



FRONT END NEWSLETTER

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Cashiers that meet the ELMS Goal of 95% or better for week ending January 30, 2010 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Randy Clark	114.1%
Sandi Shaw	113.0%
Amanda Cales	108.8%
Heather Hogan	106.5%
Marla Orchid	106.1%
Brandi Lawhorn	105.9%
David Lemelin	103.7%
Michael Malek	103.1%
Betty Noe	102.4%
Cody Thornburgh	102.3%
Lora Huffman	101.5%
Lisa Collins	97.1%
Alice Pinckard	95.4%

13 Cashiers

Made Goal!!



“Anyone can catch your eye, but it takes someone special to catch your heart.”

Author Unknown

E.L.M.S. GOAL:

95.0%

THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

<u>Name</u>	<u>Improvement</u>
Brandi Lawhorn	11.59%
Sandi Shaw	11.22%

Great Job!

STORE SCORE WEEK ENDING JANUARY 30, 2010:

92.6%

THIS WEEK SCORE WAS AN INCREASE VS **LAST WEEK SCORE**. WE WENT FROM 91.8% TO 92.6% THIS WAS AN INCREASE OF 0.87%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

2.4 MILES TO ATLANTA



Strive for 95%!

Remember, Ask For Me, BOB!



PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

Mangoes

4959



Navel Oranges

3107



On the Vine Tomatoes

4664



Nectarines

4036



WIG GOALS 2010

WIG Goals for 2010 are a little different from the 2009 goals. The 2010 WIG has 4 new measures this year. Ring Tender Percent Effective, Associate Acknowledge, Deli Initiate and Thank, and the KPF prompt are all part of the 2010 WIG. To achieve Green we must be at 87.9% for the year. Listed below are the new Front End measures and the goals. Just a note: **KPF does not count as engagement.** So be sure to engage with our customers. Remember: Engagement Starts With YOU! KPF and Ring Tender Effective are BIG this year so we need 100% from EVERYONE! We can do this!

<u>WIG MEASURE</u>	<u>WIG GOAL</u>
Front-End Supervisor Goal	80%
Engaging Goal	90%
Total Queuing Goal	80%
Ring Tender Percent Effective Goal	95%
KPF Goal	80%
Total WIG Goal	87.9%

Just to let you know, we finished the 2009 year as the Number #1 Store, in Zone D, with a WIG score of 91.5%!! Great Job Everyone! Now let's improve upon our 2009 score and outdo ourselves in 2010!

February Birthdays & Anniversaries

Birthdays

Rob Bowen

Date

February 2

Jordyn Bough

February 3

Michael Malek

February 5

Lindalee Russell

February 5

Emilee Hyatt

February 8

Brandi Lawhorn

February 15



Anniversaries

Date

Years

Melissa James

February 7, 2008

2

Sandi Shaw

February 16, 1992

18

Stefani Taylor

February 16, 2008

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 1ST STRATEGY OF PROVIDING WORLD CLASS SERVICE!



Being Customer First, Is KEY!



Those that earned a KEY for being Ring Tender Effective for 21 of the last 26 weeks of the Kroger fiscal year are Cody, Sandi, Amanda, Lora, Kim and Michael. Any Cashier can earn a KEY for the first 26 weeks of the 2010 fiscal year which ends on July 31, 2010, if you have a score for 21 of the 26 weeks and an average of 95% or better.

Cody Thornburgh	113.4%
Sandi Shaw	108.8%
Amanda Cales	105.3%
Lora Huffman	104.6%
Kim Snyder	96.7%
Michael Malek	95.7%

Congratulations to our "KEY" cashiers!



Fun & Games

Sports & TV Trivia



- For which team did Paul "Bear" Bryant have the most coaching success?
A) Auburn B) Notre Dame C) Alabama
- In what town did Superman originally land?
A) Gotham City B) Oakdale C) Smallville

Answers on the next page, Good Luck!

KROGER FLOWERS - ONLINE DISCOUNT

Kroger Flowers and Valentine's Day, The Perfect Match! Receive 10 % off all flowers, plants and gifts on online purchases from the floral section of WWW.KROGER.COM. Be sure to enter code EMP11 at checkout. I'm sure you have a special someone you can buy flowers for.



The ELMS Star Performer Program will continue again for 2010 but the details are still being worked out. The ELMS STAR Performer Plaque is in limbo at the moment and we are not sure if it will resurface or not. We have several ideas floating around at the moment but nothing is concrete as of now. One of those ideas is to take those that are the 2010 monthly winners out to dinner at the end of the year as well as order our 2010 monthly ELMS Star Performers a special name tag; as we did this year with the 2009 ELMS Star Performers. The 2009 ELMS Star Performers will be receiving their special name tags in next couple days. We hope these special name tags will allow you to show your Star Quality and take pride in the Star Service that you offer our Customers. We also want our Customers to know who our Star Performers are, with these special name tags. Our 2009 ELMS Star Performers are, Cody Thornburgh, Sandi Shaw, Heather Hogan and Lora Huffman. The January 2010 ELMS Star Performer is: **Sandi Shaw** with an average monthly score of 106.9%. Thank You, Sandi, for putting our Customers First by giving them a quick and efficient checkout process as well as making our queuing standard of, Me + 1, easier to achieve. We finished the 2009 year with an average ELMS score of 90.5%. That is an awesome score, but I know we can do better in 2010. And now that Ring Tender Percent Effective is a vital part of our 2010 WIG score, an ELMS 2010 YTD score of 95% is more important than ever. So any cashier that has a creative or motivating idea or suggestion, to help improve and keep Ring Tender Effective a focus for 2010, please let Ms. Allen, Holly or Randy know. All ideas and suggestions will be considered.

This week's Sports & TV Trivia answers:

1. C)- Alabama



2. C)- Smallville



As of Monday Feb. 1st, the Zone D total for the Haitian Earthquake Victims is an incredible \$26,745!! These are tremendous results, thanks for your continued support and emphasis. Please maintain a high level of communication with our customers as they continue to look towards Kroger as a trusted community location for making donations. Listed below is a recap of the top stores in the Zone.

525 - \$3,723 – Still #1
 530 - \$3,189
 698 - \$3,029
 686 - \$2,591
 549 - \$1,841