

Celebrating Success

IGA Coca-Cola Institute Salutes its Top Users

BY PAULO GOELZER, PH.D



Although online training is still a relatively new concept, IGA retailers from around the world are utilizing e-learning to efficiently and inexpensively address the challenges of their work force development.

Benchmarking—or comparing operations and programs among our peer groups—allows us to identify best practices in training and provides additional value to retailers interested in improving their operations.

We begin this quarter's IGA Coca-Cola Institute success story by ranking our top stores by the number of courses associates completed from Jan. 1 to June 30 of this year.

For more on the IGA Coca-Cola Institute, visit www.igainstitute.com



The Management Team from left to right is: Julie Huff, Todd Eid, Frank Schickle, Anna Stewart and Rick Stewart.

Susanville IGA

This semester's first-ranked store, California's Susanville IGA, had an impressive 381 courses completed. According to store owner/manager Rick Stewart the reason is simple: Susanville IGA must offer the area's best customer service to compete with local chain giants like Wal-Mart and Safeway.

For instance, when the local Safeway undertook a multi-million dollar remodel in December converting a 65,000 square foot store to the company's new "Lifestyles" format, Stewart and his team were quick to react.

"The management team held a meeting to identify key strategies to maintain marketshare, and at this meeting it was decided that the IGA Coca-Cola Institute online training would be used to ensure that our staff was properly and consistently trained," Stewart says. "A commitment was made at that time to require the completion of at least one online training course as a condition of employment. Further, we decided to require that each current employee complete a minimum of six online courses. We immediately began to schedule time for our employees to participate in this training process."

The results have been measurable for both the team and the store. "The number of course completions has really become a competitive thing among many of the employees," Stewart says. Moreover, the business is up 7 percent for the year and the Susanville IGA recently earned its ninth consecutive IGA Five Star rating.

US Top Stores

Ranking	Store	Courses
1	Susanville Supermarket	381
2	Quality Foods IGA - Schofield	171
3	Weber's IGA Food & Drug	83
4	Quality Foods - Wisconsin Rapids	79
5	SPD Market - Grass Valley	76
6	Pierce's Marketplace IGA - West Baraboo	69
7	Casey's IGA	67
7	Foothills IGA Market	67
7	Lake Region IGA	67
8	Windham IGA	64

International Top Stores

Ranking	Store	Courses
1	Super J Rodney Bay	251
2	Super J Rodney Heights	207
3	Super J Waterfront	194
4	Super J Sunny Acres	165
5	Consolidated Foods Ltd. - HQ	164
6	Super J Boulevard	96
7	Super J La Clery	62
8	Real Value Supermarket	51
9	Hi-Lo Food Store - St. Augustine	46
10	Hi-Lo Food Store - Ridgewood	37

Learning From Your Peers

Achieving such high levels of course completions is not a function of the store size, computer or even Web expertise, but instead a reflection of management concerned with their customer service, people development and performance. By recognizing these retailers and their teams, we at the Institute hope to start a conversation and reflection about the leader's most important task—the development of his or her team. We congratulate these dedicated retailers and their associates and salute them with the following success stories:

Learning From Your Peers will be a session during the November 2008 IGA USA Rally

Quality Foods IGA

Jeff Zollpriester, COO, of Quality Foods IGA has been consistently ranked as a top user of the Institute since he began implementing the online courses in 2004. Today his four central Wisconsin stores are well-known throughout the area for their outstanding service and impeccable cleanliness. As Zollpriester maintains, well-executed training is paramount to their success. "I believe that poor training results in poor execution at store level. I also feel we must become better educated professionally and personally so we can continually progress."

For 2008, the company rolled out a blended training program that encompasses on-the job and in-store facilitated training, as well as the Institute's online courses. As a requirement of the program, all new associates must complete the Customer Service and Professionalism course, and also a course that pertains to the employee's specific position in the store. Likewise, all department managers, assistant managers and store managers must become certified in an extensive list of courses that pertain to their positions.

To encourage participation outside of the program's requirements, Quality Foods IGA also developed bonus incentives for completing the courses and becoming certified. "As a result," Zollpriester says, "the training program has been very successful and our associates have been very cooperative. Our associates have commented that they feel much more confident in their positions after completing the IGA courses. Consequently, we maintain a professional atmosphere in our stores and have seen added sales and profits."



Consolidated Foods

Consolidated Foods operates under the name of Super J Supermarkets, with eight stores located throughout the Caribbean island of St. Lucia. Consolidated Foods has focused on its training function through its Supermarket Career Institute (SCI). SCI's training strategy is to develop a career path to guide associates along their trajectory in the organization.

The comprehensive SCI program combines online IGA Institute courses, long-distance courses through Cornell University and in-house training in soft skills such as leadership, coaching job skills and hands-on training. New hires must complete specified IGA Institute online courses at their two-day orientation before they begin at their respective locations. According to Charmaine Nickson, Super J's training manager, this orientation process is important in



that it allows new hires to begin to immediately feel the value that Consolidated Foods brings to their employment.

Full-time associates are also registered for long-distance courses, which must be completed during their three-month probationary period. Failure to complete this means non-confirmation to

the position. In addition, all supermarket associates must pass the Institute's Customer Service and Professionalism and Food and Health courses.

Promotions are squarely based on whether a team member has completed the required training for his or her position. "In addition to a possible promotion, SCI recognizes associates' hard work at our annual May Day event where we celebrate our team members' achievements through the presentation of trophies and gifts," Nickson says.

Congratulations to our 2008 Second Quarter Top Students

	Courses	Name	Store	Location	LDC
1	US 32	Eid, Todd	Susanville Supermarket	Susanville, CA	C & S
2	Int'l 21	Harry, Concordia	Hi-Lo Food Store - St. Augustine	Trinidad	SUPERVALU
3	Int'l 21	Verneuil, Alison	Super J Rodney Heights	St. Lucia	
4	US 19	Curtis, Walter	Food World IGA - McDowell	Paintsville, KY	Nash Finch
5	Int'l 19	Joseph-Darius, Gloria	Super J Rodney Bay	St. Lucia	
6	Int'l 18	Donelly, Emily	Consolidated Foods Ltd. - HQ	St. Lucia	
7	US 18	Allen, Von	Jackson IGA	Jackson, KY	Nash Finch
8	US 18	Nielsen, Laurice	Mt. Plymouth IGA Express	Sorrento, FL	Ira Higdon
9	US 18	Huff, Julie	Susanville Supermarket	Susanville, CA	C & S
10	Int'l 17	St. Ville, Cecilia	Super J Rodney Bay	St. Lucia	
11	US 16	Lamb, Andy	Quality Foods IGA - Schofield	Schofield, WI	SUPERVALU
12	US 15	Elliott, Leslee	Glenrock Super Foods	Glenrock, WY	Affiliated
13	US 15	Schickel, Frank	Susanville Supermarket	Susanville, CA	C & S
14	Int'l 13	St. Romain, Ruth	Super J Waterfront	St. Lucia	
15	Int'l 12	Remy, Gemma	Super J La Clery	St. Lucia	
16	US 11	King, Jerry	Paxton IGA	Paxton, IL	SUPERVALU
17	US 11	Andrews, Kevin	Camano Plaza Market IGA	Camano, WA	SUPERVALU
18	Int'l 11	Mann, Lana	Consolidated Foods Ltd. - HQ	St. Lucia	
19	US 11	Ryther, Ron	Susanville Supermarket	Susanville, CA	C & S



Supermarket Management Class

October 13-17, 2008

At The Coca-Cola Company Headquarters in Atlanta, GA

Join us for a weeklong, immersion program enriched with store tours, group activities, demonstrations and an optional Web-based certification program to fill knowledge gaps and maximize the classroom experience.

Attendees will participate in sessions with 15 industry experts and experience outstanding opportunities to network with managers, thinkers and people who are living today's food retail management challenges.

Agenda:

- Introductions and Team Building
- Positioning for Retail Success
- Store Tours
- Category Management
- Introduction of New Products and Trends
- Loss Prevention
- Leadership
- People Development Program
- Merchandising
- Meat Department
- Bakery
- Team Presentations
- Produce Department
- Effective Events & Advertising
- Deli Department & Cheese
- Merchandising
- Industry Financials

Beer Connoisseur

The Beer Connoisseur curriculum contains 15 courses that were designed to be an expert's guide to appreciating beer. The initial courses describe the different ingredients used to make beer, the brewing process and the correct way to pour and store beer.

The course continues with an exploration of the different styles, tastes and glassware associated with beer and concludes with a section devoted to pairing the right beer with the right food.



Courses:

- Overview
- Ingredients
- Brewing Process
- Beer Styles
- Storage and the Perfect Pour
- Glassware
- Pairings Overview
- Beer with Rich and Creamy Food
- Beer with Tart Citrusy, Light and Fresh Food
- Beer with Grilled, Seared and Blackened Food
- Beer with Hearty and Savory Food
- Beer with Hot and Spicy Food
- Beer with Desserts
- Beer with Cheese
- Cooking with Beer
- Conclusion

Curriculum Duration: 2.5 hours

Schedule Your Phone Orientation

Retailers who want to improve their employees' performance by using the online training program can schedule a private phone orientation.

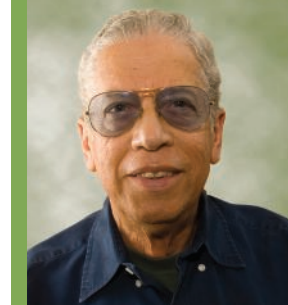
Session format

This is a practical session to assist you in planning your store's online training program. During the session we will:

- Discuss the best practices for online training
- Help you to identify the training policies that match your organizational needs
- Demonstrate the courses and the training management tools

How to schedule a session

Contact your area director or call Ana Velázquez at (773) 695-2611 or by e-mail at avelazquez@iga.com.



New Translations -- New Translator

The 2007 Census indicated there were 40.7 million Hispanics in the United States, and that number is expected to rise to 47.8 million in 2010. What does this mean for your business? By 2010, approximately 16 percent of the population may be regular Spanish speakers. Foreseeing the impact of Hispanics on the work force and in your customer base, the IGA Coca-Cola Institute is offering more of our online training courses in Spanish.

To advance this goal we have secured the translation expertise of Julián Chacón. Chacón has over 15 years of experience in English-to-Spanish translation, with top organizations such as Walgreens and Caterpillar, Inc. He has already completed the translation of three courses: Assistant Deli Manager, Deli Clerk and Sexual Harassment. Chacón holds a Bachelor of Science degree in Industrial Engineering, a Master of Science in Management with a specialization in management information systems, and has earned multiple awards in Latin America for his novels and short stories.