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“It wouldn't be New Year's if I didn't have regrets.”

William Thomas

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING JANUARY 16, 2010:

91.6%



FRONT END NEWSLETTER
ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending January 16, 2010 and are instrumental in helping us reach our WIG goal:

NAME	10 Cashiers	SCORE
Heather Hogan		106.2%
David Lemelin		105.2%
Michael Malek		105.2%
Amanda Cales		104.5%
Marla Orchid		102.4%
Sandi Shaw		101.6%
Lora Huffman	Made Goal!!!	97.8%
Alice Pinckard		97.0%
Kim Snyder		95.7%
Nathan Fritz		95.2%

THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

Name	You're on fire, baby!	Improvement
Lynn Watson		13.94%

THIS WEEK SCORE WAS AN INCREASE VS LAST WEEK SCORE. WE WENT FROM 90.9% TO 91.6% THIS WAS AN INCREASE OF 0.77%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

3.4 MILES TO ATLANTA



Strive for 95%!

Remember, Ask For Me, BOB!



PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

Golden Pineapple

4430

Fresh Avocados

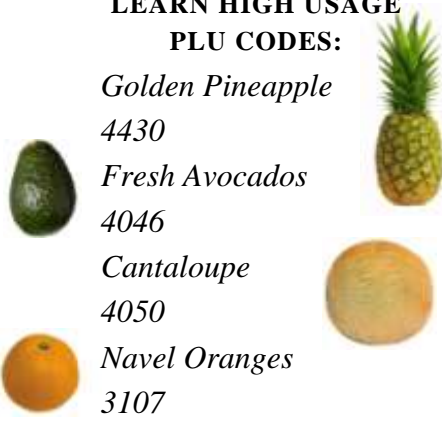
4046

Cantaloupe

4050

Navel Oranges

3107

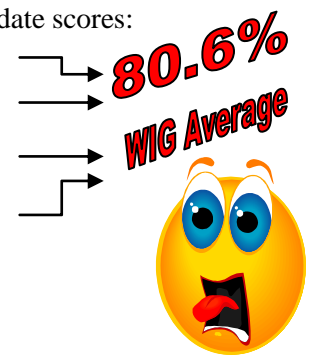


WIG GOALS

ENGAGEMENT STARTS WITH YOU!!

With just 2 weeks left in the 2009 fiscal year and KPF being missed on the last 5 shops our score keeps falling. We need to make sure we ask **EVERY** KPF prompted Customer to apply. Next year there will be more focus on KPF than in the past; let's get in the habit of asking. 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** 90.2%
- ❖ **Front-End Supervisor** 100%
- ❖ **Total Queuing** 84.8%
- ❖ **KPF (Since the 7th Period / 9 of 19)** 47.4%
- ❖ **Express Lane Open** 100%
- ❖ **Ring Tender Percent Effective** 90.4%



Stefani Taylor got shopped last week and had a perfect shop! THANKS STEFANI!!! Her PERFECT SHOP increased our store score by .6%. GREAT JOB!! Make sure you are doing all the things that every customer deserves when they shop at our Kroger store. A friendly, engaging cashier and a quick and efficient check out. And if your customer is prompted for the 123 Rewards MasterCard make sure you mention this offer to them. If all these things are done, then we will be on our way to improvement!

January Birthdays & Anniversaries

Birthdays

- Adam Lee
- Taylor Rana Drake
- Andrew Reinerio
- Josh Reinerio



Date

- January 6
- January 25
- January 27
- January 27

Anniversaries

- David Lemelin
- Hasmukhbhai Patel
- Dennis Harbin

Date

- January 1, 2005
- January 17, 2006
- January 17, 2008

Years

- 5
- 4
- 2

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!



Being Customer First, Is KEY!



Here is an updated list of those that can earn a KEY for being Ring Tender Effective for the last 26 weeks of the 2009 fiscal year. There are just 2 weeks left to earn a KEY. Cody, Sandi, Lora, Amanda and Kim have earned a KEY if they just maintain an average of 95% and Michael, Marla, Nathan and Brandon just need to improve their average for the next 2 weeks to get to 95%. Come on guys you can do it! Look, Michael Malek is oh so close and he is putting forth the effort and it shows! Great Job Michael!

2 Weeks Left!



2 Weeks Left!

Name	Weeks Needed	Average Score
Cody Thornburgh	0	114.7%
Sandi Shaw	0	108.6%
Amanda Cales	0	105.1%
Lora Huffman	0	104.9%
Kim Snyder	0	97.3%
Michael Malek	0	94.9%
Denise Oliver	1	93.7%
Marla Orchid	0	93.2%
Nathan Fritz	0	92.1%
Brandon Hollifield	0	91.1%



Fun & Games

Sports & TV Trivia



- Who did not win the NHL's Rookie of the Year Award?
A) Wayne Gretzky B) Bobby Orr C) Mario Lemieux
- Who played Krystle Carrington's niece Sammy Jo on "Dynasty"?
A) Heather Locklear B) Victoria Principal C) Catherine Oxenberg

Answers on the next page, Good Luck!





EARN A CHANCE TO WIN A \$20 GIFT CARD

Starting next Sunday, January 31, we will be giving cashiers and courtesy clerks that score 100% on their Mystery Shop, an opportunity to win up to a \$20 gift card at the end of the 1st period for 2010. The contest starts Jan. 31st and runs till the end of the year. Here is how it will work:

- The Kroger year is divided into 13 periods with 4 weeks in each period.
- We receive a Mystery Shop once each week or 4 times a period.
- Each cashier and each courtesy clerk that scores 100% on each of their front end measures gets their name into a drawing to win.
- For each Mystery Shop that has 100% for a cashier and/or courtesy clerk will put \$5 into a pot for the drawing at the end of the period. Up to \$20 for the 4 weeks/period.
- If both the cashier and courtesy clerk fail to score 100% on their Mystery Shop then the pot of money does not increase and both the cashier and courtesy clerk do not earn an entry.
- If only one employee scores 100% the Mystery Shop then that employee earns an entry and the pot increases by \$5.
- At the end of the period we will draw a name from all the cashiers and courtesy clerks that scored 100% on their Mystery Shop for the period. The total amount of winnings is based on the number of 100% Mystery Shops that we received for that period/4 week time frame.

This week's Sports & TV Trivia answers:

1. A)- Wayne Gretzky 
2. A)- Heather Locklear 



If you have any further questions be sure to ask Holly or Randy and we will be more than happy to answer any questions you may have. Being Customer First really does pay!!



Tax Season is Just Around the Corner

Is your Tax information up to date? With Express HR you can update your Federal Taxes (W-4) in three different ways:

- Log in using the kiosk Express HR kiosk in our store
- Log in from any computer by going to www.myemployeeinfo.com/atlanta and clicking on the link for Express HR
- Call 1-800-952-8889, keyword Express HR

As of Thursday Jan. 21st, the Zone D total for the Haitian Earthquake Victims is an incredible \$26,625!! This weekend provides a great opportunity for increasing the Zone total. Please maintain a high level of communication with our customers as they continue to look towards Kroger as a trusted community location for making donations. Listed below is a recap of the top stores in the zone.

- 525 - \$2,641
- 530 - \$2,248
- 698 - \$1,879
- 686 - \$1,625
- 549 - \$1,065
- 536 - \$1,059