



THE COMMANDANT OF THE UNITED STATES COAST GUARD  
WASHINGTON 20593

FEB 7 2011

The Commandant of the United States Coast Guard takes pleasure in presenting the COAST GUARD UNIT COMMENDATION to:

**U. S. COAST GUARD COMMUNITY SERVICES COMMAND  
CHESAPEAKE, VIRGINIA**

for service set forth in the following

**CITATION:**

“For exceptionally meritorious service from 26 March 2009 to 7 January 2011 while serving as the Coast Guard’s Non-Appropriated Funds Center of Excellence, providing vital non-pay compensation programs of the Coast Guard Exchange System and Morale, Well-Being, and Recreation, directly enabling Coast Guard mission support, readiness, and retention. Despite operating in the most difficult economic environment since the Great Depression, the Coast Guard Exchange System developed and executed the most innovative and successful retail business efforts in the military resale system, resulting in over 78 million dollars in direct benefits to Coast Guard members and families. As the top performing military exchange system in percentage sales increase for the third consecutive year, the Coast Guard Exchange System increased annual sales 18 percent and net income 50 percent, while also driving the most aggressive store recapitalization program in its history, renovating every major store and over one-third of all existing facilities. An innovator in the military resale community, the Coast Guard Exchange System opened a modern 47,000-square-foot flagship store in the Hampton Roads retail corridor, defining an entirely new military retail business model. In similarly innovative fashion, the Coast Guard Exchange System developed the Service’s first-ever Deployable Support Exchange in response to the Coast Guard’s rapid response mission requirements. As a result of these superior retail efforts, the Coast Guard Exchange System increased distributions to Coast Guard MWR programs a full 50 percent. Coast Guard MWR developed the Coast Guard’s first MWR program standards, hosted the Service’s first MWR Symposium, contracted to develop a resident MWR training course, and provided deployable MWR kits to units responding to the devastating earthquake in Haiti and the DEEPWATER HORIZON oil spill. The professionalism, pride, and devotion to duty displayed by the Community Services Command are in keeping with the highest traditions of the United States Coast Guard.”

For the Commandant,

A handwritten signature in blue ink that reads "John P. Currier".

**JOHN P. CURRIER**

Vice Admiral, U. S. Coast Guard  
Deputy Commandant for Mission Support