



RICHARD S. PAGE
VICE PRESIDENT, CUSTOMER SERVICES

Richard (Rick) Page joined CPF in April 2009 as Vice President Customer Services overseeing the expanding CPF Hawaii commissary distribution as well as identifying and developing business opportunities with the military exchanges.

Prior to joining Coastal Pacific, Rick served as Chief Operating Officer with the Defense Commissary Agency (DeCA) Headquarters in Fort Lee, VA, responsible for worldwide operations and sales for 254 commissaries and 10 Distribution Centers located in 13 countries serving over 12 million authorized customers. He also served as Acting Agency Director for 8 months.

Throughout his 30 year Federal career, Rick served in every facet of commissary operations from Store Director, Region Chief Operations and Merchandising, Zone Manager, Deputy Region Director on three occasions, Acting Region Director and was appointed as a member of the Senior Executive Service in May 2002 as the DeCA West Region Director.

Prior to joining the military commissaries, Rick began in the retail food industry (1968-1978) with Alterman Foods in Georgia serving in all areas of retail to include Store Director.

Rick has received numerous awards including the Secretary of Defense Exceptional Service Award, DeCA's Distinguished Service Medal (2), DeCA Meritorious Service Medal (3), Navy Meritorious Service Medal, Air Force Association DoD Civilian Person of the Year and the Federal Executive of the Year for Central Pennsylvania.

Rick holds a Bachelor of Business Administration from the University of Georgia and is a member of the American Logistics Association. He was appointed a member of ALA's Exchange Council in January 2011 and has served as the Chair of the Exchange Council since January 2013.