

FRONT END NEWSLETTER

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"Failure is success if we learn from it."

Malcolm Forbes

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING
FEBRUARY 14, 2009:

84.0%

ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending Feb. 14, 2009:

<u>NAME</u>	<u>SCORE</u>
Megan Metcalf	104.2%
Cody Thornburgh	103.7%
Heather Hogan	100.2%
David Lemelin	99.0%
Michael Malek	97.6%
C.J. Miller	97.4%
Lucas Breeden	95.8%



THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

NAME

Lindalee Russell

IMPROVEMENT

11.00%



THIS WEEK SCORE WAS A DECREASE **OVER LAST WEEK SCORE**. WE WENT FROM 84.4% TO 84.0% THAT WAS A DECREASE OF 0.47% WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS GOAL OF 95% AND NOW ONE OF OUR W.I.G. GOALS!



W.I.G. WHAT IS THAT?

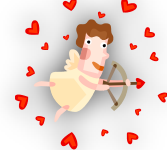


This W.I.G. is not something that you put on your head; no it stands for **Wildly Important Goals**. These goals deal with key areas on the Mystery Shops and how we score. Right now we rank 3rd in Zone D with a 92%.

Here are the Wildly Important Goals:

- ❖ **Engaging**
- ❖ **Front-End Supervisor**
- ❖ **Total Queuing**
- ❖ **Express Lane Open**
- ❖ **Ring Tender Percent Effective**

You will be hearing more about this throughout the year. These are **HIGH PROFILE GOALS** so we need to focus on improving in these areas. This is something I know we can do. So like the Nike slogan says: **Just Do It!**



FEBRUARY BIRTHDAYS & ANNIVERSARIES

Birthdays

- Lindalee Russell
- Michael Malek
- Jessica Jones
- Nicole Jones

Date

- February 5
- February 5
- February 15
- February 19



Anniversaries

- Melissa James
- Sandi Shaw

Date

- February 7 2008
- February 16 1992

Years

- 1
- 17



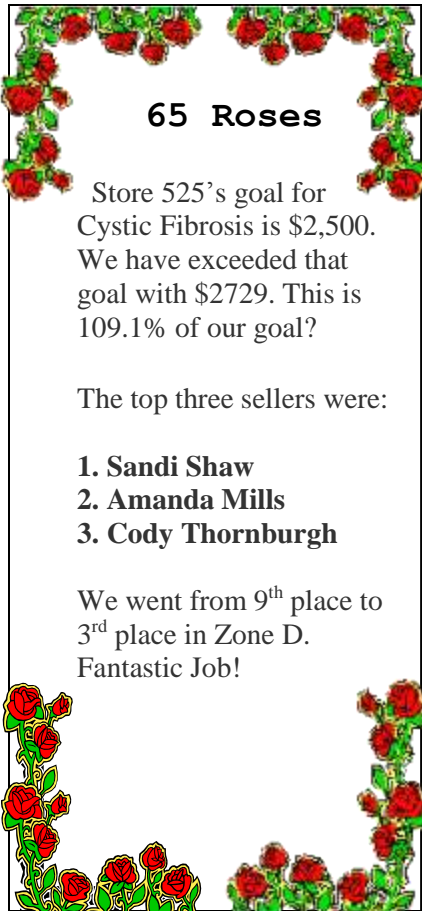
65 Roses

Store 525's goal for Cystic Fibrosis is \$2,500. We have exceeded that goal with \$2729. This is 109.1% of our goal?

The top three sellers were:

1. Sandi Shaw
2. Amanda Mills
3. Cody Thornburgh

We went from 9th place to 3rd place in Zone D. Fantastic Job!



PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:



Asparagus
4080



California Lemons
4958



Red Delicious Apples
4016



Jumbo Cantaloupe
4050

Store 525's KMA Ranking for ELMS

Last year Store 525 ranked 68th out of 217 stores in the Atlanta KMA with a yearly ELMS average of 86.42 for 2008. This year we are off to a poor start. Right now store 525 ranks 130th out 217 stores with an ELMS average of 84.20%. ELMS scores are a high focus area for our store this year and are part of the new W.I.G. goals as well. So why is this so important you ask? Well being ring tender effective is part of our Customer First Strategy of providing our customers with a shopping experience that makes them want to return.



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

SURFING THE WEB

Your Front End Newsletter and Store Newsletter are now on the web!!!

To view the online Newsletters go to www.your525newsletter.synthasite.com. You need Adobe Reader to view the Front End Newsletter and Store Newsletter. If you have any suggestions to what could be added or deleted, please share your comments with me, just click on the [Contact Me](#) link at the bottom of the home page. The site has ELMS tips and tricks as well as some links to other websites such as Kroger.com, ExpressHR, Atlanta Employee Info Page, Clicks! For Cystic Fibrosis and Adobe.com to download the Adobe Reader to view the Newsletters.



ZONE D ELMS RANKING



Ever wonder how well we do in ELMS Scores for the Zone? Well that is a GREAT question. **We Are Always One The Top Stores In The Zone In Everything We Do**, but unfortunately for week ending February 14, 2009 we ranked dead last in ELMS Scores. DEAD LAST you ask? Yes, the very bottom on the pile with a score of 84.0%. I know we have some the GREATEST PEOPLE in our store but our ELMS Scores do not reflect this. So we need *EVERYONE* to step up and take some *Pride in our Store and our Scores* and resurrect our ELMS scores from the DEAD!



Fun & Games

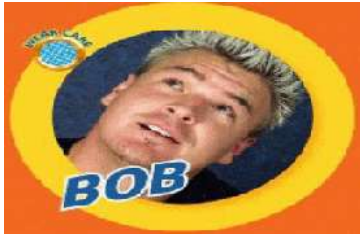
Sports & TV Trivia



1. Who had the nickname of "the Stilt"?
 A) Michael Jordan B) Shaquille O'Neal C) Wilt Chamberlain
2. "Would you believe" was the frequent expression of which secret agent:
 A) Inspector Gadget B) Johnny Quest C) Maxwell Smart



REMEMBER, ASK FOR ME,
BOB!



BAG A BILLION BAGS

In 2008, The Kroger Company spent \$92.8 Million dollars in bag expense. We used 6.35 Billion bags and performed at 3.4 items per bag across the Enterprise.

In 2009 part of our Bag Strategy Goals include "Bag a Billion Bags!" What does this mean? If we can raise our items per bag across the Enterprise to 4, we have the potential to decrease our bag usage by 1 Billion bags.

Through increased Customer and Associate awareness, let's reduce the number of plastic bags used, increase sales of reusable bags, and help the environment along the way.



Earth Sound Reusable Bags Sold For 2008

➤ <u>Store 848</u>	3533
➤ <u>Store 525</u>	3466
➤ <u>Store 679</u>	3383
➤ <u>Store 530</u>	3018
➤ <u>Store 583</u>	2886
➤ Store 298	2597
➤ Store 459	2522
➤ Store 428	2353
➤ Store 631	2091
➤ Store 673	2044



ELMS "STAR PERFORMER" AWARD FOR FEBRUARY

The winner for February Award is still 2 weeks away but as of right now here are the top 5 contenders.

1. Cody Thornburgh 105.6%
2. Amanda Cales 104.3%
3. Megan Metcalf 100.7%
4. David Lemelin 99.0%
5. Heather Hogan 98.7%

We are 2nd in sales for reusable bags sold, out of the 217 stores in the Atlanta KMA, for 2008! Zone D has four of the Top Ten stores in reusable bags sales and six of the Top Twelve stores. That's awesome, GO ZONE D!!!

Stores that are underlined are Zone D stores.

ZONE D = GREEN!