



DALE CARNEGIE TRAINING®  
www.dalecarnegie.com

**FOR IMMEDIATE RELEASE**

**DALE CARNEGIE TRAINING® AWARDED DEFENSE COMMISSARY AGENCY  
CONTRACT TO TRAIN ITS 18,000 EMPLOYEES IN WORLD CLASS CUSTOMER SERVICE**

*The Defense Commissary Agency Looks to Dale Carnegie Training  
To Bring Customer Service to the Next Level*

**HAPPAUGE, NY** (September XX, 2009) - **Dale Carnegie Training®**, an international leader in performance-based workforce training and solutions, has been selected by the **Defense Commissary Agency** to put its 18,000 employees, assigned throughout the world, through **World Class Customer Service** training.

Working under a contract awarded June 26, Dale Carnegie Training made history as the first organization to facilitate 648 training workshops in two months time. Dale Carnegie Training's customized approach is expected to advance DeCA's level of service to its customers from "excellent" to "world class." Workshops, conducted almost simultaneously across the globe to ensure all participating associates are effectively trained within two months, began Aug. 15 in three stateside locations and Aug. 17 overseas.

"With today's economy, it is paramount that our customers experience the same level of customer service at all of our locations in the U.S. and overseas," said DeCA Director and CEO Philip E. Sakowitz Jr. "Our customers, the men and women of the armed services and their families, deserve the very best we can offer in the way of products and services," he continued, "so the first step in our self-improvement is to provide customer service training to all our employees – from those at headquarters and region offices to every store associate in every commissary, worldwide.

"The workshops Dale Carnegie will be providing under our contract will help us take our already excellent customer service to the next level," Sakowitz added.

One employee who has been with DeCA for only a few years, Christopher Hawthorne, store associate at Fort Lee, said he welcomes the opportunity to improve customer satisfaction through the World Class Customer Service training.

“I really love working at this store,” he admitted. “There’s great chemistry with everyone who works here, and the customers are really nice. But there are times when a customer will come in – someone who might not be having a good day – and I won’t know what to do to make it better for them. So, maybe with this training, I’ll learn how to handle customers like that – rather than having to go to get the manager or director.

Dale Carnegie’s World Class Customer Service training takes DeCA employees through a four-phase training improvement cycle, which includes reinforcing a positive attitude, building a knowledge base, applying knowledge to work situations and developing skills. Workshops consist of 30 people in each of the 648 eight-hour sessions. The two-month training cycle ends Oct. 16 with a workshop at Fort Lee, Va.

# # #

### **About Dale Carnegie Training®**

Dale Carnegie Training® partners with middle market and large corporations as well as organizations to produce measurable business results by improving the performance of employees with emphasis on leadership, sales, team building and interpersonal relations, customer service, public speaking and presentations and other essential management skills. The courses are available in 27 languages throughout the world; they cover the entire United States and reach over 80 countries. Dale Carnegie Training® includes as its clients 400 of the Fortune 500 companies. Approximately eight million people have experienced Dale Carnegie Training®.

Dale Carnegie’s corporate specialists work with individuals, groups and organizations to design solutions that unleash your employees’ potential, enabling your organization to reach the next level of performance. Dale Carnegie Training® offers public courses, seminars and workshops, as well as in-house customized training, corporate assessments, online-reinforcement and one-on-one coaching.

**Media Contact:**

Katy Lawton, (212) 242-9353 ext. 153, [klawton@laforce-stevens.com](mailto:klawton@laforce-stevens.com)

Rachel Van Dolsen, (212) 242-9353 x166, [rvandolsen@laforce-stevens.com](mailto:rvandolsen@laforce-stevens.com)

**Defense Commissary Agency**

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. Authorized patrons purchase items at cost, plus a 5-percent surcharge, which covers the costs of building new commissaries and modernizing existing ones. Shoppers save an average of more than 30 percent on their purchases compared to commercial prices – savings worth about \$3,400 annually for a family of four. 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.