



KROGER TIMES AT NORTHSHORE DRIVE



**Commitment to Strive for 75!
Every Customer, Every Day!**

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

Our Real Work

- ✓ Put the Customer 1st every day
- ✓ Dress for Success – Clean uniform with name tag and well groomed
 - Cell phone use and texting prohibited while on duty
- ✓ Demonstrate desire and effort to be successful
- ✓ Commit to always do the right thing

Front End Associates

- ✓ Customer Engagement – Having a pleasant conversation with the customer and making them feel appreciated and valued as a customer
- ✓ Speed of check out / Unload carts
- ✓ Smile, make eye contact, greet, thank and invite the customer back

Sales Floor and Department Associates

- ✓ Acknowledge the customer within 7 feet in 7 seconds
- ✓ Assist customers with questions that they have about all products and services
- ✓ Acknowledge waiting customers / make eye contact
- ✓ Make customers feel valued and appreciated throughout the entire store
- ✓ Use suggestive selling / exciting P.A.'s

**February
Anniversaries**

<u>Name</u>	<u>Date</u>
Kay Knight	3/03/73
John Ingram	3/09/08
Scott Hart	3/12/96
Gordon Smith	3/16/82
Alishia Latham	3/17/07
Cyndle Vingoe	3/30/09



**February
Birthdays**

<u>Name</u>	<u>Date</u>
Ellen Dukagjini	3/01
Crystal Unger	3/01
Terry Estridge	3/03
Lora Huffman	3/10
Chris Braden	3/14
Kim Snyder	3/15
Kenny Brown	3/23
Wes Rutledge	3/23
Ying Eldridge	3/24
Tammie Hatcher	3/24
Larry Dixon	3/25
Doug Flynn	3/25

Shining Stars Period 1 Winners



Being Customer First Really Pays! Just ask Cody Thornburgh, Nathan Fritz, Sandi Shaw and Michael Malek. Each of these employees has won a \$20 Gift Card for being recognized as being Customer First in the Shining Stars 1st Period Drawing. Congratulations to each of these OUTSTANDING Employees. We have 3 periods left to become eligible for this year's Grand Finale.



Store 525's Shining Stars!



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
- Betty Noe.....Front End
- Danielle Allen.....Management
- David Lemelin.....Grocery
- Debbie Moody.....Bakery
- Doug Flynn.....Accounting
- John Ingram.....Fuel
- Mechelle Hawkins.....Deli
- Mitchell Honey.....Produce
- Sherri Breeden.....Drug G/M
- Tampa Newport.....Starbucks



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

Find this deal only at fredmeyerjewelers.com/vault

Aquamarine and Diamond Pendant in White Gold



Regular Price \$156
Advertised Price \$124

From the Vault Price \$79.99*

(*includes free 2nd day shipping \$5.95 value)

Available online only

Use online discount code: **103VAULT**

Offer valid 3/1/10 - 3/31/10
Cannot be combined with any other offer or discount
While supplies last



Majestic Mountains
By: Timothy Sorsdahl

March Happenings

- Mar. 2, 1904: Dr. Seuss' Birthday**
- Mar. 3, 1847: Alexander Graham Bell's Birthday**
- Mar 8: International Women's Day**
- Mar. 13, 1781: Uranus Discovered**
- Mar. 14: Daylight Savings Begins...*Spring Forward!***
- Mar. 14, 1879: Albert Einstein's Birthday**
- Mar. 17: St. Patrick's Day**
- Mar. 24: Harry Houdini's Birthday**



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



What Is Sustainability?



In recent years, “going green” has become increasingly important. Sustainability is a priority for our customers and for our associates and Kroger is “Doing Our Part” by focusing on a number of important sustainability issues

First – what exactly is sustainability?

OUR COMPANY’S DEFINITION OF SUSTAINABILITY IS A commitment to continuously improve our environmental and social impact in order to better our communities, the lives of our customers and associates, and to ensure the long-term success of our business.

Sustainability includes both environmental and social impacts:

- ENVIRONMENTAL IMPACTS — Include the traditional topics such as waste reduction, energy use and emissions. For example:
 - Our Columbus Division composted 650 tons of waste in four months.
 - In 2009, the Portland, Ore., Fred Meyer store became our first LEED (Leadership in Energy and Environmental Design) certified store. LEED is a nationally recognized standard for sustainable buildings.
- SOCIAL IMPACTS — the other ways in which our company affects the lives of our associates, customers and the communities where we all live and work. For example:
 - Through our Perishable Donations Partnership, we have donated 23 million pounds of fresh food. That equals 30 million meals in our communities.

Across our company, we're focusing on 5 strategic areas to promote sustainability:

- Reducing our carbon footprint and reducing energy use
- Reducing waste
- Improving transportation and logistics efficiency
- Increasing use of reusable bags while reducing plastic bags
- Enabling customer sustainability



Think Shrink: Shrink Smarts

Period 2 Shrink Topic: B.O.B.

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

B.O.B.



Period 2 Safety Topic:

Strain & Sprain Prevention

Safety is No Illusion

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

Safety Creed

Make sure you stretch and warm up regularly and lift properly in the Green Zone-the area between the level of the shoulders and the hips. You can prevent injury by:

- Warming up hands, wrists and arms by stretching during repetitive tasks.
- Keeping wrists straight and the grip firm when handling heavy items.
- Lifting with the legs and keeping the load close to the body.
- Turning by moving the feet, not twisting at the waist.
- Using equipment for heavy loads or asking someone for a team lift.

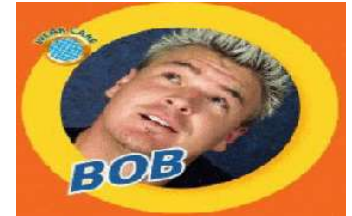
How are BOB and shrink connected?

BOB shrink occurs when items placed on the bottom of the bascart are missed and not scanned at point of sale.

Examples of BOB shrink:

- Cashier and bagger do not notice BOB items, and the customer accidentally leaves with unpaid merchandise.
- Cashier does not check BOB items that could accidentally or intentionally conceal other items (i.e. coolers, TV boxes, etc).

Remember Ask For Me...



It' time to spring forward...
Daylight Savings Time begins
March 14!



Remember to move your clock
ahead when you go to bed on
Saturday March 13, 2010!

**New and Improved!
Check it out!**



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 Store Associates who acknowledge and assist customers



I Got the Products I Need, Plus a Little:

- Well Stocked
- Fresh perishables
- Variety and selection of products



Kroger Has Good Prices:

- Advertised items in stock and well signed
- Using stickers or balloons to highlight sale items
- Exciting P.A.'s about our feature items, special events, fuel rewards, gift cards, etc.



The Shopping Experience makes me want to return:

- Efficient and quick checkout
- Clean store-dairy cases, floors and restrooms
- Uncluttered store/well merchandised
- Great overall atmosphere – feeling good about their experience

In Celebration of St. Patty's Day... Here is an Easy at Home Recipe for your own Reuben Sandwich!

2 Slices of Rye or Marble Rye Bread

¼ lb. Corned Beef

2 Tablespoons Sauerkraut

2 Slices Swiss Cheese

2 Tablespoons Thousand Island Dressing



Spread 1 Tablespoon Thousand Island Dressing on each side of Rye Bread. Place 1 slice Swiss cheese over dressing on bread, top with 2 Tbsp. Sauerkraut, top with ¼ lb. Corned Beef, top with another slice of Swiss cheese and second slice of bread (Dressing down). In sauté pan, melt small amount of butter or margarine. Brown Sandwich on 1st side, place small amount of butter or margarine in pan, and brown other side.

Cash for College

Kroger wants to help you with your child's college expenses. The Kroger Scholars program offers one-time \$1,000 scholarships to children of Kroger associates. Funds can be used at a two-year or four-year college, university or vocational-technical school. Your son or daughter can apply online at <https://www.scholarshipamerica.org/krogerscholars>. Act now-the application deadline is April 15. To learn more, go to: <https://www.scholarshipamerica.org/krogerscholars>. Or call 1-800-KROGERS to request an information packet.

