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"Christmas is not a time nor a season, but a state of mind. To cherish peace and goodwill, to be plenteous in mercy, is to have the real spirit of Christmas".

Calvin Coolidge

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING
DECEMBER 12, 2009:

95.7%



**FRONT END NEWSLETTER
ELMS EMPLOYEE PERFORMANCE NEWS**

Cashiers that meet the ELMS Goal of 95% or better for week ending December 12, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	134.7%
Denise Oliver	113.9%
Sandi Shaw	112.9%
Amanda Cales	106.3%
Ellen Dukagjini	106.2%
Alice Pinckard	103.5%
Lora Huffman	102.7%
David Lemelin	102.0%
Betty Noe	101.8%
Brandi Lawhorn	101.0%
Mary Irwin	100.6%
Heather Hogan	100.3%
Marla Orchid	98.3%
Brandon Hollifield	97.6%
Michael Malek	97.5%
Kim Snyder	96.4%
Nathan Fritz	96.1%
Chris Braden	95.5%

**WOW!!!
18 Cashiers
Made Goal!**

THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

<u>Name</u>		<u>Improvement</u>
Denise Oliver		21.30%
Doug Flynn		17.35%

THIS WEEK SCORE WAS A DECREASE VS **LAST WEEK SCORE**. WE WENT FROM 97.9% TO 95.7% THIS WAS A DECREASE OF 2.25%. WE HAVE REACHED GOAL, NOW WE NEED TO MAINTAIN GOAL TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE FOR THE YEAR!

WE MADE IT TO THE ATLANTA GOAL!



We Made Goal For Four Weeks In A Row! Great Job! Let's See If We Can Make It Five Weeks!

Remember, Ask For Me, BOB!



PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

Yellow Squash
4784

Golden Pineapple
4430

Collard Greens
4614

Celery
4070



WIG GOALS

ENGAGEMENT STARTS WITH YOU!!

We are now making small improvements 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 Important Goals** and our year to date scores:

- ❖ **Engaging** 88.9%
 - ❖ **Front-End Supervisor** 100%
 - ❖ **Total Queuing** 85.0%
 - ❖ **KPF (Since the 7th Period / 8 of 13)** 61.5%
 - ❖ **Express Lane Open** 100%
 - ❖ **Ring Tender Percent Effective** 89.8%
- 83.4%**
WIG Average

Not prompting the customer about KPF is our biggest opportunity! Let's seize this opportunity by making sure we engage and tell every prompted customer about the 123 REWARDS Mastercard! Can we regain our spot at NUMBER 1 in Zone D? I think so! We have shown we can be NUMBER 1 in anything we want! For example: Can Hunger, Susan G. Komen and ELMS the past 4 weeks! WE CAN DO THIS!

December Birthdays & Anniversaries

Birthdays

- Betty Noe
- Sharif Ahmaed
- Janice Allen
- Brandon Hollifield
- Sonya Kron



Date

- December 11
- December 11
- December 11
- December 12
- December 31

Anniversaries

- Tanza Leatherwood
- Brandi Lawhorn
- Gerry Anders
- Randy Clark
- Randy York

Date

- December 2, 1985
- December 11, 2007
- December 18, 2007
- December 18, 1980
- December 31, 2006

Years

- 24
- 2
- 2
- 29
- 3

New Web Address:



<http://your525newsletter.yolasite.com>

Be sure 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. 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 1ST
STRATEGY OF
PROVIDING
WORLD CLASS
SERVICE!**

Number ONE "Store" for ELM'S Efficiency for Last Week
(And the Number 1 Cashier Too!)

Check out this list, from Todd Vandenberg, of the top 30 cashiers in Zone D for week ending Dec. 12, 2009. Look who's Number 1!

Position	Store	Cashier Name	Ring/Tender % Effective
1	525	CODY THORNBURGH	134.7
2	870	BECCA MULLINS	121.9
3	558	AMY DUNBAR	121.7
4	536	SHERRY LOPER	119.2
5	597	PATRICIA MOUNT	117.8
6	686	CODY HARVEY	117.6
7	558	KENYETTA UPSHAW	116.0
8	530	SHANDY BROWN	115.4
9	848	CALEB WARD	114.0
10	525	DENISE OLIVER	113.9
11	530	TAMMY LARSEN	113.2
12	525	SANDI SHAW	112.9
13	686	COREY DAVIS	111.8
14	686	BRANDON THOMAS	111.8
15	583	MICHAEL WAGNER	111.5
16	848	MICHELLE MORRISON	110.6
17	524	GARRET A AGRESTA	110.4
18	848	ALDRENA HARRIS	109.9
19	686	JEFF SELLERS	108.8
20	583	HOLLY GRIBBLE	108.8
21	870	DIANE YOUNG	108.3
22	598	KRISTIN FRITZLER	107.8
23	599	PATRICE LOZOYA	107.1
24	698	GEORGIA ROSE	106.8
25	597	SUE PATRICK	106.5
26	686	TIFFANY BENEDETT	106.5
27	562	AARON PRICE	106.4
28	525	AMANDA CALES	106.3
29	525	ELLEN DUKAGJINI	106.2
30	558	COURTNEY	105.5

That's a whole bunch of efficiency there, and a whole lot of specialists in engaging service! Thanks, guys and gals, for putting your Customers 1st!



Fun & Games

Sports & TV Trivia



- Which U.S. sports stadium holds the largest seating capacity?
 - University of Tennessee
 - Ohio State University
 - University of Michigan
- What was the name of the Douglas' dog on "My Three Sons"?
 - Champ
 - Charlie
 - Tramp

Answers on the next page, Good Luck!

Shopping Days Until Christmas...



5 DAYS



Customer 1st Strategy in Action



Here is a customer comment about one of our GREAT Cashiers displaying key points in the CUSTOMER 1st STRATEGY.

"Customer is 73 years old and Lora is always so helpful to him. He is a diabetic and sometimes his sugar might be low and Lora sees that he gets taken care of, like giving him a piece of candy."

What an impact such a small gesture as a small piece of candy can make on our customers! When we ENGAGE and talk with our customers we learn things about them that help us ensure that every shopping trip is special. Lora knew this customer was diabetic and offered him the candy because she ENGAGED in conversation with him!

Great job Lora! Thanks for making this customer's shopping trip something special!

This week's Sports & TV Trivia answers:

1. C)- University of Michigan
2. C)- Tramp



Can Hunger 2009



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

Store Goal is \$15,000

We are the NUMBER 1 Store in Zone D and the Division with our fifth week's sales of Can Hunger Icons. We have raised **\$14681** in just 5 weeks and we are at **97.9%** of our goal. This is **AMAZING!** At our current pace will we surpass our Store Goal of \$15,000! Potential risk of hunger continues to grow due to financial stability. These challenging times make it very hard for many people in the neighborhoods that surround our stores to enjoy one warm meal a day. So we need to continue our commitment to this worthy cause so we can make the holiday season a little brighter for those in need. The week 6 incentive is "The top 5 stores will receive **(10) \$25.00**" Here are our top 3 sellers:

- | | |
|-----------------|--------|
| 1. Sandi Shaw | \$3093 |
| 2. Lora Huffman | \$2444 |
| 3. Kim Snyder | \$2360 |

On Sunday, December 13th, 2009 we set out to raise money for Can Hunger. We had a store bake, sale asked every customer for donations and made store P.A.'s to let customers know of our commitment to this worthy cause and WOW! We raised \$682 from the store bake sale and a total of \$2315, in just one day. Our STORE has raised more money than TWO ZONES COMBINED.



ELMS "STAR PERFORMER" FOR DECEMBER

The December Award has 2 weeks 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!

- | | |
|--------------------|--------|
| 1. Cody Thornburgh | 138.5% |
| 2. Denise Oliver | 113.9% |
| 3. Sandi Shaw | 112.3% |
| 4. Amanda Cales | 106.7% |
| 5. David Lemelin | 104.3% |