



Mother's Day

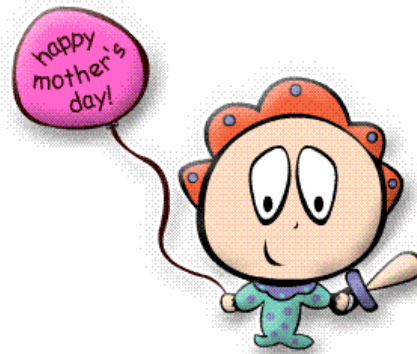


FRONT END NEWSLETTER

ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending May 2, 2009 and are instrumental in helping us reach our WIG goal:

| <u>NAME</u> | <u>SCORE</u> |
|-----------------|--------------|
| Cody Thornburgh | 105.8% |
| David Lemelin | 105.6% |
| Amanda Cales | 104.5% |
| Sandi Shaw | 101.6% |
| Megan Metcalf | 100.6% |
| Alice Pinckard | 99.2% |
| Nicole Jones | 98.3% |
| Karen Tenney | 97.7% |
| Michael Malek | 96.4% |



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"Only those who dare to fail greatly can ever achieve greatly."

Robert Francis Kennedy

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING MAY 2, 2009:

92.8%



10 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 **Lora Huffman** Is Making **Huge Strides** In Improving Her ELMS Score. Last Week She Scored A 101.1%. **VERY NICE LORA, KEEP UP THE GREAT JOB!!**

THIS WEEK SCORE WAS SAME VS LAST WEEK SCORE, A 92.8%. THIS WAS NOT AN IMPROVEMENT BUT AT LEAST WE DID NOT DECREASE. SO LET'S CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

2.2 MILES TO ATLANTA



When was the last time you said, "I LOVE YOU, MOM"? Today would be a great day to tell your Mother just that and to wish her a Happy Mother's Day.



PLU SALE ITEMS FOR THIS WEEK:
LEARN HIGH USAGE PLU CODES:

Dole Pineapple
4430

Jumbo Cantaloupe
4050



Broccoli Crowns
3082

Fresh Asparagus
4080



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

Associates save 20% off the regular price of any item at <http://ftdfloristonline.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.

FTD 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

| <u>Birthdays</u> | <u>Date</u> |
|-------------------|-------------|
| 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 |

| <u>Anniversaries</u> | <u>Date</u> | <u>Years</u> |
|----------------------|-------------|--------------|
| Denise Oliver | May 29 2008 | 1 |

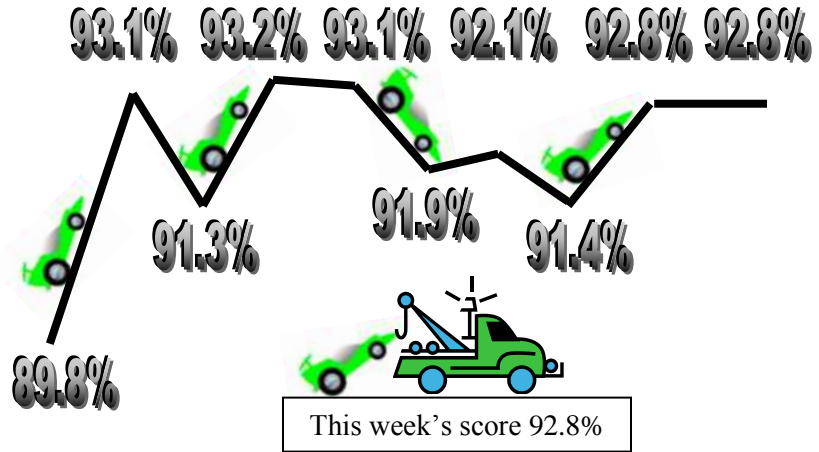




CAR PROBLEMS?

As you can see our ELMS driver has had a bumpy road! But will this be the week our driver gets to put his car on cruise control, at 95% or will he have to take his car to the shop for a tune-up? Well it looks like more car problems for our driver! Maybe he needs to call AAA?

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!

Period 5 \$25 ELMS Contest – How Many Entries Do You Have? Entries Are Based On ELMS Performance Scores & Bonus Entries.

| Name | Entries | Percent Of Entries |
|--------------------|---------|--------------------|
| 1. David Lemelin | 3 | 13.0% |
| 2. Sandi Shaw | 3 | 13.0% |
| 3. Cody Thornburgh | 3 | 13.0% |
| 4. Megan Metcalf | 3 | 13.0% |
| 5. Amanda Cales | 3 | 13.0% |
| 6. Lora Huffman | 2 | 8.7% |
| 7. Alice Pinckard | 2 | 8.7% |
| 8. Karen Tenney | 2 | 8.7% |
| 9. Nicole Jones | 1 | 4.3% |
| 10. Michael Malek | 1 | 4.3% |



Fun & Games
Sports & TV Trivia



- Name the all-time AL strikeout leader:
A) Nolan Ryan B) Cy Young C) Roger Clemens?
- Who played Jim in "According to Jim":
A) Tim Allen B) Jim Belushi C) Kevin Nealon?

Answers now on the next page, Good Luck!

REMEMBER, ASK FOR ME, BOB!





CAN YOU WIN A \$100 GIFT CARD? YES!!



And MAX is here to tell you how...Asking every prompted customer to apply for the 1-2-3- Rewards MasterCard! Every customer, that you prompted, that applies will earn you \$2.00 per application, paid out at the end of the period. A period is a 4 week time frame. Then there is a quarterly incentive as well, this is where you will earn the \$100 gift card. A quarter is generally a 3 period time frame. If you have 20 or more applications for a given quarter, you will earn a \$100 Kroger gift card, easy as that!! So let's get fired up and earn some extra money!!! Who doesn't want some extra money? The end of the 1st quarter is May 23, 2009 and with 2 weeks left, here the cashiers that have had applications turned in during the 1st quarter with their totals and how many apps are needed to earn the \$100 gift card:

This week's Sports & TV Trivia answers:

 1. **C-Roger Clemens**

 2. **B-Jim Belushi**

| <u>Name</u> | <u>Total Apps</u> | <u>Apps Needed</u> |
|-------------------|-------------------|--------------------|
| 1. Amanda Mills | 3 | 17 |
| 2. Mary Irwin | 3 | 17 |
| 3. Larry Dixon | 1 | 19 |
| 4. Lora Huffman | 1 | 19 |
| 5. Nathan Fritz | 1 | 19 |
| 6. Sandy Yates | 1 | 19 |
| 7. Stefani Taylor | 1 | 19 |



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

The winner of the ELMS “STAR PERFORMER” for April is Cody Thornburgh with an average monthly score of 110.4%. Cody has won a \$10 gift card for his outstanding performance. Cody has won this award for the fourth time in a row!!! Who will be May's winner? Can anyone take Cody's spot???

WIG GOALS



We no longer rank #1 in Zone D.

We had a WIG score of 98.3% and we were NUMBER 1 in Zone D but now with **THREE** bad shops we have dropped down to a 91.6%. Being Customer First is HUGELY IMPORTANT to everyone, especially the customer. We need to focus on being Customer First and make our customers a TOP PRIORITY. So here is our Wildly Important Goals and our year to date scores:

- ❖ **Engaging** 85.7%
- ❖ **Front-End Supervisor** 100%
- ❖ **Total Queuing** 89.0%
- ❖ **Express Lane Open** 100%
- ❖ **Ring Tender Percent Effective** 90.6%



WIG Average
91.6%

We Are No Longer #1 In Zone D!