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*"Just do it."*



**Nike**

E.L.M.S. GOAL:

**95.0%**

STORE SCORE WEEK ENDING  
JANUARY 24, 2009:

**84.3%**

**FRONT END NEWSLETTER**

ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending Jan. 24, 2009:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	106.1%
Michelle Mullins	105.5%
Jared Roberts	102.3%
Heather Hogan	100.6%
Michael Malek	99.9%
Lora Huffman	98.1%
Karen Tenney	97.7%
Mary Irwin	96.5%
Megan Metcalf	95.7%
Lucas Breeden	95.2%



THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

<u>NAME</u>	<u>IMPROVEMENT</u>
Lynn Watson	13.12%
Sharon Hargrove	10.94%



THIS WEEK SCORE WAS AN INCREASE **OVER LAST WEEK SCORE**. WE WENT FROM 82.6% TO 84.3% THAT WAS AN INCREASE OF 2.06% WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS GOAL OF 95%!

## COUTERYS CLERK CUSTOMER ENGAGEMENT

Objective: To deliver a fast, friendly, and consistent Customer checkout experience through engagement with the Customer throughout the transaction and by adopting Courtesy Clerk Best Practices; **Greeting, Assisting, Bagging** and **Thanking**. Courtesy Clerks should engage a Customer throughout the checkout experience by:

GREETING: Say "Hello! How are you today?"

ASSISTING: Help the Customer with the bottom of bascart and unloading of bascart.

BAGGING: Use proper bagging techniques and **Strive For 5**.

THANKING: Thank You for shopping with us!



## FEBRUARY BIRTHDAYS & ANNIVERSARIES

### Birthdays

- Lindalee Russell
- Michael Malek
- Jessica Jones
- Nicole Jones



### Date

- February 5
- February 5
- February 15
- February 19

### Anniversaries

- Melissa James
- Sandi Shaw

### Date

- February 7 2008
- February 16 1992

### Years

- 1
- 17



### 65 Roses

Store 525's goal for Cystic Fibrosis is \$2,500. The amount we have raised as of Jan.31<sup>st</sup> is \$1572. We are at 62.8% of our goal.

Here are our top three sellers:

1. Sandi Shaw
2. Amanda Mills
3. Michelle Mullins

Can you be one of the top three? There is only one to find out, sell those Cystic Fibrosis icons and win those great prizes!

PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

Cantaloupe  
4050



Anjou Pears  
4416



Green Cabbage  
4069



Red Delicious Apple  
4016





*A Note From Mr. Wells  
Concerning New  
Uniforms*

All stores will be going to the new uniforms, blue shirts and black pants, sometime during the 2009 fiscal year. As stores are supplied with new uniforms the old ones will be rotated around to other stores until all stores are complete.



**BEING RING  
TENDER  
EFFECTIVE IS  
PART OF  
KROGER'S  
CUSTOMER 1<sup>ST</sup>  
STRATEGY OF  
PROVIDING  
WORLD CLASS  
SERVICE!**



**CYSTIC FIBROSIS**

*65 Roses Story*

"65 Roses" is what some children with cystic fibrosis (CF) call their disease because the words are much easier for them to pronounce.

Mary G. Weiss became a volunteer for the Cystic Fibrosis Foundation in 1965 after learning that her three little boys had CF. Her duty was to call every civic club, social and service organization seeking financial support for CF research. Mary's 4-year-old son, Richard, listened closely to his mother as she made each call.

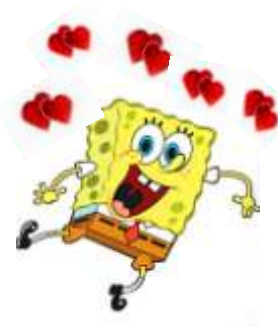


The Weiss brothers, Richard, 5; Arthur, 7 and Anthony, 16 months.

After several calls, Richard came into the room and told his Mom, "I know what you are working for." Mary was dumbstruck because Richard did not know what she was doing, nor did he know that he had cystic fibrosis. With some trepidation, Mary asked, "What am I working for, Richard?" He answered, "You are working for 65 Roses." Mary was speechless.

He could not see the tears running down Mary's cheeks as she stammered, "Yes Richard, I'm working for 65 Roses."

Since 1965, the term "65 Roses" has been used by children of all ages to describe their disease. But, making it easier to say does not make CF any easier to live with. The "65 Roses" story has captured the hearts and emotions of all who have heard it. The rose, appropriately the ancient symbol of love, has become a symbol of the Cystic Fibrosis Foundation.



REMEMBER, ASK FOR ME,  
BOB!





**YOU ARE GREAT!...KEEP UP THE GREAT JOB!**

Those that have earned a “You Are Great Card!” this past week for helping improve our Store ELMS Score. We went from a score of 82.6% to 84.3%! Let’s keep the store score going up and earn those “You Are Great!” cards

Those that scored a 95% or better.

- Cody Thornburgh
- Michelle Mullins
- Jared Roberts
- Heather Hogan
- Michael Malek
- Lora Huffman
- Karen Tenney
- Mary Irwin
- Megan Metcalf
- Lucas Breeden





Those that Improved 10% or more vs. last week.

- Lynn Watson
- Sharon Hargrove

To receive your **You Are Great!** card, please see Randy Clark.




**STEELERS 27**

**CARDINALS 23**

**THE SUPER BOWL CHAMPIONS ARE THE PITTSBURGH STEELERS.**



**Courtesy Clerk Info**



**Parking Lot Safety**

- Secure stray shopping carts promptly
- Push no more than 4-6 carts at one time
- Wear a reflective vest when working outdoors
- Watch for and report damaged mats, doors, pavement and other unsafe conditions



**Newsletter Trivia**

Answer The Questions Correctly For A Chance To Win A “You Are Great!” Card

1. What is the first name of the child that said, “You are working for 65 Roses”?  
\_\_\_\_\_
2. Which great cashier scored a 99.9% ELMS score week ending Jan. 24<sup>th</sup> 2009?  
\_\_\_\_\_
3. What percentage are we toward store goal for Cystic Fibrosis, as of Jan. 31<sup>st</sup>, 2009?  
\_\_\_\_\_

Answers for the **Newsletter Trivia** are located in the newsletter, answer the questions correctly then drop your entry at Customer Service for a chance to WIN! Drawing will be held next week for one lucky winner.