



FRONT END NEWSLETTER

ELMS EMPLOYEE PERFORMANCE NEWS

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"The horizon is out there somewhere, and you just keep chasing it, looking for it, and working for it."

Bob Dole

E.L.M.S. GOAL:

95.0%

**STORE SCORE WEEK ENDING
APRIL 11, 2009:**

92.1%

Cashiers that meet the ELMS Goal of 95% or better for week ending Apr. 11, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	110.2%
Betty Noe	105.4%
Heather Hogan	105.0%
Amanda Cales	103.2%
Sandi Shaw	103.1%
Megan Metcalf	101.8%
Stefani Taylor	101.6%
C.J. Miller	101.3%
Alice Pinckard	99.2%
Nicole Jones	99.2%
David Lemelin	97.8%
Lora Huffman	97.6%
Karen Tenney	97.4%
Nathan Fritz	96.2%
Marla Orchid	95.4%



15 People Made Goal!



THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

This Week We Did Not Have One **GREAT CASHIER** Improve Their Score By 10% Or More But I Would Like To Point Out That **Amanda Mills** Is Making **Huge Strides** In Improving Her ELMS Score. Last Week She Scored A 94.5%. **VERY NICE AMANDA, KEEP UP THE GREAT JOB!!**



THIS WEEK SCORE WAS AN INCREASE OVER LAST WEEK SCORE. WE WENT FROM 91.9% TO 92.1% THAT WAS AN INCREASE OF 0.22% WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

2.9 MILES TO ATLANTA



Congratulations to Michelle Mullins

Michelle Mullins has been promoted to Assistant Front End Manager at the Alcoa store. This will be Michelle's last week here at Northshore. Michelle transferred here from Alcoa in November of 2007 and has been a very important part of our Front End. Michelle, you will be missed greatly and we wish you the best of luck in your new position; we know you'll do fine.

PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

-  *Red Seedless Grapes*
4023
-  *Asparagus*
4080
-  *Mangoes*
4959
-  *Green Beans*
4066



“Selling” The Kroger 1-2-3 REWARDS MasterCard



Hi, I'm MAX. I joined the Kroger Personal Finance family in 2006. I am here to explain all the great benefits of the Kroger 1-2-3 REWARDS MasterCard. Here are the “selling” points that you can offer to our great customers:

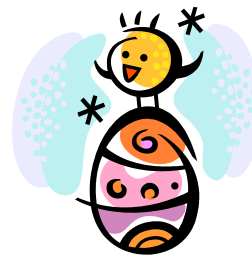


- Customers will receive a \$25 Kroger coupon with an approved account
- Customers Earn *FREE* Groceries by earning REWARDS points
 - ✓ 1 point per \$1 spent outside of Kroger anywhere MasterCard is accepted
 - ✓ 2 points per \$1 spent inside Kroger (excluding Fuel Centers)
 - ✓ 3 points per \$1 spent on the Kroger Family of Quality Products
- Customers earn Rewards certificates every 1000 points, 1000 points = \$5 in Rewards
- Customers receive Reward certificates automatically every 3 months for earned rewards, up to 4 times per year
- Customers that use their 1-2-3 Rewards MasterCard to purchase fuel will also receive an additional .05¢ off per gallon when they qualify for the current division fuel discount
- The 1-2-3 REWARDS MasterCard is a Kroger Shopper's Card, MasterCard, and rewards card all in one

APRIL BIRTHDAYS & ANNIVERSARIES

Birthdays

- Denise Oliver
- Greg McLemore
- C.J. Miller
- Stefani Taylor



Date

- April 11
- April 17
- April 21
- April 30

Anniversaries

- Karie Ely
- Mary Irwin

Date

- April 5 2003
- April 6 1981

Years

- 6
- 28



HOW MANY ENTRIES DO YOU HAVE TO WIN WITH?

How many entries do you have to win with? If you are not sure, here is a tally of all those that have earned entries, for the first 2 weeks of this period contest, to win a \$25 gift card.

Don't forget to visit
Your525Newsletter
online at
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!



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

<u>Name</u>	<u>Entries</u>	<u>Percentage Of Entries</u>
• Cody Thornburgh	7	11.86%
• Heather Hogan	6	10.17%
• Alice Pinckard	4	6.78%
• Betty Noe	4	6.78%
• David Lemelin	4	6.78%
• Megan Metcalf	4	6.78%
• Amanda Cales	3	5.08%
• C.J. Miller	3	5.08%
• Lora Huffman	3	5.08%
• Michelle Mullins	3	5.08%
• Nicole Jones	3	5.08%
• Sandi Shaw	3	5.08%
• Stefani Taylor	3	5.08%
• Karen Tenney	2	3.39%
• Marla Orchid	2	3.39%
• Mary Irwin	2	3.39%
• Michael Malek	1	1.69%
• Nathan Fritz	1	1.69%
• Sonya Kron	1	1.69%



Someone will win!

Your entries are based on your weekly ELMS Scores, so in order to increase your chances for more entries, increase your weekly ELMS Score! There are 2 more weeks to earn chances to win the \$25 gift card. The better you perform the more chances you have to win!



Fun & Games
Sports & TV Trivia



- Who's the "Big Unit":
A) Randy Johnson B) Yao Ming C) Hulk Hogan?
- What was the name of the inn on "Newhart":
A) The Drake Inn B) The Stratford Inn C) The Spencer Inn?

Answers now on the next page, Good Luck!

**REMEMBER, ASK FOR ME,
BOB!**



This week's Sports & TV Trivia answers:



1. **A-Randy Johnson**



2. **B-The Stratford Inn**



**ELMS
"STAR PERFORMER"
FOR APRIL**

The April Award has 2 weeks in the books with 3 weeks still to go, but as of right now here are the top 5 contenders. Who will it be?

- | | |
|---------------------|--------|
| 1. Cody Thornburgh | 113.0% |
| 2. Michelle Mullins | 105.6% |
| 3. Betty Noe | 105.4% |
| 4. Alice Pinckard | 103.9% |
| 5. Heather Hogan | 103.7% |

ELMS "GOAL" DEN EGGS



For those that make the weekly ELMS Goal of 95% now get to pick a "GOAL" DEN EGG for their weekly prize. All "GOAL" DEN EGGS contain candy and Shining Stars Entries for being "Customer First", by providing the customer with a quick and efficient checkout. But some EGGS will contain an extra prize not found in other EGGS, some "GOAL" DEN EGGS will have a Bonus Entry for the period prize of a \$25 gift card and **IF** the weekly ELMS score improves from the previous week then TWO "GOAL" DEN EGGS will contain a "YOU ARE GREAT" CARD! Yes, "You Are Great" Cards are back, but in a smaller capacity but at least everyone that made goal has a chance to get win a "You Are Great" Card. We will try to find more exciting prizes to put into the weekly ELMS "GOAL" DEN EGGS to keep the ELMS GOAL of 95% a high focus area and to make ELMS something fun and exciting for everyone. The winners of this week's "You Are Great" Cards were Megan Metcalf and C.J. Miller!



ELMS "GOAL" DEN EGGS

WIG GOALS



Right now we rank 1st in Zone D with a 98.3%.

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

- | | | |
|---------------------------------|-------|------------------------------|
| ❖ Engaging | 100% | } } } } } WIG Average |
| ❖ Front-End Supervisor | 100% | |
| ❖ Total Queuing | 95.0% | |
| ❖ Express Lane Open | 100% | |
| ❖ Ring Tender Percent Effective | 90.1% | |

We Are #1.. In Zone D!