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"It is our attitude at the beginning of a difficult task which, more than anything else, will affect its successful outcome."

William James

E.L.M.S. GOAL:

95.0%



STORE SCORE WEEK ENDING FEBRUARY 21, 2009:

88.0%







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ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending Feb. 21, 2009 and are instrumental in helping us reach our WIG goal as well:

NAME

Cody Thornburgh

Michelle Mullins

Sandi Shaw

Megan Metcalf

Lora Huffman

C.J. Miller

Michael Malek

David Lemelin

Karen Tenney



SCORE 106.2%

101.3%

100.1%

97.3%

96.7%

96.6%

96.6%

95.9%

95.7%

THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

NAME

Lynn Watson



IMPROVEMENT

10.04%

THIS WEEK SCORE WAS AN INCREASE *OVER LAST WEEK SCORE*. WE WENT FROM 84.0% TO 88.0% THAT WAS AN INCREASE OF 4.76% WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOALS OF 95% EFFECTIVE!



The 2009 MDA Shamrock Campaign runs from March 8th to April 4th, 2009. In an effort to raise money for this great cause, Zone D is holding the 2nd Annual Zone D MDA Bowl-A-Thon. It's a fun way to raise money and the money raised for MDA will send kids with Muscular Dystrophy to summer camp!! This is also a great way for associates to earn hours for the tuition reimbursement program. All the details in next week's issue!



PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE **PLU CODES:**

Golden Pineapple

4430

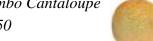
Fresh Peaches

3117

Navel Oranges

3107

Jumbo Cantaloupe 4050





W.I.G. WHAT IS THAT?

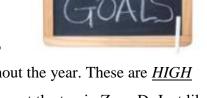


This W.I.G. is not something that you put on your head; no it stands for $\underline{\mathbf{W}}$ ildly $\underline{\mathbf{I}}$ mportant $\underline{\mathbf{G}}$ oals. These goals deal with key areas on the Mystery Shops and how we score. Right now we rank 1st in Zone D with a 96%.

Here are the Wildly Important Goals and our year to date scores:

*	Engaging	100%
*	Front-End Supervisor	100%
*	Total Queuing	88%
*	Express Lane Open	100%

❖ Ring Tender Percent Effective 85.5%



You will be hearing more about this throughout the year. These are *HIGH* <u>PROFILE GOALS</u> so we need to focus staying at the top in Zone D. Just like the Nike slogan says: Just Do It! And We Did!! You Are Awesome!!



MARCH BIRTHDAYS & ANNIVERSARIES

<u>Birthdays</u>	<u>Date</u>
Lora Huffman	 March 10
Doug Flynn	March 25
Larry Dixon	March 25

Anniversari	<u>Pate</u>	Years
Kay Knight	March 3 1973	36
Sonya Kron	March 12 1995	14
*	***	*



1-2-3 REWARDS MASTERCARD



Changes are coming to the 1-2-3 Rewards MasterCard Program.

HERE'S WHAT'S NEW:

On March 1st, 2009, Kroger Personal Finance will be launching an exciting new invitation to apply program. The major difference is that customers will **no longer** receive a \$10 Max gift card just for filling out the application. In 2009, customers receiving a sixquestion "mini" application on the bottom of their receipt, if they choose to fill it out and are approved will receive \$25 coupon in the mail along with their new credit card to use toward a purchase at any Kroger store when they pay with the 1-2-3 **REWARDS® MasterCard®.**



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

Cashiers you need to be aware that this coupon is only supposed to be redeemed with the use of the 1-2-3 REWARDS® MasterCard®.

WHAT ARE THE BENEFITS OF THE PROGRAM:

Research shows that Customers who shop with the 1-2-3 REWARDS® MasterCard® spend on average 10% more when they shop in our store. They also visit our store more frequently. This increased Customer loyalty contributes to the profitability of our store and is a vital part of our business. This event also promotes the Customer First Strategy by offering our qualified Customers a card with several unique benefits, including greater Rewards rebates when they shop in our store.



Fun & Games

Sports & TV Trivia



- 1. The Little League World Series is held in:
- A) Williamsport, PA B) Tokyo, Japan C) Augusta, GA
 - 2. What is Bart Simpson's sister's name:

A) Ellen B) Susie C) Lisa



REMEMBER, ASK FOR ME, BOB!







The winner for the February Award is still 1 week away but as of right now here are the top 5 contenders. Who will it be?

1.	Cody Thornburgh	105.8%
2.	Megan Metcalf	99.5%
3.	Heather Hogan	98.9%
4.	David Lemelin	97.5%
5.	Lucas Breeden	97.4%



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

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



We are 2nd in sales for reusable bags sold, out of the 216 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.

