



# FRONT END Newsletter

## INSIDE THIS ISSUE

- Page 1 ELMS Performance News
- Page 1 ELMS Great Improvement
- Page 1 This Week Score
- Page 2 BOO BASH
- Page 2 Birthdays & Anniversaries
- Page 3 125 Years Of Kroger
- Page 4 Retail Excellence Award
- Page 4 125th Anniversary Cook Book
- Page 4 What Do You Think?



*"Choice, not circumstances, determines your success."*

**Anonymous**

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING  
OCTOBER 18, 2008:

83.9%

## ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending Oct. 18, 2008:

<u>NAME</u>	<u>SCORE</u>
Sandi Shaw	115.2%
Lora Huffman	99.3%
Cody Thornburgh	98.5%
James Tabor	96.8%



Only Four People Made Goal Last Week. I Know We Have More **GREAT PEOPLE** Than That! Show Us That You Belong On This List By Scoring 95% Or Better Next Week.

## THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

As The Store Score Is Dropping So Are The Number Of People That Are Making A Substantial Improvement In Their ELMS Score. This Week We Did Not Have One **GREAT CASHIER** Improve Their Score By 10% Or More. As Our Great Cashiers Improve Their ELMS Score, The Store ELMS Score Will Improve As Well. So Let's Strive To Improve Our Scores Thus Improving The Store Score As Well. We Will Have Some Exciting News About ELMS Rewards Coming Soon, So Stay Tuned More Details In The Coming Weeks!!

THIS WEEK SCORE IS A DECREASE **OVER LAST WEEK SCORE**. WE WENT FROM 84.8% TO 83.9% THAT IS A DECREASE OF 1.06%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS GOAL OF 95%!



# 2008 BOO BASH

## Boo Bash 2008

Come Join Us This Thursday October 30, 2008 From 6PM To 8PM For Kroger Northshore's Annual Boo Bash. There Will Be Coloring Contests, Crafts, Treat Bags, Moon Jump, Costume Contest, Hot Dogs, Soda And Much More. So Be Sure To Come And Join The Fun. And If You Have Little Goblins Be Sure To Bring Your Them To This Fun-Filled Event. Dollars For Scholars Students, Boo Bash Is An Excellent Event To Be Involved With If You Need Fulfill A Community Service Requirement.



PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:



*Asparagus*  
4080

*Tomatoes On The Vine*  
4664



*Green Peanuts*  
4935

*Cucumbers*  
4062



### OCTOBER BIRTHDAYS & ANNIVERSARIES

**Birthdays**

**Date**

Karen Tenney	October 6
Tommy Lyons	October 9
Samantha Scriptor	October 11
Sharon Hargrove	October 13
Holly Lawson	October 19
Randy York	October 28



**Anniversaries**

**Date**

**Years**

Claire Dodson	October 1, 2007	1
Lisa Collins	October 3, 1985	23
Amanda Cales	October 7, 2007	1
Greg McLemore	October 7, 2007	1
Nick Bartosik	October 8, 2006	2
Ashley Riley	October 9, 2003	5

UT FOOTBALL SATURDAY GAME DAY



VS



**Day:** Saturday  
**Date:** Nov. 1, 2008  
**Location:** Columbia, S.C.  
**Time:** TBA PM ET

Be Sure To Support The UT Vols By Wearing Your UT Shirts On Saturday.





TOTAL DOLLAR AMOUNT  
RAISED SO FAR \$1792



FROM OCTOBER 1-31, 2008 YOU  
CAN SAVE \$5 ON ANY FOOTWEAR  
PURCHASE FROM SHOES FOR  
CREWS! NO CASH IS NEEDED  
PAYMENT CAN BE DONE  
THROUGH PAYROLL DEDUCTION.  
**SATISFACTION GUARANTEED!**  
IF YOU ARE NOT PLEASED WITH  
YOUR SHOES, RETURN THEM  
WITHIN 60 DAYS OF PURCHASE.  
SELECT EITHER A FREE  
EXCHANGE OR E-Z RETURNS FOR  
THE SHOE PURCHASE PRICE LESS  
A \$6.95 PER PAIR PROCESSING  
FEE. FOR MORE INFORMATION  
OR TO PLACE YOUR ORDER ON  
THIS GREAT DEAL, SEE MR.  
GAYLOR.

**LAST WEEK TO GET THIS GREAT OFFER!**

REMEMBER, ASK FOR ME,  
BOB!



## KROGER CELEBRATES ITS 125<sup>TH</sup> ANNIVERSARY

### Explore Our Heritage

Since 1883; The Kroger Co. Has Grown From A Small Store In  
Downtown Cincinnati To Become One Of America's Largest Grocery  
Retailers. Here Is A Timeline Of Kroger History From 1928 To 1955.

**1928**-B. H. Kroger Sells His Company Stock And Retires From Active  
Management, And The State Avenue Facility Expands To Add  
Manufacturing.



**1929**-Kroger Operates 5,575 Stores, The Most In Its History.



**1930**-Featuring A Doorman To Greet Customers, Kroger's "Store Of  
The Future" Opens On Government Square In Downtown Cincinnati.

**1930**-Albert H. Morrill Becomes Kroger's President And CEO.

**1930**-The Kroger Food Foundation Is Established, Making Kroger The  
First Grocery Company To Test Food Products Scientifically.

**1930**-Kroger Forms Its Own Produce Buying Arm, Wesco Foods Co.

**1935**-Kroger Erects A New Warehouse On State Avenue To Serve  
Cincinnati Stores.

**1942**-Charles M. Robertson Takes The Helm Of Kroger.

**1944**-G.I. Joe's Rations Include Kroger-Made Plum Pudding.

**1946**-Kroger Grocery And Baking Company Officially Becomes The  
Kroger Co.

**1946**-Joseph B. Hall Is Elected President And CEO, And Kroger's  
Modern Era Begins.

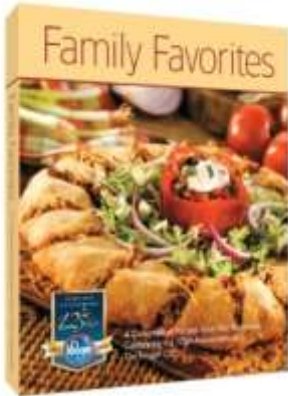
**1952**-Kroger Sales Top \$1 Billion.

**1955**-Kroger Joins With Six Other Firms To Found The Top Value  
Stamp Co.



NEXT ISSUE WILL COVER FROM 1959 TO 1977.

## KROGER RECEIVES RETAIL EXCELLENCE AWARD



**SUPERMARKET NEWS** Named Kroger The 2008 Winner Of The Retail Excellence Award, An Honor That Recognizes A Company For Leadership, Innovation And Understanding Of Its Customers. "The Success Of The Company's Strategy, Both In The Current Economic Environment And As A Foundation For The Ongoing Health Of The Business, Has Prompted Us To Name Kroger As The Winner Of This Award," The Publication Reports.

Our Company Is The First Retailer To Receive This Honor Twice; We Also Won In 2004. The Award Credits Our Consistent Focus On The Customer 1st Business Strategy That Allows Us To Adapt To The Needs Of The Customer In Any Economy. Visit [SupermarketNews.com](http://SupermarketNews.com) For The Full Report.

### FOR ASSOCIATES ONLY

### OUR 125TH ANNIVERSARY COOKBOOK

It's Time To Order Your Copy Of Our Company's 125th Anniversary Cookbook: *Family Favorites*. This Cookbook Is A Special Collection Of 300 Great Family Recipes From Associates Across The Country. You'll Receive *Family Favorites* As A Gift For Making A Minimum \$12.50 Donation To Your Division's Helping Hands Fund. Helping Hands Provides Financial Assistance For Eligible Employees Who Face Unexpected Hardship Or Emergency Situations. Quantities Are Limited, So Order Soon! Ordering Information Is Posted On Barneyweb Now And Will Arrive In Stores, Plants, Distribution Centers And Offices Soon. Or Use The Back Of This Form To Order By Mail Today. Donations Will Be Accepted As Long As Cookbooks Are Available.

**Starting October 20**, You Can Also Order Online At [www.frpbookskroger.com](http://www.frpbookskroger.com).

**Holiday Shoppers:** Cookbooks Will Be Shipped To Homes In Early December For Donations Postmarked Or Submitted Online By November 5, 2008.

### WHAT DO YOU THINK?

Got something to add: story, comment, idea or suggestion let us know and we will try to include it!

Give us your feedback.

Thank You,

Holly and Randy

All Cookbooks Will Be Shipped Directly From The Publisher To The Home Address Provided With Your Order. Limit 10 Copies Per Associate—Donations Will Be Processed In The Order Received. If You Order Multiple Copies, They Will Be Shipped Together To One Address. Cookbooks Will Not Be Available In Stores. Mail Order Forms Are Also Available In Store. Please See Randy Clark For A Mail Order Form.

