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“They can because they think they can.”

Virgil

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING
NOVEMBER 15, 2008:

85.3%



FRONT END NEWSLETTER

ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending Nov. 15, 2008:

<u>NAME</u>	<u>SCORE</u>
Tanza Leatherwood	100.0%
Heather Hogan	99.5%
Lucas Breeden	99.4%
Amanda Cales	98.7%
Cody Thornburgh	96.8%
Sandi Shaw	96.3%
Lora Huffman	95.4%



THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

<u>NAME</u>	<u>IMPROVEMENT</u>
Tanza Leatherwood	17.10%
Karen Tenney	11.86%



THIS WEEK SCORE IS AN INCREASE OVER LAST WEEK SCORE. WE WENT FROM 84.2% TO 85.3% THAT IS AN INCREASE OF 1.31%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS GOAL OF 95%!



PLU SALE ITEMS FOR THIS WEEK:
LEARN HIGH USAGE PLU CODES:

-  *Yellow Squash*
4784
-  *On The Vine Tomatoes*
4664
-  *Garlic*
4608
-  *Jumbo Sweet Onions*
4166

CAROUSEL CHECKLANE EFFICIENCY

- **Always Turn The Carousel Counter-Clockwise Toward The Customer As You Rotate To The Next Bag Rack**-Turning The Carousel Counter-Clockwise Toward The Customer Is A Non-Verbal Prompt To The Customer To Remove The Bag. As The Customer Removes The Bags From The Carousel It “Frees” Up The Bag Rack To Continue Bagging The Larger Orders.
- **Use All Bag Racks Evenly**- Don’t Bag On One Side Only, Rotate Between 1 Bag Orders. Keep An Even Distribution Of Bags On The Carousel So You Don’t Need To Stop During A Transaction To Redistribute.
- **Do Not Remove The Bags From The Carousel Until The Order Has Been Completed And Payment Has Been Received**-Waiting Until The End Will Not Interrupt Your Transaction Efficiency Speed. Also, Tell The Customer They Have “X” Number Of Bags. By Stating The Number Of Bags, Both Of You Are Less Likely To Leave One Behind And You Are Still Engaging.
- **Turn The Carousel Counter-Clockwise, Completely Around After Each Order**-Minimize Your Chances Of Having A Bag Left Behind From An Order. We Do Not Want To Accidentally Leave A Bag Behind Or Give Another Customer Someone Else’s Groceries. As You Turn The Carousel Around, Open The Bags To Make Sure The Customer Receives All Of Their Purchase.



NOVEMBER BIRTHDAYS & ANNIVERSARIES

Birthdays

- Daniel Small
- Matt Fritz
- Greg Gaylor
- Randy Clark
- Jordan Steele
- Melissa James

Date

- November 2
- November 3
- November 5
- November 7
- November 19
- November 30



Anniversaries

- Daniel Small
- Holly Lawson
- Heather Hogan
- Betty Noe
- Michelle Boudreau

Date

- November 1, 2007
- November 5, 1986
- November 6, 2007
- November 11, 1980
- November 22, 2006

Years

- 1
- 22
- 1
- 28
- 2

UT FOOTBALL SATURDAY GAME DAY



Day: Saturday
Date: Nov. 29, 2008
Location: Knoxville, Tn.
Time: 6:30 PM ET

Be Sure To Support The UT Vols By Wearing Your UT Shirts On Saturday.





BEING RING
TENDER
EFFECTIVE IS
PART OF
KROGER'S
CUSTOMER 1ST
STRATEGY OF
PROVIDING
WORLD CLASS
SERVICE!



CORNUCOPIA, *korn-yoo-KO-pee-uh*

One Of The Most Recognizable Symbols Of Thanksgiving Is The Cornucopia, Also Called Horn Of Plenty. It Is A Decorative Motif, Originating In Ancient Greece, That Symbolizes Abundance. The Original Cornucopia Was A Curved Goat's Horn Filled To Overflowing With Fruit And Grain. It Symbolizes The Horn Possessed By Zeus's Nurse, The Greek Nymph Amalthea, Which Could Be Filled With Whatever The Owner Wished.

REMEMBER, ASK FOR ME,
BOB!



KROGER CELEBRATES ITS 125TH ANNIVERSARY

Explore Our Heritage

Since 1883; The Kroger Co. Has Grown From A Small Store In Downtown Cincinnati To Become One Of America's Largest Grocery Retailers. Here Is A Timeline Of Kroger History From 2004 To Present.

2004-Kroger Marketplaces Expand To Columbus, Ohio. This Store Format Sells An Expanded Selection Of Groceries, As Well As General Merchandise.

2004-Kroger Introduces Its 1-2-3 Rewards Mastercard. This Card Can Be Used To Earn Free Groceries, As Well As Savings On Products In Kroger's Family Of Stores.

2005-Company Sales Top \$60 Billion.

2005-Kroger Donated Over \$6 Million For Hurricane Katrina Relief Efforts. In Addition To Monetary Donations, The Company Donated Food, Water And Other Necessary Products.

2006-The Company's Board Of Directors Establishes A Quarterly Dividend Program For The First Time Since 1988. Shareholders Received The First Payment September 1st.

2007-Kroger Was Inducted Into The Billion Dollar Roundtable Inc., An Organization That Recognizes Corporations That Spend \$1 Billion Dollars Annually With Minority And Women-Owned Suppliers.

2007-Kroger Is Named "Retailer Of The Year" By America's Second Harvest, The Nation's Largest Hunger Relief Organization. This Marks The Fifth Time In Seven Years Kroger Has Won This Honor.

2007-Kroger Is Honored To Celebrate Its 125 Anniversary, Thanks To Its Associates And Customers Support Throughout The Years.



**IT WAS WITH THAT SIMPLE MOTTO IN MIND BACK IN
1883 WHEN BARNEY KROGER INVESTED HIS ENTIRE
LIFE SAVINGS OF \$372 TO OPEN A GROCERY STORE AT
66 PEARL STREET IN DOWNTOWN CINCINNATI. IT WAS
A CREDO THAT WOULD SERVE THE KROGER CO.
WELL OVER THE NEXT 125 YEARS...**

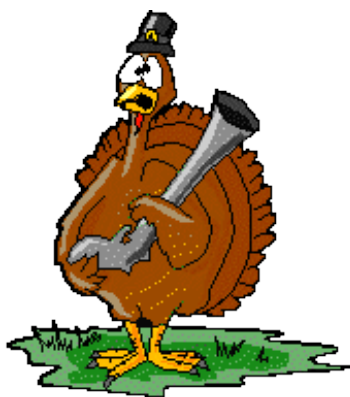
*"Be Particular. Never Sell Anything You
Would Not Want Yourself."*

THE THANKSGIVING STORY (PART 2 OF 2)



Another Modern Staple At Almost Every Thanksgiving Table Is Pumpkin Pie. But It Is Unlikely That The First Feast Included That Treat. The Supply Of Flour Had Been Long Diminished, So There Was No Bread Or Pastries Of Any Kind. However, They Did Eat Boiled Pumpkin , And They Produced A Type Of Fried Bread From Their Corn Crop. There Was Also No Milk, Cider, Potatoes, Or Butter. There Were No Domestic Cattle For Dairy Products, And The Newly-Discovered Potato Was Still Considered By Many Europeans To Be Poisonous. But The Feast Did Include Fish, Berries, Watercress, Lobster, Dried Fruit, Clams, Venison, And Plums.

This "Thanksgiving" Feast Was Not Repeated The Following Year. Many Years Passed Before The Event Was Repeated. It Wasn't Until June Of 1676 That Another Day Of Thanksgiving Was Proclaimed. On June 20 Of That Year The Governing Council Of Charlestown, Massachusetts, Held A Meeting To Determine How Best To Express Thanks For The Good Fortune That Had Seen Their Community Securely Established. By Unanimous Vote They Instructed Edward Rawson, The Clerk, To Proclaim June 29 As A Day Of Thanksgiving. It Is Notable That This Thanksgiving Celebration Probably Did Not Include The Indians, As The Celebration Was Meant Partly To Be In Recognition Of The Colonists' Recent Victory Over The "Heathen Natives".



A Hundred Years Later, In October Of 1777 All 13 Colonies Joined In A Thanksgiving Celebration. It Also Commemorated The Patriotic Victory Over The British At Saratoga. But It Was A One-Time Affair.

George Washington Proclaimed A National Day Of Thanksgiving In 1789, Although Some Were Opposed To It. There Was Discord Among The Colonies, Many Feeling The Hardships Of A Few Pilgrims Did Not Warrant A National Holiday. And Later, President Thomas Jefferson Opposed The Idea Of Having A Day Of Thanksgiving.

It Was Sarah Josepha Hale, A Magazine Editor, Whose Efforts Eventually Led To What We Recognize As Thanksgiving. Hale Wrote Many Editorials Championing Her Cause In Her *Boston Ladies' Magazine*, And Later, In *Godey's Lady's Book*. Finally, After A 40-Year Campaign Of Writing Editorials And Letters To Governors And Presidents, Hale's Obsession Became A Reality When, In 1863, President Lincoln Proclaimed The *Last* Thursday In November As A National Day Of Thanksgiving.



Thanksgiving Was Proclaimed By Every President After Lincoln. The Date Was Changed A Couple Of Times, Most Recently By Franklin Roosevelt, Who Set It Up One Week To The Next-To-Last Thursday In Order To Create A Longer Christmas Shopping Season. Public Uproar Against This Decision Caused The President To Move Thanksgiving Back To Its Original Date Two Years Later. And In 1941, Thanksgiving Was Finally Sanctioned By Congress As A Legal Holiday, As The *Fourth* Thursday In November.



WHAT DO YOU THINK?

Got something to add: story, comment, idea or suggestion let us know and we will try to include it!

Give us your feedback.

Thank You,
Holly and Randy