



FRONT END NEWSLETTER

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Cashiers that meet the ELMS Goal of 95% or better for week ending February 20, 2010 and are instrumental in helping us reach our WIG goal of 95% and our WIG score of 86.4%:

<u>NAME</u>	<u>SCORE</u>
9 Cashiers	
Randy Clark	108.3%
Heather Hogan	107.0%
Alice Pinckard	104.7%
David Lemelin	104.0%
Michael Malek	99.4%
Lora Huffman	98.1%
Amanda Cales	97.4%
Nathan Fritz	96.7%
Doug Flynn	95.6%

Made Goal!!



"The real opportunity for success lies within the person and not in the job."

Zig Ziglar

THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

E.L.M.S. GOAL:

95.0%

This Week We Did Not Have One **GREAT CASHIER** Improve Their Score By 10% Or More But **Bob Rollins** Made **Great Strides** In Improving His ELMS Score Last Week. Bob Improved His Score By 9.11%. **Great Job Bob!! Keep It Up!**

STORE SCORE WEEK ENDING FEBRUARY 20, 2010:

90.1%



THIS WEEK SCORE WAS A DECREASE VS LAST WEEK SCORE. WE WENT FROM 90.6% TO 90.1% THIS WAS A DECREASE OF 0.55%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

4.9 MILES TO ATLANTA



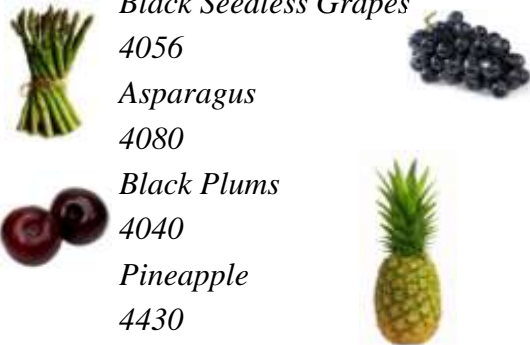
Strive for 95%!

Remember, Ask For Me, BOB!



PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:



Black Seedless Grapes
4056
Asparagus
4080
Black Plums
4040
Pineapple
4430



WIG GOALS 2010

<u>WIG MEASURE</u>	<u>WIG GOAL</u>	<u>OUR SCORE</u>
<i>Front-End Supervisor Goal</i>	80%	100%
<i>Engaging Goal</i>	90%	100%
<i>Non Front End Verbal Acknowledgement</i>	90%	66.7%
<i>Deli Invite/Thank</i>	90%	100%
<i>Total Queuing Goal</i>	80%	100%
<i>Ring Tender Percent Effective Goal</i>	95%	90.6%
<i>KPF Goal</i>	80%	75.0%
Total WIG Goal	86.4%	91.5%

We have gone from 16th place in Zone D to 3rd place with three shops. As you can see each measure makes a HUGE DIFFERENCE in our WIG score! So let's take advantage of our opportunities and improve our WIG score and our Customer Service!



MARCH BIRTHDAYS & ANNIVERSARIES

Birthdays

Date

Ellen Dukagjini	March 1
Lora Huffman	March 10
Chris Braden	March 14
Kim Snyder	March 15
Tammie Hatcher	March 24
Larry Dixon	March 25
Doug Flynn	March 25



Anniversaries

Date

Years

Kay Knight	March 3, 1973	37
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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!



New Zone D ELMS Contest!!

We're having a Ring Tender contest in Zone D! GREAT NEWS is that we have 8 \$25.00 gift cards to award to Ring Tender Effective cashiers over the next eight weeks. Here is how the contest will work.

1. The contest will officially start February 28, 2010.
2. We will be awarding (1) \$25.00 gift card every week for the next eight weeks to the cashier who reached 95% and earned 4 hours or more on their Ring Tender. Every cashier that achieves this will be entered into a drawing for the \$25.00 gift card.

Here are a few tips to help you be Ring Tender Effective:

One of the keys to increasing ring / tender % is being prepared *before starting the order*, to be able to ring and tender the order in the most efficient manner. The following is a list of some things you can do *before starting the order*:

Ask Four Questions:

1. Ask for the Plus Card (scan when ready to start the order).
2. Ask if they have any coupons.
3. Ask the customer if there is any additional product you can get for them.
4. Ask if there is anything on the bottom of their cart that you can assist them with.



Fun & Games

Sports & TV Trivia



1. What is tennis's equivalent to golf's Ryder Cup?
A) Calder Cup B) Wimbledon C) Davis Cup
2. Which TV series featured siblings Alex, Teddy, Georgie and Frankie?
A) "Bonanza" B) "Sisters" C) "Eight is Enough"

Answers on the next page, Good Luck!



MYSTERY SHOP CONTEST!

THOSE THAT HAVE A CHANCE TO WIN IN THE 1ST PERIOD CONTEST.

1. HASTIVKHBHAI PATEL
2. LYNN WATSON
3. T.J. GIBSON
4. ELLEN DUKAGJINI
5. EMILEE HYATT



GIFT CARD PRIZE VALUE \$20

Dinner & Denim Day: For Cystic Fibrosis



We will be having a Dinner & Denim Day to help raise money for Cystic Fibrosis. This will take place on Friday, March 5th, 2010 from 11am to 2pm. Lunch is a \$3 donation, to wear jeans is a \$2 donation and to do both requires a \$5 donation. All donations raised will be given to the Cystic Fibrosis Foundation. Please join us this Friday to help support this great cause. To make a donation for Dinner & Denim day, see Customer Service.

This week's Sports & TV Trivia answers:

1. C)- Davis Cup 
2. B)- "Sisters" 

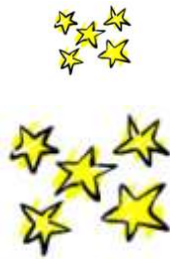


2010 ELMS Star Performer

Month	Winner	Score
January	Sandi Shaw	106.9%
February		
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		

ELMS Star Performer For February

The ELMS Star Performer Program is continuing for 2010. There are 3 weeks in the books for February, with 1 week still to go, but as of right now here are the top 5 contenders. Who will it be?



1. Cody Thornburgh 108.9%
2. Randy Clark 108.9%
3. Heather Hogan 107.6%
4. David Lemelin 103.8%
5. Alice Pinckard 100.4%

