



# FRONT END NEWSLETTER

## ELMS EMPLOYEE PERFORMANCE NEWS

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*"The secret of success is constancy to purpose."*

**Benjamin Franklin**

E.L.M.S. GOAL:

**95.0%**

STORE SCORE WEEK ENDING  
MAY 30, 2009:

**84.3%**

Cashiers that meet the ELMS Goal of 95% or better for week ending May 30, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	106.9%
Sandi Shaw	105.2%
Amanda Cales	103.4%
Nicole Jones	101.6%
Lora Huffman	101.3%
Heather Hogan	101.2%
Megan Metcalf	101.1%
David Lemelin	100.3%
C.J. Miller	99.9%
Karen Tenney	99.1%
Michael Malek	98.0%



# 11 People Made Goal!

## THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

<u>NAME</u>		<u>IMPROVEMENT</u>
Rick Huels		13.22%
Ellen Dukagjini		10.33%

THIS WEEK SCORE WAS AN INCREASE **OVER LAST WEEK SCORE**. WE WENT FROM 82.7% TO 84.3% THAT WAS AN INCREASE OF 1.93% WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!





**10.7 MILES TO ATLANTA**



- Maximum wickets per rack – 3.
- Is plastic OK? Paper bags should not be offered, only used for special customer requests.
- All crushables should be placed in the same bag.
- Do not bag large items.
- Do not double bag unless requested specifically by the customer.
- Separate raw meat from other items.

**PLU SALE ITEMS FOR THIS WEEK:**

**LEARN HIGH USAGE PLU CODES:**



*Pineapples*  
4430



*Mangoes*  
4959



*Bing Cherries*  
4045



*Seedless Watermelon*  
4032

Children's Miracle Network and where we stand.

The Children's Miracle Network fund raiser has started and as of June 4, 2009, we have raised \$518 towards the store goal of \$2000. The store's top three fund raisers are Kim Snyder, Sandi Shaw and C.J. Miller.

Who is Children's Miracle Network?

Children's Miracle Network is a non-profit organization that raises funds for more than 170 children's hospitals. Donations to Children's Miracle Network create miracles by funding medical care, research and education that saves and improves the lives of 17 million children each year.

With the help of a Children's Miracle Network hospital in their community, children of all ages and backgrounds can receive treatment for every imaginable disease and injury—from asthma and broken bones to cancer and heart defects. Children's hospitals are also on the front lines of research, education and outreach programs that keep millions of kids out of the hospital each year.

Through its continuous efforts to help kids, Children's Miracle Network has raised more than \$3.4 billion to date, most of which is donated a dollar or two at a time by caring individuals.

Children's Miracle Network has grown dramatically since its founding in 1983, from a televised fundraiser in a small studio to one of the world's leading children's charities helping million of kids each year.

**JUNE BIRTHDAYS & ANNIVERSARIES**

Birthdays

Ashley Riley  
T.J. Gibson



Date

June 10  
June 10

Anniversaries

Larry Dixon  
Sharif Ahmaed  
Doug Flynn  
T. J. Gibson  
C.J. Miller  
Karen Tenney

Date

June 2, 1975  
June 2, 2008  
June 6, 1983  
June 12, 2008  
June 19, 2008  
June 24, 2008

Years

34  
1  
26  
1  
1  
1

*New Web Address Coming Soon!*

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!**



LaneHawk BOB is coming to Store 525 and we are scheduled to receive this new and exciting technology on June 17, 2009. Here is a little information to get you acquainted with LaneHawk BOB.

### What is LaneHawk?

LaneHawk BOB is a loss-prevention solution that helps turn bottom-of-basket (BOB) losses into profits in *real time*. LaneHawk BOB detects and recognizes items, sends their respective UPC codes to the POS, and includes those items as part of the transaction. LaneHawk makes sure that stores get paid for their BOB items.

LaneHawk BOB is a visual scanner that recognizes items without having to read the UPC code. When LaneHawk recognizes a BOB item, it sends the UPC code information to the POS system via an Ethernet connection and acts like any other scanner attached to the system. LaneHawk BOB easily integrates with any POS system, including self-checkout.

### How It Works

LaneHawk is simple. Using Evolution Robotics Retail's patented ViPR® technology (visual pattern recognition) for object recognition, LaneHawk BOB automatically detects and identifies specific items on the bottom of the cart from a predefined list of items. This is all done without having to read the UPC code.



### How LaneHawk BOB Fits into the Checkout Lane

A smart camera is flush-mounted in the checkout lane, continuously watching for items. When an item is detected and recognized, its UPC information is sent directly through an Ethernet connection to the POS. The cashier verifies the quantity of items that were found under the basket, and continues to close the transaction. The item can remain under the basket, and with LaneHawk BOB, you are assured to get paid for it.



Fun & Games  
Sports & TV Trivia



1. Who won the second Super Bowl:
  - A) Green Bay Packers B) New York Jets C) Kansas City Chiefs?
2. What section of New York was the setting for "Night Court":
  - A) Manhattan B) The Bronx C) Queens?

Answers on the next page, Good Luck!

## AND THE WINNERS ARE...?

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



The two winners of the bingo “cover all” are **Brandon Gordon** and **Lora Huffman**. Congratulations to both Brandon and Lora! They will be attending the Shining Stars Celebration on June 24, 2009 at Stone Mountain Park, Georgia with a chance to win Great Prizes. But all employees that have earned a Shining Stars entries are eligible to win Great Prizes as well,

including Family Vacations, Cash, Gift Cards, TV’s, Stereos, Cars and much, much more!. This is an exciting time for all of us that are Customer First in serving our customers, as for the Shining Stars Program will continue into 2010. So let’s all continue support the Four Keys of the Customer First Strategy and earn those Shining Stars Entries and maybe next year you’ll have a chance to attend the Shining Stars Celebration.



This week’s Sports & TV Trivia answers:

1. A- Green Bay Packers
2. A- Manhattan



**“STAR PERFORMER”  
FOR MAY**

The winner of the ELMS “STAR PERFORMER” for May is Cody Thornburgh with an average monthly score of 104.4%. Cody has won a \$10 gift card for his outstanding performance. Cody has won this award for the fifth time in a row!!! Who will be June’s winner? Can anyone take Cody’s spot???

## WIG GOALS

**WE ARE #1 IN ZONE D**

We have reclaimed the NUMBER 1 spot in Zone D!!!

GREAT JOB EVERYONE. We can retain our spot just by being Customer First. This is HUGELY IMPORTANT to everyone, especially the customer. We need to keep our 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** 88.2%
- ❖ **Front-End Supervisor** 100%
- ❖ **Total Queuing** 89.7%
- ❖ **Express Lane Open** 100%
- ❖ **Ring Tender Percent Effective** 89.6%



**WIG Average  
92.6%**

**We Have Reclaimed #1 In Zone D!**