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“Year's end is neither an end nor a beginning but a going on, with all the wisdom that experience can instill in us.”

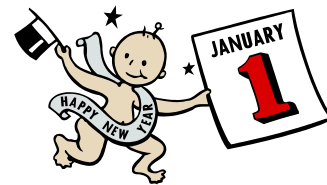
Hal Borland

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING
DECEMBER 19, 2009:

104.5%



FRONT END NEWSLETTER

ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending December 19, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	148.4%
Sandi Shaw	120.1%
Marla Orchid	116.0%
Ellen Dukagjini	112.4%
Amanda Cales	112.1%
Nathan Fritz	109.7%
Kim Snyder	108.6%
Betty Noe	105.5%
Lora Huffman	103.6%
Brandi Lawhorn	103.6%
Denise Oliver	101.8%
Chris Braden	101.2%
Ashley Riley	99.9%
Michael Malek	98.9%
Mary Irwin	97.7%

Wow !!

15 Cashiers

Made Goals !!

THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

<u>Name</u>	<u>Improvement</u>
Ashley Riley	21.98%
Marla Orchid	18.01%
Nathan Fritz	14.15%
Kim Snyder	12.66%
Cody Thornburgh	10.17%



THIS WEEK SCORE WAS AN INCREASE VS LAST WEEK SCORE. WE WENT FROM 95.7% TO AN AMAZING 104.5% THIS WAS AN INCREASE OF 9.20%. WE HAVE REACHED GOAL, CAN WE 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 Five Weeks In A Row! Great Job! Let's See If We Can Make It Six Weeks!

Remember, Ask For Me, BOB!



PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

Avocados

4046

Cantaloupe

4050

Jumbo Sweet Onions

4166

Collard Greens

4614



WIG GOALS

ENGAGEMENT STARTS WITH YOU!!

With this past shop our WIG SCORE went for 83.4% to 82.9%! All scores went up EXCEPT KPF and our store score went DOWN!! KPF is IMPORTANT! Make sure you 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** 89.1%
- ❖ **Front-End Supervisor** 100%
- ❖ **Total Queuing** 85.4%
- ❖ **KPF** (Since the 7th Period / 8 of 14) 57.1%
- ❖ **Express Lane Open** 100%
- ❖ **Ring Tender Percent Effective** 90.1%



89.1%

100%

85.4%

57.1%

100%

90.1%

82.9%
WIG Average



Santa (Our Customers), has been visiting our stores all year long. Making a list and checking it twice to make sure they can get the service and the products they want. Remember the WIG is not about the scoreboard but about how our Customers feel. 2009 has gone by extremely fast. We have made tremendous progress and our "Market Share" has been increasing. Our "Tonnage" proves that Customers love our prices. The WIG lets us know whether they love our people.

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!

Being Customer First, Is KEY!

I want to reward those that are Ring Tender Effective with a Customer First KEY because, *"Being Ring Tender Effective is part of Kroger's Customer 1st Strategy of providing World Class Service!"* What is required to receive a key? A 21 week average of 95% or better for the first 26 weeks and last 26 weeks of the year. There are 6 weeks left to earn a KEY for the last 26 weeks of the year. So if you are wondering if you will receive a key, check out the list below! If your name is listed below then you have the opportunity to earn the KEY. You need to have a score for the number of the "weeks needed" and an average of 95% or better. Again, there are only 6 weeks left, Jan 30, 2010, to earn your key. Then at the end of the fiscal year I will order you a "Customer First KEY"!

Name	Weeks Needed	Average Score
Cody Thornburgh	3	113.4%
Sandi Shaw	2	109.0%
Lora Huffman	3	105.9%
Amanda Cales	4	104.5%
Chris Braden	4	101.1%
Alice Pinckard	5	97.7%
Kim Snyder	1	95.7%
Michael Malek	1	93.4%
Brandi Lawhorn	6	92.9%
Marla Orchid	3	92.3%
Denise Oliver	5	92.2%
Nathan Fritz	2	91.3%
Brandon Hollifield	1	90.8%



Fun & Games

Sports & TV Trivia



- Who said "This is a game for madmen"?
A) Terry Bradshaw B) Vince Lombardi C) Bill Parcells
- Name the emcee on "The Newlywed Game"?
A) Gene Rayburn B) Jim Lange C) Bob Eubanks

Answers on the next page, Good Luck!



How to Handle the Selling of Restricted Sale Items


What is a Restricted Sale Item?

A restricted sale item is an item that requires the customer's Date of Birth (DOB) be entered into the register. Our policy is to physically verify the customer's ID when prompted for DOB. You, the cashier, must enter into the register the DOB from the ID they verified. It is against company policy to enter a generic DOB into the register. The only exception is for selling tobacco/tobacco related products. Any customer that appears to be under the age of 27, we must request the customer's ID.

ALL PERSONS (REGARDLESS OF AGE) must be asked to show proper identification when purchasing restricted sale items. It shall be the duty of the person selling the restricted sale item TO REQUEST AN ID, AND TO BE FURNISHED WITH PROPER IDENTIFICATION in order to verify the age of the customer.

If an associate does not comply with the local laws and the company's rules the associates may be subject to fines, arrested by law enforcement and disciplinary action taken up to and including discharge by The Kroger Co.

This week's Sports & TV Trivia answers:

1. B)- Vince Lombardi 
2. C)- Bob Eubanks



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 sixth week's sales of Can Hunger Icons. We have raised **\$16489** in just 6 weeks and we are at **109.9%** of our goal. This is **AMAZING!** We have surpassed 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 7 incentive is "The top store in each Zone will receive **\$150.00** in their community account" Here are our top 3 sellers:

- | | |
|-----------------|--------|
| 1. Sandi Shaw | \$3586 |
| 2. Kim Snyder | \$2708 |
| 3. Lora Huffman | \$2640 |

Our store received the week 5 incentive of \$125 into our community account for being the Top Store in Zone D! This is our last week to sell Can Hunger Icons to help those in need in our local community this season as well as "boost" our ELMS scores. So let's be sure we take full advantage of this opportunity!



ELMS "STAR PERFORMER" FOR DECEMBER

The December Award has 3 weeks in the books with 2 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 | 141.8% |
| 2. Sandi Shaw | 114.9% |
| 3. Amanda Cales | 108.5% |
| 4. Denise Oliver | 107.9% |
| 5. Marla Orchid | 107.2% |