



KROGER TIMES AT NORTSHORE DRIVE!

Share Your 'Pet Tale' for Fall Television Special

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



Kroger and Nestle Purina are celebrating the unique bond between people and their pets and donating more than \$150,000 to local animal welfare organizations across the country through the second-annual "Tales for the Pet Lover's Heart" campaign.

Associates are invited to share their favorite pet stories online by **Monday, Aug. 31**, at www.TalesForThePetLoversHeart.com - six pet tales from Kroger and Purina associates will be included in the national TV special. The one-hour television special - "Tales for the Pet Lover's Heart" - will celebrate six pet organizations and spotlight the positive effects people and their pets have on one another.

When submitting your story, please include your name and the Kroger division for which you work.

ALL PET TALES SUBMITTED ONLINE WILL GENERATE AN ADDITIONAL DONATION TO ANIMAL WELFARE ORGANIZATIONS BY KROGER AND PURINA.

Don't delay - the deadline for submitting pet tales online is **Aug. 31** at www.TalesForThePetLoversHeart.com. Share your story about your special pet and help a great cause.

August Anniversaries

<u>Name</u>	<u>Date</u>
Kate Harrod	8/01/04
Sharon Hargrove	8/01/06
Debbie Moody	8/02/75
Belinda Brackett	8/02/90
Nicole Jones	8/04/08
Ed Durham	8/11/05
Amie Leonard	8/13/06
Michael Malek	8/14/08
Karen Lindsay	8/15/96
Matt Fritz	8/15/08
Nathan Fritz	8/19/08
Andrew Reinerio	8/20/08
Josh Reinerio	8/20/08
Billie Riggs	8/23/75
Dana Fulkerson	8/25/99



August Birthdays

<u>Name</u>	<u>Date</u>
Mitchell Honey	8/01
Erin Greene	8/02
Amanda Cales	8/02
Claire Dodson	8/02
Gordon Smith	8/04
Karie Ely	8/04
Marla Orchid	8/05
Whitley Cole	8/11
Kay Knight	8/12
Hasmukhbhai Patel	8/16
Andy Abraham	8/20
Karen Lindsay	8/26
Joyce Jarman	8/27



Dinner & Denim Day



What is Dinner & Denim Day? Dinner & Denim Day is a fundraising day set up to provide dinner (salad, lasagna, garlic bread cheesecake and drinks!!!) to associates and allow them to wear denim blue jeans all on the same day. WOW!!!

Who does this fundraiser benefit? This fundraiser will benefit Doyle "Van" Daugherty (Grocery Department Manager at #862) and his family. As you may recall, his son recently underwent surgery to remove a brain tumor and during this same time the Daugherty's home was destroyed during a severe storm.

What is the cost to participate in this fundraiser? The total cost for a meal and the ability to wear blue jeans on this day will only run \$7.00. If you would prefer to wear jeans without having dinner, it will be \$2.00. If you would like only the dinner and want to opt out of wearing jeans it will be \$5.00. PLEASE COME TO CUSTOMER SERVICE TO SIGN UP. PLEASE SIGN UP AND PAY BY THURSDAY, AUGUST 27 AT NOON SO THAT WE CAN PLAN AND PREPARE THE MEAL WITHOUT WASTE.

Will all of the money raised benefit the family? Absolutely! Your store along with your inclusion council will provide and prepare everything for the fundraiser.

When is "Dinner & Denim Day"? Dinner & Denim Day is set for August 28th.

We encourage everyone to participate in this event. We look forward to raising a lot of money to assist with the needs of Mr. Daugherty and his family. Thanks in advance for your participation.

Sincerely, Your Store Inclusion Council

Your Newsletter is on the Web

Don't forget to visit Your525Newsletter online, with a Brand New Look, at <http://your525newsletter.yolasite.com>.

Be sure to check it out and drop me a line to 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!



New Web Address:



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.

Associate 20% Kroger Brand Sale

Associate Discount from August 30 through
 September 5, 2009. This discount includes products
 labeled as "Kroger" brand. In addition, the discount
 applies to all brands manufactured by The Kroger Co.
 including Private Selection, Naturally Preferred,
 Active Lifestyle, Pet Pride and more! The discount
 will be automatically applied when you use your
 associate Kroger Plus Card. If you are not receiving
 the associate discount see Susannah Ishmael. Do this
 as soon as possible, because the discount will take 3-6
 days to be activated if the card is not set up.

**Does not include Fuel, RX and Select prepared items.

KROGER 525 INCLUSION COUNCIL MEMBERS

- Alex Kandilakis.....Meat/Seafood
- Alice Pinckard.....Front End
- Andy Abraham.....Grocery
- Betty Noe.....Front End
- Danielle Allen.....Management
- Debbie Moody.....Bakery
- Doug Flynn.....Accounting
- John Ingram.....Fuel
- Mechelle Hawkins.....Deli
- Mitchell Honey.....Produce
- Sherri Breeden.....Drug G/M
- Tampa Newport.....Starbucks



Autumn Light
 By: Timothy Sorsdahl
August Happenings

- Aug 1, 1969: THE BIRTH OF THE INTERNET**
- Aug 2, 1909: THE LINCOLN PENNY ISSUED**
- Aug 5, 1884: LADY LIBERTY'S CORNER STONE**
- Aug 10, 1846: THE SMITHSONIAN INSTITUTE WAS FOUNDED**
- Aug 17, 1786: DAVY CROCKETT'S BIRTHDAY**
- Aug 19, 1871: ORVILLE WRIGHT'S BIRTHDAY**
- Aug 21, 1959: HAWAII BECOMES THE 50th STATE**



Employee Assistance Program Visit www.MagellanHealth.com/member or call 1-800-547-1442 for information, referrals and support on topics such as:

- Family
- Work-Life Balance
- Stress
- Health and Wellness
- Relationship Issues
- Grief and Loss
- Depression and Anxiety
- Alcohol or Drug Concerns



Keep Life Moving...

Buying a home?
Moving into an apartment?
Purchasing or leasing a car?
Verifying past employment?

You will need proof of your employment or income.

So be sure to visit

www.theworknumber.com

or Call 1-800-367-2884

You will need:

- Employer Code 10575
- Your SSN
- Your PIN

From The Vault of Fred Meyers



From the Vault items are specially priced online items for Associates only and reflect a savings greater than the everyday Associate 20% discount.

Here is the Fred Meyer Vault Special for the month of August

Peridot Leverback Earrings in 14K Yellow Gold



Regular Price \$155

From the Vault Price \$59
(*includes free 2nd day shipping \$5.95 value)

Fred Meyer **JEWELERS**

"For All Those Special Times"

Available online only

Use online discount code: 9KREPA65

Visit www.fredmeyerjewelers.com/vault Offer valid 8/1/09 – 8/31/09

Cannot be combined with any other offer or discount

While Supplies Last

Peridot Occasions:

August's Birthstone

16th Wedding Anniversary

THINK SHRINK: SHRINK SMARTS



Let's Communicate and Turn Shrink Into Sales!

Part of your job is to communicate potential shrink in our store!

Communication is powerful! Talk with your Manager, provide data to the system through your handheld or send a message the customers through markdowns. Share what you know and see the difference communication makes.



The Shrink Topic For The 8th Period Is... Ethics



NOBODY LIKES SHRINK



Period 8 Safety Topic:

Spill Response

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

Safety Creed

Spills reduce the friction between the floor and your shoe, posing a slip and fall hazard

Ensure that you:

- Clean up spills and remove debris like broken glass immediately.
- Absorb liquids other than water by using a spill-absorbent material
- Always post wet-floor hazard signs until the floor is completely dry.
- Dispose of hazardous materials properly, never throwing it in the trash or pouring it down the drain.

PERIOD 8 Ethics

Act with honesty and integrity every day.

Prevent shrink by doing the right thing.

- Ethics are guidelines that help us act in ways that show we respect ourselves and others.
- Working ethically sets a good example for others to follow.
- Integrity means doing the right thing, even when no one is watching.
- If you see suspicious, dishonest or illegal activity, you have a responsibility to report it.

Pop Quiz Circle the correct answer for each of the following

1. What should you do if you see a co-worker taking product from our store without paying for it?
 - A. Call the Police.
 - B. Nothing. It doesn't affect me.
 - C. Notify a Manager immediately, or call the confidential Help Line @ 800-689-4609
 - D. Watch the associate and only report it to a Manager if it happens again.
2. When should you pay for product that you purchase and consume at the store?
 - A. After you eat it to make sure you like it.
 - B. On your next shopping trip.
 - C. Before you take possession of the item.
 - D. Never. It is a benefit of working at a grocery store.
3. With whom can you casually discuss medication you saw your neighbor pick up at the pharmacy?
 - A. Your significant other B. A family member C. Another store associate D. You cannot discuss any private health information with anyone.



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.





Get On Track!

Our Customers

expect us to be our very best every time they shop!



Our People Are Great!

- Friendly Cashiers & Courtesy Clerks
- Friendly Associates throughout the store
- Associates who offer assistance and are thankful



I Get the Products I Want, Plus a Little:

- Fresh perishables throughout the store
- In stock on items Customers want when they shop
- Variety and selection of items throughout the store



Our Prices Are Good:

- In stock on all ad items
- Displays on items that are priced with a value to the customer
- Good variety of store branded products
- Engaging with customers on our great prices. Weekly specials, Yellow Tags, Double Coupons, Senior Citizen Discounts, Gas Awards, Plus Card Rewards, etc.



Shopping Experience that makes me want to return:

- Friendly and efficient checkout
- Clean and uncluttered store
- Convenient to shop-ease of getting in and out of the store
- Worth the time and money-helping customer feel good about their shopping experience

A Letter From Rodney McMullen

President & Chief Operating Officer

All Associates:

As you know, Kroger just completed a management transition following Don McGeorge's decision to retire later this year. As I begin my new role, I want to thank you for your support. I also want to thank Don for his guidance throughout this transition. We all appreciate the Don has played in Kroger's success in recent years.

This is an exciting time for our industry and our company and I want to take this opportunity to share some thoughts with you as we move forward.

As Dave Dillion has said, our Customer 1st strategy continues to be the right path for our entire organization. The flexibility Customer 1st provides-and the discipline it requires-helps us strengthen our connection with Customers as we work to earn their lifelong loyalty.

While we have made tremendous progress, we have more opportunities ahead that are even greater than what we have already accomplished together.

Let's keep these guiding themes in mind as we continue to work together for our Customers:

- Actively participate in executing all aspects of our Customers 1st strategy. It will continue to guide our success.
- Stay focused on sales. Our Customers look to us for solutions that help them stretch their dollars. Your efforts provide meaningful savings for them. Let's find even more for our Customers to keep coming back to our family of stores!
- Look for new ways to cut unnecessary costs throughout our business. Those savings are invested back into the 4 Keys, including better service and lower prices for our Customers.
- Be diligent in promoting a culture centered on safety. Nothing we do is worth risking an injury!
- Encourage open and candid two-way feedback. This is a great to identify opportunities to improve how we work together to serve Customers.

We have all worked hard to position Kroger where we are today. The relentless focus of every Associate on serving our Customers will create an even more successful future for all of us and our company.

Thank you for keeping the Customer 1st!

Sincerely,

Rodney