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“It is our attitude at the beginning of a difficult task which, more than anything else, will affect its successful outcome.”

William James

E.L.M.S. GOAL:

95.0%

WOW!

STORE SCORE WEEK ENDING
FEBRUARY 21, 2009:

88.0%

FRONT END NEWSLETTER

ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending Feb. 21, 2009 and are instrumental in helping us reach our WIG goal as well:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	106.2%
Michelle Mullins	101.3%
Sandi Shaw	100.1%
Megan Metcalf	97.3%
Lora Huffman	96.7%
C.J. Miller	96.6%
Michael Malek	96.6%
David Lemelin	95.9%
Karen Tenney	95.7%



THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

<u>NAME</u>	<u>IMPROVEMENT</u>
Lynn Watson	10.04%



THIS WEEK SCORE WAS AN INCREASE **OVER LAST WEEK SCORE**. WE WENT FROM 84.0% TO 88.0% THAT WAS AN INCREASE OF 4.76% WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOALS OF 95% EFFECTIVE!



The 2009 MDA Shamrock Campaign runs from March 8th to April 4th, 2009. In an effort to raise money for this great cause, Zone D is holding the 2nd Annual Zone D MDA Bowl-A-Thon. It's a fun way to raise money and the money raised for MDA will send kids with Muscular Dystrophy to summer camp!! This is also a great way for associates to earn hours for the tuition reimbursement program. All the details in next week's issue!



PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

-  **Golden Pineapple**
4430
-  **Fresh Peaches**
3117
-  **Navel Oranges**
3107
-  **Jumbo Cantaloupe**
4050



W.I.G. WHAT IS THAT?



This W.I.G. is not something that you put on your head; no it stands for **Wildly Important Goals**. These goals deal with key areas on the Mystery Shops and how we score. Right now we rank 1st in Zone D with a 96%.

Here are the Wildly Important Goals and our year to date scores:

- ❖ **Engaging** 100%
- ❖ **Front-End Supervisor** 100%
- ❖ **Total Queuing** 88%
- ❖ **Express Lane Open** 100%
- ❖ **Ring Tender Percent Effective** 85.5%



You will be hearing more about this throughout the year. These are **HIGH PROFILE GOALS** so we need to focus staying at the top in Zone D. Just like the Nike slogan says: **Just Do It! And We Did!! You Are Awesome!!**

We Are #1.. In Zone D!



MARCH BIRTHDAYS & ANNIVERSARIES

Birthdays

- Lora Huffman
- Doug Flynn
- Larry Dixon



Date

- March 10
- March 25
- March 25

Anniversaries

- Kay Knight
- Sonya Kron



Date

- March 3 1973
- March 12 1995



Years

- 36
- 14





1-2-3 REWARDS MASTERCARD



Don't forget to visit
Your525Newsletter
online at
[www.your525newsletter.
synthasite.com](http://www.your525newsletter.synthasite.com). Be sure
to drop me a line and
share your comments
and suggestions with
me about how to improve
the site or what you
would like to see. I would
love to hear from you!



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

Changes are coming to the 1-2-3 Rewards MasterCard Program.

HERE'S WHAT'S NEW:

On March 1st, 2009, Kroger Personal Finance will be launching an exciting new invitation to apply program. The major difference is that customers will **no longer** receive a \$10 Max gift card just for filling out the application. In 2009, customers receiving a six-question "mini" application on the bottom of their receipt, if they choose to fill it out and are approved will receive **\$25 coupon in the mail along with their new credit card to use toward a purchase at any Kroger store when they pay with the 1-2-3 REWARDS® MasterCard®.**



Cashiers you need to be aware that this coupon is only supposed to be redeemed with the use of the 1-2-3 REWARDS® MasterCard®.

WHAT ARE THE BENEFITS OF THE PROGRAM:

Research shows that Customers who shop with the 1-2-3 REWARDS® MasterCard® spend on average 10% more when they shop in our store. They also visit our store more frequently. This increased Customer loyalty contributes to the profitability of our store and is a vital part of our business. This event also promotes the Customer First Strategy by offering our qualified Customers a card with several unique benefits, including greater Rewards rebates when they shop in our store.



Fun & Games
Sports & TV Trivia



1. The Little League World Series is held in:
 - A) Williamsport, PA B) Tokyo, Japan C) Augusta, GA
2. What is Bart Simpson's sister's name:
 - A) Ellen B) Susie C) Lisa



REMEMBER, ASK FOR ME,
BOB!



It's not easy being green...
but it's worth it!



ELMS
"STAR PERFORMER"
AWARD FOR FEBRUARY

The winner for the February Award is still 1 week away but as of right now here are the top 5 contenders. Who will it be?

- | | |
|--------------------|--------|
| 1. Cody Thornburgh | 105.8% |
| 2. Megan Metcalf | 99.5% |
| 3. Heather Hogan | 98.9% |
| 4. David Lemelin | 97.5% |
| 5. Lucas Breeden | 97.4% |



BAG A BILLION BAGS



In 2008, The Kroger Company spent \$92.8 Million dollars in bag expense. We used 6.35 Billion bags and performed at 3.4 items per bag across the Enterprise.

In 2009 part of our Bag Strategy Goals include "Bag a Billion Bags!" What does this mean? If we can raise our items per bag across the Enterprise to 4, we have the potential to decrease our bag usage by 1 Billion bags.

Through increased Customer and Associate awareness, let's reduce the number of plastic bags used, increase sales of reusable bags, and help the environment along the way.

Earth Sound Reusable Bags Sold For 2008

➤ <u>Store 848</u>	3533
➤ <u>Store 525</u>	3466
➤ <u>Store 679</u>	3383
➤ <u>Store 530</u>	3018
➤ <u>Store 583</u>	2886
➤ <u>Store 298</u>	2597
➤ <u>Store 459</u>	2522
➤ <u>Store 428</u>	2353
➤ <u>Store 631</u>	2091
➤ <u>Store 673</u>	2044



We are 2nd in sales for reusable bags sold, out of the 216 stores in the Atlanta KMA, for 2008! Zone D has four of the Top Ten stores in reusable bags sales and six of the Top Twelve stores. That's awesome, GO ZONE D!!! Stores that are underlined are Zone D stores.

ZONE D = GREEN!

