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"The place where you made your stand never mattered. Only that you were there... and still on your feet."

Stephen King

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING SEPTEMBER 26, 2009:

87.7



FRONT END NEWSLETTER

ELMS EMPLOYEE PERFORMANCE NEWS

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

<u>NAME</u>	<u>SCORE</u>
Heather Hogan	105.5%
Amanda Cales	101.6%
Alice Pinckard	101.3%
Cody Thornburgh	101.1%
Sandi Shaw	101.0%
David Lemelin	99.4%
Betty Noe	99.3%
Chris Braden	96.8%



8 People Made Goal!

THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

This Week We Did Not Have One GREAT CASHIER Improve Their Score By 10% Or More But Sonya Kron Made Great Strides In Improving Her ELMS Score Last Week. Sonya Improved Her Score By 4.67%. GREAT JOB SONYA!!

THIS WEEK SCORE WAS A DECREASE VS LAST WEEK SCORE. WE WENT FROM 88.7% TO 87.7% THIS WAS A DECREASE OF 1.13%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!



7.3 MILES TO ATLANTA




Will we ever make it to 95? It's just a little further down the road!

Remember, Ask For Me, BOB!



PLU SALE ITEMS FOR THIS WEEK:
LEARN HIGH USAGE PLU CODES:




-  *Bartlett Pears* 4409
-  *Avocados* 4046
-  *Red Delicious Apples* 4016
-  *Jumbo Sweet Onions* 4166



WIG GOALS

The KPF Measurement has started!!

This is the FIRST TIME in NINE MONTHS we have been below 90% 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 is our Wildly Important Goals and our year to date scores:

- ❖ **Engaging**  **85.7%**
 - ❖ **Front-End Supervisor** **100%**
 - ❖ **Total Queuing** **87.9%**
 - ❖ **KPF** **83.3%**
 - ❖ **Express Lane Open** **100%** 
 - ❖ **Ring Tender Percent Effective** **89.2%**
- 89.2% WIG Average** 

OCTOBER BIRTHDAYS & ANNIVERSARIES

Birthdays

- Samantha Scripter
- Sharon Hargrove
- Holly Lawson
- Bob Rollins
- Randy York

Date

- October 11
- October 13
- October 19
- October 26
- October 28



Anniversaries

- Claire Dodson
- Lisa Collins
- Amanda Cales
- Greg McLemore
- Marla Orchid
- Ashley Riley
- Chris Braden
- Jessica Jones
- Ben Savell
- Brandon Hollifield

Date

- October 1, 2007
- October 3, 1985
- October 7, 2007
- October 7, 2007
- October 8, 2008
- October 9, 2003
- October 9, 2007
- October 15, 2008
- October 21, 2008
- October 26, 2007

Years

- 2
- 24
- 2
- 2
- 1
- 6
- 2
- 1
- 1
- 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!

October is Breast Cancer Awareness Month

Our store will be selling these items at each register from **October 4 – October 31**. In addition this, we are having a store bake sale on Oct. 9-10 to raise money as well. If you wish to bake something to be sold, PLEASE be sure to sign the bake list at Customer Service.



\$1.00 "Pink Ribbon Paper" icons



\$2.00 "Pink Reusable Bags"

So let's all get behind this and raise some money for this great cause. All money raised will go directly to the Susan G. Komen local affiliates. Kroger is honored to be a partner with the Foundation again this year, and the KMA goal is to raise a minimum of \$300,000.

So for further information on Breast Cancer Awareness, be sure to check out the official Susan G. Komen for the Cure website at: <http://ww5.komen.org/>.



Fun & Games

Sports & TV Trivia



1. Who was the first woman golfer?
 - A) Anne Boleyn B) Mary, Queen of Scots C) Queen Victoria
2. Which baseball team's logo appeared on the cap worn by Thomas Magnum P.I.?
 - A) Chicago Cubs B) Detroit Tigers C) San Francisco Giants

Answers on the next page, Good Luck!



To kick off the 2009-2010 United Way campaign, the Atlanta Division will be giving away gift cards and shopping sprees to division associates!

- 60 Winners:** \$50 gift card
(5 people from each Zone)
- 24 Grand Prize Winners:**
\$100 Kroger Shopping Spree
(2 people from each Zone)

Store 525 has raised **\$4517** for United Way as of week ending October 3, 2009. Our store goal is \$10,000.

This week's Sports & TV Trivia answers:

1. **B- Mary, Queen of Scots** 
2. **B)-Detroit Tigers** 


**ELMS "STAR PERFORMER"
FOR SEPTEMBER**

The September 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? You Guys Are Awesome!

- | | |
|--------------------|--------|
| 1. Heather Hogan | 108.3% |
| 2. Cody Thornburgh | 103.4% |
| 3. Sandi Shaw | 102.4% |
| 4. Betty Noe | 101.9% |
| 5. Amanda Cales | 100.9% |

It's Almost Time for Boo at the Zoo!



Boo at the Zoo is a spooktacular time at Knoxville's largest Halloween event! You can stroll down the BOO! trail for trick-or-treating fun at this not-so-scary Halloween event and visit Kids Cove where you can enjoy monsterific music at the Monster Mash, meet costumed characters, play games, ride the Haunted Carousel (backwards!) and more! And we will be selling Boo at the Zoo tickets right here at Kroger starting tomorrow Oct. 5th. If customers wish to purchase their tickets here, this will be the procedure that you will follow:

- Scan Kroger Plus Card and the UPC for each ticket sold.
- Total and tender as normal.
- The tickets purchased will print out of the Catalina Coupon Machine.
- Be **SURE** to explain that it serves as the ticket for entrance into the Knoxville Zoo on Day of visit.



Boo at the Zoo:

Oct. 15-18 & 22-25, 2009
5:30 - 8:00 p.m.



Ticket cost is \$6 per ticket (Ages 2 and up) and parking will be \$5 per vehicle.

