



FRONT END NEWSLETTER

ELMS EMPLOYEE PERFORMANCE NEWS

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"Great things are not done by impulse, but by a series of small things brought together."

Vincent Van Gogh

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING
MARCH 21, 2009:

93.2%



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

<u>NAME</u>	<u>SCORE</u>
Jared Roberts	116.7%
Cody Thornburgh	111.9%
Michelle Mullins	110.3%
Heather Hogan	106.4%
Alice Pinckard	104.9%
Stefani Taylor	103.5%
Amanda Cales	102.4%
Sandi Shaw	102.1%
Nicole Jones	101.9%
Megan Metcalf	100.2%
Mary Irwin	97.0%
Michael Malek	96.8%
C.J. Miller	96.5%
Marla Orchid	95.3%
Tanza Leatherwood	95.5%



15 People Made Goal!



THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

This Week We Did Not Have One **GREAT CASHIER** Improve Their Score By 10% Or More. As Our Great Cashiers Improve Their ELMS Score, The Store ELMS Score Will Improve As Well. So Let's Strive To Improve Our Scores Thus Improving The Store Score As Well.

THIS WEEK SCORE WAS AN INCREASE **OVER LAST WEEK SCORE**. WE WENT FROM 91.3% TO 93.2% THAT WAS AN INCREASE OF 2.08% WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOALS OF 95% EFFECTIVE!



HERE IS A CHANCE TO WIN



Zone D is have a BYOB Sales Competition to help reduce plastic bag costs but more importantly, for Kroger to be a **GREENER Company**. Here are the details:

- The store that sells the most BYOB will receive a \$75 gift card
- Anyone who sells over 50 bags will be entered into a drawing to win a Xbox, one entry per 50 bags sold
- The associate who sells the most BYOB in Zone D will receive a \$25 gift card
- When you sell a BYOB, make sure to print a duplicate receipt at the time of purchase (to print a duplicate receipt type: No Sale 99 Sign On)
- If more than one bag is sold in a single transaction, make sure to note this on the receipt
- At the end of your shift turn in any receipts to customer service and have it put in the Holly/Randy folder



The contest starts today, March 29, 2009 and runs through April 25, 2009. What is BYOB you ask? BYOB is the reusable bag we sell in our store and stands for **Bring Your Own Bag**.

APRIL BIRTHDAYS & ANNIVERSARIES

PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:



Red Seedless Grapes
4023



Yellow Squash
4784



Red Delicious Apples
4016



Zucchini Squash
4067

Birthdays

- Denise Oliver
- Greg McLemore
- C.J. Miller
- Stefani Taylor



Date

- April 11
- April 17
- April 21
- April 30

Anniversaries

- Karie Ely
- Mary Irwin

Date

- April 5 2003
- April 6 1981

Years

- 6
- 28



NEW ELMS CONTEST



Don't forget to visit
Your525Newsletter
online at

www.your525newsletter.com

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!**

Since "You Are Great Cards" are no longer an incentive for ELMS Performance Scores, Holly and Randy have come with a period (4 weeks) contest as an incentive instead. Every week that you score 95% you get an entry to win a \$25 Kroger Gift Card. But the better you score, the more entries you get for that week. A winner will be drawn at the end of the period!

Here is how you earn your entries:

SCORE 95.0% TO 99.9%-EARN ONE ENTRY

SCORE 100.0% TO 104.9%-EARN TWO ENTRIES

SCORE 105.0% TO 119.9%-EARN THREE ENTRIES

SCORE 120.0% AND ABOVE-EARN FIVE ENTRIES

The 3rd Period contest will start March 29th and run through April 25th, 2009.

Good Luck to all our Great Cashiers in your efforts in winning this Great Prize just for being Customer First and providing our Customers with a quick and efficient checkout process.



Fun & Games
Sports & TV Trivia



1. In the 90's which car dominated the Daytona 500:
A) Ford B) Chevrolet C) Dodge?
2. In which show would you find Monica Geller Bing, Rachel Green and Joey Tribbiani:
A) Beverly Hills 90210 B) Seinfeld C) Friends?

**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



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

- | | |
|---------------------|--------|
| 1. Cody Thornburgh | 112.5% |
| 2. Michelle Mullins | 107.7% |
| 3. Sandi Shaw | 106.8% |
| 4. Alice Pinckard | 105.4% |
| 5. David Lemelin | 104.7% |



MDA BOWL-A-THON



Store 525 had 5 store participants in the MDA Bowl-A-Thon on Thursday March 26 from 5pm to 9pm. Our store team raised \$190 for MDA. The store team consisted Ashley Riley, Megan Metcalf, Ranee Webb, David Lemelin and Sharon Hargrove. Everyone had a good time and raised money for this Great Cause. How well did everyone do? Well here is the highest game bowled by each participant:

Megan 59, Ashley 77, Sharon 98, Ranee 107, David 144



But scores are not what matters, the most important thing is that they helped raise money to send kids with MDA to summer camp.
Great Job!

Here is a 2 week challenge from Atlanta:

Have our store ELMS score at 95% by April 4th, 2009. I know that this is a very accomplishable goal and all we have to do is focus on giving our Customers the quick and efficient checkout service that they deserve and a shopping experience that makes them want to return. I know that we will meet this challenge, because **OUR PEOPLE ARE GREAT!**

This is the last week to accomplish our goal. We can do it!



95% By April 4!



WIG GOALS



Right now we rank 1st in Zone D with a 97.9%

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

❖ Engaging	100%	} } } } } WIG Average
❖ Front-End Supervisor	100%	
❖ Total Queuing	93.8%	
❖ Express Lane Open	100%	
❖ Ring Tender Percent Effective	89.1%	

We Are #1.. In Zone D!