



HAPPY NEW YEAR

DINNER TIMES AT NORTSHORE DRIVE



Dinner

+

Denim Day



To benefit the Van Daughtery Family

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

As many of you may be aware, Van Daughtery (Grocery Manager at #862 ALCOA), 9 year old son Tyler, recently lost his battle with cancer. The Inclusion Council would like to help out the family with funeral expenses by having a Dinner and Denim fundraiser.

1. What is Dinner + Denim Day?
 - a. Dinner + Denim Day is a fundraising day set up to provide dinner to associates and allow them to wear **appropriate** jeans on the same day.
2. What does it cost to participate in the fundraiser?
 - a. \$5.00 is the donation amount
3. Will all of the money raised by fundraiser benefit the family?
 - a. YES!!!! The Inclusion Council will provide and prepare everything for the fundraiser.

The Inclusion Council Challenges you to look inside your hearts and help this family thru this awful crisis!!!!!! The date for Dinner + Denim Day is January 23rd. If you have any questions please see a member of your Inclusion Council!!!!!!

January Anniversaries

<u>Name</u>	<u>Date</u>
Ying Eldridge	1/03/08
Ben McGimsey	1/08/00
David Lemelin	1/15/05
Charles Hamilton	1/16/08
Hasmukhbhai Patel	1/17/06
Dennis Harbin	1/17/08
Cate Davis	1/19/09
Whitley Cole	1/19/09



January Birthdays

<u>Name</u>	<u>Date</u>
Belinda Brackett	1/04
Ray Caldwell	1/05
Elizabeth Stevenson	1/05
Adam Lee	1/06
Mark Simerly	1/17
Taylor Rana Drake	1/25
Jeffery McCurry	1/25
Andrew Reinerio	1/27
Josh Reinerio	1/27
Mike Horsey	1/28
Todd Fisher	1/28

We Made Our Safety Goal ... So It's Time To Party!

We made our Safety Goal and we will be celebrating with a Petro's party on Thursday, January 14 from 11a.m. to 3 p.m. in the store conference room. Be sure to come by and enjoy some chili, chips dips, drinks and more. Let's keep safe and do it again in 2010!



Personal note from David Wells,
Zone D Manager.

I hope everyone has a Happy New Year and a Great Holiday Season. Thanks for all you do to make our zone great.

Thanks
David

Your Newsletter is on the Web

Don't forget to visit Your525Newsletter 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!

Check It Out!





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.

KROGER 525 INCLUSION COUNCIL MEMBERS

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



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

Find this deal only at fredmeyerjewelers.com/vault

Garnet Stud Earrings



Regular Price \$105
 Advertised Price \$84.99
From the Vault Price \$39.99*
 (*includes free 2nd day shipping \$5.95 value)

Available online only

Use online discount code: **101VAULT**
 Offer valid 1/1/10 - 1/31/10
 Cannot be combined with any other offer or discount
 While supplies last



**First Frost Down Johnston Canyon Banff Alberta
 By: Timothy Sorsdahl**

January Happenings

- Jan 1: New Years Day
- Jan 1, 1735: Paul Revere's Birthday
- Jan 1, 1752: Betsy Ross' Birthday
- Jan 4, 1809: Louis Braille's Birthday
- Jan 4, 1785: Jacob Grimm's Birthday
- Jan 15, 1929: Dr. Martin Luther King Jr's Birthday
- Jan 17, 1706: Benjamin Franklin's Birthday



Shining Stars Period 12 Winners



Congratulations to the Period 12 Shining Star winners. The 2010 Grand Finale will be here before you know it. Let's keep the focus high and put our Customers First. Atlanta will continue drawing winners for this year until the end of the 1st Quarter. That means there will be 1000 more winners before the Grand Finale. Congratulations to Store 525 Period 12 Winners Kim Snyder, John Pugh and Cyndle Vingoe They will receive a \$20.00 gift card just for putting the Customer First. Thanks for all that you do to keep our Customers 1st. "When The Customer Wins, We All Win!!!!"

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

ENERGY NEWS SAVE 5

OPEN DOORS



We know that Kroger has an open door policy, but leaving a door open will cost the company a lot of money. If a front door stays open for one hour it will cost the store an extra \$5.00 to heat and cool the store. If it happened on all 215 stores in our division it would cost \$1,151 just for one hour. The division would have to

increase sales by nearly \$30,000 to make up for the lost EBITDA. If a back door is left open at the same time as the front door, it will cost even more because the conditioned air is going out at a faster rate. In order to keep your doors working properly make sure the bottom track is kept clean. It is recommended to clean them once a week. Please don't hit the doors with bascarts because it can cause them to come off the tracks. If it is a breakaway door, many times they can be pushed back into place without a service call. Open cooler doors are another culprit of LOST MONEY!! Take for example a floral cooler on the sales floor. In order to pay for the increase in energy us-age for one hour from leaving the door open, the store would need to sell and additional \$150 dollars worth of flowers in that hour.



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

WALK IN FREEZERS AND COOLERS



Many times the doors on the walk in coolers and freezers get damaged by abuse. Education is the key. It cost \$3,000 to replace a freezer door if it is damaged. One of the main causes of door abuse is running into the door with a pallet jack. It is very important to keep strip curtains in good condition. Some are cut down or torn off. It cost an additional \$2.00 an hour if these are removed and the door is left open. A store would have to sell an additional \$80 dollars per hour to make up for the energy loss.

DID YOU KNOW? Everyone knows to put in a service call if your cases are too hot. What a lot of people don't know is to put a service call if the case is too cold. It makes the case work harder and will use more energy if the case is set too cold.

THINK SHRINK: SHRINK SMARTS

Period 13 Shrink Topic: Exit Strategies



The Shrink Topic For The 13th Period Is... Exit Strategies



Period 13 Safety Topic:

Equipment Safety

Personal Protective Equipment

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

Personal protective equipment (PPE) helps keep you safe and protects your from hazards.

Make sure you:

- Wear the right PPE for the job.
- Inspect PPE before using it and report any damaged or broken PPE immediately, never use it.
- Talk with management if you can't find PPE or have a question about using it.
- Always store PPE in its appropriate place.

An exit strategy is necessary to prevent and control shrink. Here are some examples of exit strategies.

- Short-dated and distressed product should not be sold at full price, but there are many ways to keep it from causing shrink. Using markdowns as an Exit Strategy allows us to get out of a dated and distressed or excessive inventory situation.
- Having a best practice for marking down seasonal merchandise.

NOBODY LIKES SHRINK



PERIOD 13 Exit Strategies

Controlling shrink through creative pricing and presentation.

Use it before we lose it.

- Short-dated and distressed product should not be sold at full price, but there are many ways to keep it from causing shrink. Using markdowns as an Exit Strategy allows us to get out of a dated and distressed or excessive inventory situation.
- Distressed items that are not fit for sale should be considered for reclaim.
- Please note- Never mark down Scan Based Trading (Pay by Scan) product. Save the outdated/damaged product for the vendor to pick up.
- Know your sales and losses. Ensure that someone is scheduled to conduct daily scan out of know losses.

Pop Quiz Circle the correct answer for each of the following questions.

1. What is the best practice when exiting seasonal merchandise?
 - A. 50% markdown the first week after the season ends.
 - B. 75% at the end of the second week.
 - C. A & B.
 - D. Mark down all items to .99 the day after the event
2. What is the policy on exiting short-dated merchandise?
 - A. Follow divisional best practices.
 - B. Mark down certain items the day before expiration.
 - C. Only mark down after it goes out of date.
 - D. A, & B.
3. Exit Strategies include:
 - A. Timely mark downs.
 - B. Effective signage.
 - C. Using items in another manner (e.g. rotisserie chicken in chicken salad).
 - D. A, B & C.



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

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.



New and
Improved!
Check it out!



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 Store Associates who acknowledge and assist customers



I Got the Products I Need, Plus a Little:

- Well Stocked
- Fresh perishables
- Variety and selection of products



Kroger Has Good Prices:

- Advertised items in stock and well signed
- Using stickers or balloons to highlight sale items
- Exciting P.A.'s about our feature items, special events, fuel rewards, gift cards, etc.



The Shopping Experience makes me want to return:

- Efficient and quick checkout
- Clean store-dairy cases, floors and restrooms
- Uncluttered store/well merchandised
- Great overall atmosphere – feeling good about their experience

Dave Dillion Gives You Something To Think About Going Into 2010!



Every year about this time I think about an article I read a few years ago called: *Fire Yourself*. Its theme is to ask yourself how someone else might successfully do your job, and then personally make changes to approach your job in a new, innovative way. We are in a fun business, so it can be rewarding to occasionally reinvent ourselves.

This article is helpful to me when I think about today's difficult economy and how to handle it. Because of your hard work, our company has been very successful. I would argue we had "out retailed" most of our competitors. Then came 2009 and our world changed. We still are doing better than most, but with deflation and a very cautious customer, I am asking how someone else would approach this situation to be successful in this environment.

My answer to this rhetorical question provided me with a road map for the year ahead. While we remain focused on our Customer 1st strategy, there are three things I believe our company must do better to deliver on the 4 Keys in this very tough economy and beyond.

1. We need to anticipate more changes to the operating climate and to our customers' world. We must pay close attention to our customers' behaviors and dig deeper into the shopper data we receive from dunnhumby as we make our plans. Another regular source of data for everyone is customer comments. Think about the improvements we should make based on what customers tell you.

2. We must be willing to make mid-course corrections to some of our plans, as the situation changes. These corrections should always be from the customer's point of view. What changes are customers going through, and how are we responding?

3. Finally, we need to do what we say we are going to do. This latter point sounds simple, but we often fall short in fully executing our plans. In many cases, we deliver only about 60% - 70% on our initiatives. We need to get our execution at 95%+ to continue to be a successful retailer. If we can't reach this goal, we need feedback to understand why it is not possible, and what changes are necessary to make it happen.

You can help with all three of these areas. Let's all commit to keeping our eyes and options open and our running shoes on in 2010. We all need each other's help to make this work.

Happy New Year!