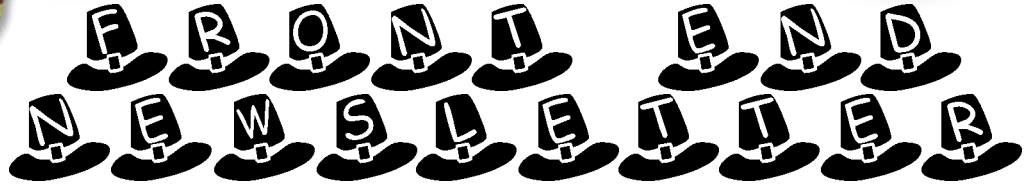




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ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending Oct. 25, 2008:

<u>NAME</u>	<u>SCORE</u>
Sandi Shaw	105.7%
Betty Noe	104.6%
Heather Hogan	104.4%
Alice Pinckard	101.8%
Amanda Cales	100.1%
Lora Huffman	98.2%



*"You cannot sit on the road to success for if you do, you will get run over."*

**Anonymous**

THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

E.L.M.S. GOAL:

95.0%

NAME

Alice Pinckard

IMPROVEMENT

14.90%



STORE SCORE WEEK ENDING OCTOBER 25, 2008:

81.6%



**THIS WEEK SCORE IS A DECREASE OVER LAST WEEK SCORE. WE WENT FROM 83.9% TO 81.6% THAT IS A DECREASE OF 2.74%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS GOAL OF 95%!**



CUSTOMER 1<sup>ST</sup> STRATEGY: CUSTOMER COMMENT

Here Is A Customer Comment That Came From A Comment Card On One Of Our *Great People* On The Front End. He Provided Superior Customer And Went Above And Beyond His Job Responsibility.

*“Michael Went Out Of His Way On Two Occasions To Help Me!”*

Our Customers Recognize And Appreciate Every Thing We Do For Them. Michael Employed The Customer 1<sup>st</sup> Strategy Of *The Shopping Experience Makes Me Want To Return.*

Great Job Michael!!!! Keep Up The Fantastic Job!

PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

Yellow Squash  
4784



Broccoli Crowns  
3082



Zucchini Squash  
4067



Cucumbers  
4062



*We Have Great People!*



NOVEMBER BIRTHDAYS & ANNIVERSARIES

Birthdays

Date

- Daniel Small
- Matt Fritz
- Greg Gaylor
- Randy Clark
- Jordan Steele
- Melissa James



- November 2
- November 3
- November 5
- November 7
- November 19
- November 30

Anniversaries

Date

Years

- Daniel Small
- Holly Lawson
- Heather Hogan
- Betty Noe
- Michelle Boudreau

- November 1, 2007
- November 5, 1986
- November 6, 2007
- November 11, 1980
- November 22, 2006

- 1
- 22
- 1
- 28
- 2

UT FOOTBALL SATURDAY GAME DAY



VS



Day: Saturday  
Date: Nov. 8, 2008  
Location: Knoxville, TN.  
Time: 1:00 PM ET

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



*Fred Meyer* JEWELERS

Fred Meyer Jewelers Started In 1973 As A Catalog Showroom Concept By Fred Meyer. As The Catalog Showroom Fad Started To Die Down, Fred Meyer Was Experiencing Excellent Sales Growth In The Fine Jewelry Category. To Capitalize On This Sales Growth, Fred Meyer Placed Fine Jewelry Stores In Their Large Multi-Department Stores And Eventually Shopping Malls Throughout The Western United States.

In 1995, Fred Meyer Jewelers Acquired 23 Jewelers In California And The Midwestern United States, As Well As Merksamer Jewelers. Eventually All Of Those Acquisitions Took The Name Fred Meyer Jewelers.

In 1997, Fred Meyer Jewelers Acquired The Chain Of Fox's Jewelers That Operated In Six Midwestern States. Fox's Jewelers Were Eventually Renamed Fred Meyer Jewelers.

In October 1998, Fred Meyer Jewelers Acquired The Littman Jewelers Chain That Operates In The Eastern United States. In 1999 Fred Meyer, Inc., The Parent Company Of Fred Meyer Jewelers, Was Acquired By The Kroger Company.

Currently Fred Meyer Jewelers Stores Operate Under The Banners Fred Meyer Jewelers, Littman Jewelers, And Barclay Jewelers.

REMEMBER, ASK FOR ME,  
BOB!



## KROGER CELEBRATES ITS 125<sup>TH</sup> ANNIVERSARY

### Explore Our Heritage

Since 1883; The Kroger Co. Has Grown From A Small Store In Downtown Cincinnati To Become One Of America's Largest Grocery Retailers. Here Is A Timeline Of Kroger History From 1959 To 1977.

**1959**-A New Skyscraper Housing Kroger's Executive Offices Opens At 1014 Vine Street In Cincinnati.



**1960**-Kroger Acquires Its First Computers.

**1963**-Kroger's First \$2 Billion Sales Year.

**1964**-Joe Hall Retires And Jacob E. Davis Takes Over As President And CEO.

**1968**-In Just Five Years, Kroger's Sales Grow Another \$1 Billion, Topping \$3 Billion.

**1970's**-Kroger, Listening To Its Shoppers Through Extensive Market Research, Introduces Ultra Modern Stores Featuring Old-Fashioned Values And Trend-Setting Specialty Shops Featuring Cheese, Deli/Bakeries, Flowers And A Host Of Other Items.

**1970**-James P. Herring Is Kroger's New President And CEO.

**1971**-"Open Dating" System Assures Shoppers Of Fresh Perishables.

**1972**-An Experimental Scanner Checkout System Is Tested In A Kroger Supermarket.

**1972**-Kroger's First Superstore Opens In Barberton, Ohio.

**1972**-Nutritional Labeling Is Put On Kroger Private Brand Products.

**1975**-Kroger Sales Exceed \$5 Billion And A Consumer Advisory Council Is Formed.

**1977**-Most Kroger Stores Are Equipped With Heat Recycling Equipment As Part Of Ongoing Effort To Reduce Energy Costs.



NEXT ISSUE WILL COVER FROM 1978 TO 1990.



**Fred Meyer JEWELERS**  
 "For All Those Special Times"



**LITTMAN JEWELERS**  
 "For All Those Special Times"

## KROGER RECEIVES RETAIL EXCELLENCE AWARD

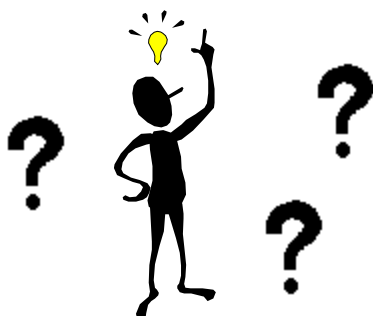
**SUPERMARKET NEWS** Named Kroger The 2008 Winner Of The Retail Excellence Award, An Honor That Recognizes A Company For Leadership, Innovation And Understanding Of Its Customers. "The Success Of The Company's Strategy, Both In The Current Economic Environment And As A Foundation For The Ongoing Health Of The Business, Has Prompted Us To Name Kroger As The Winner Of This Award," The Publication Reports.

Our Company Is The First Retailer To Receive This Honor Twice; We Also Won In 2004. The Award Credits Our Consistent Focus On The Customer 1st Business Strategy That Allows Us To Adapt To The Needs Of The Customer In Any Economy. Visit [SupermarketNews.com](http://SupermarketNews.com) For The Full Report.

## 20% Discount

### ASSOCIATE DISCOUNT AT FRED MEYER JEWELERS

For Two Days Only, November 7 & 8 Save An Extra 20% Off Your Jewelry Purchase At Fred Meyer Jewelers, On Top Of Your Everyday 20% Off Associate Discount. Excludes Unmounted Diamonds, Swiss Watches, Spectacular Event Specials And Cannot Be Combined With Any Other Offer. Limit One Coupon Per Customer. No Associate Layaways During Friends And Family Sale. Fred Meyer Jewelers Is A Proud Member Of The Kroger Family. For The Store Nearest You, Please Call 1-800-457-5977 Or Shop Online At [www.fredmeyerjewelers.com](http://www.fredmeyerjewelers.com) And [www.littmanjewelers.com](http://www.littmanjewelers.com), Use Promo Code FF2020.



### 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