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"It is Christmas in the heart that puts Christmas in the air."

W. T. Ellis

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING NOVEMBER 28, 2009:

97.9%

WOW!



FRONT END NEWSLETTER
ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending November 28, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	119.3%
Sandi Shaw	113.2%
Kim Snyder	109.0%
Alice Pinckard	108.0%
Amanda Cales	107.0%
Marla Orchid	106.7%
Betty Noe	106.3%
Lora Huffman	105.2%
Chris Braden	104.4%
Ellen Dukagjini	103.8%
Laurie Clark	97.8%
Michael Malek	97.5%
Lisa Collins	96.6%
Nicole Jones	95.7%



14 Cashiers Made Goal!

THOSE WHO MADE *GREAT IMPROVEMENT* IN THEIR ELMS SCORE

<u>Name</u>	<u>Improvement</u>
Marla Orchid	27.94%
Ellen Dukagjini	14.82%
Betty Noe	10.27%

THIS WEEK SCORE WAS AN INCREASE VS *LAST WEEK SCORE*. WE WENT FROM 96.6% TO 97.9% THIS WAS AN INCREASE OF 1.35%. 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 Two Weeks In A Row! Great Job! Let's See If We Can Make It Three Weeks!

Remember, Ask For Me, BOB!



PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

Golden Pineapple

4430

Cucumbers

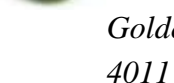
4062

Green Cabbage

4069

Golden Bananas

4011



WIG GOALS

ENGAGEMENT STARTS WITH YOU!!

We continue to lose ground 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** 88.6% → **83.0%**
 - ❖ **Front-End Supervisor** 100%
 - ❖ **Total Queuing** 85.2%
 - ❖ **KPF (Since the 7th Period / 7 of 12)** 58.3%
 - ❖ **Express Lane Open** 100%
 - ❖ **Ring Tender Percent Effective** 89.5%
- WIG Average**

Not prompting the customer about KPF is our biggest opportunity! Let's seize this opportunity by making sure we engage and tell every prompted customer about the 123 REWARDS Mastercard! Can we regain our spot at NUMBER 1 in Zone D? I think so! We have shown we can be NUMBER 1 in anything we want! For example: Can Hunger, Susan G. Komen and ELMS the past 2 weeks! 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!

BOLO

(Be on the lookout)

Scam involving gift cards and checks.

Situation: Stores are receiving fraudulent calls from a person claiming to be a Kroger representative and stating that the check system is down and we need to tender all check transactions as cash. Then the caller sends in a person to buy Gift Cards and the clerk/cashier does not run the check through the system, instead they just cash it out. Any type check should not be tendered as cash.

THESE CHECKS ARE FRAUDULENT AND THE CALL IS A SCAM.

If you receive this type of call, direct the call to a Manager Only. If they call in the evenings instruct the caller to call the next morning and speak with a Manager. Should we receive this type of call, **Notify Risk Management Immediately!**

20% Associate Discount

December 17th – 24th, 2009



Fun & Games

Sports & TV Trivia



- Which team has the most NCAA Tournament appearances of all time?
A) Kentucky B) North Carolina C) UCLA
- Fill in the blank: "All my men wear _____ or they wear nothing at all":
A) Brut B) English Leather C) Old Spice



Answers on the next page, Good Luck!

Shopping Days Until Christmas...



19 DAYS

This week's Sports & TV Trivia answers:

1. **A)- Kentucky** 
2. **B)-English Leather** 

Receipt Tracker

Be sure to mention the Customer Receipt Tracker to our prompted customers. Atlanta has begun to prompt our customers for Customer Receipt Tracker this past Thursday, Dec. 3rd. Atlanta's goal will be to capture at least (30) respondents per store and will continue to prompt customers through December 19th. Should our store reach (135) respondents before December 19th, prompting will be turned off. As noted here on the receipt, customers will have an opportunity to **Win One of TEN \$100 Gift Cards, so be sure to point this out to our customers.** Customers can complete the survey on the web at www.myshopfeedback.com or by calling 1-800-274-9887.



Can Hunger 2009



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

Store Goal is \$15,000

We are the NUMBER 1 Store in Zone D and the Division with our third week's sales of Can Hunger Icons. We have raised **\$7955** in just 3 weeks and we are at **53.0%** 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 the holiday season a little brighter for those in need. The week 4 incentive is "The top 10 stores will receive **(5) \$25.00 Gift Cards.**" Here are our top 3 sellers:

- | | |
|-----------------|--------|
| 1. Sandi Shaw | \$1658 |
| 2. Kim Snyder | \$1371 |
| 3. Lora Huffman | \$1330 |

Now for some news you have been waiting for. Atlanta has identified the winners for week one and two incentives and Store 525 was number 1 both weeks.

Week One – Top store in each zone will receive (3) \$25.00 Best Buy Gift Cards

Zone - D525
Amount -\$3435

Week Two – Top 10 stores will receive (5) 20.00 Kroger Gift Cards

Zone - D525
Amount -\$3177



ELMS "STAR PERFORMER" FOR NOVEMBER

The winner of the ELMS "STAR PERFORMER" for November is Cody Thornburgh with an average monthly score of 118.2%. Cody has won a \$10 gift card for his outstanding performance. Who will be December's winner? It could be you!