



FRONT END NEWSLETTER

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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 AUGUST 15, 2009:

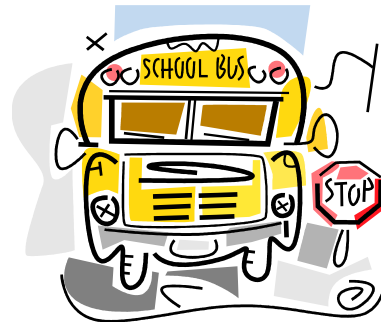
87.5%



ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending August 15, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Heather Hogan	106.9%
Cody Thornburgh	103.7%
David Lemelin	101.4%
Sandi Shaw	98.4%
Betty Noe	97.9%
Alice Pinckard	97.5%
Michael Malek	96.0%
Daniel Small	95.8%



8 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 Daniel Small Made Great Strides In Improving His ELMS Score Last Week. Daniel Improved His Score By 5.04%. VERY NICE DANIEL, KEEP UP THE GREAT JOB!!

THIS WEEK SCORE WAS A DECREASE VS LAST WEEK SCORE. WE WENT FROM 88.7% TO 87.5% THIS WAS A DECREASE OF 1.35%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

7.5 MILES TO ATLANTA



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

Remember, Ask For Me, BOB!



Green Dot Prepaid Cards Fraud Prevention

Cash is the only form of payment accepted for Green Dot products. No Checks, No Credit Cards, NO EXCEPTIONS!!! When there are other items in the order, **always scan the Green Dot Cards last** as a key fraud prevention measure.

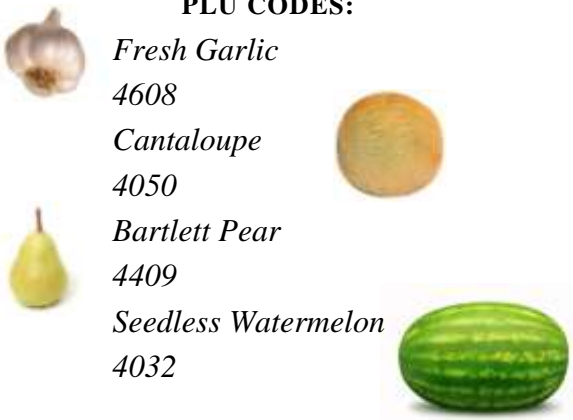
If the customer leaves the checkstand for any reason or delays the payment transaction, void the Green Dot Card immediately. This prevents a scammer from getting access to the funds before the transaction is tendered. Ususally, this type of fraud is a team effort. One person is at the checklane attempting to delay payment while another person is already busy at work trying to access the funds loaded on the card. The staller will offer excuses that they left their wallet in the car, or, they need to grab one more item, or chat with you to draw attention away from immediately paying for the Green Dot Card. Don't fall for any of these delay tactics. Once the Green Dot card is scanned, tender the transaction immediatley. Once the Green Dot transaction is tendered, **"NO REFUNDS ARE PERMITTED"** at store level.



AUGUST BIRTHDAYS & ANNIVERSARIES

PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:



Fresh Garlic
4608

Cantaloupe
4050

Bartlett Pear
4409

Seedless Watermelon
4032

Birthdays

<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

Anniversaries

<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
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>

Be sure to visit Yours525Newsletter 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!

Position of Important Features to check for Counterfeits

Bleaching 5 dollar notes to make \$100.00 and \$50.00 bills is on the rise. Always verify the Watermark when accepting these bills. When you are presented with a \$100.00 or \$50.00 bill, hold the bill up to the light and verify that the Watermark (#14) is the same President that is pictured in the center of the bill. Bleached Counterfeits are generally \$5.00 bills turned into \$100.00 or \$50.00 bills. These bills will show the Watermark of President Abraham Lincoln when held up to the light.

- | | |
|------------------------------------|---------------------------------------|
| 1 Type of Note | 8 Inscribed Security Thread |
| 2 Portrait | 9 Federal Reserve Letter/Number |
| 3 Microprinting | 10 Series |
| 4 Fine-Line Printing Pattern | 11 Treasury Seal |
| 5 Serial Number | 12 Check Letter and Face Plate Number |
| 6 Check Letter and Quadrant Number | 13 Back Plate Number |
| 7 Federal Reserve Seal | 14 Watermark |
| | 15 Color Shifting Ink |

\$100 Front



\$100 Back



Fun & Games

Sports & TV Trivia



1. What famous race horse was the grandfather of Seabiscuit?
A) Man O' War B) Sir Barton C) Gallant Fox
2. Complete the show title "_____ in the Middle."
A) Monkey B) Marshall C) Malcolm

Answers on the next page, Good Luck!



ENGAGEMENT TIPS



1. Where do you get your prescriptions filled? Did you know that we have a great deal on \$4 and \$10 Generic Prescriptions?
2. Have you had a chance to look through our as this week? We have several GREAT savings. Would like an ad?

Congratulations to these "KEY" People

All these Great Cashiers have earned a KEY just for maintaining an ELMS average of 95% or better for at least 21 of the first 26 weeks of the year. Here are their average scores and the number of weeks with the average. Thank You for making our Customers First!

Name	Weeks	Average Percent
Cody Thornburgh	25	109.1%
Sandi Shaw	23	105.7%
Lora Huffman	25	98.2%
Nicole Jones	23	96.2%
Michael Malek	26	95.6%

This week's Sports & TV Trivia answers:

1. A- Man O' War 
2. C-Malcolm 

Being Ring Tender Effective is part of Kroger's Customer 1st Strategy of providing World Class Service!






WIG GOALS



Remember ENGAGEMENT Starts With YOU!!

We are NUMBER 1 store in Zone D!!! We have separated ourselves from Store 599 with our excellent shops lately. Great Job Everyone! Starting on Sept. 13, KPF (MasterCard) will be part of our WIG Goals. If KPF were part of WIG scores now, we would have WIG score of 86.1%. The goal for KPF is 80% and we are at 66.7%! So make sure you ask every time you are prompted. So here is our Wildly Important Goals and our year to date scores:

❖ Engaging	89.7%	 
❖ Front-End Supervisor	100%	
❖ Total Queuing	88.0%	
❖ KPF	66.7%	
❖ Express Lane Open	100%	
❖ Ring Tender Percent Effective	89.4%	

92.6%
WIG Average



ELMS "STAR PERFORMER" FOR AUGUST

The August Award has 2 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? You Guys Are Awesome!

1. Heather Hogan 104.8%
2. Cody Thornburgh 104.8%
3. David Lemelin 101.7%
4. Sandi Shaw 101.7%
5. Alice Pinckard 98.8%