



FRONT END NEWSLETTER

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"People rarely succeed unless they have fun in what they are doing."

Dale Carnegie

E.L.M.S. GOAL:

95.0%

AWESOME!

STORE SCORE WEEK ENDING
MARCH 7, 2009:

93.1%



ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending Mar. 7, 2009 and are instrumental in helping us reach our WIG goal:

| <u>NAME</u> | <u>SCORE</u> |
|-------------------|--------------|
| Cody Thornburgh | 114.5% |
| Sandi Shaw | 109.9% |
| Alice Pinckard | 107.0% |
| David Lemelin | 106.7% |
| Amanda Cales | 106.1% |
| Nicole Jones | 105.7% |
| Michelle Mullins | 102.6% |
| Tanza Leatherwood | 102.1% |
| Megan Metcalf | 101.9% |
| Lora Huffman | 101.2% |
| Marla Orchid | 101.2% |
| Lucas Breeden | 101.1% |
| C.J. Miller | 100.0% |
| Sonya Kron | 99.4% |
| Heather Hogan | 98.1% |
| Mary Irwin | 96.9% |
| Michael Malek | 96.0% |



17 People Made Goal!

THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

| <u>NAME</u> | <u>IMPROVEMENT</u> |
|------------------|--------------------|
| Nicole Jones | 14.02% |
| Sonya Kron | 13.34% |
| Lindalee Russell | 12.18% |
| David Lemelin | 11.26% |



THIS WEEK SCORE WAS AN INCREASE **OVER LAST WEEK SCORE**. WE WENT FROM 89.8% TO 93.1% THAT WAS AN INCREASE OF 3.67% WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOALS OF 95% EFFECTIVE!



WANTED:

**INFORMATION
LEADING TO THE
DISCHARGE OF
DISHONEST
EMPLOYEES**

REWARD:

**MINIMUM OF \$100 PER
INCIDENT**

**CONTACT YOUR STORE
MANAGER OR RISK
MANAGEMENT
DEPARTMENT
(770-496-7497)**

**WITH INFORMATION
ON THE DISHONEST
EMPLOYEE. REQUEST
THE REWARD AT THAT
TIME. AFTER THE
DISHONEST EMPLOYEE
IS DISCHARGED, YOU
WILL RECEIVE YOUR
REWARD.**

PLU SALE ITEMS FOR
THIS WEEK:

LEARN HIGH USAGE
PLU CODES:



Red Delicious Apples
4016



Blood Orange
4381



Anjou Pears
4416

Fresh Peaches
3117



EXPRESS LANE EFFICIENCY AND WIG GOALS

With the new W.I.G. goals for 2009 there is a high focus on express lane queuing. By using the proper procedures for the express register, this will improve the shopping experience for our customers, ring tender percent effective and keep our W.I.G. scores where they need to be.

1. Open all bags prior to starting the order
2. Scan the order according to basic product groupings and bag as you go
3. Scan with a steady, fluid hand to hand motion
4. Use the beep rather than the display to confirm that an item has scanned correctly
5. Always turn the carousel counter clockwise- toward the Customer as you rotate to the next bag rack
6. Use all bag racks evenly
7. Do not remove the bags from the carousel until the order has been completed and payment has been received.
8. Turn the carousel counter clockwise, completely around after each order to ensure that the customer leaves with all of their groceries

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





Don't forget to visit
Your525Newsletter
online at

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!



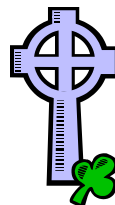
**BEING RING
TENDER
EFFECTIVE IS
PART OF
KROGER'S
CUSTOMER 1ST
STRATEGY OF
PROVIDING
WORLD CLASS
SERVICE!**



ST. PATRICKS DAY MARCH 17



March 17 commemorates the patron saint of Ireland, who converted the island to Christianity in 432 A.D. Tradition says that St. Patrick died on March 17, 461 A.D. The shamrock is worn to remember its use as a symbol of the Trinity.



Self Check Out

New changes are coming to Self Check Out. Here is a sneak peek at the new Start Screen.



Fun & Games
Sports & TV Trivia



1. Who won 7 of 8 Wimbledon's, starting in 1993:
A) Pete Sampras B) Andre Agassi C) Stefan Edberg?
2. Who hosted both "Truth or Consequences" and "The Price is Right":
A) Bob Barker B) Chuck Woolery C) Wink Martindale?



REMEMBER, ASK FOR ME,
BOB!



MDA has kicked off and here are our top 3 sellers of MDA Shamrocks:

1. Sandi Shaw
2. Lora Huffman
3. Mary Irwin



“STAR PERFORMER”
FOR MARCH

The March Award has 1 week in the books with 3 weeks still to go, but as of right now here are the top 5 contenders.

- | | |
|--------------------|--------|
| 1. Cody Thornburgh | 114.5% |
| 2. Sandi Shaw | 109.9% |
| 3. Alice Pinckard | 107.0% |
| 4. David Lemelin | 106.7% |
| 5. Amanda Cales | 106.1% |

TAX EXEMPT ORDERS



Attention All Cashiers



All Tax Exempt orders must be verified through Customer Service before the transaction is to be completed. Most of the time the customer will notify you that the order is tax exempt, at this point, **before starting the order**, call Customer Service and ask if the business in question is on file. We **must** have the business' tax exempt form on file in order to allow the order to be tax exempt. Here are some basic guidelines for tax exempt orders:

- All sales, including both cash and charge sales, which are tax exempt under State Laws, must be reported and signed for by the purchaser in **EVERY** case
- **EVERY** column must be filled in **AND** the Signature of Purchaser or Agent secured for EACH sale. This is necessary at the time of each sale even though the customer may make several purchases the same day. **Ditto marks (“ ”) or “same as above” are not acceptable.**
- It is **NOT** acceptable for the Purchaser to write “On-File” in the Registration Number Block on the Sales Tax Exempt form. The actual Tax Exempt Number **MUST** be written in the Registration Number Block on the Sales Tax Exempt.
- Again, all Tax Exempt orders must be verified through Customer Service before completing the order: Call Customer Service and ask if we have the business' Tax Exempt Form on file.

WIG GOALS



Right now we rank 1st in Zone D with a 97%.

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

- | | | |
|---------------------------------|-------|--|
| ❖ Engaging | 100% | |
| ❖ Front-End Supervisor | 100% | |
| ❖ Total Queuing | 90% | |
| ❖ Express Lane Open | 100% | |
| ❖ Ring Tender Percent Effective | 87.9% | |

We Are #1.. In Zone D!