



FRONT END NEWSLETTER

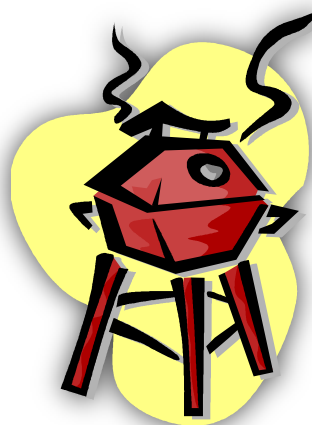
ELMS EMPLOYEE PERFORMANCE NEWS

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Cashiers that meet the ELMS Goal of 95% or better for week ending May 16, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Alice Pinckard	107.5%
Amanda Cales	104.7%
Megan Metcalf	101.9%
David Lemelin	101.4%
Sandi Shaw	101.1%
Cody Thornburgh	100.7%
Heather Hogan	99.9%
Mary Irwin	97.6%
Michael Malek	95.1%



"Aim for the top. There is plenty of room there. There are so few at the top it is almost lonely there."

9 People Made Goal!

Samuel Insull

E.L.M.S. GOAL:

95.0%

THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

<u>NAME</u>		<u>IMPROVEMENT</u>
Alice Pinckard		14.61%
Mary Irwin		10.41%

STORE SCORE WEEK ENDING
MAY 16, 2009:

85.9%



THIS WEEK SCORE WAS A DECREASE **OVER LAST WEEK SCORE**. WE WENT FROM 92.8% TO 85.9% THAT WAS A DECREASE OF 7.44% WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

9.1 MILES TO ATLANTA



Congratulations to Ashley Riley and Tanza Leatherwood for getting 100% on the Mystery Shop. For their perfect score **and** getting the KPF part of the Mystery Shop, Ashley and Tanza both have received a \$15 Gift Card, just for being Customer First AND Inviting Customers to Apply for the 1-2-3 Rewards MasterCard.



PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:



Fresh Limes
4048



Dole Gold Pineapple
4430



Sweet Bing Cherries
4045

Seedless Watermelon
4032



ANOTHER WAY TO EARN EXTRA MONEY

In addition to the \$100 you can earn for getting 20 customers to apply for the 1-2-3- Rewards MasterCard in a quarter (3 month time frame) and the \$2 per application, you can earn a \$15 Gift Card just for scoring 100% on the Mystery Shop **and** getting 100% on the KPF part of the



Mystery Shop. What is the KPF part of the Mystery Shop you ask? That is inviting the Customer to apply for the 1-2-3 Rewards MasterCard when you are prompted. Any cashier scoring 100% on the entire behavior section, including KPF MasterCard section, will receive a \$15 Kroger Gift Card! If you are not prompted for the MasterCard, you are not eligible. You must receive 100% on ALL SIX ITEMS to receive the \$15 Kroger Gift. If you do all the behaviors listed here, getting 20 customers to apply for the 1-2-3 MasterCard and scoring 100% on ALL SIX ITEMS on the mystery shop, you can earn up to a total of \$155, just for doing your job.*

*In a three month time frame

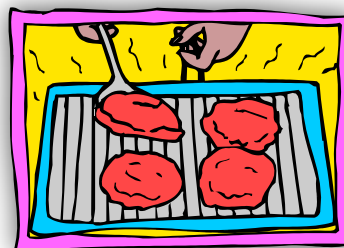


MAY BIRTHDAYS & ANNIVERSARIES

Birthdays

Date

Melissa Kelley	May 1
Megan Metcalf	May 1
Mary Irwin	May 2
Tanza Leatherwood	May 4
Penny Smith	May 9
Amanda Mills	May 10
Jared Roberts	May 13
Sandy Yates	May 18
Dana Fulkerson	May 27



Anniversaries

Date

Years

Denise Oliver	May 29 2008	1
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New Web Address Coming Soon!



HOW MANY ENTRIES DO YOU HAVE TO WIN WITH?

Period 4 \$25 ELMS Contest – How Many Entries Do You Have?
 Entries Are Based On ELMS Performance Scores & Bonus Entries.

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!



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

<u>Name</u>	<u>Entries</u>	<u>Percent Of Entries</u>
1. Cody Thornburgh	10	14.29%
2. David Lemelin	8	11.43%
3. Amanda Cales	8	11.43%
4. Megan Metcalf	7	10.00%
5. Sandi Shaw	7	10.00%
6. Jared Roberts	6	8.57%
7. Alice Pinckard	5	7.14%
8. Heather Hogan	5	7.14%
9. Lora Huffman	3	4.29%
10. Michael Malek	3	4.29%
11. Karen Tenney	2	2.86%
12. Nicole Jones	2	2.86%
13. Denise Oliver	2	2.86%
14. Stefani Taylor	1	1.43%
15. Mary Irwin	1	1.43%



Your entries are based on your weekly ELMS Scores, so in order to increase your chances for more entries, increase your weekly ELMS Score! Here is how you earn the entries:

- Score between 95% to 99.9% earn **ONE ENTRY**
- Score between 100% to 104.9% earn **TWO ENTRIES**
- Score between 105% to 119.9% earn **THREE ENTRIES**
- Score 120% or better earn **FIVE ENTRIES**

Drawing will be held this week for the \$25 Gift Card. Good Luck!



Fun & Games

Sports & TV Trivia



1. Who is the only manager to win a World Series in both the NL and AL:
 A) Joe Torre B) Sparky Anderson C) Casey Stengel?
2. What long-running soap opera featured the Hughes family:
 A) "General Hospital" B) "As the World Turns" C) "The Guiding Light"?

Answers now on the next page, Good Luck!

SHINING STARS DRAWING

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



The Shining Star Drawing for 10 lucky employees will be Monday, May 25, 2009. The 10 lucky employees will get to play a “Cover All” bingo game. Then the two Kroger 525 employees who have “Cover All” first, will be attending the Grand Finale

Celebration in Stone Mountain, Georgia on June 24, 2009. All associates that have been nominated for Shining Stars are eligible to win. There are great prizes to be won including Family Vacations, Cash, Gift Cards, TV’s, Stereos, Cars and much, much more! The celebration will be held at Stone Mountain Park. So let’s all keep our fingers crossed and hope that we are that lucky person that gets to attend the Shining Stars Grand Finale Celebration in hopes of winning a great prize, maybe even a brand new car. Now that would be totally awesome!!

This week’s Sports & TV Trivia answers:



1. B- Sparky Anderson



2. B-“As the World Turns”

“You can’t win a car if you don’t get a STAR!”



WIG GOALS

WE ARE #1 IN ZONE D

We have reclaimed our NUMBER 1 in Zone D!!! GREAT JOB EVERYONE. We can retain our spot just by being Customer First, this HUGELY IMPORTANT to everyone, especially the customer. We need to keep our focus on being Customer First and make our customers a TOP PRIORITY. So here is our Wildly Important Goals and our year to date scores:

- ❖ **Engaging** 87.5%
- ❖ **Front-End Supervisor** 100%
- ❖ **Total Queuing** 90.7%
- ❖ **Express Lane Open** 100%
- ❖ **Ring Tender Percent Effective** 90.4%



**WIG Average
92.7%**



**“STAR PERFORMER”
FOR MAY**

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

- | | |
|--------------------|--------|
| 1. Jared Roberts | 129.0% |
| 2. Amanda Cales | 106.6% |
| 3. Cody Thornburgh | 103.2% |
| 4. David Lemelin | 101.4% |
| 5. Alice Pinckard | 100.7% |

We Have Reclaimed Our #1 In Zone D!