



FRONT END NEWSLETTER

ELMS EMPLOYEE PERFORMANCE NEWS

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"There is no achievement without goals."

Robert J. McKaine

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING APRIL 18, 2009:

91.4%

Cashiers that meet the ELMS Goal of 95% or better for week ending Apr. 18, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Michelle Mullins	107.8%
Alice Pinckard	107.7%
Cody Thornburgh	106.1%
Heather Hogan	102.8%
David Lemelin	102.4%
Sandi Shaw	101.6%
Lora Huffman	98.5%
Karen Tenney	97.0%
Stefani Taylor	96.0%
Denise Oliver	95.9%
Megan Metcalf	95.5%



11 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 But I Would Like To Point Out That **Denise Oliver** Is Making **Huge Strides** In Improving Her ELMS Score. Last Week She Scored A 95.9%. **VERY NICE DENISE, KEEP UP THE GREAT JOB!!**



THIS WEEK SCORE WAS A DECREASE OVER LAST WEEK SCORE. WE WENT FROM 92.1% TO 91.4% THAT WAS A DECREASE OF 0.76% WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

3.6 MILES TO ATLANTA



Code: DVDONME

Last reported working, Saturday, 04/25/2009

Code: BREAKROOM

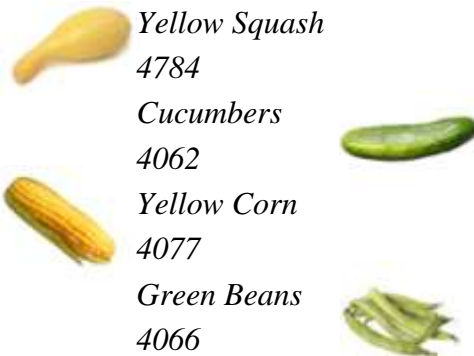
Last reported working, Saturday, 04/25/2009

Code: REDBOX

(New Customers Only)
Last reported working, Friday, 04/24/2009

PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:



A Redbox automated DVD rental kiosk is coming and taking the place of "The New Release" kiosk located in the front lobby of our store! The Redbox kiosk will stock DVDs that rent for \$1 a day. Consumers can rent a DVD from the machine using their credit or debit cards, which enables Redbox to charge an additional day's rental if the DVD is not returned within a 24-hour period. The projected timeframe for this change is this:

- April 24: The New Release kiosk will stop renting DVD's and will be placed in return-only mode.
- May 1-5: The New Release will pick up their kiosk
- May-June: Redbox will survey our store to plan their installation

Redbox Codes

Redbox Codes are the way to get free DVD rentals from Redbox. Redbox and their partners create these codes to get more people into their stores and use their services.

You simply need to enter the coupon code from the main screen or just before checkout at your local Redbox kiosk. When you do, you will receive a one-day free rental. Any additional days you keep the movie will be charged at the usual \$1/day.

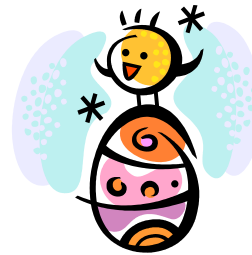
To learn more information about these Redbox Codes, be sure to log on and sign up at:

<http://www.insideredbox.com/redbox-codes/>

APRIL BIRTHDAYS & ANNIVERSARIES

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



HOW MANY ENTRIES DO YOU HAVE TO WIN WITH?

How many entries do you have to win with? If you are not sure, here is a tally of all those that have earned entries, for the first 3 weeks of this period contest, to win a \$25 gift card.

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!**

<u>Name</u>	<u>Entries</u>	<u>Percentage Of Entries</u>
• Cody Thornburgh	10	11.76%
• Heather Hogan	8	9.41%
• Alice Pinckard	7	8.24%
• Michelle Mullins	7	8.24%
• David Lemelin	7	8.24%
• Megan Metcalf	6	7.06%
• Sandi Shaw	6	7.06%
• Betty Noe	4	4.71%
• Lora Huffman	4	4.71%
• Stefani Taylor	4	4.71%
• Nicole Jones	3	3.53%
• C.J. Miller	3	3.53%
• Amanda Cales	3	3.53%
• Marla Orchid	3	3.53%
• Karen Tenney	3	3.53%
• Mary Irwin	2	2.53%
• Denise Oliver	2	2.53%
• Michael Malek	1	1.18%
• Sonya Kron	1	1.18%
• Nathan Fritz	1	1.18%



Someone will win!

Your entries are based on your weekly ELMS Scores, so in order to increase your chances for more entries, increase your weekly ELMS Score! Last week was the last week to earn chances to win the \$25 gift card.



Fun & Games
Sports & TV Trivia



- Who plays coach Herb Brooks in "Miracle":
A) Kurt Russell B) Tom Hanks C) Brad Pitt?
- Name the Flintstone's pet dinosaur:
A) Denny B) Donny C) Dino?

Answers now on the next page, Good Luck!

**REMEMBER, ASK FOR ME,
BOB!**



This week's Sports & TV Trivia answers:

1. **A-Kurt Russell**

2. **C-Dino**



**ELMS
"STAR PERFORMER"
FOR APRIL**

The April Award has 3 weeks in the books with 2 weeks still to go, but as of right now here are the top 5 contenders. Who will it be?

- 1. Cody Thornburgh 110.7%
- 2. Michelle Mullins 106.7%
- 3. Alice Pinckard 105.1%
- 4. Heather Hogan 103.4%
- 5. Sandi Shaw 102.4%

BAG A BILLION BAGS



For 2009, Kroger has come up with a Bag Strategy Project called Bag A Billion Bags. The reduction in plastic bag usage has generated energy and excitement from all parts of the business. The Bag Strategy Project will encompass many parts of the business including; Retail Operations, Merchandising, Public Relations, Loyalty, Advertising, Internet/Interactive, Human Resources-Training/ Development and Corporate Affairs. The Goals of this 2009 Bag Strategy Project are:

- To decrease plastic bag usage by 1.5 billion bags or 25% (\$20 million net enterprise savings)
- To achieve \$16 million in reusable bag sales
- To increase the percentage of Households who utilize reusable bags
- Improved bagging best practices training
- Improved Company Sustainability
- Acting proactively to upcoming legislation
- Connecting Associates with Sustainability



WIG GOALS



Right now we still rank 1 in Zone D with a 95.1%

We had a WIG score of 98.3% and we missed **ONE** item on the SEPR check and we dropped down to a 95.1%. And we were at 100% on engaging and now with that one missed item we went down to a 91.6%. Being Customer First is **HUGELY IMPORTANT**. We need to focus on being Customer First and keep the SEPR shops a **TOP PRIORITY**. Here are the Wildly Important Goals and our year to date scores:

- ❖ **Engaging 91.6%**
- ❖ **Front-End Supervisor 100%**
- ❖ **Total Queuing 93.8%**
- ❖ **Express Lane Open 100%**
- ❖ **Ring Tender Percent Effective 90.2%**



We Are Still #1.. In Zone D!