



INSIDE THIS ISSUE

- Page 1 ELMS Performance News
- Page 1 ELMS Great Improvement
- Page 1 This Week Score
- Page 2 Our WIG is **RED** and Falling Down!!
- Page 2 Birthdays & Anniversaries
- Page 3 It's Here! Associate 20% Discount!
- Page 3 A Chance To Win
- Page 3 Sports & TV Trivia
- Page 4 Ring, Ring, It's For You!
- Page 4 Can Hunger Starts Today



"Gratitude makes sense of our past, brings peace for today, and creates a vision for tomorrow."

Melody Beattie

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING
NOVEMBER 7, 2009:

85.7%



FRONT END NEWSLETTER

ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending November 7, 2009 and are instrumental in helping us reach our WIG goal:

NAME

- Cody Thornburgh
- Heather Hogan
- Sandi Shaw
- Amanda Cales
- Lora Huffman
- Brandon Hollifield



SCORE

- 112.0%
- 102.4%
- 101.7%
- 100.1%
- 97.5%
- 95.1%

6 Cashiers Made Goal!

THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

Name

Ashley Riley

Doug Flynn



WAAHAA

Improvement

15.95%

14.25%

THIS WEEK WE HAD NO CHANGE IN OUR SCORE VS **LAST WEEK SCORE**. WE HAVE SCORED AN 85.7% THE PAST TWO WEEKS! WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

9.3 MILES TO ATLANTA



Will we ever make it to 95? It's just a little further down the road! Oh so close last week.





Remember, Ask For Me, BOB!



WIG GOALS

ENGAGEMENT STARTS WITH YOU!!

This is the **FIRST TIME** in NINE MONTHS we have been below 90% on our WIG SCORE! **REMEMBER: Engagement Starts With You!** Make sure you Engage with every Customer and ask every KPF prompted Customer to apply. Floor Supervisors **MAKE SURE** we are meeting the **QUEUING STANDARD OF 1 PLUS 1**. Here are **Wildly Important Goals** and our year to date scores:

- ❖ **Engaging** 87.8%  → **83.5%**
- ❖ **Front-End Supervisor** 100% → **WIG Average**
- ❖ **Total Queuing** 86.0% → **WIG Average**
- ❖ **KPF (Since the 7th Period / 6 of 10)** 60.0% → **WIG Average**
- ❖ **Express Lane Open** 100% 
- ❖ **Ring Tender Percent Effective** 89.2%  

Where do we stand on WIG? At the end of the 3rd QTR we are 37th on Engagement in the Atlanta KMA and we are in 8th place (tied for 4th) in Zone D for Total WIG Score. But what is sad about this is? **Well we were Number 1 in Zone D for the longest time, but not anymore!** **TOO MANY BAD SHOPS!** And we just received another BAD shop this past week! Our WIG Score went from 85.3% to 83.5%. **THAT'S A DROP OF 1.8% IN JUST ONE SHOP. COME ON PEOPLE WE ARE BETTER THAN THIS!!!!**

PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

Yellow Squash
4784



Broccoli Crowns
3082



On-the-Vine Tomatoes
4664



Green Bell Peppers
4065



November Birthdays & Anniversaries

Birthdays

- Tabbi Geisler
- Susannah Ishmael
- Randy Clark
- Ben Savell
- Melissa James



Date

- November 2
- November 6
- November 7
- November 26
- November 28

Anniversaries

- Holly Lawson
- Heather Hogan
- Bob Rollins
- Betty Noe

Date

- November 5, 1986
- November 6, 2007
- November 7, 2008
- November 11, 1980

Years

- 23
- 2
- 1
- 29

New Web Address:



<http://your525newsletter.yolasite.com>

Be sure 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!

Associate 20% Kroger Brand Sale Nov. 15th– Nov. 21st, 2009

EMPLOYEE DISCOUNT IS HERE!!!

Now is the time to stock on products labeled as “Kroger” brand. In addition, all brands manufactured by The Kroger Co. including Private Selection, Naturally Preferred, Active LifeStyle, Pet Pride, and more. The discount will be automatically applied when your associate Kroger Plus card is used. If you are not receiving discount please see Susannah Ishmael so you can take advantage of this discount, just in time for the holidays. Discount will take 3-7 days to be activated if card is not set up. Discount does not include Fuel, RX, and select prepared items.



20%



A CHANCE TO WIN!

THE WINNER OF THE FOOTBALL GRILL WILL BE DRAWN ON NOVEMBER 16. GOOD LUCK TO ALL THAT HAVE EARNED AN ENTRY. THE WINNER WILL BE ANNOUNCED THIS WEEK AS WELL AS BE IN NEXT WEEK'S ISSUE OF THE FRONT END NEWSLETTER. GOOD LUCK TO ALL!



Fun & Games

Sports & TV Trivia



- In a boxing match, how many seconds are there between each round?
A) 45 B) 60 C) 90
- Fill in the blank: “I’m coo-coo for_____?”
A) Cheerios B) Frosted Flakes C) Cocoa Puffs

Answers on the next page, Good Luck!

Tax Exempt Information

Customer Requirements

It is **NOT** acceptable for the purchaser to write "On File" in the Registration No. Block on the Sales Tax Exempt form. Every column must be filled in AND the Signature of Purchaser secured for every sale. This is necessary at the time of each sale even though the customer may make several purchases the same day. Ditto marks (" ") or "same as above" are not acceptable.



Holiday Phone Call



This coming Holiday Season we will be offering our Customers a unique opportunity to sign up on-line to send a personalized holiday phone greeting to their kids, friends and family. Cashiers will be handing out cards, from tear pads, to parents and children in the store. Customers can choose a message and a "Celebrity" to place the call. The celebrities include Santa, Sammy the Snowman and NASCAR driver Tony Stewart. Customers can visit www.holidayphonecalls.com from 11/25/09 through 12/26/09 to set up the "Celebrity" Holiday Phone Call.



Can Hunger 2009



Campaign runs from Nov. 15th through Dec. 31st

Company Goal for 2009 is \$300,000

As families and friends prepare to gather with those closest to them in a celebration of generosity, love and selflessness – topped off with the grandest of meals – many may not realize that some residents won't be enjoying the holiday and potential are at the risk of hunger.

As the economy cripples many families' financial stability, Kroger's Can Hunger food drive will be vitally important in stocking the shelves of Feeding America food banks (formerly America's Second Harvest) with nutritious, nonperishable foods.

In 2008, Kroger introduced a new and fresh Kroger Can Hunger promotion that not only benefited the millions of individuals in our community that need our help, but also offered an environmentally friendly solution to our Kroger Can Hunger supporters. Kroger has brought the "Reach Out, Reuse and Reduce Hunger" theme back this year.

Over the years, Kroger has been able to help our communities feed the hungry, because of your continued commitment to the campaign. Food banks rely on the generosity of individuals and businesses to donate food, money and volunteer to guarantee that the individuals in our communities don't go hungry.

- 1 out of 6 children risk going hungry at some part of each month
- 12.4% of Senior Citizens are living in poverty today

It is up to people and organizations like Kroger to help those in need and provide product for those who face challenges throughout the year, especially during the holidays.

- **WEEK 1:** Top store in each zone will receive a **(3) \$25 Best Buy** gift certificates to use as employee incentives.

This week's Sports & TV Trivia answers:

1. B)- 60



2. C)- Cocoa Puffs



ELMS "STAR PERFORMER" FOR NOVEMBER

The November Award has 1 week in the books with 3 weeks still to go, but as of right now here are the top 5 contenders. Who will it be?

It could be you!

- | | |
|--------------------|--------|
| 1. Cody Thornburgh | 112.0% |
| 2. Heather Hogan | 102.4% |
| 3. Sandi Shaw | 101.7% |
| 4. Amanda Cales | 100.1% |
| 5. Lora Huffman | 97.5% |