



A HAPPY NEW YEAR

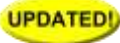


# FRONT END NEWSLETTER

## ELMS EMPLOYEE PERFORMANCE NEWS

### INSIDE THIS ISSUE

- Page 1 ELMS Performance News
- Page 1 ELMS Great Improvement
- Page 1 This Week Score
- Page 2 I Know We Can Do This
- Page 2 Birthdays & Anniversaries
- Page 3 Being Customer First, Is Key! **UPDATED!**
- Page 3 Sports & TV Trivia
- Page 4 Are You a Volunteer?
- Page 4 Number # 1 in Can Hunger



*"A New Year's resolution is something that goes in one year and out the other."*

## Anonymous

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING  
DECEMBER 26, 2009:

98.1%

**#1 "Store" in Zone!!**

Cashiers that meet the ELMS Goal of 95% or better for week ending December 26, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	142.0%
Kim Snyder	114.4%
Sandi Shaw	112.0%
Amanda Cales	110.7%
Lora Huffman	104.2%
Michael Malek	102.1%
Ellen Dukagjini	101.1%
Chris Braden	101.1%
Laurie Clark	100.3%
Austin Bowling	97.5%
Brandon Hollifield	96.8%
Denise Oliver	96.7%
Nathan Fritz	96.6%
Daniel Small	96.4%
Lisa Collins	96.3%
Penny Smith	95.9%
Marla Orchid	95.8%
Tanza Leatherwood	95.7%

**WOW!!**

**18 Cashiers**

**Made Goal!!**

### THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

<u>Name</u>	<u>Improvement</u>
Laurie Clark	11.94%
Penny Smith	11.00%

**Great Job!**

THIS WEEK SCORE WAS A DECREASE VS **LAST WEEK SCORE**. WE WENT FROM 104.5% TO 98.1% THIS WAS A DECREASE OF 6.12%. 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 Six Weeks In A Row! Great Job! Let's See If We Can Make It Seven Weeks!**

***Remember, Ask For Me, BOB!***



**PLU SALE ITEMS FOR THIS WEEK:**

**LEARN HIGH USAGE PLU CODES:**

-  *Broccoli Crowns*  
3082
-  *Golden Pineapple*  
4430
-  *Sweet Potatoes*  
4816
-  *Cucumbers*  
4062

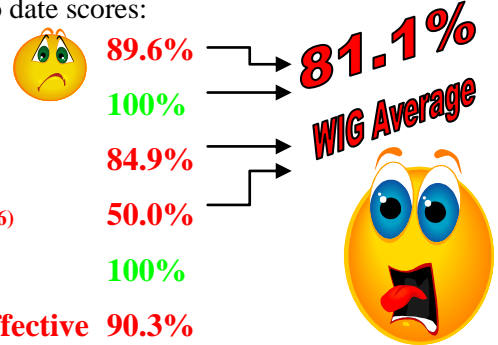


**WIG GOALS**

**ENGAGEMENT STARTS WITH YOU!!**

This is our last period to get our WIG Score, with KPF included, to the WIG Goal of 83%. We are just a little short of this goal, but with a little effort I know we can do this. So 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** 89.6%
- ❖ **Front-End Supervisor** 100%
- ❖ **Total Queuing** 84.9%
- ❖ **KPF (Since the 7<sup>th</sup> Period / 8 of 16)** 50.0%
- ❖ **Express Lane Open** 100%
- ❖ **Ring Tender Percent Effective** 90.3%



Make sure we are doing all the things that every customer deserves when they shop at our Kroger store. A friendly, engaging cashier and a quick and efficient check out. And if your customer is prompted for the 123 Rewards MasterCard make sure mention this offer to them. If all these things are done, then we will be on our way to improvement!

**WE CAN DO THIS!!**

**January Birthdays & Anniversaries**

**Birthdays**

- Adam Lee
- Taylor Rana Drake
- Andrew Reinerio
- Josh Reinerio



**Date**

- January 6
- January 25
- January 27
- January 27

**Anniversaries**

- David Lemelin
- Hasmukhbhai Patel
- Dennis Harbin

**Date**

- January 1, 2005
- January 17, 2006
- January 17, 2008

**Years**

- 5
- 4
- 2

# 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 1<sup>ST</sup> STRATEGY OF PROVIDING WORLD CLASS SERVICE!**



## Being Customer First, Is KEY!



Here is an updated list of those that can earn a KEY for being Ring Tender Effective for the last 26 weeks of the 2009 fiscal year. Because *"Being Ring Tender Effective is part of Kroger's Customer 1<sup>st</sup> 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 5 weeks left to earn a KEY for the last 26 weeks of the year. 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. Kim Snyder has earned a KEY if she just maintains an average of 95% and Michael and Brandon just need to improve their average for the next 5 weeks. Come on guys you can do it!

Name	Weeks Needed	Average Score
Cody Thornburgh	2	114.9%
Sandi Shaw	1	109.2%
Lora Huffman	2	105.9%
Amanda Cales	3	104.8%
Chris Braden	3	101.1%
Alice Pinckard	5	97.7%
Kim Snyder	0	96.6%
Michael Malek	0	93.9%
Brandi Lawhorn	5	92.9%
Marla Orchid	2	92.4%
Denise Oliver	4	92.4%
Nathan Fritz	1	91.6%
Brandon Hollifield	0	91.1%



Fun & Games

Sports & TV Trivia



- Who is the only quarterback to lead his team to victories in four Super Bowls?  
A) Terry Bradshaw B) Dan Marino C) Joe Montana
- Which of these sitcoms was set in Boulder, Colorado?  
A) "Home Improvement" B) "Mork & Mindy" C) "One Day at a Time"

Answers on the next page, Good Luck!





## Would you like to volunteer for Children’s Miracle Network Telethon?

The Children’s Miracle Network Telethon is coming up soon and they want to recognize Kroger during the live broadcast on Sunday, January 31<sup>st</sup>, which will take place at Children’s Hospital. Children’s Miracle Network will be recognizing Kroger during the live broadcast for Zone D’s outstanding fundraising efforts this year. **Zone D raised \$27,934.03!** Children’s Miracle Network needs/wants 5 Kroger employees to serve as phone bank operators from 4:45 p.m. – 7:30 p.m. They also need 3 willing volunteers to help with the check presentation live on air from 6:00 p.m. – 6:45 p.m.

If you wish to volunteer let Management know by Tuesday, January 12<sup>th</sup>. Children’s Miracle Network is holding 5 spots for us but we will lose out if I don’t get names turned in on time.

This week’s Sports & TV Trivia answers:

1. A)- Terry Bradshaw 
2. B)- Mork & Mindy 



## 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 seventh and final week’s sales of Can Hunger Icons. We have raised **\$17318** in just 7 weeks and we are at **115.5%** of our goal. This is **AMAZING!** We have surpassed our Store Goal of \$15,000! Store 525’s commitment to this worthy cause is more than obvious. Holly and I would sincerely like to thank you for making a huge impact in our community, our Division, Zone and most importantly in our Store. Everyone did a fantastic job with this fund raiser and here are our top 6 sellers:

- |                 |        |                    |        |
|-----------------|--------|--------------------|--------|
| 1. Sandi Shaw   | \$4091 | 4. Laurie Clark    | \$1431 |
| 2. Kim Snyder   | \$3106 | 5. Lisa Collins    | \$894  |
| 3. Lora Huffman | \$3000 | 6. Ellen Dukagjini | \$881  |

Our store received the week 6 incentive of ten \$25 gift cards being the Top Store in Zone D! Atlanta, as a division, has raised \$359,567 and Store 525 alone raised 4.82 percent of that money. This is more than any store in the Atlanta Division, that’s over 220 stores! WOW, GREAT EVERYONE FOR SUCH AN OUTSTANDING ACHIEVEMENT! Store 525 is the GREATEST!



## ELMS “STAR PERFORMER” FOR DECEMBER

The December Award has 4 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?

It could be you!

- |                    |        |
|--------------------|--------|
| 1. Cody Thornburgh | 141.8% |
| 2. Sandi Shaw      | 114.2% |
| 3. Amanda Cales    | 109.0% |
| 4. Kim Snyder      | 107.7% |
| 5. Ellen Dukagjini | 104.9% |