

2011 Editorial Schedule

JANUARY

Marketing Plans

Chief Merchandisers' Reports: The Year(s) Ahead
Open-to-Buy: Exchange Buyers' Forecasts – Hardlines – Softlines
DeCA's \$6-Billion Challenge: Status Report
Frozen Food Promotions: Planning March Displays
Guarding the Perimeter: Dairy, Deli, Bakery, Produce ...
Meat, Poultry, Seafood
DeCA Data • Household/Cleaning Supplies
Family Foods: Nutrition Starts with Breakfast ... Lunch ... Dinner
Exchange Food Service • OTP • Easter: Candy, Bunnies, Bonnets
Tactical Equipment

Closing: Dec. 6 Materials: Dec. 10

MARCH

Exchange Salute

NEXCOM's 65th Anniversary
Health & Beauty Care
Energy Foods, Vitamins, Supplements
DeCA's \$6-Billion Challenge: Picking Up the Pace
Breakfast Foods – Hot and Cold, Fresh, Frozen and Packaged
Promoting Protein – Diet...Nutrition...Merchandising
Organics • Produce
Back-to-School Foods • Candy
Going Green
Bonus Distribution at the Dallas Exchange Roundtable

Closing: Feb. 3 Materials: Feb. 9

MAY

DeCA 2011

The Defense Commissary Agency's 2011 Conference
DeCA's \$6-Billion Challenge: At the Half-Way Mark
Halloween Promotions: Candy! Costumes! Pumpkins! Apples!
Tactical Gear • Apparel: Necessities, Accessories • MCSS Seminar
Emblematics/Logo Merchandise
Summer Beverage Plans
Increased Dwell Time: Increased Sales!
DeCA Million-Dollar Vendors

Bonus Distribution at the DeCA Conference in Norfolk

Closing: April 4 Materials: April 8

The MBU

FEBRUARY

DeCA's Sales Directorate – a.k.a. the MBU
Beverages ... Soda, Water, Juice, Coffee, Tea ... Beer, Wine, Spirits
DeCA's \$6-Billion Challenge: Holiday Scores
Frozen Food Promotions: Countdown to Showtime
Snacktime: Salty, Sweet, Fruit, Meat - Popcorn, Pretzels, Chips, Dips
Back-to-School Nonfoods • Class Six/Package Stores
Sweet Tooth Relief: Handy Candy • Bulking Up: Club Packs
Home Meal Replacement/Grab 'n' Go

Closing: Jan. 6 Materials: Jan. 12

Shoppettes

APRIL

Shoppettes, Mini-Marts: All-Service Report
Exchange Downrange: Shifting Sands
DeCA's \$6-Billion Challenge: Team Spirit
Healthy Living: Good-for-You Foods • Energy Drinks
Pets: Food, Supplies, HBC for Cats and Dogs
Major and Traffic Appliances
Exchange Food Service — Name Brands, Signature Brands
VCS 65th Anniversary Year • Show & Sell

Bonus Distribution at the VCS Show & Sell in St. Louis

Closing: March 2 Materials: March 8

Holiday Buying

JUNE

49th Annual EandC News Christmas Buying/Holiday Planning Guide:
• Fragrances • Watches • Jewelry • Giftware • Foods
• Home Furnishings • Housewares • Major & Traffic Appliances
• Photo • Apparel • Sporting Goods • Trim-a-Tree • Toys
DeCA's \$6-Billion Challenge: In the Spotlight
Christmas Promotions • Candy
Vitamins, Supplements, Energy Foods
Consumer Electronics: Video - Audio - Computers
Stationery/School/Home Office Supplies
AAFES Million-Dollar-Vendor List

Closing: April 29 Materials: May 5



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JULY

DeCA: 20 Years

Salute: The Defense Commissary Agency completes its 20th year
DeCA Yearbook: Headquarters and region executives, zone managers and store directors worldwide – photos, bios, contact information
DeCA 2011 Conference Report
DeCA's \$6-Billion Challenge: Promotion, Promotion, Promotion
Back-to-School Roundup • Exchange Food Courts
In-Store Merchandising: Candy, Snacks
Organics • Produce
NEXCOM Million-Dollar Vendor List

Closing: May 30 Materials: June 5

SEPTEMBER

Pets and Pet Lovers

DeCA's \$6-Billion Challenge: The Home Stretch
Pet Foods/Pet Supplies/Pet Care: Cats, Dogs, Birds, Fish
Frozen Foods: The Penguins of Spring
Holiday Ordering – Out of the Warehouse, Into the Store
Holiday Foods
Candy
Energy Drinks – Electrolytes, Vitamins, Minerals, Antioxidants
Mini-Marts, Shoppettes: On-Base Convenience
Stationery/School/Home Office Supplies

Closing: July 13 Materials: July 19

NOVEMBER

Big Game

The Sports Shop: Sports Nutrition - Fitness Gear
Activewear – Sporting Goods
Home Furnishings & Housewares
DeCA's \$6-Billion Challenge: The Finish Line
Produce
Direct Store Delivery: Soda, Snacks, Bakery, Breads ...
Beverages - Class Six/Package Stores
Big Game Promotions

Closing: Oct. 11 Materials: Oct. 17

HBC

AUGUST

CGES: Small System, Big Plans
Health & Beauty Care • Fragrances/Cosmetics
Tactical Equipment
DeCA's \$6-Billion Challenge: Summer Heat
Healthy Foods ... Juices ... Sports Drinks ... After-School Snacks:
The Teen Machine (Summer Camp to Boot Camp)
Direct Store Delivery: Bread, Baked Goods, Snacks, Soda ...
Beverage Merchandising Promotions
Club Packs and Case-Lot Sales
Household/Cleaning Supplies

Closing: June 25 Materials: June 29

Convention Issue

OCTOBER

Annual ALA Convention Issue
Military Resale Market Handbook:
Interviews • Store-by-Store Sales Reports
Buyers' Names – Email Addresses - Phone Numbers
Maps, Rosters, Directories
Special Sections:
Breast Cancer Awareness
Tactical Gear Update

Bonus Distribution at ALA in Orlando

Closing: Aug. 10 Materials: Aug. 16

DECEMBER

Consumer Electronics: Video-Audio-Computers
Supporting Hi-Tech: iPads, Android Apps, Cell Phones, GPS ... and Accessories
DeCA's \$6-Billion Challenge: Monday Morning Quarterbacks
Healthy Living, Healthy Lifestyle
DeCA 2011 Year-End Report
Focus on Distributors
ALA Convention Wrap-Up Report
Jump-Starting the New Year (Our 50th!)

Closing: Nov. 7 Materials: Nov. 10

Every issue of Exchange & Commissary News reports the latest-breaking news about the ever-changing military resale market, and exclusive interviews with the people who make it work.