



Global Exchange

THE ASSOCIATE NEWSLETTER FOR THE NEXCOM ENTERPRISE

From the CEO

Happy 75th birthday NEXCOM! While our celebrations this year may have looked a little different than they have in the past, our mission to our Navy and our patrons remains unwavering. Never has that been more apparent than during this unprecedented pandemic. I know I've said it many times, but I can never thank you enough for the selfless dedication and work each of you has shown over the past year to ensure our patrons were taken care of, no matter where they were or what they needed. You truly are the best team I have ever worked with and I am honored to be your CEO! If you're interested in learning more about our history, check out the story on page 3.

As you know, one of my annual tenets in my CEO Guidance is to take care of our associates. To that end, I'm pleased to report that we were able to get 98% of our associates, of those who wanted the COVID-19 vaccination, officially inoculated and we did the majority of this in about 45 days! Thank you to everyone who worked with HQ, your installation and your local medical facility to ensure that our associates who wanted one, received the vaccine.

Thirdly, as I'm sure you're all aware, we welcomed DoD civilian CAC holders into our stores on May 1! The DoD directive, dated April 12, extends in-store shopping access to active DoD and Coast Guard civilian employees at all military resale activities. Additionally, the directive grants military exchange online access to active and retired DoD and Coast Guard civilian employees by mid-October 2021. The expansion to new authorized shoppers is expected to increase the contribution to quality of life programs and greatly benefit the entire military community. For more information on this new customer, please read the article on page 5. Be sure to know how to recognize the credentials of our new customers so we can make them feel welcome when they



come into our stores to shop.

Finally, we continue moving forward, with great support from the CNIC team, with the consolidation of PCS and TDY Lodging under NEXCOM. We've hosted several "Voice of the Customer" sessions that allowed us to listen to specific needs and concerns as related to the consolidation. Important insights gathered from these events have been incorporated into the consolidation plans. Progress continues on detailed planning with no known barriers to achieving the mission and timelines - Initial Operational Capability on Oct. 1, 2021, and Full Operational Capability by Sept. 30, 2022. Thank you to all of you for your support as we move forward with this exciting directive. As always, as soon as we have new information we will pass it on to you.

As we move through the critical 100 days of summer, please take care of yourselves and each other. Be safe and stay healthy! Keep charging!

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

“Get the Gouge”

CMDCM(AW/SW) Dayna S. Winn
Command Master Chief
NEXCOM

The trees have new foliage, the flowers are blooming and the birds are singing which means spring is definitely in the air here in Virginia. Just as spring brings a renewed look and feel, you also brought fresh new ideas during this past quarter. Speaking of new, the 2021 CEO Guidance was finalized and is packed with great information on how to improve the NEXCOM experience. I hope everyone has had a chance to review it.

As restrictions begin to be lifted, I encourage you to continue to make the health and safety of yourselves and our patrons a priority.

The quarter began with the opening of the first NEX Provisions Market inside the NEX Oceana main store. This food concept has a variety of grab & go food and beverages, snacks, Starbucks Coffee and fresh hot foods. I've had an opportunity to visit and it looks great and provides a convenience to the patron that is in a hurry. It also has seating if they would like to eat while in the store. Expect to see more of these in the future.

We then celebrated 75 years of PREMIER CUSTOMER SERVICE on April 1! It was a month long celebration with some great deals for our patrons, a virtual 5k and concluded with some amazing virtual performances from some very generous artists. I hope you were able to take a break and tune in as these series are for you as much as they are for our patrons. After all, you have taken this command from the Navy Ships Store Office back in 1946 to the robust six business



lines within NEXCOM today!

Our Ships Store team guided the USS GEORGE H. W. BUSH (CVN 77) through the reopening of their store and I had the pleasure of attending the small ceremony. It was extremely refreshing to see the smiles on the faces of those Sailors onboard as they prepare to bring that ship back to life after an extensive overhaul. I was super impressed with a couple young Sailors. When I asked them why they should shop at the NEX, they said without hesitation, “tax free shopping, low price and money goes to MWR!” Those are lifelong patrons right there!

Another great initiative, BOPIP, was implemented due to ever-changing needs of the customer and you've stepped up in a tremendous way. At inception late last year, there was a limited product assortment at a few locations and today it has expanded to 32 locations and the assortment is steadily growing. This has provided convenience and safety for our customers when they needed it most!

We also saw the launch of the NEXt Level Rewards program and have seen positive growth in a very short period. This free rewards program offers customers instant savings, monthly rewards, an annual birthday coupon, exclusive scratch cards and more. Thank you for promoting and creating another way to DELIGHT THE CUSTOMER!

As you can see this was a remarkable first quarter and I know you will continue to meet the needs of the fleet for the next 75 years. As restrictions begin to be lifted, I encourage you to continue to make the health and safety of yourselves and our patrons a priority. Stay tuned for upcoming virtual events and find some time to recharge your batteries.

NEXCOM Celebrates 75 Years of Service

NEXCOM celebrated its 75th birthday on April 1. The Navy officially established the Navy Ship's Store Office in Brooklyn, New York, on April 1, 1946. The command was renamed NEXCOM in 1991.

"NEXCOM's legacy over the past 75 years has been our dedication to our deserving military members and their families around the world," said retired Rear Adm. Robert J. Bianchi, Chief Executive Officer, NEXCOM. "Throughout these past 75 years, we've learned to adapt and evolve as the needs and roles of the U. S. Navy and our patrons have changed. That was never more apparent than over the past year with all the changes and new programs we put in place to support our Navy and our patrons during the COVID-19 pandemic. NEXCOM is and always will be here to offer assistance wherever and whenever it's needed."

NEXCOM can trace its roots back to the 1800s when Sailors had to depend on "bumboats" that moored alongside their ships to buy personal items. In 1896, the first canteen opened on the USS Indiana and sold only beer. Soon canteens started carrying tobacco and other items for the ship's crew to purchase. The increased profits from these sales

went to support welfare and recreation programs aboard each ship, something that still happens today. By 1909, the Naval Appropriations Act established the first official resale activity, the commissaries and ships' stores. The act allowed the Navy to procure and sell merchandise to Navy and Marine Corps officers and enlisted and to civilian employees at Naval Stations outside the continental United States and Alaska. The ships' stores were authorized to make a profit as long as it did not exceed 15%. Unfortunately, ships' stores did not produce sufficient revenue for financing the welfare and recreation funds. So, in 1923, ships' service stores were given official sanction by Navy regulation to provide Navy crew members nearly any legal article of merchandise without the profit restrictions placed on the existing ships' stores. However, this created a duplication of effort between ships' stores and ships' service stores. In 1942, a recommendation was made to the Chief of Naval Operations to merge the two stores into one official ships' store operation. The recommendation was accepted and by 1944, the Secretary of the Navy made the establishment of the merged stores mandatory on all ships that had a supply officer and permissive on all Naval activities,

(Continued on next page)



Bumboats

U.S. Naval Historical Center



Ship's Store Ashore 1925

Ships' service stores ashore also began steps towards centralization in 1945 when a committee was formed to study the resale activities. The recommendation of the committee, headed by Capt. Wheelock H. Bingham, Supply Corps, USNR, was that all resale activities be operated like a large chain of retail stores and that a central office be established to oversee the operation of this new Navy resale system. The Secretary of the Navy gave his approval of the Bingham Plan that stated, in part, that the ships' service stores ashore be operated with non-appropriated funds and that civilians should fill positions at the operating level. Top management positions, however, would be filled by Navy Supply Corps Officers. Naval personnel were operating the ships' service stores afloat and as part of the Bingham Plan, would be managed under the new central office. That recommendation was the foundation for the NEXCOM Enterprise.

Today, the NEXCOM Enterprise encompasses six business lines that include NEX stores, the Navy Lodge Program, Ships Store Program, the Navy Clothing and Textile Research Facility, Uniform Program Management Office and the Telecommunications Program Office. Its mission is to provide quality goods and services at a savings to its authorized customers and to support Navy quality of life programs for active duty military, retirees, reservists, Veterans and families. NEXCOM is one of 11 commands under Commander, Naval Supply Systems Command (NAVSUP).

"The mission of NEXCOM has always been a vital one within the Navy community," said Bianchi. "We are committed to progress and ingenuity to remain an essential resource for our nation's most deserving patriots for another 75 years!"



NEX Mayport Service Station 1956



NEX Norfolk Uniform Shop 1980s

NEX and MCX Expand Authorized Shopping to DoD Civilians

Following the release of a Department of Defense (DoD) directive, the NEX and MCX opened their doors to active DoD civilians in the United States, U.S. territories and possessions on May 1, 2021. The expansion to new authorized shoppers is expected to increase the contribution to quality of life programs and greatly benefit the entire military

This new authorized shopper expansion will help strengthen the support given to MWR, directly benefitting the fleet and family in sustaining a ready and resilient force.

community. In order to shop at a NEX or MCX, a customer will simply need to present a valid civilian Common Access Card (CAC) at the point of sale or at the door, where applicable. A DoD or Coast Guard civilian employee who has not been issued a CAC may shop at the military resale activity on the installation where they are employed by presenting an official proof of employment document dated within 12 months, and a valid government photo identification card.

The DoD directive, dated April 12, extends in-store shopping access to active DoD and Coast Guard civilian employees at all military resale activities. Additionally, the directive grants military exchange online access to active and retired DoD and Coast Guard civilian employees by mid-October 2021. In September 2020, NEX and MCX transitioned to a unified online e-commerce portal, myNavyExchange.com, for their joint patrons.

“The mission of NEXCOM is as true today as it

was when we were first established in 1946, to provide quality goods and services at a savings and to support Navy quality of life programs,” said retired Rear Adm. Robert J. Bianchi, CEO, NEXCOM. “This new authorized shopper expansion will help strengthen the support given to Morale, Welfare, and Recreation, directly benefitting the fleet and family in sustaining a ready and resilient force.”

For those DoD or Coast Guard civilian employees who have not been issued a CAC, they may shop at military resale activity on the installation where they are employed with a valid government identification and official proof of employment document dated within the year. Acceptable proof of employment documents include Letter of Employment, SF-50, Personnel Action Report (Commander Navy Installations Command NAF), DA3434 (Army NAF), AF2454 (Air Force NAF), NAF-MCCS 500 (Marine Corps NAF), NX-129 (Navy Exchange Service Command NAF), or Exchange Form 1200-100 (Army and Air Force Exchange Service NAF). All of the new authorized civilian shoppers are restricted from purchasing alcohol offered in the package store, tobacco and uniform items.

The new directive allows DoD and Coast Guard civilian employees in the United States and locally hired in the U.S. territories and possessions to shop in military exchange stores. While access for locally-hired DoD civilian employees in foreign countries is still limited by host nation laws and international agreements, those DoD civilian employees will be authorized to shop at military exchanges in the United States and the U.S. territories and possessions when they are traveling.

Online exchange access is expected to be available by mid-October for active and retired DoD and Coast Guard civilian employees with a U.S. mailing address, including territories and possessions and APO and FPO addresses. The online exchanges cannot ship to local addresses in foreign countries. Online access to the NEX and MCX availability dates will be posted on myNavyExchange.com once online verification of eligibility is enabled.

Target Safety Program

**By: Kristin Miller, Command Safety Manager,
NEXCOM**

NEXCOM's Loss Prevention/Safety created the Target Safety Program 10 years ago in an effort to keep associates safe, reduce workers' compensation claims, maintain a culture of safety and reduce dollars spent on the Workers' Compensation program. The Target Safety Program has had a huge impact on Workers' Compensation claims, reducing them by 63% over the last 10 years.

...the goal of the program is to ensure a safe and satisfying work environment characterized by trust, dignity, inclusion and respect all which plays an important role in NEXCOM's safety program as a whole.

As written in the CEO's 2021 Guidance, the goal of the program is to ensure a safe and satisfying work environment characterized by trust, dignity, inclusion and respect all which plays an important role in NEXCOM's safety program as a whole. Simply making sure all associates are involved in creating and maintaining a safe work environment as well as having a voice to speak out about unsafe situations and concerns is vital in achieving the goal of a safe workplace.

The target locations are chosen based on their previous year's workers' compensation claims and are asked to follow specific elements within the program. Once a location has been identified as a target location, they are asked to complete certain requirements such as a Safety Check Up, create an Action Plan, review specific APIS reports, hold

Safety Committee meetings monthly as well as create awareness programs, to name a few. These requirements are not meant to penalize the location or its associates in any way. It is meant to help the location identify areas that need additional training and further establish a culture of safety awareness which will lead to the prevention of future injuries to its associates.

These requirements are also not intended to place an undue burden on the locations staff and should not be viewed in a negative light. The simple reality is that in a target location, an above average number of associates are experiencing injuries. We want to ensure that every effort is being made to promote a culture of safety where a location's associates are involved in taking every step possible to prevent injury to their co-workers and themselves.

Increasing safety awareness has had a positive impact on customer safety throughout our locations as well. This program has been successful in reducing claims, but more importantly, in preventing injuries to our valuable associates. It is the hard work of the location's managers, loss prevention/safety team and associates that make this program successful and the enterprise a safer place to work, shop and stay!

Sheila Young Selected Director, EEO

By: Joan Williams, Equal Employment Opportunity Manager, NEXCOM

Sheila Young was recently selected as NEXCOM's Director of Equal Employment Opportunity (EEO). She began her long federal career with the Navy Fleet Material Support Office in Harrisburg, Pennsylvania, where she quickly honed her skills by serving in several EEO and Human Resource positions. In 1990, she was appointed to head the Disability Program at Naval Air Station Pensacola, Florida.

Throughout the Department of Defense, Sheila's stellar accomplishments in the Disability Program arena led to her being recognized as a subject matter expert. She has been consistently involved in equal employment and human resources for more than 41 years. Additionally, her positions in the Federal sector included Computer Programmer, Information Systems Analyst, Employee Development Specialist, Employee Relations Specialist and the Army Chief of EEO at Fort Myer Military Community in Arlington, Virginia. In 2016, she retired from the Federal government, but decided to re-ignite her long devotion to civil service because she knew she still had much to offer.

According to Young, her primary motivation in seeking a career in EEO was her mother. "My mother was actively involved in the Civil Rights Movement and demonstrated the importance of each one of us doing his or her part toward advancing equality, fairness and justice for all," said Young. "My passion has always been helping people."

In 2018, Young came aboard NEXCOM to manage the Disability Program. In 2019, she was selected as the EEO Deputy Director. In her new capacity as Director of EEO, Young is committed to working with business partners to provide stellar services.

"I am diligently working to ensure the EEO office is recognized as a vital resource within the enterprise,



committed to developing innovative solutions that advance equal employment opportunity," said Young. "The traditional EEO services will continue to be offered; however, services will take on a more proactive approach rather than a reactive one. My emphasis will be on expanding training, ensuring that pertinent information is effectively disseminated, reducing workplace conflict, increasing cultural awareness, promoting diversity and inclusion, enforcing equitable policies and ensuring equality of opportunity."

In describing her management style, Young explained that she leads by example and is always eager to provide any necessary guidance and leadership to her awesome EEO team.

A native of Meridian, Mississippi, Young obtained her Bachelors of Science Degree in Health and Physical Education at Mississippi Valley State University in Itta Bena, Mississippi.

Ethics and You

Don't Use Your Official Position for Private Gain

By Michael D. Rigg, Ethics Counselor, NEXCOM

As a NEXCOM employee, you are expected to follow the ethics and standards of conduct rules promulgated by the U.S. Office of Government Ethics (OGE), the Department of Defense (DoD), the Department of the Navy (DoN) and other legal authorities, such as Congress. One of the most

One of the most fundamental ethical principles applying to you is that your public service is a public trust.

fundamental ethical principles applying to you is that your public service is a public trust. You have a responsibility to put your loyalty to the United States Constitution, the rule of law and ethical principles above private gain. As stated more directly in 5 C.F.R. 2635.101(b)(7), "Employees shall not use [their] public office for private gain."

Many state and local officials are covered by a similar requirement. Recently, the Commissioner of the New York City Department of Education (DoE) was reminded of the importance of following the rules when he took advantage of his position to obtain a ticket for his wife to see the musical Hamilton at the astonishingly low price of \$10.

(Yes, that's right, ten dollars). The fair market value of the ticket was \$235, but the City of New York had negotiated a deal for a special educational event, which included a matinee of Hamilton, at the lower price. The special deal was limited to DoE employees. But despite being told by the department's General Counsel that his wife, who was not a DoE employee, did not qualify for the discounted price, the Commissioner bought two tickets at \$10 each and enjoyed a pleasant afternoon at the theater with his spouse. After an investigation and proceedings before the NYC Conflicts of Interest Board, the Commissioner was fined \$1,100. (That's right, one-thousand, one-hundred dollars). Ouch.

As the saying goes, "let's be careful out there." If you have questions about the standards of ethical conduct, contact NEXCOM's Office of Counsel to chat with Michael D. Rigg, Ethics Counselor, at michael.rigg@nexweb.org or 757-631-3611. Please copy Tisha Brown, Paralegal, at tisha.brown@nexweb.org on any emails.

Associate Spotlight

I would like to thank you and your team for the great support you all provided to us on such short notice. I can truly say that every time that I have had to call upon you all at the "25th hour" for support you all have never failed. Each team member that I have had the pleasure to come in contact with over the phone has always been professional, courteous and genuinely concerned about the task at hand. I am always left feeling like a valued customer and never taken for granted. Please relay to your team that the INVINCIBLE is very appreciative of the outstanding customer service and great attitude that they display continuously. If ever the we can do something for you all please call upon us. Stay safe.

- **Wilton W, MDR, USNS INVINCIBLE (T-AGM-24)**

My family stayed in the Lodge prior to our PCS out of Sasebo. We were storing our Doberman's kennel with the Lodge as it would take up too much room in the rooms. During our stay, our Doberman unexpectedly passed away. We notified the front desk that he had passed and no longer needed the kennel to be stored. The front desk worker then went above and beyond by offering to dispose of the kennel for us. Later in the afternoon, we came back to the front desk to pick up a package. During this time the Lodge presented us with flowers, offering their condolences. We were very touched by their service and personal care, and wanted to make sure that everyone here was praised for their professionalism and care.

- **Navy Lodge Sasebo, Japan**

We recently visited the NEX at the Seabee Base in Gulfport, Miss., and found everything we needed easily. They have a beautiful store. Husband retired in 1987 and it was nice to be on the Seabee Base again. Was last there in Feb. 2019 and camped there a couple of weeks. Military life was a wonderful memory we both cherish.

- **Penny B., Gulfport, Miss.**

We had a lot of awesome success with the NEX Bahrain downrange last time we came into port and, as a whole, are very appreciative of the work you and your team have done to support us while we are in theater. Thank you!

- **Lt. Cmdr. Tamera M., USS PRINCETON (CG 59)**

During COVID-19, it is hard to be separated from family for extended periods of time, especially with so much social distancing. I will say the staff here has done a great job about easing the pain. I truly appreciate Ms. Arnette and Ms. Douglas for being so nice and on top of their game for housekeeping. The front desk staff, led by Ms. Cuffee, are amazing too! Even through a mask you can see all the smiling faces (Susana / Ebone / Jalecia - you three have been the most helpful)! Countless staff members in a typically un-thanked industry still operating at such high marks deserves recognition. Pass the word around the staff! You all are doing marvelously. Thanks for everything.

- **Ccozart, Navy Lodge Norfolk, Va.**

Last week my husband and I did not have a good week at all. Ms. Jackie and all the amazing angels at NAS Oceana's uniform shop came to the rescue. They worked literal miracles to get my husband's whites ready in less than an hour. Not only that but a few days later it was my turn to be panicking and racing to try and be ready for a last minute board and needing a blouse with piping on it. Again, the ladies were there to not only reassure me, but have my uniform ready in no time at all and with kind words. One day later I was back, for the third time, to have a uniform prepared for a funeral. These ladies literally could not have been more of a God-send.

- **NEX Oceana, Va., Uniform Shop**

NEXt Level Rewards Program

NEXCOM has launched its NEXt Level Rewards program to give customers even more value and savings when they shop the NEX either in store or online. This free rewards program offers customers instant savings, monthly rewards, an annual birthday coupon, exclusive scratch cards and more.

“The NEXt Level Rewards program is a great way for customers to earn rewards for purchasing the products they need for themselves or their families,” said Jeremy Sherman, Vice President, Marketing Innovation & Insights at NEXCOM. “NEXt Level Rewards is a unique rewards program in that customers can earn rewards whether they’re purchasing a coffee and candy bar in a mini mart, a haircut at the barber shop or making a big ticket purchase in one of our main stores. We know they have many shopping options and we appreciate that they choose shop their NEX.”

Customers can enroll in the NEXt Level Rewards program at any NEX cash register and by creating an online account at myNavyExchange.com and selecting “Yes, Email me sales, promos and events.” Customers who are already Navy Blue Rewards members will be automatically converted to the NEXt Level Rewards program.

Once enrolled, customers will earn a 2% Rewards rebate on all qualifying purchases, in-store or online, during a calendar month. After initial sign up, when shopping in store, customers just need to provide a phone number at checkout. When shopping online, customers will automatically earn rewards when making a qualified purchase. Customers will automatically receive an e-Gift Card via email once the minimum qualifying amount of \$250 in a calendar month has been met.

For more information on the NEXt Level Rewards program, visit www.mynavyexchange.com/NEXtLevelRewards.



NEXt LEVEL
REWARDS

NEXCOM Expands Its Pick/Up Program

NEXCOM has expanded its Pick/Up Program to 20 additional NEX locations in the continental United States, Guam and Japan. The Pick/Up Program allows authorized customers to purchase items on myNavyExchange.com/PickUp for pick it up inside their local NEX store. NEXCOM initially launched its Pick/Up Program at 10 NEX locations in November 2020.

“Since we launched this program last year, it has steadily increased in popularity with nearly 3,000 orders being received which was 2% of all our online sales,” said Roshella Ricker, NEXCOM’s Director, E-Commerce, Merchandising & Marketing Strategy. “Our Pick/Up Program gives customers the ease and safety of shopping from home for pick up at their convenience inside the store.”

Currently, customers can purchase items for the home, pet, hardware, electronics, fitness, military pride, tactical, personal care items, vitamins, baby and children’s items, accessories, handbags, shoes and apparel and special holiday items. There is no minimum purchase or surcharge for using the Pick/Up Program.

To use the Pick/Up Program, customers shop myNavyExchange.com and look for items eligible for in-store pickup. After adding the item(s) to the shopping cart, select which store to pick up the items from and then pay and place the order. The customer will receive an email confirmation once the order has been received and another when it is ready to be picked up. Once the order is ready, the customer goes to their NEX with the email confirmation and CAC card and follows the Pick/Up signs to the designated pick up area. If the order is placed two hours before the store’s normal closing time, it will be ready for pick up within two hours. If not, the order will be ready the following morning.

The Pick/Up Program is now available at NEX North Island, NEX Port Hueneme and NEX Lemoore, California; NEX Whidbey Island, NEX Everett and NEX Bangor, Washington; NEX Memphis, Tennessee; NEX Great Lakes, Illinois; NEX Belle Chasse, Louisiana; NEX Corpus Christi, Texas; NEX Gulfport, Mississippi; NEX Mayport and NEX Orlando, Florida; NEX Annapolis and NEX Patuxent River, Maryland; NEX New London, Connecticut; NEX Charleston, South Carolina; NEX Newport, Rhode Island; NEX Guam and NEX Yokosuka, Japan.



NEX Provisions Market Offers Customers More Food Options

NEX Oceana, Virginia, opened NEXCOM's newest food concept, the NEX Provisions Market, on Feb. 26. The NEX Provisions Market features grab & go food and beverages, snack items including natural and organic foods and a Starbucks Coffee Bar as well as a selection of fresh and hot foods including fresh baked cookies, hot dogs, pizza and tornadoes.

"The NEX Provisions Market is part of a broader 'Food Hall' concept that NEXCOM is developing in response to evolving trends within the food industry," said Greg Thomas, Senior Vice President, Store Operations for NEXCOM. "In addition, since the onset of the COVID-19 pandemic, people are very much looking for food that they can grab and go versus eating in a food court. With the opening of the NEX Provisions Market, our customers are now able to grab their favorite foods on the run or come in and relax as part of their overall shopping experience."

While the NEX Provisions Market offers food for those on the go, there is socially distanced seating and boosted Wi Fi for those customers who would like to sit and eat while in the store.

NEXCOM expects to open additional NEX Provisions Markets in 2021.



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