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"Remember this December, that love weighs more than gold!"

JOSEPHINE DODGE
DASKAM BACON

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING
DECEMBER 5, 2009:

97.9%



FRONT END NEWSLETTER

ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending December 5, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	142.2%
Sandi Shaw	111.7%
Kim Snyder	111.2%
Amanda Cales	107.0%
David Lemelin	106.6%
Chris Braden	105.3%
Lora Huffman	104.9%
Lisa Collins	101.9%
Betty Noe	100.1%
Ellen Dukagjini	100.0%
Alice Pinckard	100.0%
Laurie Clark	99.8%
Austin Bowling	99.0%
Brandi Lawhorn	98.0%
Mary Irwin	97.0%
Michael Malek	96.5%
Nathan Fritz	95.0%

WOW!!!

17 Cashiers

Made Goal!

THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

<u>Name</u>	<u>Improvement</u>
Cody Thornburgh	19.20%
Ashley Riley	15.21%



THIS WEEK WE HAD NO CHANGE IN OUR SCORE VS **LAST WEEK SCORE**. WE HAVE SCORED 97.9% THE PAST TWO WEEKS! 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 Three Weeks In A Row! Great Job! Let's See If We Can Make It Four Weeks!

Remember, Ask For Me, BOB!



PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

Sweet Onions
4166

Golden Bananas
4011

Bartlett Pears
4409

Cantaloupe
4050



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** 88.9%
 - ❖ **Front-End Supervisor** 100%
 - ❖ **Total Queuing** 85.0%
 - ❖ **KPF (Since the 7th Period / 8 of 13)** 61.5%
 - ❖ **Express Lane Open** 100%
 - ❖ **Ring Tender Percent Effective** 89.7%
- 83.4% 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 3 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

- Tanza Leatherwood
- Brandi Lawhorn
- Gerry Anders
- Randy Clark
- Randy York

Date

- December 2, 1985
- December 11, 2007
- December 18, 2007
- December 18, 1980
- December 31, 2006

Years

- 24
- 2
- 2
- 29
- 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!

Store Celebrities?



Josh Reinerio – Store 525, Knoxville, TN Customers seek out Josh and say that he has an amazing sense of humor, is very quick witted and always makes the customers feel good about their shopping experience. One customer wrote, “It’s refreshing to know that there are some people still in the service industry... like Josh, I’ll definitely be back”.



Sandi Shaw – Store 525, Knoxville, TN During Breast Cancer Awareness Month in October, Store 525 in Knoxville, TN hosted a sidewalk bake sale to raise money for the Susan G. Komen Foundation. According to Danielle Allen, Co-Manager, “Front End cashier Sandi Shaw (a breast cancer survivor, shown right) organized the event by getting other associates to sign up to bake goodies in their free time. Sandi and Karie Ely volunteered to man the bake sale table. In total, we raised \$748, and we’re planning on even more events.”

20% Associate Discount Starting this Thursday!

December 17th – 24th, 2009



Fun & Games

Sports & TV Trivia



- Which sport is most associated with Babe Didriksen?
A) Swimming B) Figure Skating C) Golf
- Which TV sitcom character said, “Mel- kiss mah grits”?
A) J.J. on “Good Times” B) Blanche on “The Golden Girls” C) Flo on “Alice”



Answers on the next page, Good Luck!

Shopping Days Until Christmas...



12 DAYS

This week's Sports & TV Trivia answers:

1. C)- Golf 
2. C)- Flo on "Alice" 

Tis the Season for Alcohol and Tobacco Sting Operations

Make sure you, as the Cashier, are asking for and receiving a valid Driver's License or Government issued ID for ALL alcohol and tobacco purchases. You should understand that you can personally be held responsible for selling to an underage person, resulting in a Citation and/or arrest.



Coupon Policy and Information

This is a reminder to all that the **only** Competitor Coupons that we accept are Pharmacy Coupons. We do accept Competitor Pharmacy coupons, up to the face value and if all requirements are met. *The Competitor Pharmacy coupons must be handled in the Pharmacy only. We do not accept any other Competitor Coupons.*



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 fourth week's sales of Can Hunger Icons. We have raised **\$10448** in just 4 weeks and we are at **69.7%** of our goal. This is **AWESOME!** At our current pace will we surpass our Store Goal of \$15,000! Potential risk of hunger continues to grow due to financial stability. These challenging times make it very hard for many people in the neighborhoods that surround our stores to enjoy one warm meal a day. So 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 5 incentive is "The top store in each Zone will receive **\$125.00** deposited into their community account." Here are our top 3 sellers:

1. Sandi Shaw \$2133
2. Kim Snyder \$1953
3. Lora Huffman \$1818

Now for some news you have been waiting for. Atlanta has identified the winners for week 3 incentive and Store 525 was number 1 again. Store 525 received **\$100** deposited into their community account.

The winner for the top store for Zone D that was store 525 with a total of \$2010 for week 3!



ELMS "STAR PERFORMER" FOR DECEMBER

The December Award has 1 week in the books with 4 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 142.2%
2. Sandi Shaw 111.7%
3. Kim Snyder 111.2%
4. Amanda Cales 107.0%
5. David Lemelin 106.6%