



Happy Halloween



FRONT END NEWSLETTER

ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending October 17, 2009 and are instrumental in helping us reach our WIG goal:

NAME	SCORE
LORA HUFFMAN	139.5%
SANDI SHAW	131.8%
Kim Snyder	113.0%
Marla Orchid	110.3%
Cody Thornburgh	107.1%
David Lemelin	103.1%
Mary Irwin	100.0%
Chris Braden	95.8%



8 "Scary" Cashiers!

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 Marla Orchid Made Great Strides In Improving Her ELMS Score Last Week. Marla Improved Her Score By 8.35%. GREAT JOB MARLA!!

THIS WEEK SCORE WAS AN INCREASE VS LAST WEEK SCORE. WE WENT FROM 93.8% TO 94.8% THIS WAS AN INCREASE OF 1.07%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

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"...the only mortal sin is giving up."

Stephen King

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING OCTOBER 17, 2009:

94.8%



0.2 MILES TO ATLANTA



Will we ever make it to 95? It's just a little further down the road! Oh so close last week.

Remember, Ask For Me, BOB!



PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

Asparagus

4080



Golden Pineapple

4430



Red Seedless Grapes

4023



Sweet Potato

4816



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** 86.8%
- ❖ **Front-End Supervisor** 100%
- ❖ **Total Queuing** 86.2%
- ❖ **KPF** 75.0%
- ❖ **Express Lane Open** 100%
- ❖ **Ring Tender Percent Effective** 89.4%



86.8%

100%

86.2%

75.0%

100%

89.4%



87.0% 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 23, Store 525 has raised \$4434 for the Susan G. Komen foundation! As a matter of fact, Store 525 has RAISED THE MOST MONEY IN THE ENTIRE ATLANTA KMA! So here are the Top Three Sellers of "Pink Ribbon Icons":

- | | |
|-----------------|-------|
| 1. Kim Snyder | \$884 |
| 2. Lora Huffman | \$830 |
| 3. Sandi Shaw | \$594 |



We will be having another Bake Sale on Oct. 31 to go out with a BIG BANG on the last day to raise money for Breast Cancer. If you wish to donate something for the Bake Sale, be sure sign the log at Customer Service. 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/>.

A CHANCE TO WIN!

ONE ELMS PERFORMING EMPLOYEE WILL WIN THIS FOOTBALL GRILL ON NOV. 16. ALL THAT YOU HAVE DO IS SCORE A 95% OR BETTER TO RECEIVE AN ENTRY. SO BE SURE TO LOOK FOR YOUR ENTRY FORM IN YOUR WEEKLY "GOAL" DEN EGG AND DROP IT INTO THE ENTRY BOX AT CUSTOMER SERVICE! RETAIL VALUE \$59.99!



Fun & Games
Sports & TV Trivia



- Who is the only player to have won the Heisman Trophy twice?
A) Tony Dorsett B) Carson Palmer C) Archie Griffin
- On "The Dick Van Dyke Show" the neighbors were Jerry and Millie _____?
A) Helper B) Adams C) Friendly

Answers on the next page, Good Luck!

This coming Saturday,
October 31, Be Sure to Set
Your Clock BACK An Hour
Before You Go To Bed!!



This week's Sports & TV Trivia
answers:

1. C)-Archie Griffin



2. A)-Helper



ELMS "STAR PERFORMER" FOR OCTOBER

The October Award has 2 weeks
in the books with 2 weeks still to
go, but as of right now here are the
top 5 contenders. Who will it be?

You Guys Are Awesome!

- | | |
|-----------------|--------|
| 1. Lora Huffman | 137.2% |
| 2. Sandi Shaw | 135.0% |
| 3. Amanda Cales | 122.2% |
| 4. Kim Snyder | 113.1% |
| 5. Marla Orchid | 106.1% |

The Final Round Of The Fight Against Breast Cancer!



In an attempt to bring out everyone's best effort to raise money for Breast Cancer, For The Final Round in the Fight Against Breast Cancer, a.k.a. the last week to raise money, Store 525 is having a contest. For EVERY \$100 you raise for Breast Cancer Awareness, you will receive an entry to win \$100 in Gift Cards, of your choice excluding Gift Cards with fees. Is that all you ask? Yes it is that simple. So be sure to ask EVERYONE to donate and you could win a \$100 of your choice. * And yes the money you have already raised so far DOES COUNT! So get out there and Fight Breast Cancer (ask customers to donate) and you could WIN!!!

(* The Gift Cards you choose CAN NOT have a fee.)



Win up to \$200 for our Store's Holiday Party!!

Yeah I know it's not even Halloween yet, but here is some info to help us prepare for the upcoming Holiday Party Season. The Store that has the most 1-2-3 Rewards MasterCard Applications and the Store that has the highest 1-2-3 Rewards MasterCard % to Goal Between October 18th and November 28th, 2009 will receive \$100 for their Store's Party Fund! Yes it is possible to win both prizes, if we meet both goals. Our

Store's Goal for 1-2-3 Rewards MasterCard Applications is 72. That's 12 applications per week. So be sure to ask every prompted Customer to apply.

Plus you earn \$2.00, per application, for each Customer that you prompted, that applies for the 1-2-3 Rewards MasterCard.