



FRONT END NEWSLETTER

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"No one knows what he can do until he tries."

Publius Syrus

E.L.M.S. GOAL:

95.0%

ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending June 27, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	113.3%
Amanda Cales	107.3%
David Lemelin	103.4%
Lora Huffman	100.9%
Nicole Jones	99.1%
Megan Metcalf	99.0%
Karen Tenney	97.7%
C.J. Miller	95.5%



8 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 **Carol Winklepleck** Is Making **Great Strides** In Improving Her ELMS Score. Last Week Carol Improved Her Score By 6.70%. **VERY NICE CAROL, KEEP UP THE GREAT JOB!!**

STORE SCORE WEEK ENDING
JUNE 27, 2009:

89.5%



THIS WEEK SCORE WAS A DECREASE VS LAST WEEK SCORE. WE WENT FROM 91.9% TO 89.5% THIS WAS A DECREASE OF 2.61%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

5.5 MILES TO ATLANTA



REMEMBER, ASK FOR ME, BOB!



PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:



Green Bell Pepper
4065



White Seedless Grapes
4022



Bing Cherries
4045

Cucumbers
4062



Receipt Tracker Results

How did Store 525 rank with the Receipt Tracker Results? Very good if I say so myself! Store 599 had the greatest number of responses out of 21 stores in Zone D with 280 and we were right behind them with 202! **AWESOME JOB GUYS!** But that is not the all, we Rank 5th out of 216 in the entire KMA! **WOW! THAT IS AWESOME!**



SCO Certification has yet to take place, so let's focus on what **L.E.A.D.** stands for:

Location: Customer entry side 80% of shift

Engagement: Have a little bit of conversation with Customers

Anticipate: Proactive in observing Customers needs for assistance

Demonstrate: Willing and available to assist Customers

JULY BIRTHDAYS & ANNIVERSARIES

Birthdays

- Sandi Shaw
- Alice Pinckard
- Dennis Harbin
- Gerry Anders
- Heather Hogan
- Cody Thornburgh

Date

- July 4
- July 17
- July 18
- July 20
- July 23
- July 30



Anniversaries

- Megan Metcalf

Date

- July 1, 2008

Years

- 1

New Web Address:



<http://your525newsletter.yolasite.com>

Don't forget to visit Your525Newsletter online at <http://your525newsletter.yolasite.com> Your 525 Newsletter Online now has a new address and new look too!! Come by and check it out and 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!

LESS PLASTIC? FANTASTIC

What's New?

BOB stickers will be switching over from the traditional orange to a new green, "Less Plastic? Fantastic" sticker.

Why?

The new sticker has been put into place to help support our Company's goal in Saving a Billion Bags. A 2009 Bag Strategy was developed to promote better more responsible use of bags and the use and purchase of reusable bags to support the Company goal of Saving a Billion Bags. The strategy was tested in Mid Atlantic's, Zone A. One element of the piloted strategy replaced the traditional BOB sticker with a sticker displaying an environmental awareness message. Based on Associate feedback of the pilot, this sticker was one of the most well received. These stickers will help raise awareness of bag usage to both our Customers and Associates.

The sticker also serves the traditional BOB sticker purpose, to recognize scanned Bottom of Bascart items or items that don't need a bag.

Fact: In 2008 the Enterprise spent over \$92,000,000 on paper/plastic bags alone!!! This is equal to the amount of money it would cost to build roughly six brand new stores!



Fun & Games

Sports & TV Trivia



1. What year was the first Olympics?
A) 776 B.C. B) 76 B.C. C) 76 A.D.
2. What Muppet lived in the garbage can?
A) Grover B) Oscar the Grouch C) Cookie Monster

Answers on the next page, Good Luck!



ENGAGEMENT TIPS

1. Talk about how much customers save, gas rewards senior citizens discounts, double coupons, etc.
2. If checking ID, reference the customer's date of birth. Looks like you've got a birthday coming up, Happy Birthday, etc.
3. What do you think about this weather we are having?
4. If the customer is buying a Birthday Cake. You can talk about their great cake and wish them a great time at their party.



CHOOSE YOUR ATTITUDE.



ATTITUDE = 100%

MATHEMATICAL PROOF! WHAT MAKES 100%?

If:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

Then:

L U C K (12+21+3+11) = 47%

L O V E (12+15+22+5) = 54%

K N O W L E D G E (11+14+15+23+12+5+4+7+5) = 96%

L E A D E R S H I P (12+5+1+4+5+18+19+8+9+16) = 97%

H A R D W O R K (8+1+18+4+23+15+18+11) = 98%

But,

A T T I T U D E (1+20+20+9+20+21+4+5) = 100%

WIG GOALS



WE WENT GREEN ON ENGAGEMENT

We have reclaimed the NUMBER 1 spot in Zone D!!!
 GREAT JOB EVERYONE. We have two stores that are trying to take our spot at NUMBER #1, 562 with a 90.1% and 599 with a 92.1%, but we can retain our spot just by being Customer First. So maintaining our WIG scores is HUGELY IMPORTANT for everyone, especially the customer. So here is our Wildly Important Goals and our year to date scores:

- ❖ Engaging 90.5%
 - ❖ Front-End Supervisor 100%
 - ❖ Total Queuing 88.1%
 - ❖ Express Lane Open 100%
 - ❖ Ring Tender Percent Effective 89.8%
- 92.9% WIG Average**



We Have Reclaimed #1 In Zone D!

This week's Sports & TV Trivia answers:

1. A-776 B.C



2. B- Oscar the Grouch



ELMS

“STAR PERFORMER”
FOR JUNE

The winner of the ELMS “STAR PERFORMER” for June is Sandi Shaw with an average monthly score of 129.5%. Sandi has won a \$10 gift card for her outstanding performance. Sandi is the first person to take over Cody's Spot! Awesome Job Sandi! Who will be July's winner?