



KROGER TIMES AT NORTHSORE DRIVE!

Carolyn Caldwell Retires

Carolyn Caldwell's last day of work was March 19, 2009. Then she will take 4 weeks of well deserved vacation and then enjoy her retirement. Carolyn has been with the Kroger Company since November of 1984. She came to our store from the Middlebrook Store, in April of 2006. Since then she has been a valuable asset and addition to the employees, management team and more importantly, our Customers. She plans on spending her retirement time tending to her 2 acre garden and taking care of her grandchildren. Carolyn you will be missed and we hope to see you often. Congratulations and enjoy your retirement.

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!!!!**





March Anniversaries

<u>Name</u>	<u>Date</u>
Chris Easterling	3/02/99
Kay Knight	3/03/73
Ted Hedges Jr.	3/03/07
John Ingram	3/09/08
Sonya Kron	3/12/95
Scott Hart	3/12/96
Gordon Smith	3/16/82
Alishia Latham	3/17/07



March Birthdays

<u>Name</u>	<u>Date</u>
Terry Estridge	3/03
Ted Hedges Jr.	3/06
Lora Huffman	3/10
Chris Braden	3/14
Wesley Rutledge	3/23
Kenny Brown	3/23
Ying Eldridge	3/24
Doug Flynn	3/25
Larry Dixon	3/25



The Kroger Company Values Redefined

Two years ago our company began work to clarify our values, so that our culture has a strong ethical foundation. Our values-honesty, integrity, respect, inclusion, diversity and safety-are the same, but the descriptions have been updated. The company has also created a commitment statement that serves as the values' foundation.

Our Commitment...

- Provide our customers with great products at good prices and a shopping experience that makes them want to return.
- Be a preferred employer where every associate feels valued and customers recognize that our people are great.
- Achieve success for shareholders, help sustain the environment and serve our communities.

In fulfilling our commitment, we always live by our core values:

Honesty: We insist on truthfulness with each other, with our customers, with our vendors and in our business records. We expect and value openness.

Integrity: We act in accordance with our values, even when it's difficult.

Respect: We treat all with dignity and value the opinions and perspectives of others.

Diversity: We seek and embrace differences in the backgrounds, cultures and ethnicities of all associates, customers and vendors.

Safety: We protect our customers and each other from injury with a safe and secure workplace and shopping environment.

Inclusion: We encourage and expect collaboration, teamwork and the active involvement of all associates.



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.

WOMEN’S HISTORY MONTH

Why Women’s History Month?

Every March, the country celebrates the accomplishments of women throughout history. For more on the why, how, and who, see below.



National Archives

- The evolution of a month to honor women began on March 8, 1857, garment workers in New York one of the first organized women.
- On March 19, 1911, a German woman named Klara Zetkin organized the very first International Women's Day.
- Interest in International Women's Day was pretty low until the 1960s, when the women's movement caused women to wonder why they weren't included in the history books!
- In 1978, a California school district started Women's History Week to promote the teaching of women's history. It was so popular that in 1981, Congress passed a resolution making the week a celebration for the entire country!
- In 1987, a group of women campaigned with representatives from museums, schools and libraries to expand the celebration, and Congress responded by declaring the entire Month of March National Women's History Month that very same year!
- In 2000, the first-ever national women's history museum opened in Dallas, Texas. "The Women's Museum: An Institute for the Future" pays tribute to women of the past and runs Girlstart, a program that encourages young women to consider working in math, science and computer technology.

Women’s History Milestones

- 1851:** Sojourner Truth delivers her famous "Ain't I a Woman" speech at a women's rights convention in Akron, Ohio. The former slave spent 40 years of her life preaching a message of equality for all people.
- 1869:** Elizabeth Cady Stanton and Susan B. Anthony organize the National Woman Suffrage Association to fight for women's rights, especially the right to vote. More than a century later, Anthony was honored when the U.S. Mint created a coin using her image.
- 1920:** After 72 years of struggle, women win the right to vote with the 19th Amendment to the U.S. Constitution. Shortly afterwards, the League of Women Voters is formed to push for more reforms.
- 1942:** About 350,000 women serve in the armed forces during World War II. Many more provide support services. About 100,000 of those women serve in the U.S. Navy as WAVES (Women Accepted for Volunteer Emergency Service).
- 1968:** Shirley Chisholm becomes the first African American woman elected to Congress. Four years later, the New Yorker became the first black person to run for President in the Democratic primaries.

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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



Your Kroger 525 Pharmacy now lets you order your prescription refills by Internet or Phone. Your Choice.

To order Online:

- Sign onto our secured web site at www.kroger.com
- Click on the easyfill icon and follow the instructions



- Arrange to pick up your prescription at your Kroger 525 Pharmacy

To order by Phone:

- Call your Kroger 525 Pharmacy at (865) 693-6932 from any touchtone phone
- Follow easy, automated instructions
- Arrange to pick up your prescription at your Kroger 525 Pharmacy



Women's History Milestones

1972: Congress passes the Equal Rights Amendment (ERA), 49 years after it was first introduced! ERA calls for equal rights for both men and women. However, a constitutional amendment requires both Congress' and the states' approval, and the measure later failed when too few states approved it.

1972: A federal law known as **Title IX** ensures equal funding for both male and female sports in schools. As a result, women and girls have more opportunities to participate in sports. In fact, many female Olympic athletes say Title IX gave them the opportunity to attend college, participate in sports, and receive athletic scholarships.

1981: **Sandra Day O'Connor** becomes the first woman appointed to the U.S. Supreme Court. At the time, just six percent of all federal judges were women.

1983: **Sally Ride** becomes America's first female astronaut when she spends six days in space. Today, about 25 percent of NASA's astronauts are women.

2005: **Hillary Clinton** becomes the first First Lady to be elected to public office. She joins Congress as a U.S. Senator from New York.

2002-2005: Young women make their mark in the music industry. Singer, songwriter and piano whiz **Alicia Keys** took home five Grammy Awards in 2002, and four more in 2005. Piano-playing singer and songwriter **Norah Jones** and her album *Come Away with Me* snagged eight Grammys in 2003. Jones won three more of music's biggest awards in 2005.

2009: **Hillary Clinton** became Secretary of State on January 21, 2009. As the President's top advisor on foreign policy, Clinton is the most powerful woman in President Obama's Cabinet. She is also one of the most powerful women in the world! Clinton is the third woman to hold the important position.

Fabulous Five Fridays



STORE 525

The cashier, **Linda Lee Russell** was extremely friendly and helpful. The store layout is great. Also, I know I can ask someone and they will help.

Our Customers do take notice of our behaviors and they truly appreciate the service that we provide them. Your actions support the 4 Keys of the Customer First Strategy. Great Job!

THINK SHRINK: SHRINK SMARTS

How can Production Planning decrease shrink?

All Associates

- Keep all areas clean and tidy, and display cases filled to efficient and attractive levels.
- Return any perishables in the wrong department to their home department immediately.
- Return any Perishable "Go Backs" to their home department immediately.

Associates Who Handle Production

- Improving Production shrink begins with proper ordering-use the Handheld function (f3) for historical movement.
- Consistently use the Production Planning Tools daily.
- Consistently scan out known losses daily to make better data driven decisions.



**The Shrink Topic For The 2nd Period Is...
BOB**



Period 2 Safety Topic:

Green Zone Lifting

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

Strain & Sprain Prevention

Strains and sprains are the most preventable and most common on-the-job injuries in the US. (Bureau of Labor Statistics)

Green Zone Lifting

Ensure that you lift in your green zone, the area just in front of the torso, and prevent back injury by:

- Bending your knees and gripping the load firmly Keeping loads close to your body and lifting with your knees
- Turing with your feet, not your waist
- Using team lift or equipment to help with heavy loads.



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.



Comforts™ Family of Products a Kroger Exclusive



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



Now more than ever moms and dads are looking for ways to help stretch their budgets without compromising quality when it comes to the brands they buy for their families. It is that insight that led Kroger Corporate Brands Department to redesign, improve and expand the Kroger Comforts brand of baby and toddler products, along with packaging.

When it comes to their babies and children, parents want products they can count on and trust, but are also affordable. Comforts includes a wide variety of products such as diapers, wipes, lotions, shampoo, powder, baby formula and other products such as thermometers, pacifiers, spoons, bowls and spill-proof cups. New products being introduced include finger foods and cereal bars to provide tasty snacks for kids. A new baby formula that supports a healthy immune system and baby wipes for sensitive skin will be added to the line-up.



Each product has been designed or redesigned to meet the quality standards our customers expect from major brands. Comforts packaging has a new look to reflect that quality and to gain the attention of moms and dads in our store. Products will carry the

brand's new memorable and approachable icon—a happy, yellow firefly. Look for all these quality products located in aisle 4 of our store.



St. Patrick: one of the few saints whose feast day presents the opportunity to get determinedly whacked and make a fool of oneself all under the guise of acting Irish.

Charles M. Madigan

