



INSIDE THIS ISSUE

- Page 1 ELMS Performance News
- Page 1 ELMS Great Improvement
- Page 1 This Week Score
- Page 2 Express Lane Efficiency
- Page 2 Birthdays & Anniversaries
- Page 3 The Last 95
- Page 3 Sports & TV Trivia
- Page 4 MDA Bowl-A-Thon
- Page 4 How Our WIG Fits



"Obstacles are those frightful things you see when you take your eyes off your goals."

Anonymous

E.L.M.S. GOAL:

95.0%

WOW!

STORE SCORE WEEK ENDING FEBRUARY 28, 2009:

89.8%

FRONT END NEWSLETTER

ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending Feb. 28, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	111.1%
Alice Pinckard	106.7%
Sandi Shaw	105.8%
Tanza Leatherwood	103.3%
Megan Metcalf	101.7%
Michael Malek	101.2%
Lora Huffman	100.4%
Heather Hogan	100.3%
Lucas Breeden	98.3%
C.J. Miller	95.7%
Marla Orchid	95.7%



THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

<u>NAME</u>	<u>IMPROVEMENT</u>
Alice Pinckard	13.63%



THIS WEEK SCORE WAS AN INCREASE **OVER LAST WEEK SCORE**. WE WENT FROM 88.0% TO 89.8% THAT WAS AN INCREASE OF 2.05% WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOALS OF 95% EFFECTIVE!





WANTED:

**INFORMATION
LEADING TO THE
DISCHARGE OF
DISHONEST
EMPLOYEES**

REWARD:

**MINIMUM OF \$100 PER
INCIDENT**

**CONTACT YOUR STORE
MANAGER OR RISK
MANAGEMENT
DEPARTMENT
(770-496-7497)**

**WITH INFORMATION
ON THE DISHONEST
EMPLOYEE. REQUEST
THE REWARD AT THAT
TIME. AFTER THE
DISHONEST EMPLOYEE
IS DISCHARGED, YOU
WILL RECEIVE YOUR
REWARD.**

PLU SALE ITEMS FOR
THIS WEEK:

LEARN HIGH USAGE
PLU CODES:

Red Delicious Apples
4016

White Seedless Grapes
4023

Green Cabbage
4069

Jumbo Cantaloupe
4050



EXPRESS LANE EFFICIENCY AND WIG GOALS

With the new W.I.G. goals for 2009 there is a high focus on express lane queuing. By using the proper procedures for the express register, this will improve the shopping experience for our customers, ring tender percent effective and keep our W.I.G. scores where they need to be.

1. Open all bags prior to starting the order
2. Scan the order according to basic product groupings and bag as you go
3. Scan with a steady, fluid hand to hand motion
4. Use the beep rather than the display to confirm that an item has scanned correctly
5. Always turn the carousel counter clockwise- toward the Customer as you rotate to the next bag rack
6. Use all bag racks evenly
7. Do not remove the bags from the carousel until the order has been completed and payment has been received.
8. Turn the carousel counter clockwise, completely around after each order to ensure that the customer leaves with all of their groceries

MARCH BIRTHDAYS & ANNIVERSARIES

Birthdays

Lora Huffman
Doug Flynn
Larry Dixon



Date

March 10
March 25
March 25

Anniversaries

Kay Knight
Sonya Kron

Date

March 3 1973
March 12 1995

Years

36
14





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www.your525newsletter.synthasite.com. Be sure to drop me a line and 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!



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

THE LAST 95

The last time Store 525 made the ELMS goal of 95% was..... December 15, 2007! That was over a year ago. In that time we have come close to 95% but never reached the goal, but we are making awesome improvements each week. So let's see if we can reach the goal this year and more than once! Here are our scores that have come close but no cigar...

The Last 95	Score
December 15, 2007	95.5%

Close But No Cigar	Score
October 6, 2007	90.7%
December 8, 2007	94.4%
December 22, 2007	91.7%
December 29, 2007	94.8%
January 5, 2008	92.2%
January 12, 2008	92.1%
February 23, 2008	90.8%
March 1, 2008	90.3%
April 5, 2008	91.5%
April 12, 2008	91.7%
April 26, 2008	90.6%
May 31, 2008	91.8%
June 7, 2008	90.8%
November 29, 2008	90.3%
December 6, 2008	91.6%
December 13, 2008	91.4%
December 20, 2008	90.2%
December 27, 2008	90.4%
January 3, 2009	90.4%



Fun & Games
Sports & TV Trivia




- Who has won the Masters the most times:
A) Arnold Palmer B) Jack Nicklaus C) Tiger Woods
- Which state was the setting for "Matlock":
A) California B) Georgia C) Maine



REMEMBER, ASK FOR ME,
BOB!



Did you remember to  set your clock ahead?



“STAR PERFORMER”
FOR FEBRUARY

The winner of the “STAR PERFORMER” for February is Cody Thornburgh with an average monthly score of 107.1%. Cody has won this award for the second time in a row. Cody has won a \$10 gift card for his outstanding performance. Who will be March’s winner? Can anyone take Cody’s spot?



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. The Bowl-A-Thon will be on Thursday, March 26th, 2009 from 5:00pm-9:00pm at the University Center Bowling Alley located on the University of Tennessee Campus. Food and refreshments will be provided and there will be prizes for the Top Bowler and the person with the highest amount pledged. The goal for this year’s Bowl-A-Thon is \$5,000. To participate, please see Ms. Webb or Holly Lawson for your Bowl-A-Thon sponsor sheet. Sponsor’s can sponsor you a flat amount or an amount based on your score. All sponsored money needs to be turned in no later than Monday, March 30th, 2009. All money raised will count toward our store’s MDA total.



Right now we rank 1st in Zone D with a 97%.

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

❖ Engaging	100%	
❖ Front-End Supervisor	100%	
❖ Total Queuing	90%	
❖ Express Lane Open	100%	
❖ Ring Tender Percent Effective	86.5%	

We Are #1.. In Zone D!