



KROGER TIMES AT NORTHSHORE DRIVE!

Administrative Professionals Day



This April 22, 2009 is Administrative Professionals Day (United States). This annual event was originally organized in 1952 as Secretaries Day in an effort to recognize secretaries for their

contributions in the workplace. The name was changed in 2000 to keep pace with changing job titles and expanding responsibilities of today's administrative workplace. In the United States, it is customary to take administrative professionals out to lunch on this day, and/or to give flowers or other gifts of appreciation. So this Wednesday, April 22, be sure to come by and say "Thank You" to Susannah Ishmael and Amy Wells for all the things that they do to make all our jobs easier and more enjoyable!



Thanks for all you do
Susannah and Amy!

KEY PEOPLE IN OUR STORE:

Store Manager.....Ted Mills

Front End.....Holly Lawson

Fuel.....Elizabeth Brakebill

Starbucks.....Tampa Newport

Pharmacy.....Kristie Hutchinson

Floral.....Kim Jones

Produce.....Mike Beckham

Nutrition.....Chris Coning

Deli.....John Pugh

Cheese Shop.....Belinda Brackett

Bakery.....Debbie Moody

Seafood.....Alex Kandilakis

Meat.....Chuck Breeden

Drug G.M.....Karen Lindsay

Grocery.....Ray Caldwell

Frozen Food.....Gordon Smith

Dairy.....Jeff Trentham

★ CUSTOMER 1ST STRATEGY: SHINING STARS

The Shining Stars Celebration is coming up fast. May 23rd, 2009 is the last opportunity for our GREAT PEOPLE to have a chance to win a car. "You can't win a car if you don't get a STAR!" In Zone D, Store 525 has more Shining Stars than any other store. This is a testament to the GREAT PEOPLE in our store. The Shining Stars Celebration will be held in June of this year. To earn more chances to win, be sure to support the **Four Keys of Customer First: Great People, Products I want, plus a little, The shopping experience makes me want to return and Our prices are good.** And come this June you may be driving a **NEW CAR** just for being **CUSTOMER FIRST!!!!**





April Anniversaries

<u>Name</u>	<u>Date</u>
Phyllis Brewer-Vingoe	4/02/07
Karie Ely	4/05/03
Mary Irwin	4/06/81
Brandon Gordon	4/08/08
Tom Hensley	4/10/05
Ronnie Baird	4/14/08
Ian Johnson	4/30/06



April Birthdays

<u>Name</u>	<u>Date</u>
Debbie Moody	4/02
Patsy Wilkinson	4/04
Chris Coning	4/06
Ian Johnson	4/07
Jean Henderson	4/11
Denise Oliver	4/11
Tim Arms	4/13
Traci Lerch	4/15
Greg McLemore	4/17
Patrick Doyle	4/18
C.J. Miller	4/21
Audrey Saunders	4/22
Stefani Taylor	4/30

The Ice Cream Man Has Arrived!



Yes, it is true, the Ice Cream Man has arrived and he is just outside the door next to the drink machines, well ok, maybe it's not the Ice Cream Man but it's the next best thing, an ice cream vending machine. Now you can get single

serve ice cream bars any time you like. There is a wide variety of ice cream treats to choose from. Here are some of the fine selections to choose from.

			
Popsicle Creamsicle 75¢	Good Humor Sundae Cone \$1.50	Good Humor Strawberry Shortcake \$1.50	Good Humor Chocolate Eclair \$1.50



**Good Humor
Chocolate Chip
Cookie
Sandwich
\$2.00**



**Good Humor
Oreo Cookie
Sandwich
\$2.50**



**Mayfield
Ice Cream
Sandwich
\$1.00**



**Mayfield
Toffee Bar
\$1.00**



**Mayfield
Brown Cow
\$1.00**



Earth Day April 22, 2009

The 39th Annual Earth Day is
April 22, 2009.



As Part Of Kroger’s Core Values,
We Have Created An Inclusion
Council Help Make Our Store The
Best That It Can Be For Both Our
Associates And Our Customers.
Here Is The Goal Of The Kroger
Inclusion Council: Your Voice
Matters, Working Together
Works, Encouraging Everyone’s
Involvement, Being The Best
Person You Can Be.

The Council Includes 12
Associates Throughout Store That
Would Like To Hear Your
Comments, Suggestions,
Concerns and Ideas So That You
Have A “Voice” In The Store.

KROGER 525 INCLUSION COUNCIL MEMBERS

- Alex Kandilakis.....Meat/Seafood
- Alice Pinckard.....Front End
- Betty Noe.....Front End
- Debbie Moody.....Bakery
- Doug Flynn.....Accounting
- Ed Durham.....Fuel
- Mechelle Hawkins.....Deli
- Mitchell Honey.....Produce
- Ranee’ Webb.....Management
- Rose Branch.....Grocery
- Sherri Breeden.....Drug G/M
- Tampa Newport.....Starbucks

What is Earth Day?

Earth Day is a Birthday!! Just like a birthday is a special day to celebrate a person, Earth Day is a special day that celebrates the Earth. Earth Day was born on April 22, 1970, in San Francisco, California. Every year, America and over 100 different countries join together in the celebration of Earth Day on April 22nd. Earth Day is the largest, most celebrated environmental event worldwide. On Earth Day, we remember to appreciate nature and learn ways to protect our environment. What can you do to be more Earth Friendly? Well the next time the clerk at our store asks whether you prefer “paper or plastic”; consider giving the truly eco-friendly response and saying, “neither.” Plastic bags end up as litter that fouls the landscape, and kill thousands of marine mammals every year that mistake the floating bags for food. Plastic bags that get buried in landfills may take up to 1,000 years to break down, and in the process they separate into smaller and smaller toxic particles that contaminate soil and water. Furthermore, the production of plastic bags consume millions of gallons of oil that could be used for fuel and heating.

Is Paper Better Than Plastic?

Paper bags, which many people consider a better alternative to plastic bags, carry their own set of environmental problems. For example, according to the American Forest and Paper Association, in 1999 the U.S. alone used 10 billion paper grocery bags, which adds up to a lot of trees.

Reusable Bags Are a Better Option

But if you decline both paper and plastic bags, then how do you get your groceries home? The answer, Kroger reusable bags. We have 3 varieties to choose from:

- Reusable Bag 99¢
- Reusable Thermal Bag \$2.99
- Reusable Canvas Bag \$4.99



Being Customer First really pays off. Not only in building a loyal customers and providing our customers with a shopping experience that makes them want to return. But also it pays off for our associates as well just ask Phyllis Brewer-Vingoe. Phyllis has won a \$20 Gift Certificate in the 2nd Period Shining Star Drawing, just for being Customer First. To see a complete list of Period 2 Shining Stars Winners go to:

http://www.myemployeeinfo.com/atlanta/documents/ShiningStarsPrizeRecipients_2009Period2_PostedtoMEI3-31-2009byAllieMenzies.pdf

April Fred Meyer Jewelers Associate Special Offer



During April, associates can get a great online deal on a 1/6 ct. white gold journey circle pendant from Fred Meyer Jewelers. The retail price was \$175, and the special sale price is \$86, but your *final price* is **\$69** (with 20% associate discount). And that includes **free** 2nd day shipping!

Available online only at www.fredmeyerjewelers.com or www.littmanjewelers.com search for SKU 1234749 and use online discount code: 9KREPA71

Offer valid April 1-30, 2009. Cannot be combined with any other offer or discount.

Earth Day April 22, 2009

Experts estimate that 500 billion to 1 trillion plastic bags are consumed and discarded annually worldwide—more than a million per minute.

Here are a few facts about plastic bags to help demonstrate the value of Kroger reusable bags—to consumers and the environment:



- Plastic bags aren't biodegradable. They actually go through a process called photo degradation—breaking down into smaller and smaller toxic particles that contaminate both soil and water, and end up entering the food chain when animals accidentally ingest them.
- According to the Environmental Protection Agency, more than 380 billion plastic bags are used in the United States every year. Of those, approximately 100 billion are plastic shopping bags, which cost retailers about \$4 billion annually.
- According to various estimates, Taiwan consumes 20 billion plastic bags annually (900 per person), Japan consumes 300 billion bags each year (300 per person), and Australia consumes 6.9 billion plastic bags annually (326 per person).
- Hundreds of thousands of whales, dolphins, sea turtles and other marine mammals die every year after eating discarded plastic bags they mistake for food.
- Discarded plastic bags have become so common in Africa they have spawned a cottage industry. People there collect the bags and use them to weave hats, bags and other goods. According to the BBC, one such group routinely collects 30,000 bags every month.
- Plastic bags as litter have even become commonplace in Antarctica and other remote areas. According to David Barnes, a marine scientist with the British Antarctic Survey, plastic bags have gone from being rare in the late 1980s and early 1990s to being almost everywhere in Antarctica.

As you can see the most logical and “green” choice is to use Kroger Reusable Bags. You don't have to do everything, but you should do something. Use Reusable Bags!

THINK SHRINK: SHRINK SMARTS



**The Shrink Topic For The 3rd Period Is...
Backroom Operations**



Period 3 Safety Topic:

Repetitive Motion

“Working together, we can develop a culture that will reduce accidents to zero.” Safety Creed

Strain & Sprain Prevention

The parts of your body most at risk for strains and sprains are your back, arms and shoulders.

Repetitive Motion

Repeated motions can cause painful injuries if associates aren't working carefully:

- Warm up by stretching your limbs, muscles and joints.
- Stretch during repetitive tasks to avoid fatigue and to prevent strains.
- Keep your wrists straight and grip with your whole hand.
- Bend your knees, keep your spine straight and use your legs when lifting.

How can proper Backroom Operations decrease shrink?

All Associates:

- Follow key Retailing Guidelines to keep backrooms neat and organized.
- Keep trash visibly separate from merchandise.
- Break down all boxes before discarding or recycling.
- Report any merchandise that appears to be “stashed.”
- Keep markdown labels secure.
- Maintain and follow Inventory Preparation Guidelines before taking an inventory.

All Associates:

- Process reclamation daily.
- Control driver/vendor access.
- Keep security cages and dock/roll-up doors locked.

NOBODY LIKES SHRINK

Give your entry form to a member of management.



PERIOD 3 Backroom Operations

It is part of your job to identify potential shrink in your store!

How to Identify Backroom Shrink

- Report open or unsecured doors.
- Never allow vendors to be on their own and report any unauthorized personnel to your manager.
- Keep all backrooms neat, clean and organized.

Pop Quiz Circle the correct answer for each of the following questions.

- How often should reclamation be processed?
A. Daily B. Weekly C. Twice/Week D. As Needed
- How many vendors should be in the receiving area at one time?
A. 2 B. 3 C. 4 D. 1
- What is the purpose of a cage?
A. To serve as a holding area for extra HBC product
B. To serve as a secure location for high loss items
C. To serve as a place to hold all shippers
D. To hold shoplifters until the police arrive

Fill out this quiz for your chance to **Win a \$5 In-Store Gift Card**

NAME _____

DEPARTMENT _____

TALK TO US
1-800-689-4609

If you have concerns or questions about losses at our store, talk with your manager. If you'd rather report your concerns confidentially, call the help line. It's confidential and available 24 hours a day.





Our Customers Say...

What do our customers want? Here's what they tell us:



Our People Are Great!

- Friendly Cashiers
- Associates who are friendly and attentive to my needs



I Get the Products I Want, Plus a Little:

- Produce Quality
- Meat Quality
- Items I want are available



The Shopping Experience Makes Me Want To Return:

- Short checkout time
- Clean stores
- Convenient to shop
- Worth the time and money



Our Prices Are Good:

- Good prices
- Weekly specials
- Store brands

Kroger has the Best Grocery Store Card!



Retailers advertise store loyalty cards as a great way to save, but just how effective and efficient are these key-chain staples? ABC News Story...

ShopSmart magazine editor in chief Lisa Lee Freeman dropped by "Good Morning America" to uncover the secrets to getting the most for your money with the club cards. Check out her tips below.

Supermarkets are known for their circulars filled with discount coupons, but customers should check out shortcuts.com before they go food shopping. It lets you download electronic coupons right onto your grocery loyalty or frequent shopper savings card. You can look at what items are being discounted and plan your meals around them.

Out of all the grocery store chains the best discount card comes from Kroger.

Most supermarket cards offer the same things, which are discounts on in-store items and coupons on the receipts when you're checking out. But the Kroger Plus Card also gives you discounts on gas at affiliated gas stations and will alert you to recalled items it sees that you've purchased.

Out of all the grocery store chains the best discount card comes from Kroger.



“Our Lord has written the promise of the resurrection, not in books alone, but in every leaf in spring-time.”

Martin Luther

