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"Gratitude makes sense of our past, brings peace for today, and creates a vision for tomorrow."

# Melody Beattie

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING NOVEMBER 7, 2009:

85.7%



# FRONT END NEWSLETTER ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending November 7, 2009 and are instrumental in helping us reach our WIG goal:

NAME
Cody Thornburgh
Heather Hogan
Sandi Shaw
Amanda Cales
Lora Huffman
Brandon Hollifield





THOSE WHO MADE *GREAT IMPROVEMENT* IN THEIR ELMS SCORE



<u>Improvement</u> 15.95% 14.25%

THIS WEEK WE HAD NO CHANGE IN OUR SCORE VS LAST WEEK SCORE. WE HAVE SCORED AN 85.7% THE PAST TWO WEEKS! WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

WIG Ave

## 9.3 MILES TO ATLANTA





Will we ever make it to 95? It's just a *little* further down the road! Oh so close last week.

Remember, Ask For Me, BOB!



PLU SALE ITEMS FOR THIS WEEK:

#### LEARN HIGH USAGE **PLU CODES:**

Yellow Squash 4784



Broccoli Crowns

3082 **On-the-Vine** Tomatoes 4664 Green Bell Peppers 4065



# ENGAGEMENT STARTS WITH YOU!!

This is the FIRST TIME in NINE MONTHS we have been below 90% on our WIG SCORE! REMEMBER: Engagement Starts With You! Make sure you Engage with every Customer and ask every KPF prompted Customer to apply. Floor Supervisors MAKE SURE we are meeting the QUEUING STANDARD OF 1 PLUS 1. Here are Wildly

87.8%

100%

86.0%

60.0%

100%

Important Goals and our year to date scores:

- Engaging
- **Front-End Supervisor** ••
- **Total Queuing** ÷
- **KPF** (Since the 7<sup>th</sup> Period / 6 of 10)
- **Express Lane Open** ÷
- **Ring Tender Percent Effective 89.2%** \*

Where do we stand on WIG? At the end of the 3<sup>rd</sup> QTR we are 37<sup>th</sup> on Engagement in the Atlanta KMA and we are in 8<sup>th</sup> place (tied for 4<sup>th</sup>) in Zone D for Total WIG Score. But what is sad about this is? Well we

were Number 1 in Zone D for the longest time, but not anymore! TOO MANY BAD SHOPS! And we just received another BAD shop this past week! Our WIG Score went from 85.3% to 83.5%. THAT'S A DROP OF 1.8% IN JUST ONE SHOP, COME ON PEOPLE WE ARE BETTER THAN THIS!!!!



### **Birthdays**

Tabbi Geisler Susannah Ishmael Randy Clark Ben Savell Melissa James

### Anniversaries

Holly Lawson Heather Hogan **Bob Rollins** Betty Noe



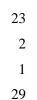
Date

November 5, 1986	23
November 6, 2007	2
November 7, 2008	1
November 11, 1980	29

# Date

November 2 November 6 November 7 November 26 November 28

#### Years





http://your525newsletter.yolasite.com

Be sure to visit Your525Newsletter online at <u>http://your525newsletter.yolasite.com</u> 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. Please 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 1<sup>ST</sup> STRATEGY OF PROVIDING WORLD CLASS SERVICE!

# Associate 20% Kroger Brand Sale Nov. 15th– Nov. 21st, 2009

# **EMPLOYEE DISCOUNT IS HERE!!!**

Now is the time to stock on products labeled as "Kroger" brand. In addition, all brands manufactured by The Kroger Co. including Private Selection, Naturally Preferred, Active LifeStyle, Pet Pride, and more. The discount will be automatically applied when your associate Kroger Plus card is used. If you are not receiving discount please see Susannah Ishmael so you can take advantage of this discount, just in time for the holidays. Discount will take 3-7 days to be activated if card is not set up. Discount does not include Fuel, RX,





# A CHANCE TO WIN!

THE WINNER OF THE FOOTBALL GRILL WILL BE DRAWN ON NOVEMBER 16. GOOD LUCK TO ALL THAT HAVE EARNED AN ENTRY. THE WINNER WILL BE ANNOUNCED THIS WEEK AS WELL AS BE IN NEXT WEEK'S ISSUE OF THE FRONT END NEWSLETTER. GOOD LUCK TO ALL!



Fun & Games

Sports & TV Trivia



1. In a boxing match, how many seconds are there between each round?

A) 45 B) 60 C) 90

- 2. Fill in the blank: "I'm coo-coo for\_\_\_\_?
  - A) Cheerios B) Frosted Flakes C) Cocoa Puffs

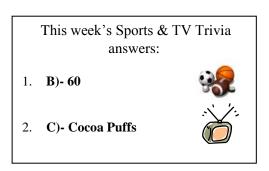
Answers on the next page, Good Luck!

and select prepared items.

## **Tax Exempt Information**

### **Customer Requirements**

It is <u>NOT</u> acceptable for the purchaser to write "On File" in the Registration No. Block on the Sales Tax Exempt form. Every column must be filled in AND the Signature of Purchaser secured for every sale. This is necessary at the time of each sale even though the customer may make several purchases the same day. Ditto marks ("") or "same as above" are not acceptable.





ELMS "STAR PERFORMER" FOR NOVEMBER

The November Award has 1 week in the books with 3 weeks still to go, but as of right now here are the top 5 contenders. Who will it be? It could be you!

- 2. Heather Hogan102.4%
- 3. Sandi Shaw 101.7%
- 4. Amanda Cales 100.1%
- 5. Lora Huffman 97.5%





This coming Holiday Season we will be offering our Customers a unique opportunity to sign up on-line to send a personalized holiday phone greeting to their kids, friends and family. Cashiers will be handing out cards, from tear pads, to parents and children in the store. Customers can choose a message and a "Celebrity" to place the call. The celebrities include Santa, Sammy the Snowman and NASCAR driver Tony Stewart. Customers can visit <u>www.holidayphonecalls.com</u> from 11/25/09 through 12/26/09 to set up the "Celebrity" Holiday Phone Call.





## Campaign runs from Nov. 15th through Dec. 31st

Can Hunger 2009

#### Company Goal for 2009 is \$300,000

As families and friends prepare to gather with those closest to them in a celebration of generosity, love and selflessness – topped off with the grandest of meals – many may not realize that some residents won't be enjoying the holiday and potential are at the risk of hunger.

As the economy cripples many families' financial stability, Kroger's Can Hunger food drive will be vitally important in stocking the shelves of Feeding America food banks (formerly America's Second Harvest) with nutritious, nonperishable foods.

In 2008, Kroger introduced a new and fresh Kroger Can Hunger promotion that not only benefited the millions of individuals in our community that need our help, but also offered an environmentally friendly solution to our Kroger Can Hunger supporters. Kroger has brought the "Reach Out, Reuse and Reduce Hunger" theme back this year.

Over the years, Kroger has been able to help our communities feed the hungry, because of your continued commitment to the campaign. Food banks rely on the generosity of individuals and businesses to donate food, money and volunteer to guarantee that the individuals in our communities don't go hungry.

- 1 out of 6 children risk going hungry at some part of each month
- 12.4% of Senior Citizens are living in poverty today

It is up to people and organizations like Kroger to help those in need and provide product for those who face challenges throughout the year, especially during the holidays.

• WEEK 1: Top store in each zone will receive a (3) \$25 Best Buy gift certificates to use as employee incentives.