



AMERICAN LOGISTICS ASSOCIATION

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Resale Reaction Channel

Central Information Point for Patrons, Commissaries and Exchanges

During the COVID-19 or Coronavirus outbreak, giving our military families one less thing to worry about...ramping up the supply chain from source to shelf to get the right products to the right place at the right time.

Commissaries and exchanges along with the resale industry moves every day, 24/7 to get everything from fresh food and produce to diapers and baby formula and other vital products to our military families through a vast supply chain network of manufacturing facilities, distribution hubs and retail stores. The American Logistics Association represents the supply chain partners to the commissary and exchange systems. It's a supply chain like no other...from source to shelf. A vast network of brokers, major consumer product manufacturers and distributors that work to enhance the ability of the exchanges and commissaries to serve their patrons.

This Resale Reaction communication channel is designed to augment, facilitate and support ongoing efforts by the commissary and exchanges resale management agencies to ensure product availability in affected areas. If you work for a military resale activity or you are a service member or family member and you have an update for what's happening in your part of the world, please let us know. We are utilizing Twitter. Provide your local updates and alerts by mentioning [@ResaleReaction](https://twitter.com/ResaleReaction) in your tweet, or you can post your update at <http://bit.ly/Resale-Reaction>.

Every day, tens of thousands of agency and industry people work to make military resale programs work for our military and their families. It's a program that combines the best of American industry with the best of Government to serve the best people in the World.

And, in periods of National emergency the system turns up the knob to react to extraordinary events. This has been demonstrated time and again whether operating tactical exchanges in Theater or responding to a number of natural catastrophes in recent years...shipping containers to hurricane-ravaged Puerto Rico, earthquakes in Japan, flowing industry vans to hard-hit eastern North Carolina.

The list is long and the mission never ending. Agility, innovation, and workarounds are a trademark of this industry. When one door closes, another one opens. Already, for the current emergency, distributors are increasing inventory of critical items and working with resale agencies to ramp up more inventory as well as coordinating multiple airlifts of these items.

These communications are designed to help open more doors to product flow and provide a feedback and information interchange to enhance the ability of the supply chain to ensure product follow to any trouble or not spots.

This information sharing is designed to ease bottlenecks, ensure product availability, control rumors, and identify hotspots for remedy.

Outbreaks are inherently frightening. You can't see it until you feel it. And communication is critical. We will be gathering information from a number of sources including the worldwide network of industry employees working on the bases and in the stores.

In a scarcity environment, military suppliers compete with commercial suppliers for product availability. We urge all of our companies to use this information to stress to within their companies the special needs and vulnerability of the military and to provide proper priority to critical products to critical areas. And, it's going to take ultra-close cooperation and coordination among resale agencies and industry to make sure the right critical products are apportioned and deployed where most needed. In scarce supply situations, we need a coherent and orchestrated network of allocation.

When emergencies occur, it's the entire resale ecology that springs to action and not just at the directly affected locations. And, it's a reminder that it's the stateside hubs that provide the wherewithal to industry and the resale agency partners to support the far-flung areas. This is done by providing economies-of-scale and a stateside rotation base for personnel. So, when the folks on the front lines experience difficulties, it's on the entire resale system to mobilize to support them.

Moreover, military patrons must be reminded that when they shop at the stateside stores, they not only stretch their grocery budget 25 to 50 percent, their patronage shores up the system's ability to care for military folks at far-flung areas.

Today, whether it be in Italy, South Korea, Japan or somewhere else, a military parent is concerned. They worry about their families, care for their children and try to go about their daily routine. But that routine is anything but routine.

Overseas military bases are unique to Americans. They operate as islands in foreign lands, striving to provide normalcy for families in a strange environment, often within gun range of adversaries. Now, at some locations, this isolation is compounded. And, at some bases, even facilities on these islands are closing or curtailed. Already, at some bases, schools are closed and community programs closed or curtailed. The military community is becoming increasingly isolated as entrance and exit to installations and even congregating on base is constrained.

As if they already didn't have enough to worry about just by virtue of being deployed to dangerous areas. We pledge to give them one less thing worry about. We need to mitigate any fear and anxiety. We recognize that our patrons and the thousands of industry and resale agency employee that serve them are posted on the frontiers of freedom. We won't let them down.

ALA will use these communications to galvanize the force of American industry to go to work with their resale agencies to go to work to get the right products at the right place at the right time.

We will facilitate and we encourage a free flow of information and concerns from any sector, whether it be industry, military advocacy organizations, resale agencies, and patrons themselves.

If you cannot post to Twitter, but have information to share, please email Steve Rossetti directly at srossetti@me.com.