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FRONT END NEWSLETTER

ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending October 3, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	102.8%
Amanda Cales	101.8%
Chris Braden	101.8%
Sandi Shaw	101.8%
David Lemelin	100.5%
Alice Pinckard	97.9%
Nicole Jones	96.8%



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"Hope is a good thing - maybe the best thing, and no good thing ever dies"

Stephen King

E.L.M.S. GOAL:

95.0%

7 People In The Pumpkin Patch!

THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

<u>NAME</u>	<u>IMPROVEMENT</u>
NICOLE JONES	10.16%



STORE SCORE WEEK ENDING OCTOBER 3, 2009:

87.0



THIS WEEK SCORE WAS A DECREASE VS **LAST WEEK SCORE**. WE WENT FROM 87.7% TO 87.0% THIS WAS A DECREASE OF 0.80%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

8.0 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:




- On The Vine Tomatoes*  4664
- Ambrosia Apples*  3438
- Red Seedless Grapes*  4023
- Green Cabbage*  4069



WIG GOALS

ENGAGEMENT STARTS WITH YOU!!

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 are Wildly Important Goals and our year to date scores:

- ❖ **Engaging**  **86.1%**
 - ❖ **Front-End Supervisor** **100%**
 - ❖ **Total Queuing** **88.2%**
 - ❖ **KPF** **83.3%**
 - ❖ **Express Lane Open** **100%**
 - ❖ **Ring Tender Percent Effective** **89.1%** 
- 89.4% WIG Average** 

OCTOBER BIRTHDAYS & ANNIVERSARIES

Birthdays

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

Date

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



Anniversaries

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

Date

- 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

- 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

As of October 10, Store 525 has sold \$1345 in "Pink Ribbon Icons" sales and in the two days of the Bake Sale we raised \$752, for a **GRAND TOTAL OF \$2097**, in just one week! Here are the Top Three Sellers of "Pink Ribbon Icons":

- | | |
|-----------------|-------|
| 1. Kim Snyder | \$230 |
| 2. Sandi Shaw | \$207 |
| 3. Lora Huffman | \$143 |



\$1345 in "Pink Ribbon Icons"



\$752 in Bake Sale

\$2097 Grand Total



Thanks to all associates that provided items for the Bake Sale and to Mr. Mills for all the Support that he has given to this great cause. Keep selling those "Pink Ribbon Icons" to see how much we can raise! All money raised will go directly to the Susan G. Komen local affiliates.

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



- What's the maximum number of clubs a player is allowed to carry in his golf bag?
A) 12 B) 14 C) 15
- On what game show would you find Pat Sajak?
A) "Family Feud" B) "Jeopardy" C) "Wheel of Fortune"

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 10, 2009. Our store goal is \$10,000.

This week's Sports & TV Trivia answers:

1. B)-14



2. C)-"Wheel of Fortune"



ELMS "STAR PERFORMER" FOR SEPTEMBER

The winner of the ELMS "STAR PERFORMER" for September is Cody Thornburgh with an average monthly score of 103.4%. Cody has won a \$10 gift card for his outstanding performance. Who will be October's winner?

"RULES" for any Loyalty Promotions



Remember...

- ++ You **CANNOT** use the Customer Forgot Card
- ++ You **CANNOT** press the Total Key in the middle of the order
- ++ The Customer's Plus Card must be scanned (or Alt. I.D. entered) before the order is Totaled.
- ++ Self Check Out must be rebooted Sunday Morning (Robots and Cashier Station) one at a time to load promotion.
- ++ Night Cashiers register must be signed off and back on Sunday morning to load any promotions



Attention Customer Service Associates Western Union Scam Tips

Have you ever suspected that one of your customers might be the victim of a Consumer Fraud? There has been a recent increase in the number of Kroger Customers that are being victimized by Scam Artists. These Frauds include, but are not limited to, 4-1-9 Scams (Advance Fee Fraud), Lottery or Sweepstakes Scams, once in a lifetime overseas Investment opportunities, advance loan payment, and eBay or other online purchase scams.

Here are a few things to look for:

- Customers who return to change the name of previously sent money transfers or inquire about delaying the payout.
- Scam artists will coach victims to send money from multiple locations and to lie to sending Agents. Be alert if you see the customer with other Western Union forms in his or her possession or with written sending instructions.
- Once a victim falls for a scam, especially elderly victims of lottery and prize scams, the scam artists target that person repeatedly.
- Look for consumers coming in multiple times a day or week and sending money to different receivers overseas.

If you Suspect Consumer Fraud:

- Inform the customer that the transaction appears to be unusual.
- Advise the customer of different types of fraud schemes.
- Call the Western Union Fraud Hotline. Agents are available to help right away.
- If you suspect that someone is taking advantage of an elderly person, please contact Whitney Segars in the Risk Management Department for immediate interdiction.