

# Penguin Awards

## Frozen Food Month Sparks WINNING Commissary Displays

• HARRISBURG, Pa.

The annual March Frozen Food competition, sponsored by the National Frozen & Refrigerated Foods Association (NFRA), once again has proven to be a winner for Defense

Commissary Agency (DeCA) commissaries. Nine commissaries won a total of 12 Military Commissary Golden and Silver Penguin awards spread out among five different categories. In addition, the trade organization also recognized

a military sales agent with a Gold award.

Judges looked for the best efforts put forth in the creation of store displays by participating commissaries and their merchandising teams and partners.

### Military Commissary Penguin Awards

**McClellan, Calif.:** (two awards) Best Endcap Display (Gold); Best Department Display (Silver). The commissary was assisted in its Golden Penguin win by Webco General Partnership, Chantilly, Va., and by Webco General Partnership, McClellan Park, Calif., in its Silver Penguin win.

The commissary's store director, Nancy Robinson, and the store's grocery manager, William Brown, both worked on this project.

Western District Manager Linda Lehr of Webco General Partnership, and her family, helped the store during this competition.

**Nellis AFB, Nev.:** (two awards) Best Department Display (Gold) and Overall Store Promotion (Silver).

Store employees who worked on the displays included Assistant Grocery Manager Charlotte Rumpel and Lead Commissary Support Clerk Frederick Green.

Webco General Partnership, Chantilly Va., and Webco employees Lana and Gary Burford also lent their talents to the store's winning efforts.

**NASJRB Fort Worth, Texas:** (two awards) Best Endcap Display (Silver) and Best Department Display (Silver).

Store personnel who were involved in setting up the displays were Grocery Manager Virginia Talbert; Store Manager Jean Pirmann; Store Associate Beau Caldwell; and Computer-Assisted Ordering (CAO) Team Members Donna Holland and Yogi Willis.

Industry personnel helping the store during the competition were Paula Anderson and Lesley Thompson, both from Acosta Sales & Marketing's Fort Worth, Texas, team.

**Yokota AB, Japan:** (one award) Overall Store Promotion (Gold).

Store personnel who worked on the displays included Store Manager Dolores Magallanes; Deputy Store Director Ciro Quaranta; Acting Assistant Grocery Manager Jennifer Carpio; Store Workers Eiji Fujitsuka and Leah Harada; Warehouse Worker Shigeru Sugiyama; and Sales Store Checker Makoto Hanyu.

George Gullerigan of Acosta Sales & Marketing helped the store in its Golden Penguin victory.

**Fort Stewart, Ga.:** (one award) Best Endcap Display (Silver). The commissary was assisted in its Silver Penguin win by Nestlé, Glenville, Calif.

All displays were built by Store Worker Rebecca McGee and Nestlé Area Sales Representative Tina Reed.

**McGuire Commissary, JB McGuire-Dix-Lakehurst, N.J.:** (one award) Best Endcap Display (Silver). No assisting broker was listed for this store.

Grocery Manager Theresa Battista was the driving force behind the store's March Frozen Food Month promotion, spending several days planning and preparing the event and the displays which adorned the store.

Although no assisting broker was listed, the McGuire Commissary was aided in its Silver Penguin win by Joyce Miller, Acosta Foods; Christina Loesch, Overseas Service Corp.; Beth Smith, sales representative, Nestlé; and Carol Matt, General Mills.

Bagger Fanny Perry assisted on merchandising the props used in the promotion.

**Sheppard AFB, Texas:** (one award) Best Endcap Display (Silver). No assisting broker was listed for this store.

Store Director Donna Romolton was joined in working on this project by Grocery Manager Alfreda Dumas; CAO Team Member Reyna Hall; and Lead Store Associate Goldie Kocher.

Liz McCurley of Acosta Sales & Marketing also helped the store create displays.

**Fort Sam Houston Commissary, JB San Antonio, Texas:** (one award) Best Department Display (Silver). The commissary was assisted in its Silver Penguin win by Dunham & Smith Agencies, Dallas, Texas.

Among the store employees who worked on the displays were Grocery Manager Janice Slight-Banister; Lead Store Worker Toddrick Thompson; Lead Store Associate Gabby LeBron; Store Associate David Martinez; and Interns Delores Livingston and Lana Frederick.

A number of industry members worked on the displays, including Kim Lopez, Dunham & Smith; Steve Hallum, HighPlains Marketing; Susanna Brooks, Continental Sarvis; Jeff Alvis, Webco; Mike Sleighter, regional manager, Advantage; Steve Salisbury, Nestlé; and Maribel McNamara, who was described as "a merchandiser for all of these representatives."

**Fort Eustis, Va.:** (one award) Overall Store Promotion (Silver). The commissary was assisted in its Silver Penguin win by Nestlé Military Sales, Richmond, Va.

Store Manager Marilyn Eller was the coordinator for the March Frozen Food Month promotion, and she was assisted by Fort Eustis store staff, employees and interns.

A variety of industry personnel also played a significant role, with key contributions from Lien Mericko, Nestlé; Debra Barta, Dunham & Smith; Claude Allen, Tyson/José Olé; Don Rowe, General Mills; and the Webco team.

**Acosta Sales & Marketing Military Division, Norfolk, Va.,** was recognized with a Golden Penguin for its work as Military Sales Agent.



The McClellan, Calif., commissary won two Penguin Awards in the March 2011 Frozen Food Month competition. It won one gold award for Military Commissary Best Endcap Display. PHOTO: GROCERY MANAGER WILLIAM BROWN, MCCLELLAN, CALIF., COMMISSARY.