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“Once again, we come to the Holiday Season, a deeply religious time that each of us observes, in his own way, by going to the mall of his choice.”

Author Unknown

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING
NOVEMBER 21, 2009:

96.6%



FRONT END NEWSLETTER

ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending November 21, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	131.6%
Heather Hogan	111.5%
Lora Huffman	111.4%
Amanda Cales	108.7%
Sandi Shaw	108.0%
Kim Snyder	107.8%
Chris Braden	100.8%
Michael Malek	99.7%
Alice Pinckard	99.0%
Brandon Hollifield	98.7%



10 Cashiers Made Goal!

THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

<u>Name</u>	<u>Improvement</u>	<u>Name</u>	<u>Improvement</u>
Laurie Clark	26.36%	Alice Pinckard	13.01%
Kim Snyder	26.23%	Sandy Yates	12.72%
Cody Thornburgh	19.64%	Penny Smith	11.79%
Amanda Cales	16.63%	Lisa Collins	11.43%
Lora Huffman	16.04%	Sandi Shaw	10.54%
Michael Malek	15.66%	Bob Rollins	10.06%
Ellen Dukagjimi	13.85%		

THIS WEEK SCORE WAS AN INCREASE VS **LAST WEEK SCORE**. WE WENT FROM 85.3% TO 96.6% THIS WAS AN INCREASE OF 13.25%. WE HAVE REACHED GOAL, NOW WE NEED TO MAINTAIN GOAL TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE FOR THE YEAR!

WE MADE IT TO THE ATLANTA GOAL!



We Made Goal For The First Time Since Dec. 15, 2007! Great Job! Let's See If You Can Do It Again!

Remember, Ask For Me, BOB!



PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

Avocados

4046

Golden Bananas

4011

Garlic

4608

Granny Smith Apples

4139



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** **88.1%** →
 - ❖ **Front-End Supervisor** **100%** →
 - ❖ **Total Queuing** **85.7%** →
 - ❖ **KPF (Since the 7th Period / 7 of 11)** **63.6%** →
 - ❖ **Express Lane Open** **100%** →
 - ❖ **Ring Tender Percent Effective** **89.3%** →
- 84.4%**
WIG Average
-

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! I know we can regain our spot at **NUMBER 1;** we just need make sure Engage and Tell Prompted Customers about the **123 REWARDS MasterCard!**

WE CAN DO THIS!!!

December Birthdays & Anniversaries

Birthdays

Betty Noe

Sharif Ahmaed

Janice Allen

Brandon Hollifield

Sonya Kron



Date

December 11

December 11

December 11

December 12

December 31

Anniversaries

Date

Years

Tanza Leatherwood

December 2, 1985

24

Brandi Lawhorn

December 11, 2007

2

Gerry Anders

December 18, 2007

2

Randy Clark

December 18, 1980

29

Randy York

December 31, 2006

3

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!

Who's Number 1? We Are!

We are the Number 1 Store in the KMA in Can Hunger Sales which translates into why we are the Number 1 Store in ELMS for last week. Check out the email we received last week from Michael Weaver, Zone D Front End Specialist:

“The zone finished in 5th place in the division last week with 88.4%. This is a 3% increase from last week. We also have a new #1 store for last week! Store 525 finished the week with a 96.6%! Great job to the team at 525! In addition to 525 we had an additional 4 stores above 90%!”

- 870 – 92.9%
- 558 – 92.1%
- 530 – 91.4%
- 524 – 90.8%

“Top 5 stores influencing our Zone number were 698, 686, 848, 583, and 525.”

“I believe our Can Hunger promotion is having an impact on our numbers. I am told that if this is the case that G.O. will not change anything. So.....what a great WIN WIN situation for the front end! We help those in our community in need this holiday season – and in return your store can get a much needed boost in Ring Tender %. Not to mention the prizes the division is giving away for top store(s) etc for Can Hunger.” When we combine encouraging the Ring Tender Best Practices along with Can Hunger, our stores and people can make a difference this holiday season – in both our Ring Tender and in our community!”

Thanks!

Michael Weaver
Zone D FE Specialist



Fun & Games

Sports & TV Trivia



1. Whose NCAA Tournament winning percentage is the highest of all time?
A) John Wooden B) Dean Smith C) Mike Krzyzewski
2. What early 70's sitcom used “Come On, Get Happy,” as its theme song?
A) “The Partridge Family” B) “Love Boat” C) “Happy Days”



Answers on the next page, Good Luck!

Shopping Days Until Christmas...



26 DAYS

This week's Sports & TV Trivia answers:

1. C)- Mike Krzyzewski 
2. C)- "The Partridge Family" 



Angel Tree



The Salvation Army will begin placing Angel Trees in all Zone D stores beginning Thanksgiving week. Last year Zone D raised over \$10,000 for needy children and families in East Tennessee by simply providing the Salvation Army with a location in our store for the Angel Trees. This year over 2000 children will receive Christmas gifts through the Salvation Army's Angel tree program.

Here's how the program works:

- We will provide a suitable location for the Angel Tree.
- Customers select an Angel Icon from tree and take to checkout.
- Cashier scans Angel Icon and collects \$25.00 from customer.
- Customer can take Angel Icon home with them to place on their own tree.
- All transactions are tracked electronically, no forms or paperwork to keep with!!
- Angel Trees will come down the week of Christmas.



Can Hunger 2009



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

Company Goal for 2009 is \$300,000

Store Goal is \$15,000

We are the NUMBER 1 Store in Zone D and the Division with our second week's sales of Can Hunger Icons. We have raised **\$6612** in just 2 weeks and we are at **44.1%** of our goal. This is **AWESOME!** At our current pace will we surpass our Store Goal of \$15,000! We need to continue our commitment to this worthy cause so we can make holiday season a little brighter for those in need. The week 3 incentive is "The top store in each Zone will receive \$100 deposited into our store account." Here are our top 3 sellers:

- | | |
|-----------------|--------|
| 1. Sandi Shaw | \$1442 |
| 2. Lora Huffman | \$1130 |
| 3. Kim Snyder | \$1044 |

Remember, all the funds collected in our community will say in our community as we replenish the shelves of our partnered food banks with nutritious, nonperishable foods. Please stay focused each and every day as we pull together and exceed our Store and Division goals.



ELMS "STAR PERFORMER" FOR NOVEMBER

The November Award has 3 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?

We will find out next week!

- | | |
|--------------------|--------|
| 1. Cody Thornburgh | 117.9% |
| 2. Heather Hogan | 107.0% |
| 3. Sandi Shaw | 102.5% |
| 4. Chris Braden | 102.0% |
| 5. Lora Huffman | 101.6% |