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"Success will never be a big step in the future, success is a small step taken just now."

Jonatan Mårtensson

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING
SEPTEMBER 20, 2008:

82.4%

FRONT END Newsletter

ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending Sept. 20 2008:

<u>NAME</u>	<u>SCORE</u>
Amanda Cales	112.5%
Betty Noe	100.0%
Heather Hogan	98.7%
Lora Huffman	97.8%
Mary Irwin	97.7%
Ethan Adams	95.4%



THOSE WHO MADE GREAT IMPROVEMENT IN
THEIR ELMS SCORE

NAME

Cody Thornburgh

IMPROVEMENT

15.31%



WEEK ENDING 9-20-08 SCORE IS A DROP OVER LAST
WEEK SCORE. WE WENT FROM 86.7% TO 82.4% THAT
IS A DECREASE OF 4.96%. WE NEED TO CONTINUE TO
IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS
GOAL OF 95%!





CUSTOMER 1ST STRATEGY: GREAT PEOPLE

Store 525 was ONE of only THREE stores in Zone D that made **100%** on the Front End for Mystery Shops for Period 8, August 17th –September 13th 2008.

Store	FE Eye Contact	FE Smiling	FE Greeting	FE Engaging	FE Thanking	AVG
D-525	100%	100%	100%	100%	100%	100%
D-530	100%	100%	100%	100%	100%	100%
D-549	100%	100%	100%	100%	100%	100%



PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:



California Nectarines
4378

Red Seedless Grapes
4023



Valencia Oranges
3108

On The Vine Tomatoes
4664



Here are the **GREAT PEOPLE** that made this happen for Store 525:

Alice Pinckard	Amanda Mills	Ashley Riley
James Tabor	Karen Tenney	Melissa James
Michael Malek	Nick Bartosik	Sharon Hargrove

We Have Great People!



SEPTEMBER BIRTHDAYS & ANNIVERSARIES

UT FOOTBALL SATURDAY GAME DAY



VS



Day: Saturday
Date: Oct. 4, 2008
Location: Knoxville, Tenn.
Time: 7:00 p.m. ET

Be Sure To Support The UT Vols By Wearing Your UT Shirts On Saturday.



Birthdays

Lisa Collins

David Lemelin

Lucas Breeden

Happy Birthday

Anniversaries

Alice Pinckard

Lora Huffman

Date

September 2

September 13

September 20

Date

September 14, 1982

September 28, 1981

Years

26

27



OCTOBER: BREAST CANCER AWARENESS MONTH

September 28 through October 25

KMA GOAL FOR 2008

\$300,000

All Kroger Stores will be raising money for the Komen For The Cure Breast Cancer Foundation.

The money raised in your community stays in your community to provide breast health screening, treatment, education, support service programs, and to support research Grant Programs to fund cutting edge research to find a cure.

Get Involved-Ask Every Customer If They Would Like To Purchase A Ribbon To Help Fight Breast Cancer.



Breast Cancer Survivor
Sandi Shaw – 525
Front End
Knoxville, TN

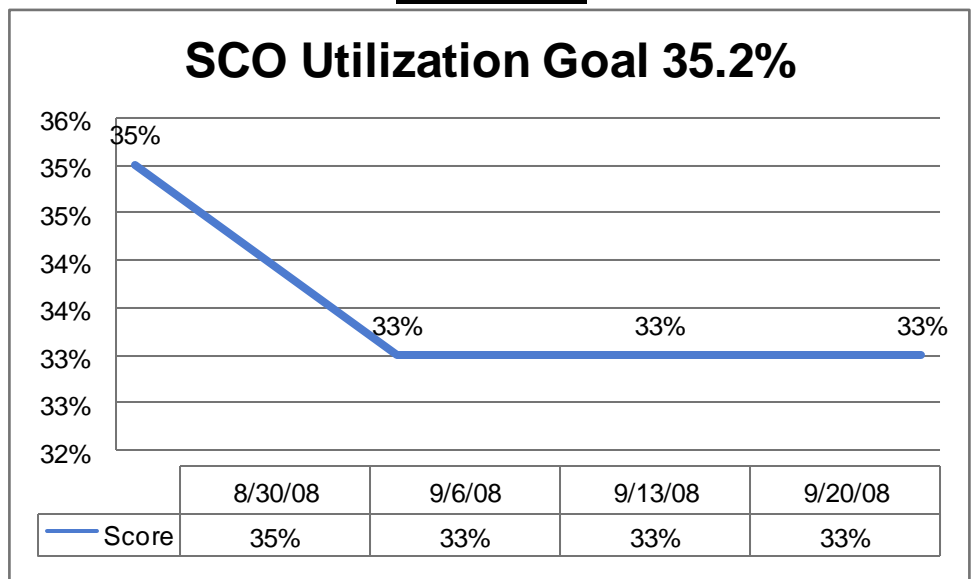


BEING RING TENDER EFFECTIVE IS PART OF KROGER'S CUSTOMER 1ST STRATEGY OF PROVIDING WORLD CLASS SERVICE!

THE SCO UTILIZATION GOAL OF 41.2% HAS BEEN CHANGED TO 35.2% !!! THIS IS EXCITING NEWS. AS YOU CAN SEE FROM THE CHART WE HAVE ACHIEVED THIS GOAL ONCE IN THE PAST 4 WEEKS AND WE HAVE ACHIEVED THE GOAL OF 35.2% 12 TIMES OVER THE PAST 38 WEEKS OR 31.6% OF THE TIME AND WE HAVE BEEN **VERY** CLOSE THE WEEKS THAT WE DID NOT MAKE GOAL, SO THIS IS VERY ACHIEVABLE. SO SCO CASHIERS PUT FORTH A LITTLE EFFORT AND THERE WILL BE NO REASON WHY WE CAN NOT MAKE GOAL EVERY WEEK AND MAYBE HAVE SOME KIND OF CELEBRATION?!?!?

NEW SCO UTILIZATION GOAL!!

35.2%



BAGGING TIPS, STRIVE FOR FIVE

1. **Size Up The Order And Stay Organized**
 - a. Look Down The Belt To See What Is Coming And Try To Sort And Organize Items Accordingly.
2. **Select The Right Bag**
 - a. Junior Bags Are Ideal For Smaller Items Such As Cards And Candies, Cleaners, And Even A Half Gallon Of Milk. They May Also Be Used To Separate Different Types Of Uncooked Meat Placed In A Larger Bag.
3. **Build Walls**
 - a. Use Boxes And Other Flat Products To Push Out The Sides Of The Bag To Create Walls. These Walls Provide Shape And Stability And Protect Smaller Items In The Bag.



1-2-3 REWARDS®
MasterCard®

100% On MasterCard Prompting

AS YOU ALL KNOW THE MASTER CARD PROMPT IS NOW PART OF THE MYSTERY SHOP. **STORE 525** AND **STORE 562** ARE THE **ONLY** STORES IN ZONE D THAT HAVE A PERFECT SCORE OF 100% ON THE MYSTERY SHOP FOR THE MASTER CARD PROMPT, WITH FOUR SHOPS. CONGRATULATIONS TO OUR **GREAT FRONT END CASHIERS** FOR MAKING THIS HAPPEN. KEEP UP THE FANTASTIC JOB!!!!



Exciting News!!

Associate Fuel Discount

From October 1 through December 31, 2008, associates can earn 20¢ off per gallon of fuel with each \$100 in qualifying grocery purchase with their Kroger Plus shopper's card. This discount is an additional 10¢ off per gallon savings, on top of our everyday customer fuel discount program. As they do today, associates who use the Kroger 1-2-3 Rewards MasterCard for fuel payment will earn an additional 5¢ off per gallon for fuel. That's a possible savings of 25¢ off per gallon!

WHAT DO YOU THINK?

Got something to add: story, comment, idea or suggestion let us know and we will try to include it!

Give us your feedback.



Thank You,

Holly and Randy