



KROGER TIMES AT NORTHSHORE DRIVE!

Code Adam is a powerful search tool for lost and possibly abducted children. The program is simple to learn and to implement: a special Code Adam alert is issued on the premises when a customer reports a missing child. Kroger is proud to announce that it will implement this program to help protect the children in our store.



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

How it Works

Code Adam decals are posted at the entrance of participating buildings/establishments. Employees of participating establishments are trained to take the following steps when a Code Adam is activated:

1. Obtain a **detailed description of the child** including name, age, hair color, eye color, weight, height and what he or she is wearing including shoe color.
2. **Page "Code Adam" over the store P.A. system**, describing the child's physical features and clothing. Designated employees **immediately stop working and look for the child**. Designated employees monitor front entrances to ensure the child does not leave the premises.
3. If the child is not found within 10 minutes, **call the police**.
4. If the child is found and appears to have been lost and unharmed, **reunite the child** with the searching family member.
5. If the child is found accompanied by someone other than a parent or legal guardian, make reasonable efforts to delay their departure without putting the child, staff, or visitors at risk. Immediately notify law enforcement and give **details about the person accompanying** the child.
6. Cancel the Code Adam page **after the child is found** or law enforcement arrives.

Dave Dillon Wants To Hear From You!



Our Chairman and CEO Dave Dillon wants to hear your questions for the next Quarterly Business Broadcast. That means it's time for you to post your questions and/or vote for your favorite questions on the Be Heard website.

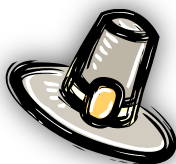
November Anniversaries

<u>Name</u>	<u>Date</u>
Holly Lawson	11/05/86
Heather Hogan	11/06/07
Bob Rollins	11/07/08
Trish Stinnett	11/08/07
Mike Beckham	11/11/78
Betty Noe	11/11/80
Kim Jones	11/16/83
Traci Lerch	11/20/07
Britney Lawhorn	11/28/06



November Birthdays

<u>Name</u>	<u>Date</u>
Tabbi Geisler	11/02
Susannah Ishmael	11/06
Randy Clark	11/07
Lynn Watson	11/07
Anne Paradises	11/08
Janet Howard	11/23
Justin Elrod	11/23
Melissa James	11/30



From **Oct. 26 – Nov. 8**, you can go to beheard.kroger.com from a company-owned computer. You can also get to the site from the Express HR kiosk in your break room. Click "Company Information" under Quick Links, and then click "Be Heard" from the drop-down list. The site cannot be accessed from outside the company firewall.

You do have to enter your EUID and password to access the site (so we can contact you if your question is a top-vote getter). Then ask your questions and/or vote on questions submitted by others that you would like Dave to answer. He will answer the top 3 to 5 vote-getters on his live KTV broadcast on Wednesday, Dec. 9 at 11 a.m. ET.

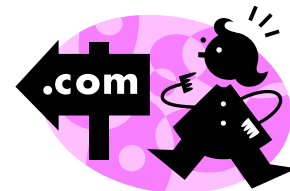
Because Dave can't answer all submitted questions "live," some questions may be chosen as subjects for future articles in *FYI*, on BarneyWeb or on Dave's blog, "Open Door."

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!

Check It Out!





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
- 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

Shining Stars Period 9 Winners



Being Customer First Really Pays! Just ask Patrick Doyle and Jordyn Bough. Each of these employees has won a \$20 Gift Card for being recognized as being Customer First in the Shining Stars 9th Period Drawing. Congratulations to each of these OUTSTANDING Employees.



Store 525's Shining Stars!



Tuscan Maple Dawn
By: Timothy Sorsdahl

November Happenings

- Nov. 4 King Tut Tomb Discovery
- Nov. 11: Veteran’s Day
- Nov. 15: American Recycles Day
- Nov. 22 National Stop The Violence Day
- Nov. 22, 1963: JFK Assassinated
- Nov. 26: Thanksgiving Day
- Nov. 30 Birthday of Mark Twain



Check Out Your Total Associate Discounts

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



Convenient, Easy & Secure

With Express HR you can update your Personal Information, add or update Direct Deposit, view and print your pay stub and update your Federal Taxes (W-4). You can update this information through Express HR in three different ways:

- Log in using the kiosk Express HR kiosk in our store
- Log in from any computer by going to www.myemployeeinfo.com/atlanta and clicking on the link for Express HR
- Call 1-800-952-8889, keyword Express HR

Don't forget all the discounts available to you as an associate, especially now during the holiday season. From jewelry to computer products to cell phone service to flowers, CDs, DVDs and more, there's plenty to pick from and save money. Check out this list:

[Fred Meyer Jewelers and Littman Jewelers](#)



Every month, there is a special associate-only offer from Fred Meyer Jewelers. Also, visit www.fredmeyerjewelers.com or www.littmanjewelers.com to save **20 percent off our everyday low, online prices** with promotion code **910KRE20**. DISCOUNT DOES NOT INCLUDE: SWISS WATCHES, DIVING WATCHES, UNMOUNTED DIAMONDS AND GIFT CARDS.

[Microsoft Associate Purchase Program](#)



Purchase some of Microsoft's most popular software and hardware at discounted prices!

[Hewlett Packard/compaq/dell/sarcom Computer Equipment](#)



As part of the Kroger team, you can enjoy the benefits of reduced cost, easy procurement and great support from HP/Compaq and Dell. Purchases can be made online or by telephone.

[i-wireless](#)



i-wireless and Kroger partnered together to launch a new reward program for associates and customers. i-wireless offers associates 30 free minutes for every \$100 spent.

[FM Store 24/7: Associate-Only Savings on CDs, DVDs & Video Games](#)



Save an **extra 10 percent off** low Fred Meyer online prices on CDs, DVDs and games, which include more than 300,000 titles. FREE shipping on orders over \$25. Use promo code "**KR112008**" at **checkout**.

[Kroger Flowers - Online Discount](#)



Receive 10 percent off all flowers, plants and gifts on online purchases from the floral section of www.kroger.com. Enter **EMP11** at **checkout**.

[Ford Vehicle Purchase Program](#)



Through the Partner Recognition Program, the Ford Motor Company extends special pricing to associates, both active and retired, and their spouses (CHILDREN ARE NOT ELIGIBLE) who purchase or lease eligible Ford vehicles. Enter **partner code XD810**.

[Cell Phone Plans and Service Providers](#)



Kroger has negotiated national accounts with **Cingular**, **Nextel** (from **Sprint**) and **Verizon** to offer associates discounted cell phone plans. Coverage and calling plans vary based on your location.

[Dream Seats](#)



All Kroger associates can enjoy a **5 percent discount** with Dream Seats, a preferred seating provider for concerts, sports and theater events nationwide.

THINK SHRINK: SHRINK SMARTS



Period 10 Shrink Topic: MAX

MAX is the name of the centralized Transaction Monitoring program that monitors all POS register transactions. MAX looks for errors and issues that could result in potential loss for our company. MAX analysts look at all POS transactions daily, so yesterdays POS transactions are looked at today. The implantation of the MAX program positively impacts shrink and improves over-all profitability for the Kroger Company.

**The Shrink Topic For The 10th Period Is...
MAX**

Monitoring All EXceptions



NOBODY LIKES SHRINK



Period 10 Safety Topic:

Slip & Fall Prevention

Hazard Awareness

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

Safety Creed

Slip and trip hazards can exist anywhere in our store.

Make sure you are:

- Report broken tiles, damaged merchandise displays or other safety hazards.
- Report damaged mats, doors, pavement and other unsafe conditions.
- Always put up proper signage around hazards.
- Guide customers around safety hazards.

PERIOD 10 MAX

Preventing shrink by Monitoring All Exceptions.

MAX is your partner in fighting shrink

- MAX is an application that monitors ALL register transactions.
- Monitoring transactions catches the accidental errors as well as deliberate errors that cause shrink.
- MAX analysts work closely with the Division Loss Prevention Investigators to help reduce shrink and recover losses.
- MAX cases indentified and documented over \$5.9 million in losses in 2008.

Pop Quiz Circle the correct answer for each of the following

1. What is the most common type of case opened by the MAX team?
 - A. Refunds.
 - B. Coupon Fraud.
 - C. Loyalty Abuse.
 - D. Drive-offs.
2. What was the average dollar amount recovered per MAX case in 2008?
 - A. \$250.
 - B. \$500.
 - C. \$1000.
 - D. \$34.13.
3. MAX provides information about...
 - A. Check lane traffic.
 - B. Shoppers
 - C. Potential training issues and/or loss in the Front End.
 - D. Bad checks.



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

NAME _____

DEPARTMENT _____

TALK TO US
1-800-689-4609

www.ethicspoint.com

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

ATTENTION ASSOCIATES:

Kroger needs your input!

The ASSOCIATE 1st SURVEY

is going on now until Nov. 7.

What should you know?

- The survey is 100% confidential. An outside company collects and processes the surveys, and then sends us the results.
- The survey has been enhanced to make it easier for you to take and easier for us to respond to your feedback.
- We're listening. The Associate 1st Survey is your opportunity to tell us about your work experience at the company and what we can do to make it better.

Have you taken your Associate 1st Survey yet? If not, be sure to get with Management and take the time to tell Kroger what you think, because your opinion DOES matter!

