



KROGER TIMES AT NORTHSHORE DRIVE



CELEBRATE DIVERSITY

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

February is Black History Month

Prior to 1925, little information could be found in the U.S. about African American History. A widely held belief existed that African Americans had made little contribution to U.S. society. In 1926, Carter G. Woodson spearheaded the first Negro History Week to raise awareness. Fifty years later, the week was expanded to a month. February was selected because of the birthdays of Abraham Lincoln and Frederick Douglass, two individuals who dramatically affected the lives of African Americans.

The Civil Rights Movement captured the heart of our nation, and even the world, as thousands joined together to ensure the each American citizen could share in the American dream. Beginning in the 1950's on through the 1980's, every day strides were made toward racial equality. The road to freedom would be long, but victory would march on, on step at a time.

Kroger is honoring those who took the steps to shape history. So be sure to visit www.kroger.com or www.stepsthatchange.com to learn more. At the Steps That Change website you can view a civil rights timeline, take a Black History Month quiz, click the Learning Links link to learn more about Black History, get tips for healthy living and healthy recipes, learn about in store demos and much more. So be sure to check it out!

Februāry Anniversāriēs

<u>Name</u>	<u>Date</u>
Shane Myers	2/05/07
Melissa James	2/07/08
Corey Beecham	2/09/09
Steven Russell	2/12/08
Sandi Shaw	2/16/92
Stefani Taylor	2/16/08
Chuck Murphy	2/22/06
Liz Brakebill	2/24/07
Terry Estridge	2/25/80



Februāry Birtēdāys

<u>Name</u>	<u>Date</u>
Rob Bowen	2/02
Jordyn Bough	2/03
Michael Malek	2/05
Lindalee Russell	2/05
Emilee Hyatt	2/08
Matt Wyatt	2/09
Liz Brakebill	2/14
Brandi Lawhorn	2/15
Corey Beecham	2/17
Alishia Latham	2/20
Ed Durham	2/25



Customer First Strategy...In Action!

How do we create and keep loyal customers? The simple answer is that each and every one of us plays a role in creating and keeping loyal customers. Here are a few examples of how our fellow associates are doing just that. Check out this customer comment:

“Mitchell, Steve and Mike in Produce are always friendly, courteous, & helpful. **Lora** at the checkout is swift, efficient, and friendly. Excellent customer service by all. I enjoy shopping at this Kroger. The employees are first rate! The guys in Produce are very hard working and eager to help you with your needs. Kudos also to the staff in the Deli, Meat, and Dairy Dept. All are very friendly and helpful. This store could almost run itself because the employees are all self starters. Also, a special thanks to **Dana** who bags my groceries, she always remembers that I don't like stickers on water jugs!!!”

Here is another customer comment:

“Chuck, the Meat Department, extraordinaire!! Chuck got all the chicken wings ready for a family event. Excellent as always!”

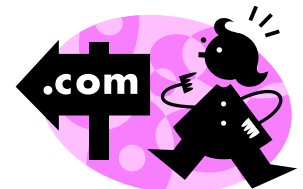


Your Newsletter is on the web

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

Amethyst Stud Earrings



Regular Price \$92

Advertised Price \$74

From the Vault Price \$39.99*

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

Available online only

Use online discount code: **102VAULT**

Offer valid 2/1/10 - 2/28/10

Cannot be combined with any other offer or discount

While supplies last



Maywary

By: Timothy Sorsdahl

February Happenings

Feb. 2: Groundhog Day

Feb. 7: Charles Dickens Day

Feb. 11, 1847: Thomas Edison's Birthday

Feb. 12, 1809: Abraham Lincoln's Birthday

Feb. 14: Valentine's Day

Feb. 15, 1820: Susan B. Anthony's Birthday

Feb. 22, 1732: George Washington's Birthday



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

Do you need a copy of your W-2?

If you need to reprint you W-2, or if you want to have next year's W-2 delivered "online" all you need to do is go to www.theworknumber.com and click on the "Enter Employee section box or call 1-877-325-9239.

Enter:

- The Employer Code 10575
- Your Social Security Number
- Your PIN-which is the last 4 digits of your SSN and your year of birth, if you changed your PIN previously then use that PIN number

Request a duplicate W-2 Statement:

Click on the W-2 eXpress icon and make the following selections:

- Select W-2 reprint
- Select the tax year
- Choose to have your duplicate W-2 faxed, mailed to your home address or you can print it from the web

You will be given a confirmation number. You can check the status of your request by revisiting W-2 eXpress and entering in you confirmation number.

Remember: If you did not sign up to receive your W-2 online you are entitled to 1 free reprint. After the 1st reprint you will be charged a fee. If you received your W-2 online you will not be charged a fee for any reprints.

You can also sign up for online delivery for next year.

Consent for Online W-2:

- Select Consent for online delivery of your original W-2
- Select to receive your original W-2 via the web
- Read the disclosure and complete the consent form

You will receive an email confirming your enrollment to receive an electronic 2009 W-2.



Think Shrink: Shrink FAQ'S

Period 1 Shrink Topic: Test Your Knowledge of Shrink!

Shrink Awareness; How to indentify shrink in our store:

1. Watch for signs of aged or damaged goods. Keep an eye on sell-by-dates. Rotate properly.
2. Be alert to theft. Make sure backroom doors and dock doors are secured at all times and that vendors are never allowed to be on their own.
3. Our people are great. We expect you to work honestly and report any suspicious behavior.

You can make a difference!

Check your department Board Meeting Package for additional ideas and see how your department measures up in the fight against Shrink!



The Shrink Topic For The 1st Period Is...

Test Your Knowledge Of Shrink



Period 1 Safety Topic:

Safety Awareness

Safety is No Illusion

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

Safety Creed

- Take responsibility for safety in your department.
- Find, fix and report unsafe conditions immediately.
- Know the locations of emergency exits, fire extinguishers, eyewash stations and first aid kits.
- Never do anything to endanger yourself or anyone else.
- Learn about all the potential hazards found in the store.
- Talk to management or a STAR Team member about any safety concerns or questions.



Safety Awareness Week

February 21st-27th

Safety Awareness Week was created to encourage you to stay focused on safety the entire year. Safety Awareness Week will help put more focus on safety, promote safe work behaviors and create a culture of safety. February 21-27 is our first safety awareness week for 2010 and is the perfect opportunity to reflect on our commitment to providing a clean and safe environment for you and our customers. So be sure to come by the conference room and check out the Safety Awareness Display. So for 2010, let's increase store safety awareness and strive for the goal of zero accidents.



**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



Kroger and Shell



Teaming up to fill your tank for less.



Kroger and Shell have joined forces so our customers can redeem their fuel discounts at participating Shell stations as well as at Kroger Fuel Centers.

Save 10¢ per gallon for every 100 points earned at Kroger. Customers could save up to \$1 a gallon.

- ✓ Customers earn 100 points
 - For every \$100 in grocery purchases
 - For every \$50 in gift card purchases (normal exclusions apply)
 - For every 2 eligible prescriptions filled
- ✓ Redemption Examples
 - 100 points = 10¢ off per gallon of fuel per 1 fill up
 - 200 points = 20¢ off per gallon of fuel per 1 fill up
 - 1000 points = \$1 off per gallon of fuel per 1 fill up
- ✓ There is no limit of points a customer can earn. However, all points-in increments of 100-must be used in one transaction. 1000 points is the maximum redeemable per visit. Any excess points can be used at a later date.
- ✓ Shell stations do not have scanning technology, therefore, customers must insert their large Kroger Plus Card or enter their loyalty card number or alternate ID at the pump.
- ✓ This offer only applies at Kroger Fuel Centers and participating Shell stations.
- ✓ The 1-2-3 Rewards MasterCard additional 5¢ reward is only available at Kroger Fuel Centers.
- ✓ This promotion is only being offered at participating Shell locations in select US markets.
- ✓ The 3¢ per gallon discount available at Kroger fuel station when a customer doesn't have a discount waiting is not offered at Shell fuel stations. The 3¢ discount per gallon is only good at Kroger Fuel Centers in specific areas.
- ✓ The program allows up to 35 gallons of fuel to be eligible to receive a discount.