



A HAPPY
NEW YEAR



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"Achievement seems to be connected with action. Successful men and women keep moving. They make mistakes, but they don't quit."

Conrad Hilton

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING
JANUARY 10, 2009:

84.7%



FRONT END NEWSLETTER

ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending Jan. 10, 2009:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	108.1%
David Lemelin	105.7%
Heather Hogan	105.6%
Amanda Cales	103.9%
Karen Tenney	97.6%
Mary Irwin	97.4%
Megan Metcalf	96.3%
Sandi Shaw	96.2%



THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

As The Store Score Dropped Last Week So Did The Number Of People That Are Making A Substantial Improvement In Their ELMS Score. This Week We Did Not Have One **GREAT CASHIER** Improve Their Score By 10% Or More. As Our Great Cashiers Improve Their ELMS Score, The Store ELMS Score Will Improve As Well. So Let's Strive To Improve Our Scores Thus Improving The Store Score As Well. With An Improved Store Score Our Great Cashiers Will Earn Their "You Are Great" Cards By Meeting The Criteria.

THIS WEEK SCORE WAS A DECREASE **OVER LAST WEEK SCORE**. WE WENT FROM 90.4% TO 84.7% THAT WAS A DECREASE OF 6.31% WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS GOAL OF 95%!



Receipt Tracker

It's that time again; we will begin prompting our customers for quarter four "receipt" tracker in your store today. As you know, the reason that we're doing this is to learn how our customers feel about their shopping experience by store and to improve our division wide Customer Tracker results. We need a strong start and would like to capture at least 150 respondents in a two-week time frame. As in the past, when our customers answer this survey, they will have a chance to win one of five \$500 gift cards. The cashier that engages with this customer will also win \$100.

COUTERYS CLERK CUSTOMER ENGAGEMENT

Objective: To deliver a fast, friendly, and consistent Customer checkout experience through engagement with the Customer throughout the transaction and by adopting Courtesy Clerk Best Practices; **Greeting, Assisting, Bagging and Thanking**. Courtesy Clerks should engage a Customer throughout the checkout experience by:

GREETING: Say "Hello! How are you today?"

ASSISTING: Help the Customer with the bottom of bascart and unloading of bascart.

BAGGING: Use proper bagging techniques and **Strive For 5**.

THANKING: Thank You for shopping with us!



JANUARY BIRTHDAYS & ANNIVERSARIES

Birthdays

Ethan Adams


Date


January 15





PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

 *Slicing Tomatoes*
4064

Green Cabbage 
4069

 *Red Seedless Grapes*
4023

Cantaloupe 
4050

Anniversaries

Date

Years

Amanda Mills

January 3 2008

1

David Lemelin

January 15 2005

4

Dennis Harbin

January 17 2008

1

Hasmukhbhai Patel

January 17 2006

3



BEING THANKFUL: I HAVE A JOB!

A Note From Mr. Wells Concerning New Uniforms

All stores will be going to the new uniforms, blue shirts and black pants, sometime during the 2009 fiscal year. As stores are supplied with new uniforms the old ones will be rotated around to other stores until all stores are complete.

The economic times are tough just look at the headlines from our local paper: “Officials ‘in shock’ as Alcoa announces layoff of 450” jobs in Blount County, “Jewelry Television starts new layoffs” of more than 200 jobs in Knoxville and Nashville, “Goody’s shutting doors after 55 years in business” and the elimination of about 9,800 employees, “Sea Ray plant closing; 575 jobs being cut”. Even though store hours are being cut here at Kroger, we are in a business that people will still spend their hard earned money to shop. But our customers don’t have to shop here; there is plenty of competition from our competitors; Wal-Mart, Food City and Ingles to just to name a few. Customers are more likely to spend their money more wisely in our store on items such as FMV Brand, Kroger Brand and Private Selection Brand. This gives us, Kroger, an excellent opportunity to build more customer loyalty with our Customer Service, Loyalty Offers with Our Kroger Plus Card and Store Brand items. So in light of these hard economic times, employing the “Customer First Strategy” becomes more important than ever in retaining our customers; our source of income and job security.



Our People
Are Great



Products I Want,
Plus A Little



Our Prices
Are Good




The Shopping
Experience
Makes Me Want
To Return

So be sure to THANK THE CUSTOMER and give them the CUSTOMER SERVICE that they can’t get anywhere else. We need to keep in mind that ***Our Customers ARE Our Business*** and keep a positive attitude in these rough times. So when you get up in the morning, be thankful that you can say, “I have to go to work today”.



REMEMBER, ASK FOR ME,
BOB!




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

Raymond James Stadium



6:00 p.m. on NBC

Super Bowl XLIII
Sun. Feb. 1, 2009



**AFC Champions
Pittsburgh Steelers**



**NFC Champions
Arizona Cardinals**

Super Bowl Champions

The AFC and NFC Champions have been crowned and they are the Pittsburgh Steelers and the Arizona Cardinals. Super Bowl weekend will be busy here at the store so here is a quick list of common party supplies for you to help the customers find what they need and for you to provide them with superior service.

Apetizer/Snacks/Dinner

Aisle

Candy	6
Chicken Wings	Meat Dept.
Chips	17
Dip	17
Fruit Trays	Produce Dept.
Hamburger Buns	6
Hamburgers	Meat Dept.
Hot Dog Buns	6
Hot Dogs	Meat Dept.
Meat & Cheese Trays	Deli Dept.
Pizza	16
Salsa	7 & 17
Snack Crackers	6
Vegetable Trays	Produce Dept.

Dessert

Cookie Trays
Cookies

Supplies

Ice
Napkins
Paper Plates
Party Balloons
Plastic Cups
Plastic Cutlery
Table Cloths

Aisle

Deli Dept.
6

Aisle

14
16
16
Floral Dept.
16
16
16



Drinks

Beer	17
Bottled Water	17
Soft Drinks	17



Aisle

