



Global Exchange

THE ASSOCIATE NEWSLETTER FOR THE NEXCOM ENTERPRISE

From the CEO

The first of February marked the start of NEXCOM's fiscal year 2024! I encourage each of you to approach this fiscal year with enthusiasm, creativity and a strong sense of purpose. Together we'll continue to innovate, collaborate and strive for excellence in all we do! Our shared commitment to success will propel us forward and ensure that our command will achieve greatness by accomplishing this year's goals.

To that end, I hope you've all had the opportunity to view the [video](#) I recently released, providing a sneak peek to my 2024 Guidance and celebrating all that NEXCOM accomplished in 2023. Locations should have received some print copies, but you can also read the e-version of my [2024 CEO Guidance](#) on my OO HUB page.

As we look ahead, I am filled with optimism and enthusiasm for the opportunities that lie before us. I am confident that each of you will embrace this year with courage and a willingness to push the boundaries of what we can realize. Remember, innovation and creativity thrive when an organization's culture is built upon diversity. And, as a command with an expansive and multi-dimensional global workforce of over 13,000 individuals, we have the ability to harness the power of our singular and collective ingenuity and diversity to continue to make a meaningful impact on our Navy communities.

As listed in my guidance, our command's five principal focus areas help us build upon our strengths, while also encouraging further development— Efficiencies, Investments, Patrons, Partnerships and Associates. Each focus area and specific objectives are squarely aligned with our CNO's goals of warfighting, warfighters and the foundation that supports them. NEXCOM's quality of life programs have proven to be a dependable, adaptable and critical readiness enabler for our Navy, our Sailors and their families. So, as we set sail on another year, remaining resolute on these five focus



areas will benefit individual associates, our business relationships and our operations. Keeping the tried and true, but looking ahead to a fresh new dawn, is how we've maintained success for almost eight decades.

With that said, NEXCOM's enduring mission is the cornerstone of my 2024 Guidance, particularly with the inclusion of a number of multi-year initiatives intended to fulfill our long-term comprehensive strategy. These tactical objectives and efforts beginning in 2024 are expected to cross over into fiscal year 2026, and a couple will likely extend into 2027. These larger-scale projects require the necessary runway to effectively tackle complex challenges and yield results. Moreover, this type of approach allows our command to align our goals with a longstanding vision.

As you can see, our beacon is bright, but it requires each and every one to man the rails, and I know we have the right NEXCOM team in place around the globe to make that happen! I'm so proud of our team and even more proud to serve alongside each and every one of you. Here's to a great 2024! Now, let's get to work! And, as always, Keep Charging!

Robert J. Bianchi
Rear Adm., Supply Corps, USN (Ret.)
Chief Executive Officer
Navy Exchange Service Command

America's Warfighting Navy - Strategic Communication in Action

Email from Adm. Lisa M. Franchetti, USN, 33rd Chief of Naval Operations, dated Feb. 25, 2024

I'd like to highlight some recent media coverage of America's Warfighting Navy. The latest stories I share below give incredible insight into the extraordinary work our warfighters are doing around the globe every day. They pair effective story telling with a strategic platform to deliver optimal results. I encourage you to watch, read, and share the stories below and take a look at some recent photographs that appear in news coverage around the world that were taken during a recent Reuters embark on USS Eisenhower.

We should all be proud to see the performance of our warfighters on center stage. One of the many reasons we support media embarks and exclusive interviews is to tell our story to the multiple audiences we intend to reach. This coverage creates a better understanding of the value, readiness, and warfighting capability of our Navy. Creating opportunities for the performance of our warfighters to be on full display today is central to inspiring the next generation to serve tomorrow.

CBS Red Sea Embarks

- [CBS: Inside look at U.S. Navy response to Houthi Red Sea attacks | 60 Minutes \(youtube.com\)](#)
- [CBS: On deck with the U.S. Navy in the Red Sea \(youtube.com\)](#)

CBS's 60 Minutes episode profiled our work in the Red Sea and aired on Sunday in the top slot. This followed CBS's Evening News broadcasting live from C5F Headquarters multiple nights last month. CBS 60 Minutes is the most-watched non-sports primetime program with an average of nine million viewers each week and a combined social presence of more than 30 million video views per month. Critically, 60 Minutes outperforms among the adults aged 25-54 demographic, a key audience for our efforts to reach more future Sailors and their families.

CNN Red Sea Embarks

- [CNN: Inside the US Navy's frontline fight against the Houthis in the Red Sea](#)

CNN was one of several outlets that recently embarked USS Eisenhower and the USS Gravelly, covering the strategic importance of the waterways of the Middle East and our efforts to defend freedom of navigation and commerce. CNN ranks #1 in both domestic and global unique user metrics on its digital platforms and often returns the youngest audience among all cable news networks. Globally, CNN is distributed in over 200 countries and territories.

Vanity Fair SSBN Feature

- [Exclusive: Life Aboard a Nuclear Submarine as the US Responds to Threats Around the Globe \(PDF attached\)](#)

Our silent service was recently profiled in Vanity Fair. While this isn't the first outlet we'd immediately think of for a submarine profile, this opportunity that ADM Houston seized was an absolute win. Vanity Fair's readers are 78.5% women, with a median age of 45.2 years old. When young people are making decisions about what they want to do with their life, there is no more powerful influencer than Mom! And when they read this story they get a beautifully told and detailed look into the life of our submariners. These warfighters rarely get the spotlight and we often can't discuss the incredible things they do every day to deter conflict and defend our country and our way of life. I encourage you to read and share this piece. One of my favorite passages:

"The job of diving and steering, for example, is not in the captain's remit. He has put that chore in the hands of the juniormost people (albeit with a senior officer seated behind them). Garcia, like a dozen other COs I spoke to, takes people who are too young to legally drink, metaphorically drops them in the deep end, and says, "Swim." True, other branches of the military imbue airmen, soldiers, and Marines with outsize responsibility. But I am hard-pressed to think of another mission as daunting as testing a teenager's mettle underwater with a nuclear reactor in back and thermonuclear warheads in front."

Micro Market, Macro Quality of Life Improvements for Sailors

By: Andrew Revelos, Naval Support Activity South Potomac

When Secretary of the Navy Carlos del Toro visited Naval Support Facility (NSF) Dahlgren on Feb. 2 to see some of the Navy's most advanced training and technological programs, a small store inside of the Surface Combat Systems Training Command (SCSTC) AEGIS Training and Readiness Center (ATRC) made a big impression.

Established in 2019, the Micro Market serves the 500 students that are onboard daily during three different training shifts and a blended workforce consisting of over 400 service members and civilians. Prior to it, traditional support services had challenges supporting SCSTC ATRC students and staff contending with training shifts and high ops tempo.

Enter the Micro Market, a hybrid of vending and convenience stores. The Navy Exchange Service Command (NEXCOM) Micro Market is a self-service, self-checkout store that offers a broad array of fresh food, healthy and traditional snacks, and beverage products at a convenient location for ease of access and quick purchases. They deliver an improved customer experience compared to traditional vending machines, offering an expanded assortment variety, while retaining the operational efficiencies of automated retailing.

The NEX Micro Market at ATRC quickly became popular beyond all expectations. The operation may be the smallest, but it is the highest in gross sales by square footage out of NEXCOM's nearly 100 Micro Markets, and settling in among the top quartile. Sales at the SCSTC ATRC NEX Micro Market in 2023 topped \$500,000 with beverages being the top sellers, and coffee in the number one spot.

"Having the Micro Market here in the building at ATRC provides both convenience and quality of life for the staff and students," said Cmdr. Jonathan Schermerhorn, SCSTC ATRC commanding officer. "They don't necessarily have to run out and buy lunch or a cup of (much needed) coffee when it is literally right down the hall provided for them. In addition, it is a great morale booster."

It isn't just Navy leaders who see the value. "The quality and variety of refreshments and food items provided make our ability to perform that much easier," said Fire Controlman 3rd Class Zackary Countryman. "The staff in charge of our Micro Market truly is a blessing to the command."

"The convenience provided by having the drinks and food so easily accessible cannot be overstated," added Fire Controlman 3rd Class Manuel Torres. "It makes getting through the long work and school days much easier."



DAHLGREN, Va. (Feb. 2, 2024) During his visit to Surface Combat Systems Training Command (SCSTC) AEGIS Training and Readiness Center (ATRC), Secretary of the Navy Carlos Del Toro purchases a coffee at the NEX Micro Mart conveniently located inside the schoolhouse onboard Naval Support Facility Dahlgren. Established in 2019, the NEX Micro Market serves the 500 SCSTC ATRC students that are onboard daily during three different training shifts and a blended workforce consisting of over 400 servicemembers and civilians. (U.S. Navy photo by Michael Bova)

"From shore to sea, NEXCOM is charged with strengthening Navy quality of life services for our warfighters and military families," said Jesse Webb, NEX Dahlgren exchange manager. "NEX Micro Markets operate in locations where food options are limited and convenience is critical to mission readiness. The NEX Micro Market at SCSTC ATRC is a great example of NEXCOM's innovative approach to serve our Navy communities, and particularly support the folks here at Dahlgren by ensuring they have access to food and beverages 24 hours a day, seven days a week."

"It's not easy these days to deliver the quality and quantity of services our Sailors deserve with so many pressing budget needs," said Capt. David Wilson, commanding officer of Naval Support Activity South Potomac (NSASP) and SCSTC ATRC's host command. "NEXCOM's Micro Markets are a great outside-the-box way to provide outstanding services at the deckplates where they're needed most. It's also notable that these stores essentially operate on the honor system... it's fulfilling to see young Sailors putting Navy Core Values into action."

"Part of building a culture of warfighting excellence is treating our people with dignity and respect," said Secretary Del Toro. "Our people provide the foundational strength for this Department and taking care of them is absolutely critical to our mission. Providing services, such as the Micro Market, continue our efforts to improve quality of service for our Sailors, Marines, civilians and their families. They deserve it."

VCNO Visits Portsmouth Naval Shipyard

Vice Chief of Naval Operations Adm. Jim Kilby traveled to Portsmouth Naval Shipyard in Kittery, Maine, to meet with Naval leadership and Sailors, Feb. 21.

PNS is an essential element of our nation's national defense, providing maintenance for the Navy's fast-attack submarine maintenance, repair and modernization.

Kilby met with PNS leadership to discuss the ongoing work in the shipyard and the investments in Shipyard Infrastructure Optimization Program.

"The investments we're making in our public shipyards will support our Navy and our nation for generations at a critical time in this decisive decade," said Kilby. "Installations like PNS are as much a warfighting platform as aircraft carriers and submarines. We must continue to ensure our shipyards are able to maintain and modernize our fleet, and for this shipyard, our undersea capabilities."

SIOP is a holistic, once-in-a-century effort to completely update and modernize the Navy's four public shipyards. Upgrading and building new dry docks is critical to ensure the Naval Shipyards are able to maintain and modernize the newest submarines and aircraft carriers. This includes PNS's work on constructing and recapitalizing its dry docks to support new requirements of the Virginia-class and future classes of submarines.

PNS completed an addition to Dry Dock #1 in 2022, called the Super Flood Basin. This allows submarines to enter and exit without the help of tides or buoyancy assist tanks. USS Cheyenne (SSN 773) was the first submarine to enter the basin in 2022 for its Engineering Refueling Overhaul.

Kilby also toured shops on the shipyard and met with leadership aboard Cheyenne to talk about the Sailor's Quality of Service and maintenance

availability challenges and accomplishments. Cheyenne is the first Los Angeles-class submarine to undergo a service life extension.

"While our submarines are a critical platform for our Navy and the defense of our nation, we can't do our undersea mission without our Sailors," said Kilby. "We know a shipyard period is challenging and the Navy is taking a hard look at how to improve our warfighters' Quality of Service. In order to build strong warfighting teams, we must take care of our people first."

In addition to Cheyenne leadership, Kilby met with submarine leadership from USS North Dakota (SSN 784), USS Texas (SSN 775) and USS Greeneville (SSN 772) undergoing maintenance at PNS. The fast-attack submarines are undergoing maintenance in the shipyard from an Engineering Refueling Overhaul to a Depot Modernization Period.

"These submarines and Sailors are an indispensable element of America's Warfighting Navy," said Kilby. "The work we do in our shipyards maintaining and modernizing our fleet is just as important as what our forward-deployed crews are doing. I am incredibly proud of the work our Sailors and civilians are accomplishing here and I look forward to getting these boats delivered back to the fleet."

For more information about the Shipyard Infrastructure Optimization Program, visit <https://www.navsea.navy.mil/Home/Shipyards/SIOP/>.

For more information about Portsmouth Naval Shipyard, visit <https://www.navsea.navy.mil/Home/Shipyards/Portsmouth/>.

Navy Launches Wi-Fi Pilot Program at Select Virginia Installations

By: CNIC Public Affairs Office

To determine if free Wi-Fi meets the needs and desires of Sailors residing in unaccompanied housing, the Navy is launching a pilot program at installations located in the Hampton Roads area of Virginia. Rollout will be completed by the end of February 2024.

“Conducting a pilot program will help us learn and ensure we deliver a service our Sailors will use and find value added. As we learn throughout the process, we will identify barriers and refine the Wi-Fi service before rolling it out to the wider Navy,” said Vice Adm. Scott Gray, Commander, Navy Installations Command (CNIC). “It is important we get it right to focus our precious resources to greatest effect.”

Sailors residing at 12 permanent party unaccompanied housing located onboard Naval Station Norfolk, Naval Medical Center Portsmouth, and Norfolk Naval Shipyard will be able to access high speed Wi-Fi in their rooms and in common areas at no cost. Sailors desiring higher speed internet service may elect to pay an additional surcharge for augmented services or opt out altogether.

“We are excited to launch the Wi-Fi pilot program, and we are hoping Sailors find it useful and valuable to both their entertainment and career development needs,” said Leslie Gould, director of CNIC’s Fleet and Family Readiness, which is spearheading the pilot. “In addition to having access to online games, shows, and movies, Sailors will be able to complete required training, such as their General Military Training (GMT), and even take online courses offered by universities or colleges.”

Content accessed via the free Wi-Fi and subsidized speed upgrades will be filtered to prevent access to sites containing illegal activity, pornography, or gambling.

Prices are as follows:

30Mbps download/ 5Mbps upload – Free (unlimited devices)

60 Mbps/5 Mbps – weekly on demand \$10; month-to-month \$20 (limited to 5 devices)

100 Mbps/10 Mbps – weekly on demand \$15; month-to-month \$30 (limited to 5 devices)

In addition to the above speed and rate charges, Sailors have the option to access unfiltered internet content for the following rates:

10 Mbps download/ 3 Mbps upload – weekly on demand \$19.95 (limited to 1 device)

30 Mbps/ 5 Mbps – weekly on demand \$34.95 (limited to 1 device); month-to-month \$49.95 (limited to 3 devices)

60 Mbps/ 5 Mbps – month-to-month \$59.95 (limited to 5 devices)

100 Mbps/ 10 Mbps - month-to-month \$79.95 (limited to 5 devices)

The pilot program will wrap up at the end of September at which time the Navy will assess the success of the pilot based largely on Sailor utilization and feedback.

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The Wi-Fi pilot is part of a new and larger program called the Virtual Single Sailor Program, which directly supports the Quality of Service of Sailors. The Virtual Single Sailor Program, or VSSP for short, enhances the lifestyle of the modern Sailor by providing a new virtual entertainment environment while supporting their overall health through access to fitness and nutrition content and other virtual resources. The VSSP website (www.NavyMWRSingleSailor.com) will go live on January 30.

The Importance of Spring Cleaning: Enhancing Safety and Preventing Theft

By: Alexandra Sahagun, Safety Program Coordinator, NEXCOM

To ensure enhanced safety measures and minimize losses, it is crucial to conduct a thorough spring cleaning at all our locations! Here are the steps you can take to accomplish this goal this spring season.

Inspections: During spring cleaning efforts, conduct thorough reviews of all locations to ensure adherence to safety standards. This includes disposing of damaged cords and plugs, addressing any issues with uneven flooring or loose carpets, verifying the functionality of fire alarms and decluttering workspaces. These measures not only promote safety, it also contributes to a more organized and efficient work environment for all.

Fitting Rooms: Maintaining clean and well-organized fitting rooms is essential for several reasons. It not only improves the shopping experience for customers by encouraging them to spend more time trying on clothes and increasing the likelihood of purchases, it also facilitates the monitoring of customer activity by our associates. By ensuring tidiness in fitting rooms, we not only enhance customer satisfaction, but also mitigate the risk of theft or shoplifting incidents, fostering a secure and enjoyable shopping environment for all.

Inventory Management: Maintaining organized stockrooms and warehouses is crucial for effective inventory management. A tidy arrangement not only facilitates the identification of missing items or stock discrepancies, it also enhances efficiency in accessing necessary supplies. By cleaning up these spaces, we mitigate the risk of accidents such as slips, trips and falls caused by cluttered walkways, ensuring the safety of every one.

Additionally, this proactive approach helps prevent injuries from falling objects, safeguarding the well-being of everyone in our workspace.

Chemicals and Cleaners: As time passes, it is common for locations to accumulate outdated or unused chemicals, paints and cleaners. Aside from occupying valuable storage space, these items can present potential safety hazards. Proper disposal of such materials not only declutters our spaces, it also minimizes the risk of accidental exposure or misuse. Additionally, ensuring that updated safety data sheets for all chemicals used at the location are readily accessible further promotes safety and compliance.

Training and Communication: Routine training of associates on recognizing safety hazards, including those related to theft and accidents, is essential for maintaining a secure and productive work environment. However, it is not just about training, it is about creating an environment where everyone feels okay speaking up. We are all in this together and your input matters! Open communication not only helps us catch hazards early, it also brings us closer as a team, making our workplace safer and supportive for everyone.

Spring cleaning is not just a seasonal chore; it serves as a crucial initiative for promoting safety and reducing theft in retail, hospitality and administrative locations. As we dive into the spring season, remember that spring cleaning is not just about tidying up - it's also about keeping our workplaces and communities safe and secure.

Associate Spotlight

EVERYTHING FROM check in to breakfast to check out at Navy Lodge Jacksonville, Florida, was wonderful! The front desk associate was exceptional. The room was very clean and well supplied. The price was perfect. I will be sure to stay here again if I need to in the future!

NGIS HAWAII – HICKAM blew the Hilton Hawaiian Village out of the water with its cleanliness and room updates. If we had known the type of room we would receive, we would have booked our whole week's stay there. Please give your housekeeping team extra acknowledgment. They are doing a phenomenal job!

MY CASHIER was absolutely amazing! Her attention to detail was impeccable, assisting the store in maintaining uniform regulations for junior enlisted as well as enhancing NEX Charleston, South Carolina's, various programs like sweepstakes and membership opportunities. She was by far the best salesperson/cashier I've had the pleasure of interacting at on any military installation. It was obvious her contagious energy has a direct impact on the smooth operation of the store.

NAVY LODGE FORT WORTH, TEXAS, is by far the best Navy Lodge that I have stayed at. Keep up the good work! We had a very pleasant stay. Everyone very professional and helpful. I would definitely stay there again.

I HAVE BEEN TO NEX ROTA, SPAIN, for over three years as a member of the military and always received good service. However, the customer service I received today from Maria was extraordinary. She helped me decide between two presents and was courteous throughout our interaction. Thank you to Maria and the NEX for making my day brighter!

YASMIN, AN ASSOCIATE at your NEX San Diego Fleet Store set me up for success. She was extremely patient, knowledgeable and helpful in navigating me through getting a new uniform set for my commissioning ceremony. I was fitted and received my uniform as promised the next day. I couldn't be happier with the service I experienced at this NEX with your staff. I'll definitely be back for the remainder of my uniform needs.

NGIS KEY WEST, FLORIDA, is a great place and I had a very enjoyable experience. It's a must stay for any armed forces personnel when in Key West area.

MY SALES ASSOCIATE at NEX Guam was exceptional and friendly. She was an absolute delight and made my shopping experience even better.



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