



Defense Commissary Agency

1300 Eisenhower Avenue,
Fort Gregg-Adams, VA 23801

Sales Team Directory

5/15/2024

Prior to contacting the individual Sales teams, please reference the below:

- **Allocation issues** – File Maintenance: decahqmpsl@deca.mil
- **Fresh Produce** – File Maintenance: producefilemaintenance@deca.mil
- **CARTS/EBS/DAX issues** – EBS Carts: GlobalSupportCenter@deca.mil
- **Commissary CLICK2GO assistance:** decahqitpe@deca.mil
- **General Cost Concerns:** Appropriate Category Management team email
- **Front end operations, Gift Cards, UMD, Customer service:** SOCSA@deca.mil
- **Regular Retail/Base Prices** – Pricing team: VPP@deca.mil
- **Promotions issues/Promotional Pricing Concerns** – Promotions team: decahqmpsg@deca.mil
- **Store layout, planogram issues, SOWb issues** – Reset team: decahqmpsr@deca.mil
- **VCM Approval:** vcm.approval@deca.mil
- **General inquiry assistance produce department:** DeCAHQSOProduceTeam@deca.mil
- **General inquiry assistance meat department:** DeCAHQSOmeatTeam@deca.mil
- **General inquiry assistance, i.e. store alerts, special sales, promotional calendar, store invoicing issues:** DeCAHQSOGroceryTeam@deca.mil

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DeCA Vision

To be the grocery provider of choice for our eligible patrons – delivering a vital benefit exclusively for our military community and their families.

The DeCA Mission

Deliver a vital benefit of the military pay system that provides grocery items at significant savings while enhancing quality of life and readiness.

DeCA Values

We have P.A.S.S.I.O.N. for what we do...

- PURSUE: We PURSUE excellence through innovation...
 - ACCOUNTABLE: We are ACCOUNTABLE to our patrons...
 - SENSE: We demonstrate a SENSE of commitment and urgency...
 - STANDARDS: We set relevant and high STANDARDS...
 - INSPIRE: We INSPIRE trust and ownership...
 - OWNERSHIP: We take OWNERSHIP of our performance and behavior...
 - NECESSARY: We are NECESSARY to support our patrons...
- ...as we deliver the benefit!

One Vision, One Team, One DeCA!

Office of the Director of Sales (MPS)

Bonita Moffett
Director of Sales
804-734-8000 x48855
Bonita.moffett@deca.mil
Vendor Room 109

Deborah Harris
Dietitian/Health and Wellness Program Manager
804-734-8000 x48751
Deborah.harris@deca.mil

Trevor Cain
Management & Program Analyst
804-734-8000 x48236
Trevor.cain@deca.mil

VACANT
Business Support Assistant
804-734-8000 x00000
vacant@deca.mil

The Defense Commissary Agency operates a worldwide chain of commissaries providing groceries to military personnel, retirees and their families in a safe and secure shopping environment. Commissaries provide a military benefit, saving authorized patrons thousands of dollars annually on their purchases compared to similar products at commercial retailers. The discounted prices include a 5-percent surcharge, which covers the costs of building new commissaries and modernizing existing ones. A core military family support element, and a valued part of military pay and benefits, commissaries contribute to family readiness, enhance the quality of life for America's military and their families, and help recruit and retain the best and brightest men and women to serve their country.

Commissary Store Brands (MPSE)

Team Email: DECAHQMPSE@deca.mil

Scott Daly
Chief, Commissary Store Brand
804-734-8000 x48350
Scott.daly@deca.mil

Roland Aplasca
Merchandising Specialist
804-734-8000 x48469
Roland.aplasca@deca.mil

Amy Perkinson
Merchandising Specialist
804-734-8000 x48386
Amy.perkinson@deca.mil

Peter Watts
Merchandising Specialist
804-734-8000 x48109
Peter.watts@deca.mil

Jason Mabe
Senior Business Manager, Contractor
804-734-8000 x48301
Jason.mabe.ctr@deca.mil
jmabe@daymon.com

Lonnie Gaines
Business Manager, Contractor
804-734-8000 x48668
Lonnie.gaines.ctr@deca.mil

Promotions (MPSG)

Team Email: DECAHQMPG@deca.mil

Todd Heasley
Chief, Promotions
804-734-8000 x48838
Todd.heasley@deca.mil

Roshaundra Farrow
Business Management Specialist
804-734-8000 x48173
Roshaundra.Farrow@deca.mil

Tita Kalua'u
Business Management Specialist
804-734-8000 x52879
Tita.kalua'u@deca.mil

VACANT
Business Management Specialist
804-734-8000 x48838
vacant@deca.mil

John Price
Promotions Coordinator
804-734-8000 x48862
John.price@deca.mil

Sharon Boswell
Promotions Assistant
804-734-8000 x48605
Sharon.boswell@deca.mil

Nickolas Galindo
Promotions Assistant
804-734-8000 x48223
Nickolas.galindo@deca.mil

VACANT
Promotions Assistant
804-734-8000 x00000
vacant@deca.mil

Pet Food, HBC, Non-Consumables (MPSH)

Team Email: DECAHQMPH@deca.mil

Darrell Clary
Category Manager
804-734-8000 x48866

Darrell.clary@deca.mil

Categories: Bread, Front End Racks, Cooler Bank Program, Paper, Laundry, Household, Pet, Health, Beauty, Baby, NIB & Tobacco Program

Cheryl Brown
Merchandising Specialist
804-734-8000 x48365

Cheryl.brown@deca.mil

Sub-Categories: Bread (Buns/Rolls), Bread Mainstream, Bread Premium, Organic Bread, Bread Breakfast, International Bread, Sweet Goods, Dry/Wet Dog Food, Dry/Wet Cat Food, Pet Chill, Dog Treats, Cat Litter, Pet Supplies, Bird Food

Audrey Callen
Merchandising Specialist
804-734-8000 x86026

Audrey.callen@deca.mil

Sub-Categories: Paper Products, Laundry Products, Bleach, Charcoal, Disposable Bags, Food Storage & Wraps, Batteries, Light Bulbs, Home/Office, Supply, Shoe Care, Picnic Ware, Foil

Rebekah Fine
Merchandising Specialist
804-734-8000 x48736

Rebekah.fine@deca.mil

Sub-Categories: Vitamins & Supplements, Diapers, Baby Products, Sports Nutrition, Antacids, Analgesics, Eye Care, Foot Care, First Aid

Ruth Mereus
Merchandising Specialist
804-734-8000 x48635

Ruth.mereus@deca.mil

Sub-Categories: Deodorant, Feminine Hygiene, Hair Care, Hosiery, Oral Care, Organic HBC, Shaving Products, Skin Care, Soap/Body Wash, Travel Size, Adult Incontinence, Front End Healthy, Front End Confections, Front End Coolers, Front End SCO, Front End Snacks, Front End Non-Food.

Patricia Sykes
Merchandising Specialist
804-734-8000 x48260

Patricia.sykes@deca.mil

Sub-Categories: Household Cleaning, Dish, Kitchen Accessories, Air Care, NIB, J-Hook Products, Insecticides/Pesticides, Reusable Bags, Filters, Tobacco

Spec, Meat, Produce Consumables (MPSI)

Team Email: DECAHQMPSI@deca.mil

Bridget Bennett
Category Manager
804-734-8000 x48200

Bridget.bennett@deca.mil

Categories: Fresh Meat, Deli/Bakery/Fresh Seafood, Fresh Fruits & Vegetables, Packaged Produce, Plants and Holiday Turkey Program

James Booker
Merchandising Specialist
804-734-8000 x86418

James.booker2@deca.mil

Sub-Categories: Packaged Salad, Refrigerated Juice (produce), Canning, Fresh FFV Oct.-Jan. Fresh Promotions and Basket Builders

Andrea Coyle
Merchandising Specialist
804-734-8000 x48094

Andrea.coyle@deca.mil

Sub-Categories: Fresh Meat (Beef, Pork, Chicken, Turkey, Veal), Seafood, Deli, and Bakery

Brie Crum
Merchandising Specialist
804-734-8000 x48288

Brie.crum@deca.mil

Sub-Categories: Fresh Meat (Beef, Pork, Chicken, Turkey, Veal), Seafood, Deli, and Bakery

Teredane Daguison
Merchandising Specialist
804-734-8000 x48170

Teredane.daguison@deca.mil

Sub-Categories: Salad Dressing, Tofu/Soy, Fresh FFV, and June-Sept. Fresh Promotions and Basket Builders

Harry Farrell
Merchandising Specialist
804-734-8000 x48742

Harry.farrell@deca.mil

Sub-Categories: Fresh Meat (Beef, Pork, Chicken, Turkey, Veal), Seafood, Deli, and Bakery

Teena-Jeannie Williams
Merchandising Specialist
804-734-8000 x48528

Teena-jeannie.williams@deca.mil

Sub-Categories: Dip, Nuts/Trail, Ancillary Items, Racks, Fresh FFV, Feb.-May Fresh Promotions and Basket Builders

Semi-Perishable (DSD) Consumables (MPSJ)

Team Email: DECAHQMPSJ@deca.mil

Iveena Henderson
Category Manager
804-734-8000 x86127

Iveena.henderson@deca.mil

Categories: DSD, Snacks, Food, Specialty Food, and Rack Program

Mauricio Castro-Lopez
Merchandising Specialist
804-734-8000 x48491

Mauricio.castro-lopez@deca.mil

Sub-Categories: Canned Fish, Canned Meat, Dried Fruit, Coffee (Instant/International/K-Cups), Tea, New Age RTD Tea & Coffee, Coffee Creamers & Dry Filters, General Health

Johnathan Harris
Merchandising Specialist
804-734-8000 x48314

Johnathan.harris@deca.mil

Sub-Categories: Prepared Dinners, Canned Vegetables, Jar Mushrooms, Dry Pasta, Ketchup & Mustard, Fruit (Canned/Jar), Rice Dry and Flavored, Pickles, Peppers & Relish, Vinegar, Olives, Sauces (BBQ/Hot/Steak/Worcestershire)

Daniel Kinstetter
Merchandising Specialist
804-734-8000 x48139

Daniel.kinstetter@deca.mil

Sub-Categories: Juice (Apple/Cider), Juice Aseptic, Juice Blends, Juice (Tomato/Vegetable), Isotonics, Sugar Granulated, Spices & Extracts, Gravy & Dry Season Mixes, Jams/Jelly, Peanut Butter

Lisa McWilliams
Merchandising Specialist
804-734-8000 x48708

Lisa.mcwilliams@deca.mil

Sub-Categories: Snacks (Miscellaneous/Meat), Latino, Asian Foods, Ramen (Oriental/Soup), Beans (Dry), Hispanic, Tortillas (DSD), Potatoes (Instant/Stuffing), Energy Drinks

Kevin Newborn
Merchandising Specialist
804-734-8000 x48661

Kevin.newborn@deca.mil

Sub-Categories: Baking Needs (Morsels/Nuts), Cake Mix & Flour, Cereal (Cold), International, German Foods, Milk (Canned/Powder/Ultra-High Temperature), Dressings (Salad/Dry/Liquid/Mayo/Croutons), Shortening/Oils, Soup (Can/Dry)

Semi-Perishable (DSD) Consumables (MPSJ)

Team Email: DECAHQMPSJ@deca.mil

Kirsten O’Nell
Merchandising Specialist
804-734-8000 x48126
Kirsten.o'nell@deca.mil

Sub-Categories: Grain Cakes, Popcorn (Microwave), Cookies/Cookies Specialty, Crackers, Crackers (Snack), Puddings/Gelatins/Marshmallows, Granola Bars, Dried Fruit Snacks, Snacks (Nuts)

Loretta Williams
Merchandising Specialist
804-734-8000 x86135
Loretta.williams@deca.mil

Sub-Categories: Snacks (Canister), Chips (Healthy Snacks), Candy (Chocolate), Candy (Non-Chocolate), Popcorn (Pre-Popped), Canned Tomato (Sauce/Paste/Puree), Spaghetti Sauce & Dry Cheese, Pizza (Dry), Dry Cured Meats Rack

Agnieszka Szmeterling
Merchandising Specialist
804-734-8000 x48411
Agnieszka.szmeterling@deca.mil

Sub-Categories: Cereal Hot, Chocolate Syrup, Hot Chocolate, Breakfast (Drinkable), Pasta (Can), Pancake Mix, Syrup, Molasses, Pork & Beans, Chili, Kidney Beans, Ranch Beans, Toaster Pastry, Salty Snacks

Beer, Wine, Refrigerated & Frozen Consumables (MPSW)

Team Email: DECAHQMPSW@deca.mil

Jessica Stables
Category Manager
804-734-8000 x48135

Jessica.stables@deca.mil

Categories: Dairy (Refrigerated), Frozen, Frozen Poultry, Packaged Meats and Beer/Wine, Beverages.

Jennifer Baker
Merchandising Specialist
804-734-8000 x86338

Jennifer.baker@deca.mil

Sub-Categories: Milk (YES! Milk), Eggs (YES! Eggs), Specialty Eggs

Joseph Burrill
Merchandising Specialist
804-734-8000 x48499

Joseph.burrill@deca.mil

Sub-Categories: Bagged Ice, Lunch Meat, Combo Meals, Dinner Sausage (Cooked/Uncooked), Breakfast Meat, HMR, Hams, Cream Cheese, Cheese (Sliced/Shredded/Snack)

Donita Higgins
Merchandising Specialist
804-734-8000 x48310

donita.higgins@deca.mil

Sub-Categories: DSD Soda, Water, Premium Water, Premium Soda, Coconut Water, Sparkling Water, Mixers

Kimberly Galvin
Merchandising Specialist
804-734-8000 x52853

Kimberly.galvin@deca.mil

Sub-Categories: Ice Cream, Ice Cream Cones & Toppings, Novelties, Breakfast, Vegetables, Seafood, Frozen Potatoes, Desserts, Frozen Bread,

Lisa Owens
Merchandising Specialist
804-734-8000 x48181

Lisa.owens@deca.mil

Sub-Categories: Yogurt, Milk Alternatives/Coffee Creamer, Cooking/Culture, Pasta, Chilled Juice/Coffee/Tea, Dough, Desserts, Butter/Margarine, Fueling Station

Johnny Stewart
Merchandising Specialist
804-734-8000 x48930

Johnny.stewart@deca.mil

Sub-Categories: Frozen Toppings, Frozen Fruit, Frozen Prepared Meals, Frozen International, Snacks, Pizza, Frozen Meat & Poultry (Packaged Meat/Burgers/Meatless/IQF Chicken/Prepared Chicken/Poultry)

Retail Business Analysis (MPSK)

Team Email: DECAHQMPK@deca.mil

Lashaunda Cooper
Supervisory Business Analyst
804-734-8000 x48125
Lashaunda.cooper@deca.mil

Ocha Crenshaw
Lead Business Analyst
804-734-8000 x48229
Ocha.crenshaw@deca.mil

Brittany Ribbon
Lead Business Analyst
804-734-8000 x48464
Brittany.ribbon@deca.mil

Keith Adams
Business Analyst
804-734-8000 x48713
Keith.adams@deca.mil

Gloria Duncan
Business Analyst
804-734-8000 x48357
Gloria.duncan@deca.mil

Christopher Felder
Business Analyst
804-734-8000 x48839
Christopher.felder@deca.mil

Ryan Gantner
Business Analyst
804-734-8000 x48537
Ryan.gantner@deca.mil

Felicia Jefferson
Business Analyst
804-734-8000 x48121
Felicia.jefferson@deca.mil

Angela Leal
Business Analyst
804-734-8000 x48303
Angela.leal@deca.mil

Brenda Lester
Business Analyst
804-734-8000 x48474
Brenda.lester@deca.mil

Trecha Sweetenberg
Business Analyst
804-734-8000 x52736
Trecha.sweetenberg@deca.mil

Don Sykes
Business Analyst
804-734-8000 x48654
Don.sykes@deca.mil

VACANT
Business Analyst
804-734-8000 x00000
vacant@deca.mil

File Maintenance (MPSL)

Team Email: DECAHQMPSL@deca.mil

Ja'Nay Smith
File Maintenance Supervisor
804-734-8000 x48892
Janay.smith@deca.mil

Irving Cockrell

Lead File Maintenance Assistant
804-734-8000 x48241
Irving.cockrell@deca.mil

Ikeena Henderson
Lead File Maintenance Assistant
804-734-8000 x48646
Ikeena.henderson@deca.mil

Nancy DeLorge
File Maintenance Assistant
804-734-8000 x48320
Nancy.delorge@deca.mil

Darlene Franco
File Maintenance Assistant
804-734-8000 x48533
Darlene.franco@deca.mil

Anita Harris
File Maintenance Assistant
804-734-8000 x48423
Anita.harris2@deca.mil

Janella Graham
File Maintenance Assistant
804-734-8000 x52816
Janella.graham@deca.mil

Dana Nowden
File Maintenance Assistant
804-734-8000 x86347
Dana.nowden@deca.mil

Kimberly Osbourne

File Maintenance Assistant
804-734-8000 x48718
Kimberly.osbourne@deca.mil

Matthew Seeger
Lead File Maintenance Assistant
804-734-8000 x48511
Matthew.seeger@deca.mil

Eileen Thompson
File Maintenance Assistant
804-734-8000 x48898
Eileen.thompson@deca.mil

Stephanie Walker
File Maintenance Assistant
804-734-8000 x48342
Stephanie.walker@deca.mil

Michael Wilson
File Maintenance Assistant
804-734-8000 x52796
Michael.wilson@deca.mil

VACANT
File Maintenance Assistant
804-734-8000 x0000
vacant@deca.mil

Reset & Planograms (MPSR)

Team Email: DECAHQMP SR@deca.mil

VACANT

Chief, Resets & Planograms
804-734-8000 x00000
vacant@deca.mil

Michael Denny
Lead Commissary Management Specialist
804-734-8000 x48547
Michael.denny@deca.mil

Anthony Acevedo
Reset Specialist
804-734-8000 x48309
Anthony.acevedo@deca.mil

Daniel Hernandez
Reset Specialist
804-734-8000x48470
Daniel.hernandez@deca.mil

Gary Osbourne
Reset Specialist
804-734-8000 x48473
Gary.osbourne@deca.mil

Charliza Allison
Planogrammer
804-734-8000 x48641
Charliza.allison@deca.mil

Nacyra Grant
Planogrammer
804-734-8000 x48514
Nacyra.grant@deca.mil

Jesele Munger
Planogrammer
804-734-8000 x48459
Jesele.munger@deca.mil

Justine Scott-Rice
Planogrammer
804-734-8000 x48992
Justine.scott-rice@deca.mil