

FRONT END NEWSLETTER

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ELMS EMPLOYEE PERFORMANCE NEWS

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

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	104.3%
Chris Braden	102.0%
Sandi Shaw	100.0%
Tanza Leatherwood	97.2%
Karen Tenney	96.8%
Lora Huffman	96.4%



"When you believe you can- you can!"

Maxwell Maltz

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING JULY 25, 2009:

88.2%



THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

NAME

GREG MCLEMORE

IMPROVEMENT

15.34%



THIS WEEK SCORE WAS A DECREASE VS *LAST WEEK SCORE*. WE WENT FROM 88.6% TO 88.2% THIS WAS A DECREASE OF 0.45%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

6.8 MILES TO ATLANTA



Will we ever make it to 95? It's just a *little* further down the road!

Remember, Ask For Me, BOB!



PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:



Sweet Red Cherries
4045



Sweet Yellow Corn
4078



Green Bell Peppers
4065



Zucchini Squash
4067



DID YOU KNOW THAT JUST FOR ENGAGING YOU HAVE A CHANCE TO WIN A \$25 GIFT CARD?

If you keep your promise to ENGAGE, you have a chance to win ONE of FIFTEEN \$25 Gift Cards given away for each period of the year. Nicole Jones got ENGAGEMENT for Week One of Period 7 Mystery Shop, so now Nicole has a chance to win one of these \$25 Gift Cards just for Engaging with the customer. Best of Luck to Nicole. In addition to this, if you get all cashier measurements of the Mystery Shop: Smiling, Eye Contact, Greeting, Engaging, Thanking and the most important part, KPF MasterCard Offer, you also get a \$15 Gift Card as well. So with ONE Mystery Shop you have an opportunity to earn up to \$40 in Gift Cards. So as you can see it really does PAY to be Customer First!



AUGUST BIRTHDAYS & ANNIVERSARIES

<u>Birthdays</u>	<u>Date</u>	
Amanda Cales	August 2	
Claire Dodson	August 2	
Karie Ely	August 4	
Marla Orchid	August 5	
Kay Knight	August 12	
Hasmukhbhai Patel	August 16	
<u>Anniversaries</u>	<u>Date</u>	<u>Years</u>
Sharon Hargrove	August 1, 2006	3
Nicole Jones	August 4, 2008	1
Michael Malek	August 14, 2008	1
Matt Fritz	August 15, 2008	1
Nathan Fritz	August 19, 2008	1
Andrew Reinerio	August 20, 2008	1
Josh Reinerio	August 20, 2008	1
Dana Fulkerson	August 25, 1999	10

New Web Address:



<http://your525newsletter.yolasite.com>

Don't forget to visit Your525Newsletter online at <http://your525newsletter.yolasite.com> Your 525 Newsletter Online now has a new address and new look too!! Come by and check it out and be sure to drop me a line. Please 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!**

Are You Getting Wiggy With It!

The Customer's Shopping Experience is defined by the way we make them feel. And the checkout experience is the last memory Customers have about the time they spend in our stores.

The Front End Wildly Important Goal (WIG) is to provide a Checkout Experience that makes our Customers want to return. Great Service not only makes your job easier, it also ensures Satisfied and Loyal Customers.

Thanks for everything you do to keep our customers returning again and again!



Fun & Games

Sports & TV Trivia



- Which team has made the most baseball World Series appearances?
A) New York Yankees B) Brooklyn/LA Dodgers C) NY/SF Giants
- Who won in the first "Survivor" show?
A) Tina B) Richard C) Sue



Answers on the next page. Good Luck!



ENGAGEMENT TIPS

1. Do you have children or know children in local schools? Have you heard of our Earning for Learning Program? Information is available on Kroger.com. Let them know that we give away \$750,000 Dollars every year.
2. Did you know that we have a Three Day sale this weekend? Or next week? Special Event coming up? Depending on what's occurring.

This week's Sports & TV Trivia answers:

1. **A-New York Yankees** 
2. **B-Richard** 



**“STAR PERFORMER”
FOR JULY**

The July 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? You Guys Are Awesome!

- | | |
|--------------------|--------|
| 1. Cody Thornburgh | 109.1% |
| 2. Amanda Cales | 103.9% |
| 3. Sandi Shaw | 102.9% |
| 4. Lora Huffman | 99.4% |
| 5. Karen Tenney | 97.7% |

TAKE A BREAK FROM STATE TAXES THIS AUGUST WITH THE TENNESSEE SALES TAX HOLIDAY

The State of Tennessee's Annual Sales Tax Holiday is held every year on the first Friday in August and ends Sunday night. **This year's tax-free holiday weekend begins at 12:01 a.m. on Friday, August 7th and ends Sunday, August 9th at 11:59 p.m.**



What is tax free?



For further information check out the website at:

<http://tn.gov/revenue/salestaxholiday/>


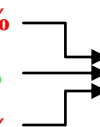



WIG GOALS



Remember ENGAGEMENT Starts With YOU!!

We have reclaimed the NUMBER 1 store in Zone D!!! Right now we barely have the lead. Store 599 is breathing down our necks with a 90.7%. Starting on Sept. 13, KPF (MasterCard) will be part of our WIG Goals. If KPF were part of WIG scores now, we would be in 2nd place with 84.8% and Store 599 would be in 1st place, with an 86.6%. The goal for KPF is 80% and we are at 65.0%! So here is our Wildly Important Goals and our year to date scores:

❖ Engaging		88.0%	 91.3% WIG Average
❖ Front-End Supervisor		100%	
❖ Total Queuing		86.0%	
❖ Express Lane Open		100%	
❖ Ring Tender Percent Effective		89.5%	

