



FRONT END NEWSLETTER

INSIDE THIS ISSUE

- Page 1 ELMS Performance News
- Page 1 ELMS Great Improvement
- Page 1 This Week Score
- Page 2 Holiday Gift Ideas
- Page 2 Birthdays & Anniversaries
- Page 3 Can Hunger
- Page 3 Stay Focused On BOB
- Page 4 The History Of Toys (Part 2)



“You are the only one who can use your ability. It is an awesome responsibility.”

Zig Ziglar

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING
NOVEMBER 29, 2008:

90.3%

ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending Nov. 29, 2008:

<u>NAME</u>	<u>SCORE</u>
Sandi Shaw	114.6%
Cody Thornburgh	112.3%
Lora Huffman	109.6%
Amanda Cales	102.9%
David Lemelin	98.1%
Lucas Breeden	97.9%
Megan Metcalf	97.6%
Mary Irwin	96.9%
Sonya Kron	96.6%
Robbie Welsh	96.4%
C.J. Miller	96.1%



THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

<u>NAME</u>	<u>IMPROVEMENT</u>
Robbie Welsh	14.9%
Nathan Fritz	14.3%
Doug Flynn	12.7%
Sonya Kron	11.0%



THIS WEEK SCORE IS AN INCREASE *OVER LAST WEEK SCORE*. WE WENT FROM 89.1% TO 90.3% THAT IS AN INCREASE OF 1.35%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS GOAL OF 95%!





HOLIDAY GIFT IDEAS

Our One Stop Gift Card Display Has Over 300 Gift Cards To Restaurants, Retailers, And Specialty Shops Ranging In Value From \$15 To \$200. These Are Available For Sale At Our Displays Throughout The Store. Not sure which cards to buy?

Kroger has a wide selection to choose from.

- | | | |
|--------------------------|--------------------------------|------------------|
| Aeropostale | GameStop | Starbucks Coffee |
| American Express | iTunes | Subway |
| Applebee's | Kohl's | Target |
| Bass Pro Shops | McDonald's | T.G.I. Friday's |
| Bath & Body Works | Nordstrom | The Home Depot |
| Bed Bath & Beyond | Old Navy | TJMax |
| Belk | Olive Garden | Toys "R" Us |
| Best Buy | Outback Steakhouse | Visa Gift Card |
| Blockbuster | P.F. Chang's China Bistro | |
| Carrabba's Italian Grill | Pizza Hut | |
| Chili's Grill & Bar | Priceless MasterCard Gift Card | |
| Cold Stone Creamery | Red Lobster | |
| Cracker Barrel | Sears | |
| Foot Locker | Shell | |



DECEMBER BIRTHDAYS & ANNIVERSARIES



Birthdays

- Betty Noe
- Sharif Ahmaed
- Maggie Rhodes

Date

- December 11
- December 11
- December 25



PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

- | | | |
|--|----------------|---|
|  | Cantaloupe |  |
| 4050 | | |
|  | Asparagus | |
| 4080 | | |
|  | Green Cabbage |  |
| 4069 | | |
|  | Gold Pineapple | |
| 4430 | | |

Anniversaries

- Tanza Leatherwood
- Jared Roberts
- Randy Clark
- Gerry Anders
- Randy York

Date

- December 2, 1985
- December 2, 2004
- December 18, 1980
- December 18, 2007
- December 31, 2006

Years

- 23
- 4
- 28
- 1
- 2



CAN HUNGER



BEING RING
TENDER
EFFECTIVE IS
PART OF
KROGER'S
CUSTOMER 1ST
STRATEGY OF
PROVIDING
WORLD CLASS
SERVICE!

Can Hunger Goes Green This Year
Reach Out, Reuse And Reduce Hunger

Total We Have Raised Through December 5th, 2008

\$7937

Store 525 Is The Number Store In The Atlanta Division And Zone D Is The Top Zone In The Atlanta Division In Sales For Can Hunger. We Have Over A \$3000 Lead Over The Second Place Store. So Keeping Asking Customers To Donate To This Worthy Cause.

Front End Cashiers You Have Done An Outstanding Job Promoting This Worthy Cause.

Shopping Days
Until Christmas..



18 DAYS

REMEMBER, ASK FOR ME,
BOB!



Please Stay Focused On BOB!

BOB=Bottom Of Bascart

Store	# Shops	BOB	Overall
D-524	6	100%	100%
D-530	7	100%	100%
D-549	8	100%	100%
D-598	8	100%	100%
D-686	7	100%	100%
D-506	8	88%	88%
D-525	8	88%	88%
D-599	8	88%	88%
D-862	8	88%	88%
D-867	8	88%	88%
D-516	7	86%	86%
D-531	7	86%	86%
D-870	6	83%	83%
Total	144	77%	77%
D-558	7	71%	71%
D-583	8	63%	63%
D-628	6	50%	50%
D-848	6	50%	50%
D-581	7	43%	43%
D-536	7	29%	29%
D-562	7	29%	29%

As You Can See We Have A Score Of 88% In Asking For BOB. Our Store Goal Is At Least 90%. We Only Have 16 Mystery Shops Left For The Fiscal Year, So Let's Finish Strong And End The Year With A Score In The High 90's. I Challenge You To Make This Happen.
Are You Up For The Challenge?

THE HISTORY OF TOYS (PART 2)

1800-1901

1800s Playgrounds Begin To Appear In American Cities. The Idea Stemmed From The Efforts Of City Reformers Who Were Searching For More Healthful Play Options For Children In Urban Areas, Where Parks And Yards Were Scarce. The Playgrounds Started Off As "Sand Gardens," Inspired By Those Seen By An American Social Worker While Visiting Berlin. Financed By Local Businesses, City Playgrounds Soon Included Swings And See-Saws.

1817 Known In Some Form As Far Back As Ancient Greece, The Kaleidoscope Is First Patented By The Scottish Scientist Sir David Brewster And Begins To Be Sold As A Children's Toy.

1840 The First American Dollmaker Is Granted A Patent And Dolls Begin To Be Mass-Produced In America For The First Time. Dolls Are One Of The Oldest Forms Of Toy, And Have Been Found In Egyptian Tombs Dating Back To 2000 B.C.

1843 The Mansion Of Happiness Is Designed By Anne Abbot And Produced By W. And S.B. Ives In Salem, Massachusetts. It Became The First Board Game Sold In The United States. According To Its Rules, Players Performed Good Deeds To Move Forward Towards Eternal Happiness, But Move Backward As Punishment For Cruelty, Ingratitude, Or Other Vices.

1870 German Immigrant Frederick August Otto Schwarz And His Three Brothers Open A Modest Toy Shop In New York City; It Will Eventually Grow Into The Enormously Successful F.A.O. Schwarz.

1886 The First BB Gun Is Created. Made For Children, It Scared Many Parents Because It Is Actually A Working Gun That Can Cause Injury. The BB Gun Was A Descendant Of The Cap Gun, Which Was Invented Soon After The Civil War, When Some Shotgun Manufacturers Converted Their Factories To Make Toys. Penny Pistols And Other Authentic-Looking Toy Guns Also Began To Appear In The 1880s.

1887 The Speaking Doll, Which Had First Been Invented By Johann Maelzel In 1820, Is Improved When Thomas Edison Combines His Phonograph Technology With A Doll, Allowing It To Speak.

1896 A Westernized Version Of The Indian Game Parcheesi Is Introduced In England Under The Name Ludo. Parcheesi Is A Type Of "Cross And Circle" Game, Which Dates Back To 300 A.D. And Was Played In The Korean, Syrian, And Aztec Cultures.

Late 1880s Mah Jongg, Which Was Named For A Chinese Word Meaning "Sparrow," Originates In The Ningbo Area Of China. Games Resembling Mah Jongg Had Been Played As Long Ago As 800 A.D.

1901 At Just 22 Years Old, Joshua Lionel Cowen Creates A Battery-Powered Train Engine As An "Animated Advertisement" For Products In A Store's Display Window. To His Surprise, Customers Are More Interested In Purchasing His Toy Train Than The Merchandise In The Display. Lionel Trains Is Born.

