



GEMCO

YOU PICK THE WINNER!

FOR EMPLOYEES OF THE GEMCO DIVISION
OF LUCKY STORES, INC.

SEPTEMBER, 1985

AMBITIOUS REMODELING PLAN IS UNDERWAY

Gemco President Stan Brenner recently unveiled an extensive remodeling program that will affect every conventional floorplan over the next three years.

Stan was quick to point out the intensity and ambition behind this project, dubbed the 'Contemporary Gemco.' "This is much, much more than a cosmetic overhaul. We'll be completely remerchandising the stores, concentrating on the way a customer relates to merchandise."

Closely following the marketing direction recently put into action, departments within each of the five key merchandise categories will complement and relate to each other better. For instance, tablecloths and dishware will be coordinated, as will apparel and fashion jewelry.

"We're bringing Apparel, Hardlines, Home, Food and Specialty areas their own worlds, using the best presentation techniques feasible for each category," says Stan.

He also noted that the first three stores to remodel will be Mission Viejo (#545), East Fullerton (#541), and Dublin (#578). These three stores have already begun work and should be completed by early November - to coincide with the opening of the third prototype store in Duarte, California.

"Duarte will be very much like Rowland Heights and Encinitas," noted Stan, "although we have created more merchandise impact and a few other small changes."

The remodels will incorporate many aspects of these prototypes, such as color decor, graphics, focal walls and signage. These initial remodels will help define the best combinations of the prototypes, conventional floorplans and the latest presentation concepts.

A single entrance/exit will be used for greater convenience and security. Apparel departments will be highly visible to the entering customer, with shoes

CONTINUED, PAGE 6

WHAT'S IN A NAME? IT'S UP TO YOU!

It's up to you, the Gemco employee, to choose the name which best fits your newsletter from the trio of frontrunners. More than 600 entries were submitted and three emerged as the ones that best described the newsletter as defined in the July, 1985 issue. The three nominations for the newsletter name are "Gemco Today", "The Gemco Connection", and "The Gemco Register".

To vote, write your choice on a blank sheet of paper (one person, one vote, please) and send it to NAME THE NEWSLETTER CONTEST c/o Margaret Sharpe, Gemco, Buena Park in the intercompany mail (or to 6565 Knott Avenue, Buena Park, CA 90620 in the U.S. mail). Deadline is September 29, 1985 and the winning name will be announced in the next issue.

All entries showed the upbeat, forward kind of thinking that employees have toward Gemco. And, most of the ideas sent in also illustrated the sense of pride employees have in the company.

Employees from store #814 in Chico pooled their thoughts and came up with 28 suggestions.

"We'd like to thank everyone who sent in suggestions," says Newsletter Editor Pat Flynn who, along with Gemco President Stan Brenner, Executive Vice President Dave Dorman, and the Editorial Review Board, selected the three finalists.

Now the final choice is up to you. Send your ballot in today!



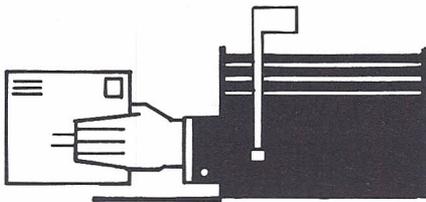
More centralized check-out, located at the front of the remodeled stores, is complemented by modular light structures and checkerboard style main aisles.

**GEMCO
TODAY**

The **CONNECTION** **GEMCO**

**THE
GEMCO REGISTER**

THE MAIL BOX



One of the main objectives in creating the Gemco newsletter was to encourage and improve two-way communication within the division.

The response to the first issue was overwhelming, and we want to thank all of you who took the time to call or write. The "Name The Newsletter" contest drew over 600 entries, far more than we ever expected. The creativity was outstanding and the choice a tough one. So tough, we're asking you to help make the final choice!

One of the many outstanding comments that accompanied the newsletter names came from Jim Hansen, Gemco Cerritos (#520).

"... If we just share all the knowledge, experience, and expertise we have gained over the years with the new employees, there will be no stopping Gemco. We must never be afraid of new ideas. . . some of the best 'new' ideas are things we did long ago. . . some of the new ideas for today may seem radical, but if we don't change, we could fall by the wayside. It's '85 and we're ALIVE!"

To Jim and all our fellow employees: thanks for all your support, and don't forget to write!

THE STAFF

For Your Benefit

Did you know that as a GEMCO employee, you are eligible to enroll in Home Study courses through Cornell University *at no cost to you?* After successfully completing any of about 10 retail and general business courses,* you will receive a certificate from the University and will be reimbursed the tuition fee of \$50 from the Company.

For an application, store employees should call Eric Wilt (Buena Park, ext. 7826). Distribution center and headquarters employees should call Mary Harper (ext. 6517).

* Accounting, Business Economics, Business Law, Business Math, Customer Relations, Communications, General Merchandise Management, Management - Discount Stores, Managing and Training People, Security, Written Communications.



A MESSAGE FROM STAN BRENNER, PRESIDENT

Dear Fellow Employees:

I've been at GEMCO for about half a year now, and I want you to know how enjoyable and how encouraging I've found this time to be.

When I arrived, what I saw was a company grappling with some very challenging changes, somewhat unsure about what direction to set its sights for. Yet, in the face of it all, we went right on doing "business as usual" throughout the chain, maintaining the highest sales per square foot in our industry - not to mention opening two new stores! I'm proud of you for all you have accomplished. You should be proud of yourselves.

During the last six months, we have made a lot of headway in pulling the various pieces of our business together into one unified thrust. This has involved changes, and we will continue to change. Are we creating a "new" GEMCO? No, not at all. With the strength we have in our people, our traditions, and our facilities in this fabulous organization, we don't need to be a new GEMCO. What we're going to be is a CONTEMPORARY GEMCO. That just means updating and staying ahead of change.

Let me share our plan with you. It's

a simple one (the best ones usually are) and involves three basic elements: consistency, standards, and communication.

You will witness a high degree of CONSISTENCY in the making and execution of our decisions. Those decisions will complement one another and will support our objectives. Simply put, we will manage by plan.

Secondly, we will set STANDARDS as high as is practical - and then stretch that extra yard to achieve them.

Finally, there will be quality COMMUNICATION in GEMCO. Obviously, someone has to take the ultimate responsibility for making decisions, but all of us can be heard. Everyone has a right to know what's going on. I think you'll find me open about my plans for GEMCO and open to your ideas and comments.

We're excited about the future, and about the tremendous opportunity it holds for this wonderful company of ours. We hope you are, too.

Sincerely,

A handwritten signature in cursive script that reads "Stan Brenner".

HOW DO YOU SKU?

There has been a lot of talk lately about GEMCO II, the fancy new state-of-the-art merchandise information system now being developed by the Company. POS, Scanning, SKUs, GIST - they are all part of it. But what do they have to do with you? The answer is. . . a lot! No matter what your function is, GEMCO II will make your job easier.

The purpose of GEMCO II is to track the movement of merchandise in our stores. Data Processing has committed a major part of its staff to this project for the next two years. GEMCO II, however, begins at the store and relies entirely on the accurate coding of merchandise by the stock clerk which is then correctly captured at the point of sale

("POS") by the cashier.

By keying in the correct SKU (a Stock Keeping Unit number that identifies the specific item), the cashier is telling the buyer what items are selling, and how fast. The buyer now knows to cancel orders for slow-moving merchandise and increase orders for the fast sellers. Using this information, merchandising can track seasonal trends and be ready for the customer well in advance of the season with the proper mix and quantities of merchandise. This makes for better service, better selection, happier members, and *higher sales!*

Right now, reports Hal Kuchel, who heads up the POS installation project,

CONTINUED, PAGE 8



EVERYBODY'S BUSINESS

by Jerry Fister

AROUND THE COMPANY

REAGAN'S TAX PLAN

Reagan's tax plan, expected to remain under study for at least the rest of this tax year, proposes a number of changes. Overall, filing the tax return would be a simpler process. Under the plan, many deductions are eliminated (such as for state and local taxes) or greatly reduced (such as for business expenses and interest). Many tax shelters disappear. On the other hand, the overall tax rate for individuals is reduced, and the personal exemption is raised from \$1000 to \$2000.

The Reagan administration predicts that total tax revenue would neither increase or decrease. Individuals who claim a standard deduction (who do not itemize) would likely pay fewer taxes under the new program, benefiting from the increased personal exemption and lower overall tax rate.

WARD'S DISCONTINUES CATALOG OPERATION

Montgomery Ward recently announced its plans to discontinue its catalog sales operation – a business the company has been in for over 100 years. Why the change? "To better position the company for the future," explains president Bernard Brennan. Evidently, more and more buyers are preferring to shop in person these days, finding catalog buying more expensive and less convenient.

Ward's, whose last catalog will be the 1985 Christmas edition, currently realizes \$1.3 billion in catalog sales, ranking it third behind Sears (\$4.5 billion) and J.C. Penney (\$1.9 billion).

With our convenient one-store shopping and discount prices Gemco, the "friendliest store in town," is in an ideal position to step in and fill the shopping needs of Ward's ex-catalog shoppers!

ROBERT LUCERO and his crew at our Oceanside store (#548) were presented the Warehouse Operation Excellence award by ROLF GEHRUNG, District 7 Manager. This award, explains Rolf, is given for maintaining standards of excellence in warehouse operations based on established criteria.

Congratulations to YVONNE WALSH, GEMCO Accounting Clerk, and her son, DANNY, who won a gold medal at the recent Junior Olympics games in Iowa City. DANNY, who won the medal for water polo, now sets his sights on competing on a future Olympics water polo team. Good luck to you Danny!

La Puente (#502) Store Supervisor, MICHELLE MANSIR, (District 4) was the happy recipient of member letters commending the following employees for the outstanding quality of their service: DEL GOSSERT, RACHEL WATSON, STEVE CHILSTROM, and JIM MASSAR.

Also in District 4, a letter came from a pleased member about the personal service she received from FAYE SCHWARZE, Ladies Department Head, at our La Mirada store (#576).

GOOD JOB!

Please help us make sure we aren't missing important news around the company. If you have something newsworthy to report (including items missed this issue), please contact the appropriate person listed below:

CONTACT	AREA
Margaret Sharpe	Administration
Rita Drahos	Home & Hardlines
Jean Whitesides	Loss Prevention
Ann Irwin	Marketing
Rita Havacko	Pharmacy
Gerry Clark	Softlines
Kathy Poore	Stores – District 1
Gail Travers	District 2
Cathy Metheny	District 3
Elaine Ornelas	District 4
Flo Hoover	District 5
Gail Purves	District 6
Janine Nelson	District 7
Alice Massey	District 8

IN MEMORIAM

It is with deep regret that we acknowledge the passing of Robert Pencille in July. Bob, Soft Goods Specialist, had been with Gemco for over 23 years at the time of his death. Our sympathy to his family.

COSMETICIANS MAKE UP DYNAMIC DISPLAYS

As part of an updated merchandising scheme, product displays are becoming more and more popular at Gemco. Recently, Revlon sponsored a makeup display contest and Gemco cosmeticians responded with enthusiasm and creativity.

Cosmetician Barbara majors of store #504 in San Jose used grocery crates, pink and maroon towels, and dried flowers to fashion a soft country look that was color coordinated to match Revlon product packaging. Further south, Mission Viejo customers were treated to a Revlon showcase that sported a "25% Off" white posterboard background, arranged to create a 3-D effect. This artistry and sales savvy was the work of Cosmetics Manager Michelle Vanderriet.

Michelle and Barbara were just two of the fifteen Gemco cosmeticians awarded \$50 gift certificates as winners of the Revlon Display contest.

The return of displays in the cosmetics departments gave employees a chance to really show off their decorating skills. According to Head Buyer Dorothy

Magette, displays were judged on the basis of simplicity, style and originality. The goal of the contest, she explained, was to feature lipsticks, nail enamels, liquid makeup and other advertised Revlon products in a way that would increase customer awareness and Revlon sales.

Contestants had about four weeks to finish their projects and were given specific guidelines to follow. They were not allowed to use balloons or anything that could be considered "extravagant."

After the deadline, five Gemco cosmetics specialists: Laura Gable, Sally Calacci, Kathy Emery, Bekki Damiter and Denise Torrez visited all 79 Gemco stores, judging each display on creativity and sales potential. Polaroids were taken of each exhibit and the finalists were chosen by the five cosmetics specialists, Dorothy Magette and her assistant, Jackie Henman.

Most of the winners agreed with Leslie Dahlri, of store #510 in San Leandro, that it wasn't easy to take time out from a busy department like cosmetics to

CONTINUED, PAGE 8

AN INTERVIEW WITH DISTRICT MANAGER RALPH GOLDMAN



When we asked district manager Ralph Goldman if we could interview him for the employee newsletter he answered unaffectedly, "OK, how about 8:20 tomorrow morning?" 8:20? Why not 8:15 or 8:30? Was this attention to detail the sign of a difficult and tedious man? No way! A few minutes of talk with Goldman reveals a person who is easy-going, witty, unafraid to laugh, and who says he doesn't dislike much of anything, except for heights and broccoli.

Goldman jokes that he came out to California with the covered wagons, leaving his native Kansas, when he was one year old. Today he and Myrna, his wife of thirty years, live in El Dorado and have three Southern California-born children. It was twenty-eight years ago that Goldman began his career with Lucky Stores as a non-food merchandiser. His current position, three-months-new, is that of district manager for the District Eight area Gemcos.

"What do you think is Gemco's secret for success?"

Throughout life you run into a handful of true leaders that you respect and admire. Lucky and Gemco have been fortunate to have a few of these people. The geniuses of the company like Bud Fisher, Jerry Awes, Don Ritchey . . . one strength on top of another. It was their ability to attract good people and merge with other good companies that have made us what we are today.

"As one of the senior and active decision makers at Gemco, how do you feel about the direction Gemco is taking today?"

Sometimes when you're going along successfully you can fall into a trap because you close your eyes to what's happening around you. We've got our eyes open and realize today's promotional trend. We're getting classier, smarter, and brighter; that means a new promotional house look. We're headed for nothing but success.

"What do you think about the Membership concept?"

Membership gives our customers a

sense of belonging. They feel they've invested in us by becoming a member so we're obligated to take care of them. Customer loyalty is more apparent in the North than in the South because the population growth has been so dynamic and transient in the South. Membership is a way for us to develop customer loyalty.

"What do you see happening in the area of Customer Service?"

In our newly remodeled stores, related departments are placed close together for an adequate and more efficient sales force. A lot of things have been laying dormant for awhile. But now, with Gemco's new personnel department, I'm looking forward to seeing new training programs in customer service. You know, customer service means selection and price as well, and Gemco has always been ahead of its competitors in this area. When it comes to service, we're the Nordstrom of the discount world, and we don't charge for it!

"What are your duties as district manager?"

I'm responsible for the operational end of things and the merchandise in the stores. Now, we're getting modern with a new Merchandise Presentation Department that will show us the most effective way to display the merchandise coming into the stores. I take a "helping hand" attitude. I play coach, direct, and help. You don't have to try and be clever. I walk into the store as though I'm a customer. If it looks good to me, it's going to look good to you too. I try and make life easier because when I can show my managers a way for everyone to get their jobs done easier, I see results immediately. That's how simple life is, it doesn't have to be difficult.

"What's kept you with Gemco all these years?"

If you have to work for someone, they're good people to work for. My career here has always been a lot of fun; like a hobby to me. It's exciting to be part of something that is changing and continuing to grow. . . this company never stands still. Fundamentally, I've enjoyed my peers and bosses at Gemco. There are peaks and valleys, as with everything in life, but if you don't let the bad times take precedence, they'll never last too long. A good moment is always waiting around the corner.

Loss Prevention

SHOPPING CARTS

by Rick Bitzer



The seemingly innocuous shopping cart is actually a piece of equipment which causes injury to both our customers and our employees almost every day.

Children climb on them while Mom and Dad look away and the cart falls over. Customers hit customers while shopping, and kids like to race them in the parking lot. All of these situations can cost our company money, but most importantly, they can cause unnecessary injury to our customers.

Employees also injure themselves or cause property damage during accidents involving carts. Some of the major causes of accidents are: pushing too many carts toward the store and losing control, loading a cart with items that block the view of what's ahead, and not paying attention when pushing a cart.

Recently, a customer who was bending down to look at merchandise was struck by a row of fifteen carts being pushed into the store. The person pushing the carts just didn't see her. It was just an ACCIDENT, but the woman now requires back surgery to correct the damage.

Please remember the following steps when handling the shopping carts:

- 1) Limit the number of carts you are pushing to a controllable amount (no more than 15).
- 2) Use the guide rope when pushing a row of carts.
- 3) Don't block your view of what's in front of you.
- 4) Watch your customers – if you see a child climbing on or standing in or on a cart, talk to the child or the parent. Most of the time our customers are unaware of just how easily a cart can tip over.

We want to make working and shopping at Gemco an enjoyable and safe experience. Carts are available for everyone's use – safe handling is everyone's concern.

CUSTOMER SERVICE

WHAT DOES IT TAKE TO BE A GEMCO F.A.N.?

"Who is that character?"

"Why such a smile?"

"What does F.A.N. stand for anyway?"

Many questions came in about the cheery cartoon character pictured in the last newsletter with the caption, "What does it take to be a Gemco F.A.N.?"

Well, it takes you and me and, of course, our members! F.A.N. stands for Friends And Neighbors, Gemco's new and exciting Customer Service Program. It's a great name because friends and neighbors is exactly the way Gemco should be perceived in the community, and the way we should treat our customers.

The service we provide our customers is a major focus that is moving forward in Gemco and we are continually looking for ways to better that service. The F.A.N. program will identify the standards we all must maintain to provide the high service level our members have come to expect.

Keeping that standard high starts with a simple, common sense approach.

First:

"TREAT THE CUSTOMER THE WAY YOU WOULD EXPECT TO BE TREATED"

That is the 'Golden Rule' of the Friends And Neighbors program. Always think of customers as welcome guests in your home, with the courtesy you would typically extend to any friend and neighbor. This includes good house-keeping, attentiveness, and a genuine concern for their needs.

Second:

Pay conscientious attention to the basics that most of us practice daily without even thinking. By really working at it, striving to become the best friends that we can, our business will build right along with the customer relationships we build every day.

By following this handy checklist, every customer contact will become more meaningful and rewarding...



EYE CONTACT

It tells people your attention is on them and them alone. Your eyes say so much about care and concern.

ACKNOWLEDGE CUSTOMERS

Always with a smile, even if you're helping someone else first. Call people by their names whenever possible and let them know you recognize them from a previous visit.

"THANK YOU"

When we really mean it, these are the greatest words we can say. So, say it with feeling, it's worth every smile you'll get in return.

DRESS AND BADGE

Being identifiable and well-groomed says so much. Make sure you look your best for your friends and neighbors.

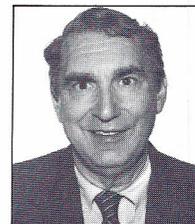
OVERALL COURTESY

Use your imagination! Is someone lost? Can't find an item? Roll out the red carpet and show your friends you really care.

There's so much more coming in the Friends And Neighbors program, but the important things involve you, the daily Gemco representative in the community.

Many exciting recognition programs are being developed, so now's a great time to show your commitment and enthusiasm for Gemco's Friends And Neighbors customer service program.

MEET JERRY BRAUN

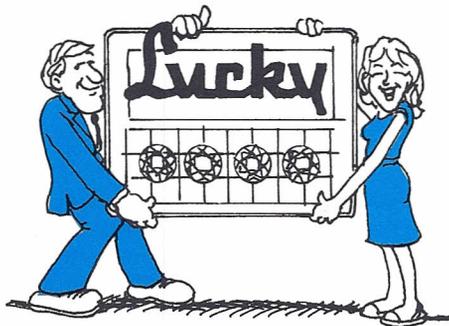


Given Gemco's strong commitment to its people throughout our history, it's hardly surprising that a dyed-in-the-wool people person like Jerry Braun was chosen to head up our Personnel Department. Don't let his casual, joking manner fool you – when it comes to genuine concern for employee welfare, you just can't get more serious than Jerry.

Formerly Vice President, Personnel, at Abraham & Straus, one of New York's major department store organizations, Jerry's most recent business was quite literally people – he headed his own executive search firm. "It's easy to think of GEMCO as just a 'merchandise' business, but we're not! We're a people business too," he insists, " 'people' who are our members and 'people' who are Gemco employees. Our members make our jobs possible, and our employees must serve their needs in a way so that our members will want to continue to return to our stores. It is the responsibility of the Personnel Department to look after the needs of our employees."

Jerry has already outlined – and begun to execute – an ambitious game plan for the Personnel Department. First, he appointed Eric Wilt as Personnel Manager, Stores, believing that store employees need a Personnel Representative whose attention is devoted solely to their concerns, needs, and questions. Next, he moved Pat Flynn into new responsibilities as Manager, Training and Development, with a mission to develop much-needed training in the division, beginning at the store level. Also, Personnel will develop policies and procedures needed by the stores. "In the future, you'll see much more attention given to employee development," explains Jerry. "Employee welfare, training, and development is a personal priority for me as well as for our company. All Gemco employees should feel free to call or write me if they have concerns or questions they aren't able to resolve with their management or through Eric. My number at Buena Park is 6869."

SERVICE AWARDS



Congratulations to the following employees, who celebrated their service anniversaries in August:



20 YEARS

Patricia A. Bearden	511
Mike McConnell	808
Loneta E. Rogers	508
Glenda Rowe	526
Larry M. Sheeley	578



15 YEARS

Keith Anderson	Buena Park	576
Norma R. Avants		804
Bob Dinardi		509
Anthony Lopez		504
Richard E. May		504
Darvin Quon		510
Enrique Rueda		540
Donna Ruthrauff		509
Rose E. Sullivan		568
Gail M. Travers		



10 YEARS

Carol Bartlett	519
Debra Blanco	Jewelry
Victor Cloud	Montebello

10 YEARS (cont.)

Charles W. Engel	523
Jim Farrow	508
Wesley F. Fretter	Montebello
Jennie Gaio	502
Donald K. Gibson	576
Gary N. Glance	541
Mary Guzman	Jewelry
Patricia A. Hudson	521
Esrom Jayasinghe	536
Mary P. Kammerer	517
Judy A. Kick	517
Edwin B. Neale Jr.	807
Nancy D. Petros-Black	575
Marie J. Ramirez	505
Debra Thornsberry	507
Imelda Toirac	507
Robert Tucker	810
Shawn M. Viscovich	508



5 YEARS

Salvador Aguilar	Jewelry	802
Rayfield Allison		530
Paul Anthony		579
Mark C. Arruda		574
Jennifer L. Arthur		532
Jacqueline Baker		802
Dale B. Ballge		802
John W. Barnes		543
Robert C. Blackmon		534
Deborah M. Boxell		524
Debra A. Burke		522
Jeanne Butler		509
Fred Campbell		802
Victoria L. Christ		578
Bradley Clemens		802
Vera S. Clover		802
Gloria J. Crane		543
Rogelia Crown		572
Robert R. Davis		809
John W. Dickenson Jr.		538
Keith A. Donald		802
Rita Driver		503
Cory G. Ellis		572
Susan M. Elzea		802
Violet Esparza		507
Pamela Fambrough		508
Omar B. Farmer		800
Brian P. Fox		Jewelry
Beatrice Garcia		502
Irma Garcia		Jewelry
Josie Garcia		Long Beach
Rogelio Garcia		802
Gary J. Gentle		802
Janice A. Hanratty		538
Darrell Heffner		

REMODELING (CONT. FROM PAGE 1)

and accessories better integrated into this category. Food will remain to the rear, with its own separate bank of registers.



Cameras, calculators, audio, computers, video, and all the popular software to go with it, find a new home in the new Electronics "world."

"These Gemco remodels will have a centralized checkout environment, resulting in greater efficiency, more selling space and a more pleasant shopping experience for our members."



More impactful merchandise presentation brings a fresh new look to the Sporting Goods Department.

"We're taking merchandise higher... using the walls, installing better fixtures and adding more aisles," says Stan Brenner. "This will give us 25% to 30% more selling capacity."

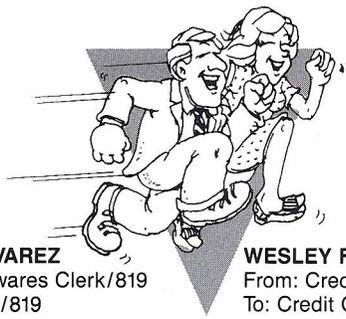


Focal walls, better fixtures, and more vertical presentation create an inviting series of apparel departments.

Veteran District Manager Grant Cottingham has been appointed to supervise the remodeling program. Grant was responsible for opening the two initial prototype stores and the remodels done in Phoenix last year. "This is by far the most impressive program undertaken by Gemco," noted

CONTINUED, PAGE 8

CONTINUED, PAGE 8



PEOPLE ON THE MOVE

Following is a listing of promotions and new hires that occurred in June and July. Best wishes to the following employees in their new assignments with GEMCO.

EDWARD ALVAREZ

From: Housewares Clerk/819
To: HBA G.M./819

GERALD BAHLMAN

From: (new hire)
To: Dir. Financial Acctng.

JAC. BAKER (SCHNABEL)

From: Credit Ofc. Clerk/518
To: Store Secy./532

MARK BALSLEY

From: Camera Sales/524
To: Jewelry Mgr./518

JANIE BASOCO

From: Cash Ofc. Mgr./819
To: Cust. Ser. Mgr./819

ROLLIS BOCK

From: (new hire)
To: Dir. Mdse. Presentation

DARRYL BORCHER

From: Sports Clerk/514
To: Drug DH/514

JERRY BRAUN

From: (new hire)
To: V.P. Personnel

JOAN BYERS

From: Credit Ofc. Clerk/512
To: Credit Ofc. Mgr./817

TONY CAMPO

From: (new hire)
To: DP Swing Shift Supvr.

MIKE CERFUS

From: Hard Goods Clerk/546
To: Asst. Cust. Ser. Mgr./546

CYNTHIA CHAVIS

From: Drug Clerk/526
To: Men's DH/526

RON CIMINESI

From: Sports DH(key)/526
To: Hard Goods Mgr./805

CHRIS COSENTINO

From: Domestic DH/524
To: Domestic DH(key)/524

MARLENE DINGIVAN

From: Cash Ofc. Mgr./820
To: Cust. Ser. Mgr./820

PAULA DOMMER

From: Domestic DH/805
To: Domestic DH(key)/805

KEN ELDRIDGE

From: Import Apparel Mgr.
To: Director of Imports

TONI ESPINOZA

From: Patio DH/504
To: Patio DH(key)/504

PAMELA ESTRADA

From: Jewelry Specialist
To: Asst. Buyer - Housewares

HELIO FIALHO

From: Asst. Store Supvr./532
To: Store Supvr./503

JAMES FINK

From: Patio DH/533
To: Patio DH(key)/533

WESLEY FISHER

From: Credit Clerk/574
To: Credit Ofc. Mgr./519

PAT FLYNN

From: Manager, Staffing
To: Manager, Training & Personnel Development

FLORENCE FRAZIER

From: Sports Clerk/543
To: Sports DH/574

GEORGE GARR

From: Maj. Appl. Mgr./528
To: Maj. Appl. Specialist

MICHAEL GILRANE

From: Acctng. Clerk/820
To: Cash Ofc. Bkkpr./820

KIM GOEBL

From: Clerk/546
To: Home Group Mgr./546

RALPH GOLDMAN

From: Mdse. Coordinator
To: District Manager

DANIEL HANOHANO

From: HBA Drug DH/531
To: Hard Goods Mgr./507

LISA HEADLEE

From: Domestic Clerk/501
To: Men's DH/501

DEBRA HERMAN

From: Credit Ofc. Clerk/804
To: Personnel Assistant

GARY HETHERINGTON

From: Sports Clerk/820
To: HBA Group Mgr./820

BONNIE HOBBS

From: Domestic Clerk/538
To: Domestic DH(Acting)/538

CHET HOWARD

From: (new hire)
To: Internal Audit Mgr.

CAROLYN HUDSON

From: Distributor/918
To: Asst. Buyer Boys'

JULIETTE HUME

From: (new hire)
To: Adv. Prod. Artist PT

NORMA HUTCHINSON

From: Domestic DH/817
To: Domestic DH(key)/817

JIM HYMAN

From: (new hire)
To: V.P. G.M.M. Home

SUZANNE IMPEARTRICE

From: Clerk/524
To: Children's DH/524

TOBY JUFFRE

From: (new hire)
To: Copy Chief

MYRON LEW

From: (new hire)
To: Programmer Analyst

NANCY LeTARTE

From: (new hire)
To: Sr. Programmer Analyst

JEFF LINDSAY

From: (new hire)
To: Adv. Camera Operator

TODD LISMAN

From: (new hire)
To: Merchandise Controller

PATRICIA LUCATORTA

From: (rehire)
To: Membership Clerk

MARK MAUSHUND

From: Operations Mgr./819
To: Store Supervisor/805

MARYANNE McKENNA

From: (new hire)
To: Assoc. Buyer - Ladies Access.

MAY JEAN MELCHOR

From: (new hire)
To: Staff Accountant

VALERIE MITCHELL

From: Hswres. Clerk/816
To: Hswres. DH/816

RANDALL MORROW

From: Men's DH/526
To: Sports DH(key)/526

VINCENT NELSON

From: Drug Clerk/524
To: Drug DH/524

JIM NEWBY

From: (new hire)
To: Systems Analyst

JAMES OVERBY

From: Sports Clerk/544
To: Sports DH/544

ALLEN PANISH

From: (new hire)
To: Jewelry Mdse. Mgr.

ROBERT PELKA

From: Group Manager/819
To: Hard Goods Manager/515

ROSALIE PINEDO

From: Credit Clerk/804
To: Store Secretary/804

DEBRA PIONTEK

From: (new hire)
To: Buyer - Lifestyle Furn.

MICHAEL POLIZZI

From: (new hire)
To: D.P. Swing Shift Supvr.

LAURA PRITCHARD

From: (new hire)
To: Adv. Typesetter PT

MICHAEL QUESADA

From: Distributor/918
To: Asst. Buyer Men's

LUCIEN RANKIN

From: (new hire)
To: Management Trainee/817

STEVEN RILEY

From: HBA Clerk/804
To: Warehouse Mgr./804

DAVE ROMO

From: Whse. Receiver/519
To: Warehouse Mgr./575

KIM ROSE

From: Ladies DH(key)/817
To: Acting Softgoods Mgr/817

DANIEL ROSS

From: (new hire)
To: Management Trainee/538

TINA SCOLARI

From: Apparel Clerk
To: Personnel Admin.

SHARON SCOTT

From: Children's DH(key)/524
To: Credit Ofc. Mgr./524

HELEN SMITH

From: Men's Clerk/530
To: Men's DH/530

RICHARD SWIATKOWSKI

From: (new hire)
To: Mgr. Acctng. Sys. Devel.

GORDON TAKAHASHI

From: Clerk/524
To: Patio DH/524

NOEL TAPIA

From: Hard Goods Mgr./507
To: Asst. Store Supvr./531

GUS TITUS

From: Maj. Appl. Mgr./518
To: Maj. Appl. Specialist

DANIEL TUNNELL

From: Maj. Appl. Sales/544
To: Maj. Appl. Mgr./518

KURT VAN CLEAVE

From: HBA Clerk/820
To: Children's Group Mgr./820

TONY VERGA

From: Asst. Gen. Ser. Mgr./546
To: Gen. Ser. Mgr.-Jew./Elec./546

LARRY WEBER

From: (new hire)
To: Adv. Camera Opr. PT

GARRY WHISENANT

From: Hardware Clerk/542
To: Patio DH/542

JULIE WILLIAMS

From: (new hire)
To: Programmer Analyst

LACRIEHA WRIGHT

From: Hswres. Clerk/539
To: Men's DH(Temp)/539

MARY WYCKOFF

From: (new hire)
To: D.P. Tech. Secy.



5 YEARS

Stephanie Heiser	506
Carol Hernandez	536
Belinda A. Herrera	533
Minnie I. Hobbs	549
William Hogan	811
Rhonda Holton	802
John Hughes	574
Mary E. Hyder	550
Duane A. Jackson	526
Manune Jaobundit	Jewelry
Richard Jaramillo	533
Teresa K. Jarvis	532
Teri A. Jessup	520
Bida M. Keifer	543
Janice Kenning	802
Brenda L. Laines	810
Linda J. Lee	543
Marty P. Mahler	541
Mary Marin	525
Roy Manley	539
Robyn McGee	Buena Park
Charlotte Montoya	511
Nina Morgan	544
Carmen R. Mucino	532
Vicki Newman	532
Pranom Nummesri	Jewelry
Evangeline Nunez	527
Janet L. Oetter	802
Michael I. O'Connor	535
Mark Parker	510
Mark Pensa	532
Phouvieng Phengsavath	Jewelry
George A. Pickering	532
Dee Pluta	530
Patti Pomeroy	808
Teresa Ponce	575
Ralph B. Postle	578
Tammy F. Prescott	524
Lydia S. Ramirez	527
Grant O. Richards	819
Pat Sapien	Jewelry
Christiana Sarao	524
Janette L. Schurkens	571
Elizabeth Shane	540
Tammy Smith	549
Charles E. Stamper	801
Patricia L. St. Lawrence	802
Ky Syphengphet	Jewelry
John Taylor	507
John Thompson	807
Greg L. Travis	527
Michelle Vanderriet	545
Victoria Vivilakis	542
Chantana Vongpakdee	Jewelry
William Wade	515
Mort Wershvale	803
Tom C. Wessney	579
Richard K. Williams	543
Sally Jo Wilson	802

about 1/3 of our stores are fully POS-installed. (All but two of our stores have POS registers in Apparel and Audio.) By year-end, we will be halfway there and, by third quarter 1986, POS installation will be completed in all stores.

The system also enables us to track sales, limit clearance markdowns (by moving merchandise faster we don't have to sell on clearance), handle price changes, detect shrink, and generally manage our inventories better.

"The cashier is actually the key person in making the system work," says Steve Lee, Merchandise Coordinator for Data Processing, "because an error at this level results in inaccurate data from which buyers make merchandising decisions." Every time a dummy SKU (a fictitious number intended for emergency use only) is keyed, that information is lost.

The future may well bring scanners to all our registers, a way to capture item movement information accurately and instantly. Meanwhile, however, the meticulous keying in of the SKU is critical.

COSMETICIANS (CONT. FROM PAGE 3)

create prize-winning displays. Leslie says she spent two hours creating her 4'x5', blue-and-rose-colored exhibit that featured something from just about every department in the store, including a spinning wheel from the toy department and clown statues from housewares.

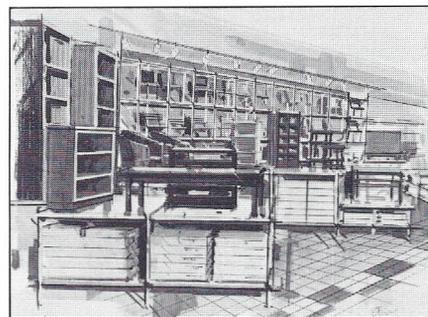
Buoyed by their success in the Revlon competition, some clever cosmeticians are already planning displays for upcoming promotions.

"I haven't spent my \$50 gift certificate yet," laughs Barbara from San Jose. "I'm hoping to win another one so I can buy a camera I've been eyeing."

Here's a complete list of the winners and their stores:

Barbara Majors, #504 San Jose; Leslie Dahlri, #510 San Leandro; Mary Hall, #519 Woodland Hills; Beverly Demura, #526 Riverside; Yvette Gusmero, #532 Fremont; Lorri Gill, #537 Torrance; Michelle Vanderriet, #545 Mountain View; Kim Sheppard, #547 Reno; Sherry Palmer, #570 Tucson; Sheri Graser, #800 Riverside; Linda Immken, #803 Northridge; Pamela Gonzalez, #805 Cucamonga; Laura Morten, #808 Phoenix; Mary Bentley, #811 Victorville; Dawn Chavez, #812 Chino.

Grant. "There are very tight time constraints, but if anyone can pull it off, it's the great teams we pull from the stores."



Ready-to-assemble furniture is among the many categories getting more and more emphasis on presentation and self-service.

Each remodel will use teams of employees from neighboring Gemco stores, with a dozen or so additional workers. Remodel stores won't close down during construction, but will make major moves at night and be ready to open the next day to avoid disrupting business.

"Next year, we'll be remodeling two stores a month for the first ten months, plus an additional four or five in the summer for a year-end total of about twenty-four stores," said Grant.

The "Contemporary Gemco" is well on its way to providing the fresh, appealing "stage" for the new merchandising thrust. The excitement and progress evident in the prototype stores are quickly spreading throughout the chain and should create more opportunity for all of us in the 1990's and beyond.



EDITORIAL STAFF

EDITORS:
Pat Flynn
Greg McVey

EDITORIAL ASSISTANT:
Margaret Sharpe

EDITORIAL REVIEW BOARD:
Roger Campbell
Sue Mullins
Ron Runolfson
Glenn Turley

PUBLISHED BY THE
GEMCO DIVISION
OF LUCKY STORES.

Employees are invited to submit story ideas and photography for publication to:

Margaret Sharpe
Editorial Assistant
Buena Park