement that they promote the event so they are driving traffic.



Thinking Outside the Box!

Save a Healthy 20%

The "Thinking Outside the Box" meals offer quick solutions for your busy lifestyle. You can feel confident in knowing they are healthy and economical. You'll also see tips and suggestions on how to use the leftover items after preparing your meal. They feature a key nutrient and align with the Dietary Guidelines for Americans and may even be a tastier and healthier version of a high-fat or high-calorie dish. Find the ingredients for the latest "Thinking Outside the Box" recipe, *Fajita Bowl*, at special savings at your commissary now!

Del Monte® No Salt Whole Kernel Corn 15.8 oz.
\$1.14

Mission® Mission Brown Rice 14 oz.
\$1.34

Full Circle™ Organic Black Beans 15 oz.
78¢

Pimentos Farm® 3 Color Pepper & Onion Strips 16 oz.
\$1.18

There is a collection of Thinking Outside The Box recipes on commissaries.com under the Healthy Living tab to help promote customer nutrition. These resources can be printed out to promote themes and displays and to hand out to customers during health fairs and events at the store and around the installation.

Dietitian-Approved Recipes on Commissaries.com

Health and Wellness has developed a robust list of recipes, all searchable, all on commissaries.com. Use these recipes in your store to promote products and provide additional health and wellness customer touchpoints.

Partner with your installation's public affairs office (PAO) by sharing our 150+ dietitian-approved recipes that are royalty free and can be shared by anyone.

When you're promoting a particular meat or produce sale, choose a recipe that features that item and work with your local PAO to promote the dietitian approved recipe display.

HOME | REWARDS & SAVINGS | SHOPPING | HEALTHY LIVING | RECIPES | OUR AGENCY

Q

RECIPES

Go

Items per page
Sort by Recent

BROWSE RECIPES

Dish Type

- Appetizers
- Beverages
- Breakfast
- Desserts
- Main Course
- Salads
- Side Dishes
- Soups & Breads

Main Ingredient

- Beef
- Egg
- Fruit
- Pasta
- Pork
- Poultry
- Seafood
- Vegetable

Category

- 20 Minute Meal
- Dietitian Approved
- Holiday
- Kid Friendly
- Miscellaneous

Apply
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Chicken Fajita Bowl

Baby Portobello "Pizza" bites

Sweedish Meatballs with a Surprising Twist

Curried Cabbage Sauté

Pressure Cooked Corned Beef and Cabbage

Pan Roasted Loins, Fruits and Veggies

Made Over Country Fried Steak with Gravy

Quick Spicy Turnip Greens

Creamed Garlicy Turnips

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“

“Be willing to make decisions. That’s the most important quality in a good leader.”

GENERAL GEORGE S. PATTON

“**C**ourage is doing what you’re afraid to do. There can be no courage unless you’re scared.”

EDDIE RICKENBACKER,
WORLD WAR I PILOT

“Because the crew was convinced that I was ‘on their team’ there were never any issues with negative criticism . . . You as a mentor have to establish that you are sincerely interested in the problems of the person you are mentoring.”

CAPTAIN L. DAVID MARQUET

“A true leader has the confidence to stand alone, the courage to make tough decisions, and the compassion to listen to the needs of others.”

GENERAL DOUGLAS MACARTHUR

“**THE PATH TO YOUR SUCCESS SHOULD NOT BE LAID BY THE FOOTPRINTS OF OTHERS, BUT OF YOUR OWN, EVEN IF SUCCESS IS NOT GUARANTEED WHEN YOU TAKE THE FIRST STEP!**”

COMMAND SERGEANT MAJOR TOMEKA O’NEAL

From strategy to persevering,

anyone

can gain inspiration and insight from great

military leaders.

This selection of quotes provides a helpful reminder of some key priorities like integrity, accountability, mentoring, and simplifying what needs to be done.

“As a leader, you’re really a servant, so you serve those who you lead. I think the attributes of any leader start with integrity.”

LTG NADJA WEST,
U.S. ARMY SURGEON GENERAL

“The most important thing I learned is that soldiers watch what their leaders do. You can give them classes and lecture them forever, but it is your personal example they will follow.”

GENERAL COLIN POWELL

“**NEVER FORGET THAT NO MILITARY LEADER HAS EVER BECOME GREAT WITHOUT AUDACITY.**”

CARL VON CLAUSEWITZ,
PRUSSIAN GENERAL AND
MILITARY THEORIST

LEADERSHIP QUOTES

“Provide a strategic vision. Visualize where you want your team to be in the future and then design a roadmap to get there. It is key that every individual in your organization understands how important he or she is to accomplishing the vision.”

**GENERAL ANN DUNWOODY,
U.S. ARMY, FIRST FEMALE 4-STAR GENERAL**

“The lessons I’ve learned as an officer, the challenges I’ve faced, and the camaraderie I’ve experienced are at the core of who I am.”

**LTC TAMMY DUCKWORTH,
US ARMY, COMBAT VETERAN/HELICOPTER PILOT/U.S. SENATOR**

“NEVER TELL PEOPLE HOW TO DO THINGS. TELL THEM WHAT TO DO AND THEY WILL SURPRISE YOU WITH THEIR INGENUITY.”

GENERAL GEORGE S. PATTON

“I’d come out of Harlem, I had been taught well...Even when I wasn’t head nurse, I worked like I was...and got the job done. That was the thing — to take care of the patient,”

**BG HAZEL JOHNSON-BROWN,
CHIEF, U.S. ARMY NURSE CORPS**



“The truth of the matter is that you always know the right thing to do. The hard part is doing it.”

GENERAL NORMAN SCHWARZKOPF

The supreme quality for leadership is unquestionably integrity. Without it, no real success is possible, no matter whether it is on a section gang, a football field, in an army, or in an office.”

GENERAL DWIGHT D. EISENHOWER

Leadership is solving problems. The day soldiers stop bringing you their problems is the day you have stopped leading them. They have either lost confidence that you can help or concluded you do not care. Either case is a failure of leadership.”

**GENERAL COLIN POWELL,
FORMER U.S. SECRETARY OF STATE**



“Leadership is a potent combination of strategy and character. But, if you must be without one, be without strategy.”

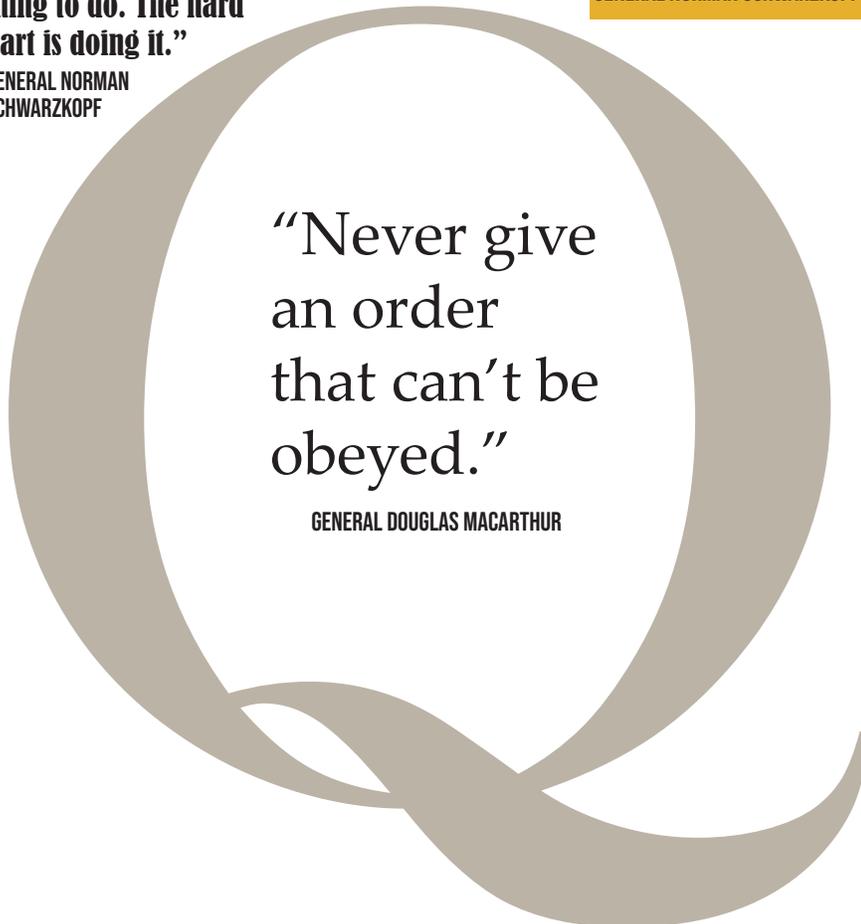
GENERAL NORMAN SCHWARZKOPF

“It doesn’t take a hero to order men into battle. It takes a hero to be one of those men who goes into battle.”

GENERAL NORMAN SCHWARZKOPF

“Never give an order that can’t be obeyed.”

GENERAL DOUGLAS MACARTHUR





NOTES

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24	25	26	27	28	29	30

MAY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AUGUST

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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