



# KROGER TIMES AT NORTSHORE DRIVE!

## KROGER RANKS AMONG “AMERICA’S MOST REPUTABLE COMPANIES”

The Kroger Co. ranks among the Top 20 most reputable companies in America, according to the Reputation Institute’s Reputation Pulse 2009 study of the 153 largest companies in the United States. Reputation Institute’s Global Reputation Pulse is the largest study of corporate reputations in the world, identifying what drives reputation and covering more than 1,000 companies from 32 countries in 2009.

Reputation Institute’s Global Reputation Pulse is an annual survey of the general public measuring the corporate reputations of more than 600 of the world’s largest companies in 32 countries. For the U.S. survey, Reputation Institute included the nation’s 153 largest companies and polled U.S. residents. To calculate the Global Reputation Pulse rankings, Reputation Institute gauged U.S. consumers’ level of trust, esteem, admiration, and good feeling about a particular organization. The most relevant key performance dimensions include: Products/Services, Innovation, Workplace, Citizenship, Governance, Leadership and Performance.

“In today’s tough economic climate, corporate reputation is critical to sustaining and growing business,” said Andrew Johndrow, managing director, Reputation Institute. “This year’s results illustrate a direct correlation between how well a company manages its reputation across seven key dimensions and how likely consumers are to recommend or reject a company. A good reputation is not just nice to have; it’s a bottom line business imperative.”

David B. Dillon, Kroger chairman and chief executive officer, thanked the company’s 326,000 associates for their outstanding efforts in helping Kroger earn this distinguished honor. “Our associates are the reason customers feel good about Kroger and our family of stores. We appreciate the efforts our associates make every day in our stores, plants, distribution centers and offices,” Mr. Dillon said.

### 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

## May Anniversaries

<u>Name</u>	<u>Date</u>
Chuck Breeden	5/02/87
Lindalee Russell	5/06/08
Todd Fisher	5/06/08
Lynn Watson	5/22/08
Alex Kandilakis	5/23/98
Mark Simerly	5/25/84
Denise Oliver	5/29/08
Mitchell Honey	5/31/82



## May Birthdays

<u>Name</u>	<u>Date</u>
Melissa Kelley	5/01
Megan Metcalf	5/01
Mary Irwin	5/02
Britney Lawhorn	5/02
Tanza Leatherwood	5/04
Ronnie Baird	5/07
A.J. Hurst	5/08
Penny Smith	5/09
Amanda Mills	5/10
Jared Roberts	5/13
Brandon Gordon	5/16
Josh McKeel	5/18
Sandy Yates	5/18
Jean Wooliver	5/20
Amie Leonard	5/26
Dana Fulkerson	5/27
Kate Harrod	5/28
Cyndle Vingoe	5/29



## It's time to get the party started!

When: June 24, 2009

Time: 10 a.m. Arrive at park 12 p.m. – 2 p.m. Lunch  
3 p.m. Grand Finale Celebration Begins

Where: Georgia Stone Mountain

Who: Shining Star Finalist



### Final Selection Process – Week #1 Period #5

- Includes all associates who have been awarded a Shining Star(s) and are currently employed.
- Managers must validate all entries with the associate information noted for their location. This information is located in the “Shining Star” link on the Customer 1<sup>st</sup> site.
- Grand Finale Contestants by location
  - Stores (2) Each Store
- Final Selection Process –
  - Hourly Associates will play a game of Cover All Bingo (Salaried associates are not eligible)
  - Stores will draw a total of (10) names.
  - It is highly recommended that a customer be asked to pull employee names.
  - These associates will be included in the final Bingo Game and are eligible for up to (4) bingo cards.
  - Associates that have won more shining stars will have a greater chance to win.

### The Bingo Game



- A date will be set for the finalist to attend the BINGO game. It is very important that this game be done at a time that all eligible contestants are available.
- This is a “Cover All” card game.
- “Highlighters” will be used to score sheets
- All stores will be sent 40 BINGO sheets.
- For those that do not have a bingo game, bingo will be called on KTV’s Training on Demand.
- All bingo sheets are to be drawn randomly by contestants at the event.
- The two associates who have “Cover All” first will be the contestants for their store at the Grand Finale Celebration.
- In the event of a tie, contestants that tied will draw a new card and play a regular game of BINGO to determine the final contestants.

### Management Involvement

It is a must that the Store Management team be involved in this final selection process. The most important reason is to ensure accuracy of the methodology and secondly for the camaraderie with your team.

Each finalist of the Grand Finale Celebration will be allowed to invite up to three guests. These guests must live in their household. If they're single, they can invite a friend to attend this event with them. Due to the size of this group, it is important that we follow these guidelines.

**NOTE:** Associates who win prizes greater than \$75 will be subject to federal tax laws.



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

*From The Vault of Fred Meyers*

From the Vault – Special Jewelry Offer for Associates Only!



During May, associates can get a great online deal on a white gold, created emerald fashion ring featuring an 8x4 mm marquise shaped emerald set in 10kt. white gold with diamond accents from Fred Meyer Jewelers and Littman Jewelers. The retail price was \$140, and the special sale price is \$112, but your *final price* is **\$59** (includes 20% associate discount). And that includes *free* 2<sup>nd</sup> day shipping. Available online only at [www.fredmeyerjewelers.com](http://www.fredmeyerjewelers.com) or [www.littmanjewelers.com](http://www.littmanjewelers.com) Search for SKU 1321322 and use discount code: 9KREPM53. Offer valid 5/1/09 – 5/31/09 and cannot be combined with any other offer or discount. From the Vault items are specially priced items for Associates only and reflect a savings greater than the everyday Associate 20% discount.



**IDCA ANNOUNCES 2009 AWARD WINNERS**

Indian Diamond & Colored Stone Association is a Not-For-Profit Organization and is incorporated at New York. The organization was formed for the sole purpose of providing information to the Gem, Diamonds and Jewelry community at-large in order to help them further their business interests in the USA. IDCA honors clients by presenting "Retailer and Manufacturer of the Year" awards and The Indian Diamond and Colored Stone Association (IDCA) has announced the Retailer of the Year award, for 2009, goes to **Fred Meyer Jewelers**. ***“Fred Meyers Jewelers has become the third largest chain in the US, thanks to a commitment to provide quality, value and service to its customers,”*** the IDCA board said about its Retailer of the Year award recipient. As many of you know Fred Meyers Jewelers is a Kroger owned company and this award demonstrates the Kroger Company’s commitment and focus to the “Customer First” Strategy.



The Shining Stars Celebration is coming up fast. May 23<sup>rd</sup>, 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!!!!**

**Congratulations to Dee Braden for being a period 3 Shining Stars Winner! Dee has won a \$20 gift card just for being "Customer First".**



# Kroger and i-Wireless



You may not know, but The Kroger Co. is engaged in a joint venture with i-wireless, a provider of phones and phone services.



i-wireless is launching an aggressive marketing campaign and rewards program in our stores. The cornerstone of this program is an accumulation of free minutes for our customers every time they spend \$100 in our stores. Now that same \$100 earns you **FREE MINUTES** and Fuel Rewards. Here are some things you should know and can share with customers, family and friends.

- i-wireless and Kroger are launching a unique product and service program for customers.
- Customers will accumulate 20 free minutes every time they spend \$100 at our store.
- i-wireless works like any other national wireless provider with nationwide coverage via Sprint PCS network.
- Text messaging, incoming calls are free.
- There are no contracts.
- There are no activation fees.
- There are no roaming or long distance charges.
- You can purchase airtime when you need it and how much you need, giving you more control.
- i-wireless offers a wide range of high-quality phones (handsets).
- i-wireless rates are competitive.

### Special Associate Offer

As part of the launch, i-wireless is offering an additional value to our Kroger associates. You will receive 30 free minutes for every \$100 you spend. That compares to 20 minutes for customers. This value is permanent, not a one-time or limited promotion. Kroger associates also will receive a one-time bonus of 100 free minutes for registering for the i-wireless program. This program is perfect for you if you are getting a wireless phone for yourself or family member for the first time or if you are seeking a new alternative to gain national service with a good pricing with no contract obligations.

Check out these phones!

			
LG 145 \$29.99	LG 150 \$39.99	LG 160 \$49.99	Katana LX \$69.99

**All phones will have zero minutes at the time of purchase.**

**THINK SHRINK: SHRINK SMARTS**

**How can BOB awareness prevent shrink?**

**All Associates**

- Help with bascart exchange – if a lane does not have an extra cart, bring an empty cart to the lane
- Notify a member of the management team if there is a bascart with unusual and valuable items in the bottom, such as health care products or meat.
- Assist customers at USCAN with scanning each item on the bottom of the bascart.

**Front End Associates**

- At the beginning of each order, ask the customer if there are any items in the bottom of the bascart.
- Check the bottom of **every** bascart for BOB items.
- Make sure any purchased item not in a bag has a “Paid” sticker on it.
- Practice bascart exchange by placing purchased items in a second bascart, unless there is a child in the original cart.



**The Shrink Topic For The  
4<sup>th</sup> Period Is...  
Reporting Exceptions**



**Period 4 Safety Topic:**

**Back Safety**

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

Safety Creed

Improper lifting, pushing, pulling, carrying and holding objects can lead to serious injury.

Make sure you:

- Use caution when working above shoulder height or below the knees.
- Think about your posture, making sure you maintain the natural curve of you back when lifting.
- Bend your knees, keep your spine straight and use your legs when lifting.
- Never twist your back to turn, but rather use your feet.

Give your entry form to a member of management.



**NOBODY LIKES SHRINK**

**PERIOD 4  Reporting Exceptions**

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

Reports to Help Identify Shrink

- Store Manage Exception Report
  - Short-Date Alert
  - Over/Under Delivery Report
  - Board Meeting Package from Think Shrink
- Pop Quiz** Circle the correct answer for each of the following questions.
1. How often should the Over/Under report be reviewed?  
A. Every Monday B. Daily C. Every Saturday D. 1<sup>st</sup> day of the period
  2. The Inventory Difference/Exception Commodities report will show you:  
A.Theft & over ordering B.Mispicks C. Short-dates D.Damaged reclamation
  3. The Short-Date report:
    - A. Shows items that have recently been marked down within you division
    - B. Is updated once a week
    - C. Is used to make good business decisions to more effectively turn product
    - D. A & C

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

*"The world's favorite season is the spring. All things seem possible in May."*

**Edwin Way Teale**

## **Stop the Spread of Germs that Make You and Others Sick!**

The ongoing outbreak of H1N1 (Swine Flu) continues to expand in the United States. CDC expects that more cases and more hospitalizations from this outbreak will occur over the coming days and weeks.

CDC continues to take aggressive action to respond to the expanding outbreak. CDC's response goals are to reduce spread and illness severity, and provide information to help health care providers; public health officials and the public address the challenges posed by this emergency. In response to the outbreak of the Swine Flu the CDC has recommended these guidelines to help reduce the spread of germs.

### **Cover Your Cough**




Serious respiratory illnesses like influenza, respiratory syncytial virus (RSV), whooping cough, and severe acute respiratory syndrome (SARS) are spread by:

- Coughing or sneezing
- Unclean hands



To help stop the spread of germs,



-  Cover your mouth and nose with a tissue when you cough or sneeze.
-  If you don't have a tissue, cough or sneeze into your upper sleeve, not your hands.
-  Put your used tissue in the waste basket.

Clean your hands after coughing or sneezing

- Wash with soap and water.
- or
- Clean with alcohol-based hand cleaner.



For more information about H1N1 (Swine Flu) be sure to visit the CDC website at: <http://www.cdc.gov/h1n1flu/>