



Kroger Times At Northshore Drive!

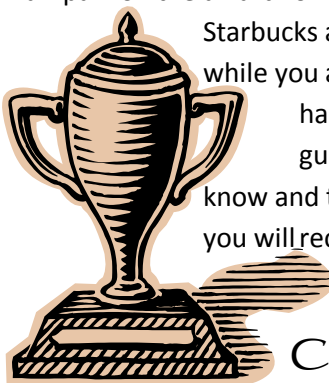


Most Valuable Barista awarded to:

Tampa Newport



Congratulations to **Tampa Newport** for winning the Starbucks Period Award: **Most Valuable Barista**.



Tampa won the award for **Increased Sales** and **Gross Profit**. So come by Starbucks and congratulate Tampa for her recent award and while you are there, order yourself a "custom-make" hand-crafted beverage of your choice. Your beverage is guaranteed, if it's not perfect every time, let them know and they will make it right. Plus as a Kroger employee you will receive a 10% employee discount, how perfect is that?

Congratulations Tampa!!

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 Bredden

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!!!!**





February Anniversaries



KROGER SCHOLARS APPLICATION PROCESS BEGINS FEB.15TH

<u>Name</u>	<u>Date</u>
Shane Myers	2/05/07
Melissa James	2/07/08
Steven Russell	2/12/08
Sandi Shaw	2/16/92
Stefani Taylor	2/16/08
Charles Murphy	2/22/06
Elizabeth Brakebill	2/25/07
Terry Estridge	2/25/80

As an associate of the Kroger family of stores, you're no stranger to hard work and commitment-to your family, to our customers and to the community we share. You want to do your best for all of them. The Kroger Co. Foundation wants to help. If your child will be a full-time student in college or technical school next year, back-to-school planning season begins now. Kroger Scholars offers one-time \$1,000 scholarships to the children of Kroger associates in participating divisions. Up to 314 grants will be available for the 2009-2010 school year. From Feb.18 through April 15, your son or daughter can submit an application online at www.scholarshipamerica.org/krogerscholars. No paper applications will be accepted. The program is open to children of Kroger associates who have two years of service and work at least 1,000 hours per year. Up to 80 percent of the awards will be to children of hourly associates, if enough applications are received. Scholarship America, a leading national scholarship manager, will select the recipients, based on a broad range of criteria. Last year, more than 190 scholarships were awarded company-wide to children of associates. Your child works as hard as you do. Our company is ready to help you reward their commitment.



February Birthdays

<u>Name</u>	<u>Date</u>
Lindalee Russell	2/05
Michael Malek	2/05
Chuck Murphy	2/06
Rose Branch	2/07
Matt Wyatt	2/09
Elizabeth Brakebill	2/14
Brandi Lawhorn	2/15
Jessica Jones	2/15
Nicole Jones	2/19
Alishia Latham	2/20
Chris Easterling	2/22
Ed Durham	2/25
Cate Davis	2/27



Employee News:



Jean Wooliver will be out on medical leave from Jan. 17th through April 29th, 2009.

Kay Knight will be out on medical leave from Feb. 12th through May 12th, 2009.

Hasmukhbhai Patel will be out on medical leave from Feb.8th through May 18th, 2009.

Jean Epperson's leave of absence has been extended until March. Hope to see you soon Jean!!

Chris Braden and his fiancé, Christina Baker, would like to announce the birth of their son Asher T. Braden. Asher was born February 7, 2009 and weighed 6lbs 1oz.





The Helping Hands Fund

Assisting the associates of The Kroger Co. family in times of need.

Thanks to the Helping Hands Fund, you now have somewhere to turn when an unexpected event creates a financial emergency.

The Helping Hands Fund is ready to support if you face a life-changing major events, such as:

- Loss of residence to fire, flood storm or other catastrophic events
- Death of a spouse or child
- Major medical expenses , beyond what insurance covers
- Flight from a domestic violence situation
- Short-term disability, when income does not cover living expenses
- Other crisis circumstance, as approved by your business unit’s Advisory Team



An Advisory Team in your business unit is ready to help you find assistance at a moment’s notice.

How do you get help?

1. Fill out a Helping Hands Request Form. Forms are available from your supervisor, the Company intranet, or your Human Resources Department. You can fill out a request for yourself, or recommend a co-worker in need of assistance.
2. Return the completed form to your supervisor or Human Resources Department.
3. Your business unit Advisory Team will review your request based on the Helping Hands Fund criteria. If approved, a check will quickly be available.

The Helping Hands Fund assists associates with critical expenses, such as:

- Rent/mortgage payment
- Clothing
- Food
- Medical insurance
- Medical expenses not covered by insurance
- Utilities
- Other needs, as approved by business unit’s Advisory Team

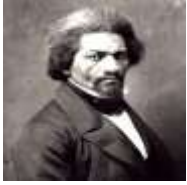
No funds will be issued to assist with hardships caused by an associate’s own actions, such as credit card bills, bankruptcy or gambling debts. Full-time and part-time associates in good standing who have been with the Company for at least one year are eligible for this support.

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



February Is Black History Month

The History of Black History



Americans have recognized black history annually since 1926, first as "Negro History Week" and later as "Black History Month." What you might not know is that black history had barely begun to be studied-or even documented-when the tradition originated. Although blacks have been in America at least as far back as colonial times, it was not until the 20th century that they gained a respectable presence in the history books.

Blacks Absent from History Books

We owe the celebration of Black History Month, and more importantly, the study of black history, to Dr. Carter G. Woodson. Born to parents who were former slaves, he spent his childhood working in the Kentucky coal mines and enrolled in high school at age twenty. He graduated within two years and later went on to earn a Ph.D. from Harvard. The scholar was disturbed to find in his studies that history books largely ignored the black American population-and when blacks did figure into the picture, it was generally in ways that reflected the inferior social position they were assigned at the time.



Dr. Carter G.
Woodson

Established Journal of Negro History

Woodson, always one to act on his ambitions, decided to take on the challenge of writing black Americans into the nation's history. He established the Association for the Study of Negro Life and History (now called the Association for the Study of Afro-American Life and History) in 1915, and a year later founded the widely respected Journal of Negro History. In 1926, he launched Negro History Week as an initiative to bring national attention to the contributions of black people throughout American history.

Woodson chose the second week of February for Negro History Week because it marks the birthdays of two men who greatly influenced the black American population, Frederick Douglass and Abraham Lincoln. However, February has much more than Douglass and Lincoln to show for its significance in black American history. For example:

- **February 23, 1868:**
W. E. B. DuBois, important civil rights leader and co-founder of the NAACP, was born.
- **February 3, 1870:**
The 15th Amendment was passed, granting blacks the right to vote.
- **February 25, 1870:**
The first black U.S. senator, Hiram R. Revels (1822-1901), took his oath of office.
- **February 12, 1909:**
The National Association for the Advancement of Colored People (NAACP) was founded by a group of concerned black and white citizens in New York City.
- **February 1, 1960:**
In what would become a civil-rights movement milestone, a group of black Greensboro, N.C., college students began a sit-in at a segregated Woolworth's lunch counter.
- **February 21, 1965:**
Malcolm X, the militant leader who promoted Black Nationalism, was shot to death by three Black Muslims.



The Shrink Topic For The 1st Period Is... Shrink Education!



Period 1 Safety Topic:

Safety Awareness

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

Do your part to work safe and make our store a safe place to be, every day.

Injury Prevention

- Help the STAR Safety Team build a safety culture.
- Stay alert for unsafe conditions. Report and fix them immediately.
- Know the locations of emergency exits, fire extinguishers, eyewash stations, and first aid kits.
- Never engage in horseplay or any action that could put others in danger.

THINK SHRINK TOPIC: SHRINK EDUCATION

How can conducting Freshness Checks decrease shrink?

Associate Who Handle Perishables

- Perform Freshness Checks at least twice daily at 9:00 a.m. and 4:00p.m. This ensures products are fresh.
- Culling the department must be a daily scheduled task.
- Follow division markdown best practices to ensure full sell-through and cost relief.
- Ensure displays are filled to attractive and efficient levels

Remember, Turns=Freshness



NOBODY LIKES SHRINK

Give your entry form to a member of management.



PERIOD 2 BOB

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

How to Identify Bottom of Bascart (BOB) Shrink

- Follow Enterprise Best Practices to assist with BOB items, use PAID stickers And execute bascart exchange.
- Take notice of what's leaving the store on the BOB. Tell the Front End or store manager if you have concerns.
- Be aware that you can find your store's BOB mystery shop results on the Think Shrink website.

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

1. How many BOB audits must a store perform if they do not achieve 90% on the BOB portion of the Mystery Shop?
A. 5 B. none C. 12 D. 4
2. Approximately how many dollars are lost per lane, per day due to BOB?
A. \$3.75 B. \$7.50 C. \$5.00 D. \$10.00
3. What is the purpose of a "bascart exchange"?
A. Remove trash from cart
B. Clean cart before entering holding areas
C. Assure BOB items have been scanned
D. A & B

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:

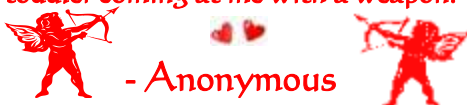
- Short checkout time
- Clean stores
- Convenient to shop
- Worth the time and money



Our Prices Are Good:

- Good prices
- Weekly specials
- Store brands

I don't understand why Cupid was chosen to represent Valentine's Day. When I think about romance, the last thing on my mind is a short, chubby toddler coming at me with a weapon.



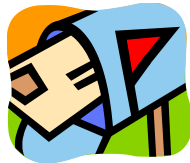
- Anonymous

Kroger Offers You



As a member of the Kroger Co.'s family of stores, our 320,000 associates enjoy a wide range of benefits, no matter their job. Every associate is important, and we offer competitive pay, comprehensive benefits and special perks.

Our customers enjoy our everyday low prices, but you get even more. We help you and your family save money with discounts and special offers that are only available to Kroger associates. Discounts and offers may include coupons, wireless phone service, online floral gifts, fine jewelry, entertainment offers like CDs and DVDs, and more.



Coupons and offers by mail



Fine jewelry for less



Entertainment offers



Wireless telephone discounts



Online floral gifts



PC discounts



Food and beverage discounts



Ford discounts

Here Are Some Great Savings That Kroger Offers Their Employees



Starbucks Offers Employees A 10% Discount Everyday On Any Handcrafted Beverage, Brewed Coffee And Service Pastry Purchase With Your Kroger Plus Card!



Kroger Employees Receive 10% Discount Everyday On Kroger Brand Items



Fred Meyer Store 24/7 Employee-Only Savings on 300,000+ CDs, DVDs, & Video Games!

Save an extra 10% off already low Fred Meyer prices on CDs, DVDs, and games - over 300,000 titles. FREE shipping on orders over \$25. Use promo code "KR112008" at checkout for savings. Requires internet access. Log on to <http://www.thestore24.com/Default.aspx?si=fredmeyer> to view the Fred Meyer Employee-Only Savings.