



# FRONT END NEWSLETTER

## ELMS EMPLOYEE PERFORMANCE NEWS

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*"In order to succeed you must fail, so that you know what not to do the next time."*

**Anthony D'Angelo**

E.L.M.S. GOAL:

**95.0%**

STORE SCORE WEEK ENDING  
APRIL 25, 2009:

**92.8%**

Cashiers that meet the ELMS Goal of 95% or better for week ending Apr. 25, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	114.2%
Michelle Mullins	107.3%
Sandi Shaw	106.0%
Jared Roberts	106.0%
Heather Hogan	105.9%
Betty Noe	104.6%
Mary Irwin	100.0%
Amanda Cales	99.5%
David Lemelin	99.1%
C.J. Miller	98.7%
Megan Metcalf	98.1%
Nicole Jones	96.3%
Lora Huffman	95.4%
Michael Malek	95.3%



**14 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 **C.J. Miller** Is Making **Huge Strides** In Improving His ELMS Score. Last Week He Scored A 98.7%. **VERY NICE C.J., KEEP UP THE GREAT JOB!!**



**THIS WEEK SCORE WAS AN INCREASE OVER LAST WEEK SCORE. WE WENT FROM 91.4% TO 92.8% THAT WAS AN INCREASE OF 1.53% WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!**

**2.2 MILES TO ATLANTA**



**More Details, next week,  
on how you could win a  
\$100 Gift Card after  
May 23, 2009.**

**KROGER**  
*Personal*  
FINANCE®



PLU SALE ITEMS FOR  
THIS WEEK:

**LEARN HIGH USAGE  
PLU CODES:**

*Dole Pineapple*

4430

*Mangoes*

4959



*Limes*

4048

*Vidalia Sweet Onions*

4159



**Send Mom Something Wonderful for Mother's Day and Save Money Too**

Associates save 20% off the regular price of any item at <http://ftdflorisonline.com/kroger> through Mother's Day, Sunday, May 10. Just use the promotional code - **ILOVEMOM** - when you check out. Your order is guaranteed by FTD, the world's oldest floral services organization.

**Our Guarantee**

FTD guarantees your satisfaction with every order sent through FTD for delivery in the United States and Canada and on all FTD branded products.

If you are not satisfied with the purchased FTD product, we will send a replacement or refund the full purchase price. All you need to do is notify us within 10 days of receipt of your FTD order.

**Unfortunately requests for specific delivery times cannot always be accommodated. Please keep this in mind when placing your order.**



**MAY BIRTHDAYS & ANNIVERSARIES**

**Birthdays**

**Date**

Melissa Kelley

May 1

Megan Metcalf

May 1

Mary Irwin

May 2

Tanza Leatherwood

May 4

Penny Smith

May 9

Amanda Mills

May 10

Jared Roberts

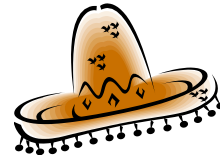
May 13

Sandy Yates

May 18

Dana Fulkerson

May 27



**Anniversaries**

**Date**

**Years**

Denise Oliver

May 29 2008

1




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AND THE WINNER IS...

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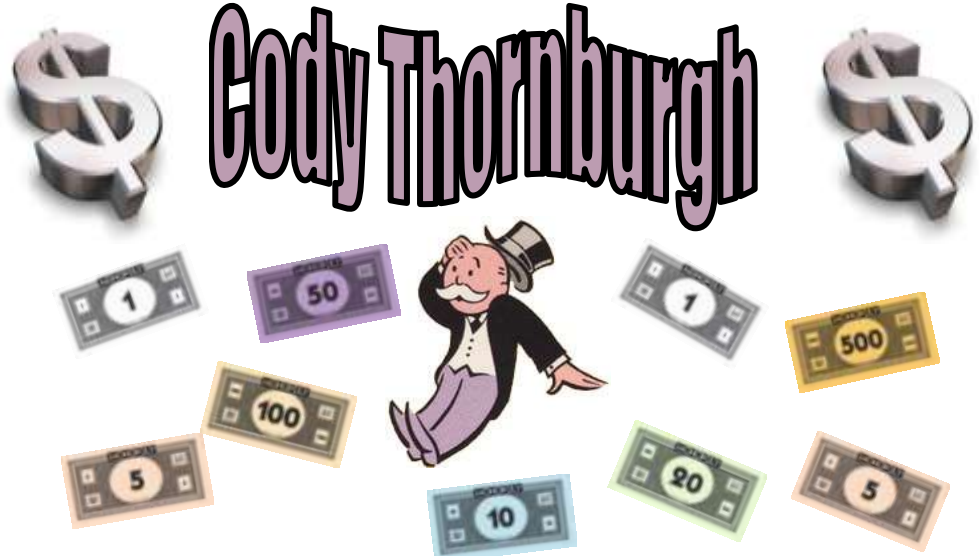
The winner for the ELMS period contest, for a \$25 gift card is.....

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 1<sup>ST</sup>  
STRATEGY OF  
PROVIDING  
WORLD CLASS  
SERVICE!**

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# Winner Of A \$25 Gift Card!

The next ELMS period contest, for a \$25 gift card, runs from April 26 through May 23, 2009. Again your entries are based on your weekly ELMS Scores, so in order to increase your chances for more entries, increase your weekly ELMS Score! There are 3 more weeks to earn chances to win the \$25 gift card. The better you perform the more chances you have to win!



Fun & Games  
Sports & TV Trivia



1. How many miles are in a marathon:  
A) 10 B) 26 C) 50?
2. Whose line is "Ah, what's up Doc":  
A) Sylvester B) Elmer Fudd C) Bugs Bunny?

Answers now on the next page, Good Luck!

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



This week's Sports & TV Trivia answers:

1. **B-26**

2. **C-Bugs Bunny**



★ ELMS ★  
**“STAR PERFORMER”  
 FOR APRIL**

The April Award has 4 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 111.6%
- 2. Alice Pinckard 105.1%
- 3. Heather Hogan 104.0%
- 4. Sandi Shaw 103.6%
- 5. David Lemelin 100.7%

**LESS PLASTIC? FANTASTIC**

Many of our customers are beginning to use reusable bags on their shopping trips, but those that don't either 1) aren't aware of the environmental benefits or the 2) don't remember to bring their reusable bags to our store from their home or car.

Associates can help educate and engage our customers on the benefits of reusable bags. To make it easier we will be placing new reusable bag racks right at the checklane. Our goal is to make it easier for customers to choose and buy reusable bags for their groceries



HERE'S HOW YOU CAN HELP IN THIS EFFORT:

1. Let customers know that the company is launching a new campaign to reduce the use of plastic bags to help the environment. (1 reusable bag can replace 1,000 plastic bags.)
2. Cashiers and Courtesy Clerks, especially, can play an important role by asking customers at point of purchase if they would like to buy a reusable bag for their groceries (if they don't have them and present them at time of purchase.)
3. No matter what a customer decides, associates must always thank our customers for shopping at our store. Never pressure a customer to buy a reusable bag.
4. Some customers still will use plastic bags. Be sure to maximize each bag by placing five items safely and securely in a bag to help us continue to reduce plastic bag use at your store


**WIG GOALS**



**We no longer rank #1 in Zone D.**

We had a WIG score of 98.3% and now with **TWO** bad shops we have dropped down to a 92.3%. And we were at 100% on engaging and we went down to an 84.6%. Being Customer First is **HUGELY IMPORTANT**. We need to focus on being Customer First and make our customers a **TOP PRIORITY**.

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

❖ <b>Engaging</b>	84.6%	 <b>WIG Average 92.3%</b>
❖ <b>Front-End Supervisor</b>	100%	
❖ <b>Total Queuing</b>	92.3%	
❖ <b>Express Lane Open</b>	100%	
❖ <b>Ring Tender Percent Effective</b>	90.4%	

**We Are No Longer #1 In Zone D!**