



KROGER TIMES AT NORTHSHORE DRIVE!

KEY PEOPLE IN OUR STORE:

Store Manager.....Ted Mills

Front End.....Holly Lawson

Fuel.....Elizabeth Brakebill

Starbucks.....Tampa Newport

Pharmacy.....Kristie Hutchinson

Floral.....Kim Jones

Produce.....Mike Beckham

Nutrition.....Chris Coning

Deli.....John Pugh

Cheese Shop.....Belinda Brackett

Bakery.....Debbie Moody

Seafood.....Alex Kandilakis

Meat.....Chuck Breeden

Drug G.M.....Karen Lindsay

Grocery.....Ray Caldwell

Frozen Food.....Gordon Smith

Dairy.....Jeff Trentham

The Breast Cancer Bake Sale was a huge success with many great treats for sale but there was one sweet treat, Soda Cracker Fudge, that everyone seemed to enjoy. The curiosity on how to make this sweet scrumptious treat grew until Tampa could no longer keep it a secret. So at the request of many people, Tampa Newport has decided to let the secret out of the bag:

Soda Cracker Fudge

Ingredients:

2 cups sugar

1/2 cup milk

5 tablespoons peanut butter

1 7oz. jar marshmallow crème

24 saltine crackers, broken into pieces

Mix sugar and milk in a saucepan and bring to a boil. Cook for 5 minutes. Place remaining ingredients in a bowl. Pour hot mixture over them, mix well. Place in buttered pan. Let cool. Cut into squares and enjoy.

October Anniversaries

<u>Name</u>	<u>Date</u>
Claire Dodson	10/01/07
Donnie Wilson	10/02/81
Lisa Collins	10/03/85
Matt Wyatt	10/03/06
Dee Braden	10/06/01
Amanda Cales	10/07/07
Greg McLemore	10/07/07
Patsy Wilkinson	10/07/07
Marla Orchid	10/08/08
Ashley Riley	10/09/03
Tampa Newport	10/16/06
Chris Braden	10/09/07
Julie White	10/15/07
Jessica Jones	10/15/08
Ben Savell	10/21/08
Mike Horsey	10/24/01
Brandon Hollifield	10/26/07
Patrick Doyle	10/29/96



It's Time to Speak Up!

The Associate 1st Survey starts this week, October 19 – November 7, 2009. This is your opportunity to speak up about what you think Kroger is doing well and where you think they need to improve. This year's survey includes the 12 basic questions that we have seen in past surveys, plus new questions have been added on topics that we said are important for making Kroger a better place to work. The survey is changing how it is administered-among other things, managers will not be in the room while we complete the survey. The survey is just the beginning. Action plans-from division down to our location-will be developed based on the survey results. What about confidentiality? Your survey responses are confidential-Period. All of this information helps our company respond to associate input in a more meaningful way, So Speak Up! Look for the results at the end of the holiday selling season!



October Birthdays

<u>Name</u>	<u>Date</u>
Mechelle Hawkins	10/03
Ben McGimsey	10/04
Mike Beckham	10/06
John Pugh	10/08
Samantha Scriptor	10/11
Sharon Hargrove	10/13
Susanna Sisco	10/18
Holly Lawson	10/19
Bob Rollins	10/26
Randy York	10/28



Your Newsletter is on the Web

Don't forget to visit [Your525Newsletter](http://your525newsletter.yolasite.com) online, with a Brand New Look, at <http://your525newsletter.yolasite.com>.

Be sure to check it out and drop me a line to 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!



New Web Address:



As Part Of Kroger’s Core Values, We Have Created An Inclusion Council Help Make Our Store The Best That It Can Be For Both Our Associates And Our Customers. Here Is The Goal Of The Kroger Inclusion Council: Your Voice Matters, Working Together Works, Encouraging Everyone's Involvement, Being The Best Person You Can Be. The Council Includes 12 Associates Throughout Store That Would Like To Hear Your Comments, Suggestions, Concerns and Ideas So That You Have A “Voice” In The Store.

Fantastic Jewelry Savings

*For one week only, October 18-24, 2009, all Kroger associates will receive their 20% Everyday Associate Discount plus an additional 10% discount of the employee discounted price to equal one **Fantastic Jewelry Savings***. So if you have jewelry items on your Christmas list, now would be the perfect time to do some early Christmas shopping. These Fantastic Savings are only valid at the Kroger Farragut Store at 189 Brooklawn Street.*

*(*These Fantastic Savings include sale and clearance merchandise, excludes unmounted diamonds, show specials, Exceptional Values and Swiss watches. Not valid online and cannot be combined with any other offer.)*

Fred Meyer JEWELERS
 "For All Those Special Times"



Early Harvest Sunrise
 By: Timothy Sorsdahl

October Happenings

- Oct 7, 1957: American Bandstand Premiered on WFIL-TV, Channel 6 in Philadelphia
- Oct 14, 1890: Dwight David Eisenhower Birthday (34th President)
- Oct 16, 1758: Noah Webster’s Birthday
- Oct 20, 1891: Sir James Chadwick (Discoverer of the Neutron)
- Oct 24: United Nations Day
- Oct 28, 1886: Dedication of the Statue of Liberty
- Oct 31: Halloween

KROGER 525 INCLUSION COUNCIL MEMBERS

- Alex Kandilakis.....Meat/Seafood
- Alice Pinckard.....Front End
- Andy Abraham.....Grocery
- Betty Noe.....Front End
- Danielle Allen.....Management
- Debbie Moody.....Bakery
- Doug Flynn.....Accounting
- John Ingram.....Fuel
- Mechelle Hawkins.....Deli
- Mitchell Honey.....Produce
- Sherri Breeden.....Drug G/M
- Tampa Newport.....Starbucks



Employee Assistance Program Visit www.MagellanHealth.com/member or call 1-800-547-1442 for information, referrals and support on topics such as:

- Family
- Work-Life Balance
- Stress
- Health and Wellness
- Relationship Issues
- Grief and Loss
- Depression and Anxiety
- Alcohol or Drug Concerns



Convenient, Easy & Secure

With Express HR you can update your Personal Information, add or update Direct Deposit, view and print your pay stub and update your Federal Taxes (W-4). You can update this information through Express HR 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

From The Vault of Fred Meyers



From the Vault items are specially priced online items for Associates only and reflect a savings greater than the everyday Associate 20% discount.

Here is the Fred Meyer Vault Special for the month of October.



**Created Opal with Diamond
in Yellow Gold**

Regular Price \$140

From the Vault Price \$69

(*includes free 2nd day shipping \$5.95 value)

Available online only

Use online discount code: 9KREPC71

Offer valid 10/1/09 – 10/31/09

Cannot be combined with any other offer or discount

While Supplies Last

***Fred Meyer* JEWELERS**

"For All Those Special Times"

Opal Occasions:

October Birthstone

14th Wedding Anniversary

Visit fredmeyerjewelers.com/vault

THINK SHRINK: SHRINK SMARTS



Period 10 Shrink Topic: MAX

MAX is the name of the centralized Transaction Monitoring program that monitors all POS register transactions. MAX looks for errors and issues that could result in potential loss for our company. MAX analysts look at all POS transactions daily, so yesterdays POS transactions are looked at today. The implantation of the MAX program positively impacts shrink and improves over-all profitability for the Kroger Company.

**The Shrink Topic For The 10th Period Is...
MAX**

Monitoring All EXceptions



NOBODY LIKES SHRINK



Period 10 Safety Topic:

Slip & Fall Prevention

Hazard Awareness

“Working together, we can develop a culture that will reduce accidents to zero.”

Safety Creed

Slip and trip hazards can exist anywhere in our store.

Make sure you are:

- Report broken tiles, damaged merchandise displays or other safety hazards.
- Report damaged mats, doors, pavement and other unsafe conditions.
- Always put up proper signage around hazards.
- Guide customers around safety hazards.

PERIOD 10 MAX

Preventing shrink by Monitoring All Exceptions.

MAX is your partner in fighting shrink

- MAX is an application that monitors ALL register transactions.
- Monitoring transactions catches the accidental errors as well as deliberate errors that cause shrink.
- MAX analysts work closely with the Division Loss Prevention Investigators to help reduce shrink and recover losses.
- MAX cases indentified and documented over \$5.9 million in losses in 2008.

Pop Quiz Circle the correct answer for each of the following

1. What is the most common type of case opened by the MAX team?
 - A. Refunds.
 - B. Coupon Fraud.
 - C. Loyalty Abuse.
 - D. Drive-offs.
2. What was the average dollar amount recovered per MAX case in 2008?
 - A. \$250.
 - B. \$500.
 - C. \$1000.
 - D. \$34.13.
3. MAX provides information about...
 - A. Check lane traffic.
 - B. Shoppers
 - C. Potential training issues and/or loss in the Front End.
 - D. Bad checks.



Fill out this quiz for your chance to **Win a \$5 In-Store Gift Card**

NAME _____

DEPARTMENT _____

TALK TO US
1-800-689-4609

www.ethicspoint.com

If you have concerns or questions about losses at our store, talk with your manager. If you'd rather report your concerns confidentially, call the help line. It's confidential and available 24 hours a day.





Get On Track!

Our Customers

expect us to be our very best every time they shop!



Our People Are Great!

- Friendly Cashiers & Courtesy Clerks
- Friendly Associates throughout the store
- Associates who offer assistance and are thankful



I Get the Products I Want, Plus a Little:

- Fresh perishables throughout the store
- In stock on items Customers want when they shop
- Variety and selection of items throughout the store



Our Prices Are Good:

- In stock on all ad items
- Displays on items that are priced with a value to the customer
- Good variety of store branded products
- Engaging with customers on our great prices. Weekly specials, Yellow Tags, Double Coupons, Senior Citizen Discounts, Gas Awards, Plus Card Rewards, etc.



Shopping Experience that makes me want to return:

- Friendly and efficient checkout
- Clean and uncluttered store
- Convenient to shop-ease of getting in and out of the store
- Worth the time and money-helping customer feel good about their shopping experience

SHOES FOR CREWS



Introducing
VICTORY
For Men & Women

Attention Kroger Associates:

SAVE BIG ON SHOES FOR CREWS!

\$5.00 OFF!



Good towards EACH pair of shoes!
Hurry! Offer expires October 31, 2009.*

Limited Time Offer! Order Today!

*Cannot be combined with any other offers.



Make A Difference Day

Make A Difference Day is the most encompassing national day of helping others—a celebration of neighbors helping neighbors. Everyone can participate. Created by USA WEEKEND Magazine, Make A Difference Day is an annual event that takes place on the fourth Saturday of October. The 19th Make A Difference Day is Saturday, October 24, 2009. Millions have participated. In 2008, 3 million people cared enough about their communities to volunteer on that day, accomplishing thousands of projects in hundreds of towns.

Look around your community. Are people hungry, homeless or ill? Are parks or schools dirty or neglected? No matter where you live, there's a need nearby. And on Saturday, Oct. 24, 2009, the next Make A Difference Day, millions of Americans are expected to roll up their sleeves to help others. You can act alone or enlist your friends, family and co-workers. Thousands of people across the community can band together. Check the web at <http://www.usaweekend.com/diffday/index.html> for project ideas and free team-building guides or call the Make A Difference Day Hot Line at 1-800-416-3824, for more information.