

Guide to Living Better **DECEMBER 2015**

Vorld

Super-friendly Walmart associates

share how to make a store joyful all year long.

PAGE 25

₭ Ellen Godwin

20 Walmart

Store Manager

Now at **Walmartworld.com**!





Hashtag This

What goes through your mind when it's time to put up the Christmas lights? For us, it means we're #ReadyForSomeTwinkle! Share your best hashtags for the image above at walmartworld.com/HolidayHashtag.

10 Ways to **Decorate Cookies** Visit walmartworld.com/SugarCookies for directions on how to create 10 different holiday treats using one homemade sugar cookie dough. Let the baking begin!



Read About Star Wars Merchandise

Santa's delivering lots of Star Wars toys this year! Get all the details—and see how associates are bringing Star Wars to life for customersat walmartworld.com/StarWarsGifts.



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Join the Conversation!



Happy to Help Super-friendly associates share their customer service secrets.

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Oddly Shaped Gifts

FROM THE EDITORS

Merry and Light

The final countdown to Christmas is on. It's a busy time of year, but, as every Walmart associate knows, it's also when the fun of retail really shines through. You'll find a sense of fun and friendliness throughout this issue, particularly with the story that starts on Page 25. Customer surveys show that these are some of Walmart's friendliest stores—and we share what makes them tick. **THE EDITORS**

Keep on Trooping

I had a great time [being in the September issue]. I've become a small celebrity at my store and among my fellow 501st [Legion] costuming club members. My store received 50 issues, and we went through 40 in less than 24 hours. We've sent a request for more!

Barry Benecke II, assembler, Store 1737, Villa Park, Ill.

We're glad you like the issue, Barry, and we're happy to provide more copies. Thanks for sharing your story.

Editor in chief John Soldani John.Soldani@wal-mart.com

Content manager Amanda Foste

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Can being a

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ted on partially recycled paper

C The Christmas season will soon be with us again, and I want to take this occasion on behalf of Helen and myself ... to wish you and your families the very best Christmas and happiest new year ever. Sam Walton

Getting the customer

to leave with a smile

she wants, that's my

[main] concern.

Clay Rutledge

and the product he or

Clay Rutledge

Promoted to: support manager, food and consumables, Store 1948, Weirton, W.Va.

What His Training Supervisor Says

"During orientation, I tell new associates about the Career Preference system, and I encouraged Clay to take the supervisor's assessment. I told him, 'You can get what you want here; it just depends on how hard you want to work for it.' And Clay works hard. The happier you make the customer the better, and Clay is great at that." **Tricia Jacobs**, training coordinator, Store 1948

What Clay Says

"I was a cashier, and I hadn't been with Walmart long, but my managers liked how I am with customers and encouraged me to try for a supervisory position. I was shocked when I was asked to interview for support manager! I try to treat customers the way I want to be treated. If they don't come back, Walmart doesn't have the money to pay us."

Lessons From Clay:

- Treat customers well. Don't be afraid to aim high. Fill out your Career Preferences.
- Have you recently been promoted? Tell us at wmworld@wal-mart.com. Learn more about career opportunities at Walmart at careers.walmart.com.

I like to help customers find personalized gifts. Things like photo albums, putting pictures on quilts, or making calendars. That always gets a great response. I like it because sometimes they'll come in later on and say that they got a calendar for Christmas, and now they want to create a new one for someone else.

Stephanie Green, Photo Center specialist, Store 1273, Fountain, Colo.

It's so much busier, and we see so many people. I've noticed a lot of customers are a lot more understanding and forgiving. The holidays bring out so much courteousness and the way people should act.

John Morris, sales associate, connection center, Store 2087, Vadnais Heights, Minn.

What's your favorite part of the holiday season at your store?

I like the excitement of it all. The decorations, people getting more jolly, the weather. Everybody's attitude is more pleasant. And the Christmas music! I like "Jingle Bells." I think that's everybody's favorite.

Shirley Khan, department manager, deli, Store 3445, Holland, Ohio

All the sales and the great deals that we have—I just love that. Plus, we decorate the store for the holidays. It's nice.

Monica Baldwin, customer service associate, Store 3609, Ellenwood, Ga.

What's Your Take? What's the best part of the holidays at your store? Tell us at walmartworld.com/ HolidaySeason.

Walmartworld.com **7**

Voices / You Said It

Our Favorite Punch Lines At walmartworld.com/ Joke, we asked how vou would finish this joke:

After completing his early-bird shopping at Walmart, Santa went home for a nap. When he woke up, he wasn't feeling well. After a full exam, his doctor said, "No wonder you don't feel well. You have

Donna Stilp, Store 1453, Green Bay, Wis.: You have **Jack Frost bite!**

Will Bentley, Store 1048, Williamsburg, Ky.: You have sleigh fever!

> Dylan Flanders, Store 1872, Helena, Mont.: You have the jingle bell blues!

11213

Kelli Caldwell, Store 5320, Greensboro, N.C.: You have been-in-the-flue!

Manouchka Paul, Store 2881, Kissimmee, Fla.: You have the Savings Catcher fever!

Trish Strong, Store 1591, Harrisburg, Pa.: You have

Rollback fever!

Wendy

Tunnell,

Store 251, Mineola, Texas: You

have the jingles!

Eric Dyar, Store 4235, Terre Haute, Ind.: You have Snowmania!

Maria Brown, Store 1398, Lake Worth, Fla.: You have a spark, Rollback, and squiggly that got stuck!

Gregory Lauber, Store 1430, Oshkosh, Wis.: You have the early-bird flu!

Caleb Stewart, Store 117, Broken Bow, Okla.: You have eaten too much peanut butter and jolly!

Debra Richardson, Store 2183, Oxford, Maine: You have to stop eating bowls

full of jelly.

Kevin Reynolds, Store 4229, Alma, Ga.: You have the North Cold!

Noel-enoma! Tyler Allen, Store 1026, Bedford, Ind.: You have

Toye Allen, Sam's Club 8191, Wilkes Barre, Pa.: You have Claus-trophobia from being at the North Pole for so long.

Helping With Last-Minute Holiday Prep

Super Saturday (the Saturday before Christmas) is expected to be one of the biggest shopping days of the year. That means lots of customers may wait until the last minute to do their holiday prep. On the following pages, find fun ways to help them get what they need, fast.

Light Shows

Cooking

Relaxing

Home Help Them Make the Season Bright

ustomers short on time can still enjoy the fun of holiday light displays, thanks to these time-saving items available in stores. "Walmart has a broad selection of lights that are easy to use and that cover a variety of needs," **Joe** says. The options here each take less than 10 minutes to set up.



				T
Outdoor lights	Holiday Time Edison Bulb Christmas Lights, 10 Count	7.5" Lighted Twinkling Starlight Sphere Christmas Decoration	Holiday Time Lighted Spiral Christmas Tree Sculptures, Clear Lights	GE String- A-Long Miniature String Lights, 100 Count
What it is	"These lights not only look great on a Christmas tree, but also on a patio or a porch" says Joe.	This festive decoration creates a halo of light wherever it hangs.	The set includes one three-foot tree and one four-foot tree.	These lights are energy-friendly, affordable, and simple to set up.
Why it's easy	The short strand sets up with minimum effort.	Simply throw over a tree branch or hook to the ceiling.	Plug-and-play	The long light strand is easy to maneuver.
Best for	Customers who want a retro look	Customers with a big front-yard tree or porch	Customers who want a yard display that's inconspicuous during the day	Decorating something circular, like a flagpole, mailbox, or porch column

	INDOOR LIGHTS				
		rme I			
oor its	Holiday Glitter LED Pillar Candle With Timer, Set of 6	Holiday Time Battery Operated 36-Count Light Set, With Timer	Holiday Time Pre-Lit 24" Scottsdale Pine Artificial Christmas Wreath, Clear Lights	Holiday Time LED Super Bright Diamond Cut C9 Cool White Light Set, 25 Count	Holiday Time 15' Rope Light
at it is	These add holiday spirit to your living room, bedroom, den, or kitchen.	"They don't need a plug," says Joe. "They're great for wreaths and garlands."	This full and lush wreath gives off an authentic feel.	The lights are cut in a diamond pattern for a unique look.	"These are great to wrap around a column inside or outside your home," says Joe.
at it is y it's easy	holiday spirit to your living room, bedroom,	a plug," says Joe. "They're great for wreaths and	lush wreath gives off an	cut in a diamond pattern for a	to wrap around a column inside or outside your

HOLIDAY HELPERS

Must-Haves for a Holiday Light Show

Timer * Woods 2-Outlet Outdoor Mechanical Heavy-Duty 24-Hour Timer Walmart.com rating: ★★★★

Extension Cord * Prime Wire 50-Foot 16/3 SJTW Medium-Duty Extension Cord Walmart.com rating: * * * * *

 Remote Control

 ★ Etekcity Indoor

 Wireless Remote

 Control With

 3 Outlets

 Walmart.com rating:

 ★ ★ ★ ★

Clips for Hanging String Lights * Baumgartens Sicurix Button ID Badge Straightap Clips Walmart.com rating: * * * * *

Health **Top Picks to Relax Quickly**

These products can help customers kick holiday stress to the curb.

nen customers are looking to relax, suggest tea and chocolate. Studies show that chocolate releases calming, mood-boosting chemicals in the brain, and some teas contain eleuthero, an herb thought to increase stress resistance. Suggest this pairing from department managers Marla Phillips, pharmacy OTC, and Greta Fischhaber, HBA and cosmetics, at Store 1542 in Gaylord, Mich.

Time for tea. A blend of eleuthero, peppermint, ginger, and chamomile soothes and tastes great. One to mention to customers: Celestial Seasonings Caffeine-Free Tension Tamer Herbal Tea Bags

Home **A Faster** Holiday Meal

Multitasking kitchen gadgets that

stomers looking to spend less time prepping and cooking this holiday will find what they need in our stores. And they might be surprised by the versatility of items like the air fryer featured here. "It can also grill, roast, or even bake food, so customers have more options," says Will. Check out these other recommendations, too.



If a customer One to mention to customers Walmart.com rating Why it's a good option

me

0 per

400'#

400'F

380'F 400'F 400'F

V		
Vants to cook roast on Thristmas Eve	Wants to make healthier French fries for picky eaters	Needs to slice lot of vegetab in a hurry
ower Cooker ressure Cooker	Farberware Air Fryer	Mainstays Multi- Produce Slicer
****	****	****

ok a range –from soups like ribs s—up to nt faster than onal cooking.	It cooks food faster with much less oil (one tablespoon or less!) than a traditional deep fryer.	Makes quick work o cutting veggies, wit options for thin or thick slices or thin o thick julienne. And i has comfort grips ar finger guards for saf

And for chocolate.

Add a serving of vitamin B–rich almonds to boost resilience. One to mention to customers: Dove Dark

Chocolate With Almonds

Serta Febreze Pure and Fresh Pillow * The scent of lavender (found in this pillow!) helps

HOME RELAXATION

More stress-busting products chosen by Marla and Greta.

Dr. Teal's Comfort

Chamomile Epsom

& Calm With

Salt Soaking **Solution**

* Soaking in the

tub with Epsom salt

is an age-old remedy for everyday aches and pains.

Walmart.com rating: ****

Wahl Hot-Cold

Massager * Use heat to

Therapy Custom

Body Therapeutic

increase circulation

for muscle comfort; set the massager

swelling and muscle

Walmart.com rating:

to cool to reduce

inflammation.

***1

to ease stress. Walmart.com rating: **** **HoMedics**

Bubble Bliss Deluxe Foot Spa * Give feet the spa treatment with a heated massage (with bubbles!) after a long day. Walmart.com rating: $\star\star\star$

Remember Store Pickup. Remind busy customers that they can order online and pick up items in stores—for free, possibly same day!

The Guide / Last-Minute Holiday Help



Fun Stocking Stuffers

Help customers find the perfect last-minute stocking stuffer by using these picks all from Walmart buyers—as a guide.

1. **One World Doll Project's New Prettie Girls** Tween Scene Collection * This new line

of multicultural fashion dolls is about promoting diversity and positive values.

2.

Gift Cards * Practical go-to gifts for all ages—and they fit perfectly in a stocking!

3. Batteries

★ A thoughtful touch, as batteries are always useful.

4 Pilot Dash Cam CL-3004WK

* Capture highdefinition video and photos from a car or bike—car charger included.

3.

5. **Diamond Pendants**

in Sterling Silver * A great option

for customers looking to express love or friendship

6. Russell

Fleece Gloves

* With special technology in the fingertips, these touch-screen gloves mean warm hands while working with a smart device.



7. **Russell Acrylic** Knit Beanie * The smooth lining in this genderneutral gray cap keeps hair frizz-free.

Holiday Time Racing Cars * Great for any budding auto enthusiast who's more than 3 years old

8.

9.

Holiday Time Puzzle, 24 Pieces * This holidayinspired puzzle is a

fun brainteaser for voungsters—and it costs less than \$1.



Spotlight Page 20 My Day Page 24

"We partnered with our largest gift wrap supplier, Impact Innovations, to manufacture gift wrap in the USA. A portion of our 2015 Christmas gift wrap will be made in Memphis, Tenn., creating an additional 100 jobs. We are proud to be a part of bringing products and jobs back to the USA."

Teresa Parker, senior buyer, celebrations, Home Office

INVESTING IN AMERICAN JOBS

Inside

That's a Wrap!

Wrap gifts with this American-made wrapping paper.

What:

Christmas gift wrap Manufactured by: Impact Innovations

Where: Memphis, Tenn. New jobs created: 20 full-time and more than 100 seasonal (hired in October)

Famous for: static clings



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Walmart Sets Health-Fair Record!

On Oct. 10, Walmart's America's Biggest Health Fair—held in 4,420 stores around the country—set new records for health services provided during a single event.

Here's what we accomplished during the four-hour health fair:

- 104,060 blood pressure screenings*
- 100,028 blood glucose screenings*
- 51,193 immunizations
- 73,516 eye-health screenings*
- 1.9 million food samples given out

During the event, 280,000** health screenings were performed, 4.1 million total product samples were distributed, and more than 1.5 million unique customer interactions occurred. This event was part of Walmart's ongoing effort to highlight products and services that can help customers save money and live healthier.

Visit walmart.com/healthcare to learn more about Walmart's health care initiatives.

* These were the most up-to-date numbers at press time. ** This number was projected at the time of production.



pharmacy manager, Store 1610, Greece, N.Y.



Walmart Mobile App Gets New Features

This holiday season, Walmart expects nearly 75 percent of traffic to Walmart.com to come from mobile. Because of that, and because customers love the convenience of in-store pickup, the company has added new features to the Walmart app, including:

- **Mobile check-in:** This alerts an associate that the customer is in the store and ready to pick up an order.
- Search the store: Find an item in the app and learn where it's located in the store.
- Wish lists: Create a wish list by scanning items, and then share that list with friends and family.

To learn more about the new features, watch the "New Store Pickup Feature in the Walmart App" video on youtube.com/ WalmartCorporate.

Online Grocery Pickup Expands

After testing in a handful of markets across the nation, Walmart is now offering free grocery pickup at select stores in more than 20 cities, including:

- AtlantaCharlotte, N.C.
- Salt Lake City
- Nashville, Tenn.Dallas and Houston
- Miami and Tampa, Fla.Oklahoma City

How does it work? Customers order groceries online and choose a pickup time. Orders are fulfilled from stores, where associates prepare the order. The customer drives to the designated pickup store, and then associates load the groceries into the customer's car. This new and easy shopping experience is a helpful innovation for anyone who has a busy schedule. Walmart expects to expand the service to more stores in 2016. To learn more or schedule a pickup, visit walmart.com/grocery.





Walmart Signs Pledge to Fight Climate Change

Walmart is one of 81 major companies operating in the U.S. that joined an effort organized by the White House to fight climate change. Altogether, these companies represent more than \$3 trillion in annual revenue. This effort aligns with Walmart's commitment to work with governments, NGOs (nongovernmental organizations), suppliers, and other corporate partners to continue to enhance the sustainability of the company's operations and product supply chains for people and the planet.

For example, in 2014, Walmart operated with 9 percent less energy per square foot compared with its 2010 baseline, and 26 percent of Walmart's electricity was generated from renewable sources. keeping the company on track toward its goal of being powered by 100 percent renewable energy. Walmart is also on track to exceed its 2015 goal of eliminating 20 million metric tons of greenhouse gas (GHG)

emissions from its

supply chain.

New Chip Cards Mean Safer Transactions

Are customers curious why they're "dipping" or inserting their chipequipped cards, rather than swiping them at terminals at the cash register? Here's what to tell them: It's a safer way to make purchases in stores. A unique onetime transaction code is generated every time a card with a chip is "dipped," which makes it harder for crooks to duplicate or steal card information. As of last November, every register in more than 5,000 Walmart and Sam's Club stores accepted chip-embedded credit cards. Of course, customers can still use cards without chips, too.



. .



Focused on CFF

Dedicated managers and new strategies helped Store 413's Clean, Fast, and Friendly score soar by 18 percent.

When **Norma Puentes** became store manager at Store 413 in Port Isabel, Texas, in August 2014, she knew she was in for a challenge. The store's touristy locale means it attracts a unique mix of customers, and the constant flux of people and merchandise left associates unsure of how to meet customers' needs. Norma and four new assistant managers rose to the challenge, and within a year, the store's Clean, Fast, and Friendly (CFF) score rose 18 percent to an above-goal 103.7 percent.

How did they do it? One, by making CFF a priority around the store. People always think about clean bathrooms and a fast checkout, but each area has its own impact on these scores, says Norma. For example, on her first store walk-through, she noticed several beer displays clogging the dairy aisle. Norma relocated the items, a move that garnered praise from regular customers.

Norma and her management team also make an effort to make CFF a goal of every shift. "I've been on overnights," she says. "I know what it's like to think that the first shift gets all of the attention." Her suggestion: Spread love to all shifts, making sure to share good news and celebrate associate successes in person. While Norma is thrilled with the store's CFF scores, she's dedicated to making even more improvements. "It's just contagious," she says. "Now everybody in the store is excited about our scores, and they want them to be good. It's not because the company wants it, but because we owe it to our customers."



Your New Home for Fine File Jevelry

Walmart's new jewelry displays are less expensive, better-looking, and more inviting for customers and associates alike. And that adds up to a lot more sales. ave you taken a good look at your store's jewelry department lately? If you haven't, you should, because it's very different from what was there even six months ago. There are no more white leatherette backdrops. No more dated ring fingers and neck forms. Instead, there's an all-new, clean, modern look that reinforces our core message to customers: We sell high-quality jewelry for less than the competition.

The change started in early 2015, when Walmart's jewelry team decided it was time to break the mold. They knew that growth in the overall jewelry store industry—a multibilliondollar business—had been hovering, for the most part, in the single digits in recent years. So it was time to do something dramatic. It was time to redesign the layout and appearance of jewelry displays and product packaging in every Walmart store.

Early testing for the redesign was positive. Store 5260 in Rogers, Ark.—one of the first locations to have the new jewelry displays installed, in May—saw a remarkable double-digit percent increase in sales in September. "We're seeing more traffic, more customers, and more sales," says **Ana Cortes Ramirez**, department manager, jewelry and shoes, at the store—thanks in part to the department's new look.

Now, those changes have rolled out to all of Walmart U.S., just in time for the holidays. Among the best: A 14-karat white gold diamond engagement ring from In Love by BRIDES



What Brides Want

Walmart offers a good/better/ best selection in bridal jewelry, and it's been improved with the department redesign. Here's a closer look.

<u>Best</u>

In Love by BRIDES was developed in collaboration with *BRIDES* magazine and is available in only 500 stores. Engagement rings and bands start at \$798, which is very competitive with similar-quality offerings from other retailers, which often start at around \$2,500.

<u>Better</u>

Keepsake offers 10-karat gold options in classic and traditional engagement ring and wedding band styles. The Keepsake brand is currently Walmart's bestselling bridal engagement ring brand.

Good Forever Bride has a starting price point of \$98.

Inside Walmart / Spotlight



The New Look Walmart's **Top 5 Jewelry**

Sellers With price points at less than \$30, these popular gift ideas won't break the bank

Pendants * diamond accent

and sterling silver

2. <u>Rings</u>

* gemstone and sterling silver

3. **Bracelets**

* sterling silver

4. Inspirational **Pendants**

* tricolor crystal 5.

Bangle and Matching Hoop **Earring Set** * crystal

The traditional jewelry fixtures that Walmart recently replaced gave jewelry counters a cluttered and confusing appearance, says Gaby Dobson, senior buyer, fine jewelry, Home Office. The new strategy is simple, striking, and easy for associates and customers to navigate.

The displays themselves are straightforward threetiered fixtures that are less expensive, sustainable, and made in the USA by a woman-owned company. The fixtures are black, which allows the products to "just pop," says Jenni Gibson, buyer, watches, at the Home Office

The merchandise stands A great gift: Pendants, like this angel out even more thanks to the design, are among the top sellers.

new "box strategy," so named because all fine jewelry and watches are now displayed in attractive gift boxes. Each box has an easy-to-read sticker calling out the item's metal content, diamond or gemstone identification, and price. "This added information allows associates who may be unfamiliar with jewelry to step in and easily sell it," Gaby says.

Beyond that, the boxes are color-coded for easier merchandising—simply place like colors together. There's also new signage featuring photos of best-selling products that customers can find in-store. "The new look elevates the presentation of and enhances the value of our jewelry and watch offerings," says Jenni. "The beauty of the displays is that they

look so sleek and modern," says Cathy Donovan Wagner, president of RETAIL Mavens, a retail consultancy based outside Chicago. "The quality of the new displays elevates the value of the merchandise. They will certainly increase sales."

Behind the Scenes for Associates

The revamped displays also let the jewelry team redesign the jewelry planogram (a diagram

indicating where and how specific products should be displayed). Instead of written descriptions, the new planogram is pictorial so associates can visually match products to their locations. "It's so much easier to find and place products thanks to the new planogram," says Ana. Associates can also scan SKUs or look up item numbers or UPCs to find the

appropriate product needed to fill a hole in the display after a sale.

And Up Front for Customers

Beyond the new look, Walmart offers services that few other jewelers do-and, along with price (see "Walmart's Top 5 Jewelry Sellers," at left), that's where our competitive advantage shines. Walmart customers enjoy free ring sizing on purchases over \$48, a free one-year warranty with receipt, and watch battery replacement at no additional charge beyond the cost of the battery. Walmart has also raised its standards for quality inspections, particularly with diamonds to ensure they have the most sparkle and shine.

Walmart also offers the ability to layaway a pricey jewelry purchase—a key consideration during the holidays. "We want to win fine jewelry," says Jenni.

Game, Reset, Match

Back at Store 5260, Ana says more and more customers are being drawn to the newly reset jewelry department to have a look. "It's totally different," she says.

"It instantly sets Walmart apart," adds Cathy, who says the new displays "allow Walmart to compete against any mall or traditional jeweler." That's important, especially during the holidays—which is why the displays were in all stores in early October.

As the jewelry sales increase at Store 5260 shows, associates are excited about the changes, and customers are impressed. And most importantly, customers call the new look "beautiful" as they pull out their wallets.

"It instantly sets Walmart apart. [The new displays] allow Walmart to compete against any mall or traditional jeweler."

mong the good: Forever Bride 1/3 carat

T.W. diamond, 10-karat

vellow gold bridal set

Cathy Donovan Wagner, president, RETAIL Mavens

Among the good:

ForeverBride 1/3 carat T.W. diamond ring in 10-karat gold







Through steering the relaunch of Walmart Radio, Russell Bloodworth, a marketing manager at the Home Office, is hoping to create a better environment for associates and customers alike.

What's a typical day like for you?

Right now, we're gathering ongoing feedback from associates and customers, testing editorial messaging with our internal insights team, and conducting an evaluation of our stores' overall retail soundscape.

What reignited the need for Walmart Radio?

It's this grassroots desire and request from the stores to have more engaging sound. Music is a huge part of the store experience.

Who is Walmart Radio's target audience?

Getting it right with associates is just as important as with the customer. We're focused on the store experience for both customers and associates. We believe that sales will come along with it.

How will playlists vary from store to store?

Each store is getting its own mix. We compared every single one of our stores to data on listening habits for terrestrial radio and built recommendations based on that.

How do you measure the impact of radio?

The impact that it has on customers or associates may be something they're not consciously aware of. We don't need customers to notice the music to have a positive impact.

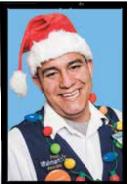












Stupendously Friendly. Really.

U/ð

When Walmart's analytics team dug through the "Friendly" scores for the holiday season for the last seven years, one store consistently ranked among the best: Store 1078 in Ballinger, Texas.



















Realize the store of the Lone Star State, there's a town of about 4,000 residents that bills itself as "The Greatest Little Town in Texas." On the southwestern side of this small town, you'll find Store 1078. If you're just driving by, the 29,909-square-foot Division 1 store looks small. Stop and go into the store, however, and you'll find big hearts at work.

Whether you bump into Brenda, Angela, Ashlee, Carlos, or any of the 60 other associates who work here, you're sure to get a smile, a friendly greeting, and an offer to help. Bottom line: These associates really are happy to see you.

"We're small, but we're mighty," laughs Store Manager **Ellen Godwin**. "You know, dynamite comes in small packages!"That's especially true during the holidays: Customer survey data for the holiday season over the past seven years puts Store 1078 at the top of the list in the U.S. for Walmart's "Friendly" metric. That's right: During the time of year when stores are busiest and customers are most stressed, the associates at Store 1078 make their store the "Friendliest Walmart in the U.S." And their secrets to friendliness all boil down to the following five ideas.

A store is more than a place to buy things.

"A physical store is just a shell," says **Brenda Turney**, who has been with Store 1078, in invoice backup and support, since the day it opened 28 years ago. "What makes our store so happy and friendly are the people inside it—the associates and the customers."

Angela Martinez, a 19-year associate and the lead pharmacy technician at the store, agrees, adding that the year-round friendliness found at Store 1078 stems from their place in their community. "We're a place where people come to celebrate, to mourn, to connect, and to support," she explains. "It's a *home*, and we are all of us—a family. Family takes care of family."

TRY THIS!

Look for opportunities to address customers by name.

"If a customer uses a check to pay, our cashiers read the name off the check and call that customer by his or her name," says **Ellen Godwin**, store manager. "They also try to remember the name for their next encounter."

Wrangler

TRY THIS

Approach all customers, whether they look like they need you or not. "Sometimes customers won't even know they need help until you ask," says **Carlos Quiroga**, electronics department manager."I don't just respond to requests—I try to anticipate them. It's the 10-Foot Rule times 10!"

SFACTIN

Customer Fallen Busenlehner

Carlos Quiroga









"Sam Walton visited us twice, and I know he would be proud of our store. Our store is small, but we have big hearts, and we make our customers the most happy."

Brenda Turney, invoice associate



Thank customers for shopping in your store. "Our cashiers and associates who run registers tell customers how much they appreciate them shopping in our store," says Sharon Nixon, assistant manager. "It's the last thing they hear before leaving the store, and it's what brings them back."

A reputation for helping can earn trust.

Associates at Store 1078 will merrily put together a bicycle purchased by a mom with no time for DIY, so it can still go under the Christmas tree. They'll walk the aisles of the store with customers who have Christmas lists in hand, filling up carts and easing some of the do-they-or-don't-they-have-it stress inherent in holiday shopping. And in what has become somewhat of a Ballinger tradition, cashiers have been known to help customers looking to pay off a stranger's layaway bill as a secret holiday blessing.

Happiness is about meeting customers' needsand a little more.

Carlos Quiroga, electronics depart ment manager, routinely activates customers' cellular phones and loads minutes onto them, so the task doesn't eat up time once they're home. Ashlee Quiroga, department manager over softlines, often shops for customers who are elderly or disabled, taking orders over the

phone and walking their bags out to waiting cars. And when Black Friday rolls around, you can find 25-year associate Penny Pritchard, personnel manager and training coordinator, serving beverages to customers waiting in line to check out.

Be care-driven versus task-driven.

"It's easy to be very task-driven in retail," says Ellen. "But at this store, we try to slow down and realize what our primary goal is: to take care of the customer, to take care of our own. We do it during the holidays, absolutely, and our "Friendly" score means that maybe it's felt more then. But really, we do it every day."

The basics are only the baseline.

"We don't tend to have the selection that the Supercenters do," admits Sharon Nixon, assistant manager and a 28-year associate. "But we do have exactly what most folks needespecially during the holidays: kind, caring attention. It's really the easiest thing to give, isn't it?"









Penny Pritchard

Brenda Turney

ZZ

Associates from five of the top-scoring stores for "Friendly" during the holidays share easy-to-use insights for keeping customers happy.

Reasons to Share a Smile

A smile says, "I'm here to help." If I can get a customer with a smile, and he or she smiles back, that's what it's all about. Valerie Sjogren, cashier, Store 4249, Smelterville, Idaho

We sing holiday music in the store—two, three of us at a time! "We Wish You a Merry Christmas," "Jingle Bells," and "O Come All Ye Faithful." It just makes you think of happy times. If you smile, it makes *you* feel better first—and then if you feel better and you're smiling, that customer will say, "That's someone I want to talk to."

Doris McIntosh, department manager, shoes, jewelry, and intimates, Store 693, Jackson, Ky.

If someone's struggling, sometimes you can help—change his or her day a little bit—with your smile and your attitude and

Debra Brown, cashier, Store 362, Winfield, Ala.

It's much easier to be kind and smile than it is to be grumpy. Sandy Schnable, cashier, Store 5446, Waynesburg, Pa.

It makes you approachable. No customer wants to come in and see someone frowning! Betty Taylor, OTC department manager, Store 338, Lamar, Mo.

What do you call a kid who doesn't believe in Santa? A rebel without a Claus. Valerie Sjogren, cashier, Store 4249, Smelterville, Idaho

What do snowmen eat for breakfast? Snowflakes!

Patty Briggs, department manager, crafts, celebrations, and stationery, Store 5446, Waynesburg, Pa.

What do you call an elf who sings? A "wrapper." Twila Johnston, personnel training coordinator, Store 5446, Waynesburg, Pa.

> Jokes That Always Get a Laugh

ce-**Breakers That Work Every Time**

For everyone else: Give them an honest compliment. One time I admired a woman's pendant, and it turned out it was from her granddaughter who had just gotten married, and it made it all a little more personal. I tell all our new techs to try a compliment. It creates a bond and helps you remember the customer the next time he or she

Jasmine Wilson, sales associate, Robin D'Andrea, pharmacy fabrics and crafts, Store 362, technician, Store 4249, Smelterville, Idaho

For a parent dealing

with an excited child (or

a parent trying to sneak

the kids, "What do you

want Santa to bring you

for Christmas?" It puts

a sparkle in their eyes,

engages them, and

Winfield, Ala.

changes the mood. It

works almost every time.

in a gift): I always ask

Rule for Great Customer Service

Treat customers like you want to be treated. You want them to know that you're glad to be there for them.

hardware and paint, Store 338, Lamar, Mo.

Ways to Be a Memory-Maker

One time I was decorating our Christmas displays with another associate, and we started dancing to the song "Rockin' Around the Christmas Tree," and some of the customers started dancing, too! That was probably one of my best times.

Jeania Bowling, department manager, health and beauty, Store 693, Jackson, Ky.

I always sing holiday songs. My favorite has to be "Time for Giving." No matter how down or how out someone seems, you can always reach him or her with a song. **O-Rest Griffin**, day maintenance, Store 362, Winfield, Ala.

I love being able to get that special item for a customer—something that he or she has looked for all over the place and finally found here. That really keeps my energy level up.

Darlene Campbell, department manager electronics, Store 693, Jackson, Ky.

I'm the woo-hooer at our morning meetings. It gets everyone's energy up. When they say our sales are up 1 percent, I go, "Woo hoo!" and I get a smile out of people. It seems like everybody is spunkier and ready to get on with it because of that.

Patty Briggs, department manager, crafts, celebrations, and stationery, Store 5446, Waynesburg, Pa.

For you. By you. **About you.**

> **VALUES IN ACTION** Service to Our Customers: Serve customers by making them our first priority.

Service Matters

As lead pharmacy technician at Store 1051 in Levelland, Texas, (and volunteer EMT in her off-hours), **Monica Alvarez** helps people every day. But when she noticed a sick and worriedlooking young man in the pharmacy, she went above and beyond.

The customer, who has diabetes, had recently lost his job and insurance. At a competing pharmacy, his medication was more than \$900. At Walmart, the price was lower (\$818), but still more than he could afford. "I hate to see people go without," Monica says. She became determined to help him.

She called his doctor's office, which provided manufacturer's coupons; several local churches, which had funds set up to help people in need; and a county representative for a program that helps pay medical bills. Thanks to Monica's efforts, the customer's bill was completely paid.

After seeing how Monica was able to help this customer, **Dr. Travis Scott Kohnhorst, RPh**, pharmacist at Store 1051, sent an email about Monica's service to the Home Office, hoping it would reach upper management. Several hours later, Monica received a phone call from **Doug McMillon**, president and CEO of Wal-Mart Stores, Inc.

"He thanked me for putting the customer's needs first and told me he appreciated all I do for the company," Monica says about her conversation with Doug. She also received kudos from the customer she helped, although for her, service to customers isn't about recognition or kudos. She says, "I try to let my customers know they do matter." Monica Monica

1

Anniversaries



Carol Marang

General Merchandise Support Manager Store 389, Edmond, Okla.

Hire date: Dec. 6, 1975 Stores worked in: 3 Positions held: 4

Carol has enjoyed learning different jobs.

I was in my first year of college, and I applied to Walmart at Christmas to make some extra money. Sam Walton used to come into the store I worked at, in Guthrie, Okla., when he was on hunting trips. He'd get on the PA and talk to the associates and the customers. He was always so nice and talked to you and listened to you like you were important.

I always knew I had a good job with a good company that had good benefits and would one day provide a good retirement. I have enjoyed learning new positions. I have been department manager of shoes, infants, and girlswear, and a zone manager, and now I am a support manager. All have been challenging and a lot of fun. I liked learning new things and teaching new associates what I have learned. I tell them to keep a positive attitude and always be open to change.



Tim Strout

Engineer, ECIS Home Office, Bentonville, Ark.

Hire date: Dec. 17, 1975 **Stores/facilities worked in:** 5 Positions held: many

Tim takes pride in his career with Walmart.

In 1975, I went to the Home Office and told them I needed a job, and they said, "When can you start?" I signed my name, and that was it. I'd already met Sam Walton before I worked at Walmart. My dad knew him. After I started, I was at a warehouse, and he came in, and I asked what he was doing there. I didn't realize he owned Walmart!

I'm proud to be with Walmart. My whole family works for Walmart. With this company, it's about how much effort you put into it. There's opportunity if you stick with it and work hard. Walmart's been a part of my life for so long that when someone talks bad about it, it affects me. I was in England, and people thought Asda owned Walmart, and Walmart has a bad name. I told a woman there about all the good things we do, and she said, "I'll have to try out Walmart."

40-year associate not pictured Sharon Maxey WM 130 Muskogee, Okla.

Read More

Read the rest of Sam Walton's letter

Message From Sam

DECEMBER

"I'm convinced that our people have the dedication and desire to continue to make Walmart the No. 1 regional retailing chain in the USA. The choice is ours ... I know we can, and will, do it." Sam Walton, December 1975



Time Capsule: December 1975

 Sales for December 1975 were \$50.7 million, up 52 percent over the previous year.

▶ Walmart stock closed at \$13.13 on Dec. 31, 1975.

at walmartworld.com/ SamLetterDecember75.



To read more about these longtime associates, what they have to say about meeting Sam Walton, and their thoughts on their Walmart careers, visit walmartworld.com/milestones.





35-vear associates not pictured

Gail Brooks WM 128 Jonesboro, Ark

Sara Megown WM 247 Henryetta, Okla.

Keiko Whatlev WM 495 Columbus, Miss.

Starr Bozic WM 2244 Huntington, W.Va.

Anniversaries

Cary Hornbeck

WM 24 Jacksonville

HO 7878 Bentonville

Diane Kuznia

Jay Mayfield

WM 36 Paragould

Delmar Snoderly

LG 6094 Bentonville

Tammy Welch

×25 vears

HO 9366 Rogers

Venus Bryan

Larry Clifton

LG 6801 Bentonville

Stanley Doucet

Alan Edens

WM 83 Magnolia

HO 7729 Bentonville

HO 8501 Bentonville

HO 7963 Bentonville

HO 8793 Bentonville

Joseph Heaton

Paul Hudson

Joyce Hyde

Patsy John

Darlene Lane

Steve Martindale

HO 8636 Bentonville

Sandra Nichols

WM 358 Alma

Roderick Howard

WM 681 Guntersville

John Lackey

WM 670 Cullman

WM 866 Mobile

Pearl Powe

WM 562 Leeds

Alaska

20 vears

Robert Durfev

WM 4474 Kena

Arizona

***25** years

Marcelia Coxe

Guadalupe De Leon

WM 1474 Yuma

WM 1474 Yum

Lisa Gonzalez

WM 5342 Yuma

Nancy Johnston

WM 1598 Phoenix

George Mialback

IG 7013 Casa Grande

Jenine Robertson

WM 1612 Tucson

Kindra Woods

20 years

Jason Kuginski

WM 3884 Tucson

WM 1474 Yum

Sigifredo Segura

WM 1846 Douglas

Arkansas

30 vears

HO 9599 Bentonville

Dale Ayres

WM 1474 Yuma

Jennifer Lamont

Stephanie Morgan

Shirley Whitehurst

WM 1091 Andalusia

WM 433 Huntsville

Alabama

30 years **Opal Brewer** WM 904 Folev **Charlotte Copeland**

WM 394 Moult Maxine Cross WM 904 Fole **Caroline Davis** WM 904 Foley Mary Ewing

WM 2748 Gulf Shores **Philliphia Fore** WM 904 Folev Joe Fox

WM 2748 Gulf Shores Melissa Hellmich WM 2748 Gulf Shores

Betty Karolyi WM 904 Folev Joy Thomley WM 6173 Robertsdale

Mary Underwood **Don Wiggins** WM 866 Mobile



WM 1284 Phenix City Sandra Lowell WM 4581 Mobile **Beverly Staimpel**

WM 904 Foley **Pamela Thompson** WM 1493 Monroeville

Ruth Turberville WM 1229 Hoover James Yoho LG 6006 Cullman

20 vears Jorge Trevino Daniel Buck



Belinda Deason WM 730 Sylacauga John Hardin WM 681 Guntersville

Melinda Hawkins Frank Henry WM 67 Mena WM 930 Montgomer

20 vears **Margaret Barbee** WM 141 Fort Smith

HO 7108 Bentonville **Arlan Coulson** HO 8485 Bentonville **Danny Glover**

Beth Coon

WM 3331 Pine Bluf HO 9924 Bentonville Allan Holt WM 11 Mountain Home

Elizabeth Jordan **Shelly Brenaman** WM 4376 Bentonville Jeremy Marvin HO 6110 Bentonville HO 9600 Bentonville

David McBride WM 18 Newport Steven McCulley

LG 6082 Clarksville WM 126 Little Rock Jeremy Mobley LG 6018 Searcy HO 8706 Bentonville

Ajaydev Nallur Patricia Fields HO 9842 Bentonville WM 126 Little Rock Cora Norful **Cynthia Gibson** WM 530 El Dorado

Aref Siahmakoun **Deborah Halbert** HO 8050 Bentonville Jennifer Sparks

HO 9817 Bentonville Jeanie Stenson HO 9313 Bentonville

Gonzalo Tapia Rojas HO 8620 Bentonvi Amit Thakre

WM 24 Jacksonville HO 8485 Bentonville HO 8962 Bentonville

California Lawrence Mahoney **25** vears HO 6194 Bentonville

> Lori Ables WM 1608 Red Bluff

Pam Anderson WM 11 Mountain Home WM 2030 Sonora Laurel Ashe

Thursa Plumlee LG 9848 Bentonville WM 1608 Red Bluff **Kelly Richardson** Katherine Bachmeyer

WM 1608 Red Bluff **Marilyn Schlund** Cheryl Boggs WM 373 Huntsville WM 2044 Chico Andrea Williams WM 52 Hot Springs **Cheryl Bonilla** WM 1583 Madera



MARITZA SANCHEZ | FRONT END SUPERVISOR | STORE 3216 | VIRGINIA BEACH, VA.

Designing Woman

About 14 years ago, the managers at Store 3216, in Virginia Beach, Va., asked then–Customer Service Manager Maritza Sanchez to help decorate for the holidays. The task was perfect for Maritza, who has a degree in interior design and decorates houses on her days off. Every holiday since then, her decorations have helped make the shopping experience at Store 3216 more special and memorable for customers.

Maritza, now a front end supervisor, decorates many areas throughout the store, using different seasonal items. Last year, in the produce section, she put small fake Christmas trees on the shelf tops to make it look like a forest. She also decorates the bakery table and creates special decorations on the box-shaped displays above

the registers, making them look like snowmen or Santa Claus. "This year, I'm going to make them look like huge presents," Maritza says. "I don't like to repeat myself. I don't want the customers to get bored."

For Maritza, the décor is a way to improve her store—named Regional Store of the Year for 2015 and to connect with customers. "It feels so good when customers know you and call you by name," she says. "Everybody comments on my decorations. They ask what I'm going to do next."

Maritza admits that when she's decorating, she's pretty picky, but it's all worth it. "When it's finished, it's delightful," she says. "I love seeing the customers' faces when they see how the store looks."

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CHUCK AND BETTY FICKE | HARDWARE ASSOCIATE AND CUSTOMER SERVICE ASSOCIATE STORE 3293 | CHARDON, OHIO

Model Spirit

Every year, to celebrate their love of the Christmas season, **Betty Ficke**, a customer service associate, and her husband, **Chuck Ficke**, a hardware associate, both at Store 3293 in Chardon, Ohio, set up a model Christmas village in their home. With more than 200 buildings and 400 figures of people, animals, and trees, and countless lights, their Christmas village is an annual attraction for family, fellow associates, and other members of their community.

It began in 1956 when Betty and Chuck were newly married, and Betty put up her first artificial tree. She felt her display needed something more, so she purchased three model houses to go with it. From that first purchase, the Fickes' collection expanded every year: Today it takes up their dining room, and it takes weeks to set up. Their jobs at Walmart have helped them grow their village: They buy cotton, model buildings, and people figurines, and Betty uses extra foam that the store would typically throw away. "Using it in our village helps recycle our store's waste."

Betty is glad for the ways that the Christmas village creates joy and memories for families. "By the time I was 13, I had lost both of my parents, so I treasure memories of Christmases we shared," says Betty, whose family now includes eight grandchildren and seven great-grandchildren. "I want to make special memories for my own family." **George Rodriguez**

Teresa Rodriguez

Yolanda Rodriguez

WM 1588 Victorville

Dottie Rogers

WM 1879 Barstow

Annabelle Rosales

WM 1588 Victorville

Deborah Roussel

WM 1554 Stockton

WM 1588 Victorville

WM 1588 Victorville

WM 2537 Redding

Rebecca Slight

WM 1554 Stocktor

Bertha Solorio

WM 1583 Madera

WM 1616 Susanville

Dianna Sterling

Bonnie Stone

WM 1983 Ceres

WM 2044 Chico

Carol Wolfe

Gloria Young

WM 1583 Madera

20 vears

LG 7033 Apple Valley

Josephine Brown

WM 5305 Chula Vista

Armando Caudillo Jr.

Jose Aldaco

Margie Ayala

WM 2401 Duarte

WM 2401 Duarte

Silver Cabras

Ann Camper

WM 2053 Willows

LG 6021 Porterville

Aleiandro Chavez

Catherine Chenev

Krissy Deem-Tafel

Guadalupe Garcia

WM 2117 Los Banos

WM 1805 La Quinta

WM 2553 Windsor

Leah Franklin

WM 2030 Sonora

LG 6021 Porterville

WM 1608 Red Bluff

Kimberly Warden

Douglas Warren

Sandra Wheeler

WM 1588 Victorville

WM 1574 Bakersfield

WM 2333 Apple Valley

Carroll Steele

Joan Schaffer

Debra Shrum

Susan Silva

WM 1583 Madera

WM 5139 Dixon

California—Indiana

Laura Roth

WM 1341 Evansville

Rosemary Sanchez

WM 1576 Schererville

Kimberly Shirk

WM 1570 Auburn

Rhonda Smith

WM 884 Shelbyville

Delilah Somkit

WM 1570 Auburr

Garry Staggs

Nancy Starkey

Robert Tesmer

Jill Walsh

"If you expect great things

from folks, they'll expect it

have never let us down."

Sam Walton

from themselves. Our people

Tammy Wetzel

Belinda White

WM 3851 Lafavette

Lynnette Wiser

Ruth Wisinski

Rhoda Zasytis

WM 1639 Rocheste

WM 1576 Schererville

WM 1576 Schererville

20 years

WM 1329 Logansport

Tonya Chapman

WM 566 Boonville

WM 1341 Evansville

WM 1570 Auburr

David Hanner

LG 6017 Seymour

Scott Hanson

WM 902 Greencastle

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Kathleen Davidson

Amy Daub

Greg Brown

WM 1639 Rocheste

WM 1758 New Castle

WM 1618 Merrillville

WM 2788 Brownsburg

Varetta James

WM 1576 Schererville

Janice Kaczorowski

WM 1576 Schererville

Stacey Kesler

Carol Lawson

Deborah Lebo

WM 1639 Rochester

Pamela Lockard

Christine Longstreth

WM 2339 West Lafavette

WM 1576 Schererville

SAM-WISE

Ruth Lopez

Keith Lucas

WM 2276 La Porte

Toni McGrew

WM 1576 Schererville

Madeline Marcelak

WM 1576 Schererville

WM 1329 Logansport

Martha Moraco

WM 2544 Portage

Victor Morales

WM 2818 Hammond

WM 1576 Schererville

Melinda Newman

WM 1576 Schererville

WM 1570 Auburn

Maria Planer

Diane Powell

HO 9692 Lafavette

Deborah Prater

WM 1570 Auburn

WM 1709 Angola

Vicky Riley

Sharon Nemeth

WM 1570 Auburr

Jose Lopez

WM 1639 Rochester

Ronald Kostanczuk

WM 1576 Schererville

WM 1576 Schererville

Rachael Brewer WM 1587 Modesto

Cynthia Bridges WM 1588 Victorville Linda Burke

WM 1575 Oroville Abby Crawford

WM 1575 Oroville Virgie Cuevas

WM 1554 Stockton Maria Dillard

WM 1554 Stockton **Teresa Donath**

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HO 8090 Santa Ana
Kathryn Duncan
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WM 2044 Chico Aurora Espinoza

WM 1583 Madera **Rhonda Fox**

WM 1575 Oroville Laura Garcia

WM 1583 Madera Dara Garton

WM 1608 Red Bluff Jean Gorbet

WM 1608 Red Bluff

Jennifer Heilmann WM 1575 Oroville

Diane Hogue WM 4101 Long Beach **Vivian James**

WM 1588 Victorville Addie Keller

WM 1575 Oroville Dawn Krick

HO 8085 Red Bluff **Tammie Lamattina**

WM 1583 Madera

Debra Lo Picolo WM 4392 Victorville Tina Long

WM 5337 Clovis **Richard Loper**

WM 1600 Ridgecrest **Concepcion Lopez**

WM 1840 Manteca **Cassie McDuffey**

WM 1651 American Canvon

Patti Miller WM 1575 Oroville

Sandra Moore WM 1608 Red Bluff

Vickie Nunn WM 1575 Oroville

Sandra Oats WM 5134 Bakersfield

Stella Perez WM 1583 Madera

Jeffrey Richard

40

WM 1583 Madera

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Jess Jones I G 6026 Red Bluff Diana Lester WM 1983 Ceres

LG 6021 Porterville

Socorro Saldivar

WM 1756 Fontana

Angel Santiago

WM 2245 Oceanside

Sofia Greenlea

WM 2288 Pomona

Beverly Luebke Colorado Spring WM 2028 Riverside **Dorothea Haegler** Gloria Luna WM 2293 Evergreen WM 1859 Calexico Bret Hannemann **Stephanie Moreno** WM 1896 WM 5608 Vacaville Colorado Springs

Manuel Munoz **Carol Livingston** HO 9103 Riverside WM 3582 Colorado Spring Mary Perchlak WM 2401 Duarte Allie Norman Matt Phillips WM 4335 Falcon

> Mathew Stewart WM 5341 Broomfield Christine Stuver WM 3227 Monument Arnulfo Tovar

> > LG 6019 Loveland

North Windham

Florida

Rachel Agee

WM 649 Titusville

Donna Dosher

Patricia Eskew

Doris Evans

WM 3119

WM 860 Del and

Alzadia Honor

WM 1004 Bradentor

Marilea Johnson

Panama City Beach

HO 9596 Jacksonville

WM 582 Port Orange

Justine Stiles Maday

Sheila Parks

WM 968 Winter Haven

WM 721 Port Charlotte

30 vears

20 vears

Linda Garcia

Colorado Spring

Robin Geiss

WM 3582

WM 5123

Debra Settgast WM 5096 Palm Desert **Deborah Wacker** Connecticut WM 2206 Laguna Nigue

20 vears **Katherine Whatley** WM 5154 Rosemead **Jacques Blouin Robin Whitsett** WM 2854 Lisbon WM 2842 Corona Sandra Brown Sally Young WM 2299 Cromwell

288 Pomona Rosemarie Janesky **Tiffany Zaramskas** WM 3544 Guilford WM 1840 Manteca Davie Sills WM 2022

Colorado

30 years John Dominguez WM 869 Alamosa

Sharon Maul WM 869 Alamosa Lloyd Trujillo WM 869 Alamosa

> Sandra Valdez WM 869 Alamosa

25 years **Richard Caylor**

LG 6819 Loveland Kathleen Kelsey WM 5099

Grand Junction **Timothy Nehrbass** LG 6019 Loveland Cindy Pritzkau

WM 4284 Lakewood Rebecca Young WM 1200 Colorado Springs

Beverley Wattson WM 5453 Cape Coral WM 1874 Englewood Dave Oden LG 6020 Brooksville

Shelby Raulerson 25 vears WM 1087 Stuart **Theresa Reid** WM 1387 Coral Springs WM 1916 Coconut Creek Patricia Adams

Victor Abadia

I oree Redell

WM 1517

WM 1205 Macclenny

Andrew Bouchard

WM 1436 Greenacres

Anthony Bradley

Pompano Beach

Sharon Chin

Nancy Devia

Sandra Filler

Cecil Howell

Pembroke Pines

Dennis Hunt

Fernandina Beach

Kevin Kirchner

WM 942 Ocoee

Mary Jane

Klosiewicz

Pompano Beach

Dolores Martin

WM 1004 Bradenton

Margaret Mason

WM 1085 Port Richey

Rose Menna

WM 994

WM 1517

WM 1517

Charles Moore

New Port Richev

Deborah Moran

Yvonne Moran

Arlene Morrison

James Newberry

Pompano Beach

Pompano Beach

Angela Nulf

WM 1517

WM 2591

WM 977

WM 5325 Margate

Patricia Garner

William Thomas WM 1513 Palm Harbor WM 697 Ocala Margaret Averill **Tamera Trentham** WM 1605 Pensacola WM 1134 DeFuniak Springs

> Joel Valdez WM 1032 Lvnn Haven **Kenneth Walker** WM 1517

Pompano Beach **Sharon Watson** WM 1517 WM 814 Okeechobee Pompano Beach

Erik Wilkinson WM 1513 Palm Harbor WM 1223 Tallahassee **Ruth Williams** WM 1501 Tampa

Margaret York WM 1513 Palm Harbor WM 818 Panama City Beach

20 vears **Cheryl Allen**

WM 2151 Sunrise Angela Brezniak WM 2176 Jupiter Susan Kilcourse WM 1513 Palm Harbor Leon Brezniak WM 2176 Jupite **Diana Brown**

> WM 582 Port Orange **Roger Canady** WM 5772 Lecanto Hiram Figueroa

Pamela Lamanna WM 1084 Orlando WM 1589 Delray Beach Laurie Finch WM 1086 St. Cloud Laurie Fraijo

> W/M 1851 North Lauderdale Nancy Frohnapfel

WM 1589 Delray Beach WM 3347 Winter Haven **Buddy Holmes** LG 7735 Alachua

Thomas Horan WM 1068 Sebastian WM 1589 Delrav Beach Edna Hunter WM 1541

WM 1916 Coconut Creek West Palm Beach Twila Kerschner

> WM 1283 Starke Athena Logan WM 769 Venice

> > Leonarda Martinez WM 1680 Kendall Jimmie Moore WM 666 Sebring

Ramona Moseley WM 3075 Panama Čity **Annette Pantin** Joyce Lenz WM 1541 WM 658 Rome West Palm Beach **Betsy McCowen Brian Shallo** WM 2732 Villa Rica WM 5218 St. Petersburg Sherrie Raper Jennifer Smothers WM 1403 Cornelia WM 1086 St. Cloud **Cynthia Yates** Lorrae Starkey WM 1458

WM 5250 Kissimmee Fort Oglethorpe **Maria Sullivan 20** vears West Palm Beach Barbara Brown

WM 1072 Tifton Virginia Telson WM 857 Sanford **Charles Castleberry Jennifer Wright** WM 1720 Snellville IG 6020 Brooksville **Christine Collins**

WM 4251 Pelham

WM 1400 Athens

Jennifer Deal

Jeanette Deadwylei

Georgia

WM 5301

30 vears WM 1658 Thomson **Donna Courson Hugh Franklin** LG 6810 Douglas WM 932 Griffin **Elizabeth Curtis**

Sheri Hamilton WM 494 Newnan LG 6010 Douglas Sandra Harris Robert Keene WM 3461 Peachtree City WM 639 Brunswick

Mvra Henrv **Marilyn Landon** WM 4616 Cleveland LG 6010 Douglas Angela Johnson

Claudia Leah WM 3201 McDonoual WM 1400 Athens **Garlon Meeks** Naomi Nettles LG 6010 Douglas

WM 639 Brunswick William Mills William Overton LG 6010 Douglas WM 510 Gainesville

Lea Moses Carolyn Spivey WM 3205 Lithia Springs LG 6010 Douglas Nina Strickland

Joseph Thomas WM 862 Hinesville WM 4409 Rockmart Peggy Thornton LG 6010 Douglas

WM 556 Wavcross **Randy Tucker Muhamed Velic** LG 6010 Douglas WM 3201 McDonough

Gary Taft

Jodi Veazey

LG 6010 Douglas

Mamie Ward

Dianna Wilson

WM 1586 Austell

25 vears

Arleen Burns

WM 2154 Duluth

Carol

LG 6010 Douglas Idaho Margaret Vickers

25 vears Vikki Erickson WM 614 LaGrange WM 3094 Boise

> **Annette Hanshew** WM 5841 Meridian Dedrea Struck

WM 3739 Nampa

Illinois **Frankie Daniel** WM 2584 Tucke **30** vears Julia Emerick

WM 1072 Tifton Sandra Boken WM 830 Rock Falls Falkenstein-Mille

Susan Craemer WM 575 Woodstock WM 844 Morris

Linda Pack WM 830 Rock Falls **Brenda St Pier** WM 830 Rock Falls 25 vears **Terri Anderson** WM 1125 Normal

> WM 1848 Glen Fllvn Elisa Burgos WM 1553 Bloomingdale Lisa Davis HO 8081 O'Fallon

Mary Boksa

Susan Janke

WM 844 Morris

Cindi Katrein

WM 852 Ottawa

Indiana

30 vears

Brenda Skiles

WM 854 Frankfor

WM 854 Frankfort

WM 1275 Lebanor

×25 vears

Claudia Bock

Justine Byars

WM 1601 Carmel

Donna Clifton

WM 1378 Gosher

WM 1547 Lafavette

WM 1639 Rochester

Donna Dellinger

WM 3851 Lafavette

WM 1962 Kokomo

Jeanette Dobosz

WM 2818 Hammond

WM 2818 Hammond

WM 1639 Rochester

Kimberly Ford

WM 1327 Madisor

WM 1547 Lafayette

Terri Garretson

WM 1601 Carmel

WM 1618 Merrillville

WM 1639 Rochester

WM 1388 Kendallville

Vicki Grobis

Loretta Gunn

Brenda Hart

Diana Harvey

Cheryl Hayden

Dennis Hilliker

LG 6817 Sevmour

Linda Hultz

Jeffrey Ison

WM 1547 Lafayette

WM 1576 Schererville

WM 2818 Hammond

WM 2818 Hammond

WM 1576 Schererville

WM 1476 Clarksville

Belinda Jackson

WM 1978 Plymouth

Don Garza

Patricia Foust

Mary Denney

Bonnie Engle

Leeann Fisher

Robert Cox

Martha Dain

WM 923 Noblesville

Sandra Vail

Tina Wells

Tammie Gagg WM 775 Galesburg **Christy Hagemeier** WM 786 DeKalb **Kristine Hodgson** HO 8034 Pekin

loni lones WM 3602 Sprinafield Joan Kaforski WM 1003 Plano

William Lamb WM 343 Taylorville **Rebecca Martinez**

WM 4405 Aurora Rose Miller WM 1602 Springfield

Carrie Nadolski WM 5404 Glenwood **Benedict Pasquini**

WM 1420 Streamwood Frances Scerbicke WM 1553 Bloomingdale

Pamela Green Debra Schmulbach WM 3210 Springfield Lisa Grimm Linda Schreiber WM 1570 Auburn

WM 256 Glen Carbon Jacklyn Wootton WM 1553 Bloomingdale

20 vears

Cindy Aldrich WM 196 Carbondale Scott Carter WM 481 Mattoon

Margaret Craig HO 7880 Chicago

Dorothy Currence WM 200 Jacksonville William Haag

Gila Varela

WM 1003 Pland Janice Isenhour WM 1602 Sprinafield

WM 1404 Lake Zurich

Cheryl Livengood

WM 1621 Centerville

Cheryl McHenry

WM 1621 Centerville

Michelle Moore

Jill Morris

Deb Nobel

WM 1625 Le Mars

Marlys Ragan

Denise Ritter

WM 1625 Le Mars

Dorothy Sisul

Shelly Ward

WM 1625 Le Mars

WM 1621 Centerville

Julie Ruba

WM 1621 Centerville

WM 1621 Centerville

WM 1621 Centerville

Allison Higgins WM 1618 Merrillville **Judith Mahle**

WM 1310 Terre Haute Melinda Martinez WM 1547 Lafavette Harold McDermit WM 923 Noblesville Jennifer Parker WM 995 Franklin **Brenda Parks** WM 1728 Andersor Judi Roberts

Pamela Schoolev WM 1310 Terre Haute **Troy Stuckwisch**

IG 6017 Seymour **Michelle Wells** WM 1479 Valparaiso

CELEBRATING 35 YEARS



lowa

25 years **Daynine Anderson** WM 1625 Le Mars Deborah Bozwell WM 1621 Centerville **Marilyn Buss-Ellis** WM 810 Mason City

Robert Conger WM 1621 Centerville Joetta Cortesio

WM 1285 Ottumwa **Janet Daniels** WM 1621 Centerville

Annabelle Gengler WM 1625 Le Mars

Cheryl Kauzlarich WM 1621 Centerville

Debra Kauzlarich WM 1621 Centerville Lora Kellv

WM 1621 Centerville **Cheryl Kirkland**

WM 1621 Centerville

Robin Labuschagne WM 1621 Centervill

Kansas	Alice Garlitz WM 1569 Maysvi
30 years	Denise Germa
Leann Fowler WM 577 Olathe	WM 1569 Maysvi Wanda Harget WM 1569 Maysvi
Darrell Walburn WM 382 Ottawa	Ann Hickman WM 1569 Maysvi
* 25 years	Shirley Hurtt
Wanda Clemans	WM 1234 Montic Charlotte Lewi
WM 592 Derby Charles Coomes	WM 1569 Maysvi
WM 111 Chanute	Kyla Lounsber
Jaquline Cox	WM 584 Dry Ridg
WM 577 Olathe	Anna Price
Doris Epke	WM 1569 Maysvi
WM 664 Hays	Brad Smith
Pamela King	LG 6097 London
WM 242 Paola	Jeffrey Tully
Leo McDonald	WM 1569 Maysvi
LG 6035 Ottawa	Robert Turner

"This job has so many benefits— I barely know where to begin!"

Reynelle Smith, department manager, toys, Store 3717, Nashville, Tenn.

Rita Welch

WM 1569 Mavsville

20 years

Samuel Baker

IG 6897 London

Felix Bowling

IG 6097 Londor

IG 6097 London

Brenden Bray

LG 6897 Londor

LG 6097 Londor

I.G 6097 London

Henry Collins

LG 6097 London

IG 6097 London

Leslie Eastridge

Robert Ethridae

LG 6866 Hopkinsville

Scott Glasscock

HO 9387 Lexinaton

Elizabeth Gulock

Tony Gray

LG 6097 London

IG 6097 London

Marlene Burke

Kimberly Chambers

Harold Bowling

Rhonda Whitaker	Deborah Soldano
WM 1621 Centerville	WM 43 Junction City
Linda Wilson	Grace Thompson
WM 1621 Centerville	WM 1187 Iola
>: 20 years Margery Heckenberg WM 985 Fairfield Cheryl Jakowski WM 4256 Ames Denise Lewis WM 646 Anamosa Michael Rose	 20 years Frank Fontaine WM 72 Pittsburg Brian Mullenix LG 6035 Ottawa Donald Stanford LG 6735 Ottawa Shirley Woodbury WM 419 Pratt
WM 1526 Storm Lake	Kentucky
Jackie Salow	\$ 30 years
WM 1506 Manchester	Anita Morrow
Tyann Simmons	WM 689 Somerset
WM 1435 Creston	\$ 25 years
Marjorie Smith	Lana Bach
WM 647 Grinnell	WM 1569 Maysville
Heidi Wegner	Shirley Blevins
WM 1723 Des Moines	WM 1569 Maysville

Timmy Harris WM 1569 Maysville LG 6097 London **Denise Germann Harold Hensley** WM 1569 Maysville IG 6097 London Wanda Hargett Farris Hensley Jr. WM 1569 Maysville LG 6097 London Judy Howard WM 1569 Maysville 1 G 6097 London **David Hutchison** WM 1234 Monticello IG 6097 Londor **Charlotte Lewis** Mark Irvin WM 1569 Maysville LG 6097 London Kyla Lounsberry Johnny Johnson LG 6097 Londor 584 Drv Ridc Recil Jones WM 1569 Maysville IG 6097 London

Ernest Jones Jr. IG 6097 London Leland Marsee WM 1569 Maysville LG 6097 London **Elizabeth Meade** WM 665 Campbellsville WM 552 Whitesburg

LG 6097 London

LG 6897 Londo

Patricia Wagner

LG 6097 London

Garv Whitaker

IG 6097 London

LG 6097 London

Louisiana

30 years

WM 761 Raceland

Lorraine Butler

WM 450 Shreveport

Patrica Johnson

Annette Soignet

WM 761 Raceland

25 vears

WM 489 Hammond

Peggy Gifford

Doris Slaton

WM 23 Ruston

WM 909 Chalmette

*** 20** vears

Stacie Badeaux

WM 312 Ville Platte

Alirio Blanco

Leon Alfano

WM 170 Natchitoches

Linda Bush

Gary Witt

Vada Toler

Ricky Miracle Maryland HO 9103 London 20 vears William Patterson

Marie Airey Deborah Proffitt WM 2850 Hampstead Donald Lewis Jr. LG 6046 Williamspor **Michelle Smith** WM 552 Whitesburg

WM 3804 Randallstown

Latarsha Charles

WM 2938 Lafavette

WM 448 Shrevepor

Dean Ducharme

WM 2913 Boutte

Victoria Gaines

WM 912 New Orleans

Stephanie Lebeau

WM 469 Lake Charles

WM 839 Baton Rouge

Jeffery Richardson

WM 2132 Baton Rouge

Lysandra Jarrett

WM 1102 Bake

Denham Springs

Gerald Lee

Evette Neal

Beryl Tarver

WM 1353 Harahan

WM 935

Doris Dotson

Michigan

25 years Deett Andrews WM 1593 Coldwater

Kathleen Barbour WM 5048 New Hudson Sheri Clark

WM 1642 Charlotte

Kimberly Day WM 1642 Charlotte **Deborah Haas**

> WM 1923 Comstock Park Susan Jerome WM 1592 Bad Axe Helen Keyser

WM 1592 Bad Axe **Christine Kikendall** WM 1642 Charlotte

Jacquelyn Kuykendoll WM 5160 Jackson

> Kathleen Lightner WM 1642 Charlotte

Lynette Long WM 1592 Bad Axe

Patricia Mauk WM 1642 Charlotte

WM 405 Leesville

Tammy McGlynn **Brad Luoma** WM 1542 Gavlord WM 1609 Grand Rapids

Tammy Morris Sherry Motzko WM 2434 Iron Mountair WM 2274 Forest Lake Kari Pearsal Gwen Petersen

WM 1642 Charlotte

Lisa Pfaff Marilyn Peterson WM 3632 Sandusky WM 5976 Blaine

Selene Porcelli **Charlene Reinert** WM 2338 Traverse City WM 1577 Buffalo

Martha Proteau Raegan Sack WM 1609 Grand Rapids WM 1642 Charlotte

Diane Schember Bonnie Shafer WM 1592 Bad Axe WM 1609 Grand Rapids **Dorothy Schroder** Lisa Stanley

WM 1609 Grand Rapids WM 1642 Charlotte **Tim Tharp** Barbara Sunell

HO 8081 Greenville HO 9694 Grand Rapids Kami Weitenberner Jason Winckler

WM 1592 Bad Axe HO 8385 Grand Rapids

20 vears **20** years Kathleen Mullery

Christopher Carter HO 9692 Jonesville Susan Foster WM 2358 Alpena

Robben Learman WM 1592 Bad Axe **Robert Wilkinson** LG 6043 Coldwater Eddie Robinson

Minnesota

25 vears **Robbie Bartick** WM 1609 Grand Rapids Laurie Bonham

Vanessa Washington WM 903 Jackson

Michaele Charnley WM 1609 Grand Rapids Mary Esch Sandra Durovec WM 1025 McComb

Tanya Elich WM 1609 Grand Rapids Ann Garvey

WM 1609 Grand Rapids Judy Gould WM 1609 Grand Rapids

Lin Greene WM 2937 Hibbing

Danita Camilli

Shirley Heaton WM 1609 Grand Rapids **Connie Hess**

WM 1609 Grand Rapids Dottie Davis WM 37 Farmingto

WM 5089 Inver Grove Heights

WM 1609 Grand Rapids

Mississippi **30** vears

20 vears

WM 1609 Grand Rapids **Christine Chapman** WM 970 Picavune

WM 1609 Grand Rapids **Kay Fennell** WM 273 Fulton

> Wilson Huahes Jr. WM 205 Philadelphia

Sherry Thompson WM 1088 Bilox

Bettie Whitfield WM 785 Waynesboro

Linda Hauser Missouri WM 1609 Grand Rapids

*** 30** vears **Keith Brockman**

Loretta Hubert WM 1562 Coon Rapids

See More View Wayne's short films on uTube; just sear for obiwayne1



WAYNE BARNES | DIRECTOR OF CREATIVE, MARKETING, SPECIAL PROJECTS HOME OFFICE | BENTONVILLE, ARK.

Star Wars Winner

As director of creative for the special projects team in marketing, Wayne Barnes has been busy lately creating the look for the in-store Christmas signage—his team developed all the graphic elements, like the snowmen, Santa, backgrounds, and more. His team also recently set the look for Back to School and Halloween, among many other projects. It's a behindthe-scenes job that Wayne loves and that he credits to a passion for Star Wars that developed when he was a kid.

"Star Wars was ... marketed in a way that pulled back the curtain," Wayne says. "They'd have specials on TV showing how effects were done. It made me realize that there's a guy who gets paid to create an alien or who gets paid to design or build a spaceship model. It all came together to create something you'd never seen before. It's always helped keep me creative, thinking about and trying new things."

One of those things: creating short films for Lucasfilm's Star Wars Fan Film Awards competition. Wayne first entered in 2005, and he won an award for Best Crossover Spoof (his film combined elements of Napoleon Dynamite and Star Wars). He entered the competition three more times and was a finalist each time.

Though he didn't work on materials promoting merchandise from *Star Wars*: The Force Awakens (opening Dec. 18), Wayne says he was asked questions by those who did and "was more than happy to chime in."

Wayne has his eye on some of the new merchandise, though. "I picked up a few items, but I'm pacing myself," he says. "I've got a 6-year-old who'll be making his list alongside mine. That's where our low prices come in, right?"

WM 816 Brookhaver 25 years **Debbie Hinson** WM 848 Southaven Andre Thames WM 2720 Madison

WM 1609 Grand Rapids

Kathleen Bouchie WM 1609 Grand Rapids



We Are Walmart / Anniversaries

Lavonne

WM 1332

Martin-Griffin

South Sioux City

Michael Myers

WM 637 Lexinaton

David Northrup

WM 1637 Omaha

20 years

WM 3151 Omaha

WM 1637 Omaha

Maria Sumpter

WM 5141 Omaha

Nevada

25 vears

Shannon Brents

North Las Vegas

Yvonne Glitch

WM 3354 Henderson

WM 1560 Las Vegas

Dorothy Jestes

WM 1584 Las Vegas

HO 8701 Henderson

James Monterosso

WM 2838 Henderson

David May

HO 9594 Reno

Dena Walker

WM 2189 Reno

Peter Walker

WM 2106 Reno

WM 2402 Elko

20 vears

Rodney Helms

WM 3473 Las Vegas

Bobby Jackson

Katherine McVev

WM 1560 Las Vegas

WM 3277 Reno

Aaron Olson

WM 2189 Reno

Tricia Stultz

WM 2106 Reno

New

Barbara Hammons

Krissinda Gushard

WM 3728

Richard Putzstuck

Sandra Lee

Gregory Ernsbarger WM 19 Poplar Bluf **Randall George** WM 80 Columbia Kenneth Welch WM 172 Washington **David Wilson** WM 79 Joplin

25 years

Kedron Blecha WM 4381 Branson **Eric Christians** WM 343 Lake St. Louis

Rosemary Holder WM 188 Cape Girardeau

John Rost II WM 1514 Arnold

Judy Terry WM 914 Cassville **Rita Thomas** WM 135 Chillicothe

Joyce Westfall WM 59 Joplin

20 vears

Joseph Higginbotham WM 46 Bolivar

```
Sharon Jones
WM 159 Columbia
Velva Lafever
WM 914 Cassville
```

Jo Laird WM 313 High Ridge

Dustin Lansdown WM 379 Ozark **Barbara McCutchen**

```
WM 2221 Springfield
Agripino Palomares
WM 2955 Kansas City
```

Joshua Reed WM 648 St. Peters Peggy Scott

```
WM 95 Desloge
Kathy Sills
WM 9 Sikestor
Noelle Stewart
```

WM 914 Cassville **Stacey Taylor** WM 190 Kennett **Dorothy Wahl**

Nebraska

WM 79 Joplin

25 years Nancy Dirks WM 5141 Omaha Teresa Gallaher WM 1585 North Platte

46 Walmartworld.com

```
New Jersey
20 years
```

WM 3236 Freehold WM 1298 Jacksonville New Mexico

Russ Hines HO 8701 Albuquerque **Claudio Prudencio** WM 1306 Alamogordo

WM 806 Las Cruces **20** years

Richard Dees WM 868 Carlsbad Paula Hodge WM 549 Hobb

Sharon Smith WM 826 Farmington Patricia West WM 1306 Alamogordo

Charles Mathews

25 years

Judy Rogers

Barbara Boyer

IG 6838 Marcv

WM 2405 Hamburg **Tammy Martin** WM 2104 Newburah

WM 2264 Schenectady North

Carolina Hampshire

20 vears Paul Lowe WM 2057 Rindge

Angelita Johannes

25 vears

Patty Rodriguez

New York 30 vears

Scott Stacy WM 4570 Napanoch

WM 1966 Geneseo

20 years Glenn Arenos WM 2355 Williamsville

WM 2355 Williamsville **James Campbell**

Bonnie Jacobson WM 2355 Williamsville Liza **Marengo-Defries**

Patricia Peck

30 years

Robert Floyd WM 7315 Hickory Anita Stegall WM 877 Monroe

Marsha Stroberg WM 1527 Elizabeth City 25 years Donna Abasta

Kay Melton

WM 1288 Roxbord

Patricia Monroe

WM 1097 Aberdeer

Nisa Nayaert

WM 877 Monroe

Doris Nicholson

WM 1379 Greenville

Linda Parker

WM 2247 Cary

Gary Sullens

North

Dakota

25 vears

Maria Noriega

WM 1565 Willistor

WM 1034 Shelby

Donna Autry WM 1127 Wadesboro **Blendia Berry** WM 1155 Lumbertor **Beverly Bumpass** WM 1579 Oxford

Helen Keel

Cleo Lee

Cornelia Bush WM 1552 Salisbury **Phyllis Hawkins** WM 1579 Oxford

Susan Hill WM 1579 Oxford **Elaine Hollowood** WM 1156 Mooresville

Karen Stewart Jamie Huff WM 1288 Roxboro WM 1581 Fargo Gertie Hvman **20** years WM 1641 Williamston **Timothy Curtis**

Marilyn Jones WM 1649 Jamestown WM 1579 Oxford Edna Keel Ohio WM 1641 Williamstor

25 vears WM 1641 Williamston

Carol Beatty WM 1628 Sandusky WM 1641 Williamstor Vickv

Katrina McCormick Blazik-Barnbrugge WM 5118 Raleigh WM 1429 Fremont Tammie Moore WM 3305 Mayodan **Connie Catri** WM 1628 Sandusky Peggy Mrozinski Cindy Cox WM 2704 Randleman

Wanda Newton Linda Crawford WM 2256 Henderson Sheila Pankey

Gale Dickman WM 1255 Laurinburg WM 1628 Sandusky Donna Parrish **Jacqueline Filsinger** WM 2256 Henderson WM 1986 Norwalk Margaret Taylor

Leslie Freeman WM 1579 Oxford WM 1628 Sandusky **Garzetta Wagstaff** WM 1614 Durham Glen Grady

WM 3581 Zanesville Robin Wells WM 1579 Oxford **Paul Herring** LG 7012 Karon Williams

Washington Court House WM 1641 Williamstor Robert Kadlubowski Theresa Wilson

WM 2362 South Fuclid WM 1641 Williamston **Sharon Knauer 20** vears WM 1628 Sandusky

Shirley Bailey Irene Lewis WM 1379 Greenville

WM 1354 Washington

Lisa Neal April Johnson WM 1816 Knightdale Lila Lamm

HO 9956 Woost

WM 1628 Sandusky Brenda Proffit WM 1937 Coshoctor Kathi Reese WM 1594 Heath **Angela Richards** WM 1594 Heath Stacev Ross WM 1445 Port Clinton

Susan Price

Tamara Ross WM 3580 Newark Susan Smith WM 5385 Defiance

Patricia Snoor WM 1594 Heath Marsha Spung WM 1594 Heath

Diana Tucker WM 1911 Akron Traci Warnock WM 5466 Grove City

Ricky Williams WM 3580 Newark

20 vears Joanna Blair

WM 2910 Salem Michael Burke WM 2966 Wadsworth

Paula Butkowski WM 2316 North Olmsted

Teresa Clever WM 2400 Chillicothe Sharon Davis WM 1521 Cincinnati Stephanie Drake Washburn

WM 1628 Sandusky WM 2400 Chillicothe **Carol Grant** WM 1990 Delaware WM 1750 Marior

> Christopher Kamlage WM 1407 Lebanon

Larry Karch WM 1718 Findlay Sondra Kuhn WM 1427 Circleville

Amy Martin WM 2400 Chillicothe

Michele McDowell WM 1289 Wilmington **Thomas Pisarcik**

WM 4479 Perrysburg Sandra Stocky

WM 2400 Chillicothe Penny Swallow WM 1628 Sandusky WM 1331 Sidnev

WM 1443 Cincinnati

Joseph Peevyhouse

Oklahoma **30** years Linda Bass

WM 232 Atoka

WM 38 Idabel

WM 564 Oklahoma City Pennsylvania **Debbie Cundiff** WM 231 Ada **25** years

Bonnie Hoover Julie Borris WM 231 Ada WM 3228 Delmont Barbara McKeever **Douglas Burchill** WM 564 Oklahoma City

WM 1640 State College **Clara Pitchford Janis Ciampichini** WM 151 McAlester WM 2230 State College **Connie Wyrick Doreen Ferguson**

20 years

WM 1843 McMinnville

Ruth Uhrig

20 years

Jennifer Boone

WM 5469 Hanover

Christine Catania

WM 1591 Harrisburg

Marcia Constantine

WM 3564 Willow Grove

WM 2287 New Castle

Cindy Shumaker

WM 1607 Lewistown

Michelle Vanorder

WM 2287 New Castle

Betty Kopack

Kenneth Moser

Kathy Pfaff

WM 2278 Frie

WM 2208 Savre

Thomas Weaver

Kim Weissman

WM 5469 Hanover

25 vears

Lillian Carrion

LG 7480 Catano

Collazo Nieves

HO 9471 Caquas

Rodriguez Gomez

Yahaira Tatis Colon

WMPR 5803 San Juan

20 years

Brenda Bilbraut

Suhail Cuevas

Jesus Custodio

WMPR 2072 Guavama

WMPR 2067 Mayaguez

WMPR 3683 Rio Piedras

Gamily Gonzalez

WMPR 2085 Isabela

Marcano Figueroa

WMPR 2240 Humacao

WMPR 2067 Mayaguez

WMPR 2067 Mayaquez

Marta Soto Arroyo

WMPR 3688 Coroza

WMPR 3688 Corozal

Yanira Merced

Zoila Morales

Saul Santana

Flba Ruiz

WMPR 1854 Hatillo

Wilfredo

WMPR 2072 Guavama

Antonio Hernandez

WMPR 2423 Carolina

Aileen

Felix

Puerto Rico

WM 2641 Allentown

South

Carolina

25 years

Joan Monroe

WM 4664 Conway

Jeffrey Wagner

LG 6073 Pageland

*** 20** years

WM 634 Camden

WM 586 Conway

WM 1130 Laurens

WM 396 Anderson

Annie Singleton

WM 625 Georgetown

Julie Scott

South

Dakota

Nora Bailey

Janet Gullion

Travis Keller

25 vears

WM 1535 Sioux Falls

WM 1604 Rapid City

WM 3872 Rapid City

Donald Rausch

WM 1604 Rapid City

Debra Sherman

WM 3872 Rapid City

WM 1604 Rapid City

WM 1604 Rapid City

Tennessee

30 vears

Billy Braswell

Diana Henry

WM 304 Springfield

WM 4435 Nashville

25 years

WM 192 Columbia

Edith Compton

WM 687 Crossville

Kevin Conlee

Patsy Greene

WM 1561 Memphis

WM 668 McMinnville

Pamela Hockett

WM 677 Dyersburg

Jerry Braden

Ronald Smith

Keith Sugden

Amelia Chapman

William Kleinstuber

Stephanie Langston

Antoinette Brooker

WM 728 Hilton Head

Missouri—Texas

Beverly Coomer

Rosalinda Correa

Gloria Escobedo

Elizabeth Goad

Patricia Gunter

WM 602 Spring

Harris-Gamble

WM 4298 Humble

WM 181 New Bostor

Veronica Miller

WM 3391 Schertz

Jesse Moreno

Willie Nelson

WM 3500 Houston

Rosalinda Ortiz

Mary Rodriguez

Michael Saathoff

Joanne Sampsel

WM 1103 Houston

25 vears

Ricardo Arreola

WM 1235 San Antonio

WM 777 West Orange

Raymond Bollum

WM 813 Brownwood

Walmartworld.com 47

WM 1117 Plano

Linda Askins

Thomas Baker

WM 1129 Austin

Linda Belk

John Cessna

LG 6068 Sange

WM 3888 San Antonio

WM 259 Rockwall

WM 865 New Braunfels

WM 1198 San Antonio

Elizabeth

Joan Kruse

WM 865 New Braunfels

WM 865 New Braunfels

HO 8121 New Braunfels

WM 567 Caldwel

John Manning

WM 680 Greeneville

Elizabeth O'Connor

WM 161 Huntingdor

Chrisanne Rushing

Suzanne Wisdom

20 years

Marguita Blevins

Tamberly Brown

WM 675 Union City

WM 578 Sevierville

Stephanie Cash

WM 2310 Knoxville

SAM-WISE

Wendi Fuller

WM 1606 Hixson

Barbara Gunter

Barbara Jones

WM 668 McMinnville

Charles Ottinger

WM 1606 Hixson

Rosa Provencio

WM 268 Savannah

Joyce Reynolds

Frances Slater

Texas

WM 192 Columbia

30 years

Charles Brown

Rita Brownlee

WM 2688 Tyler

WM 265 Terrell

WM 1469 Chattanooga

Gary Reed

WM 672 Alcoa

WM 1469 Chattanooga

"Exceed your customer's

expectations. If you do,

they'll come back over

and over again."

Sam Walton

WM 5251 Chattanooga

Adoracion Callicott

WM 683 Lawrenceburg

WM 104 Milan

```
WM 1640 State College
25 years
                       Theresa Fields
                       WM 2230 State College
Trisha Dale
```

Debra Fuhrman WM 73 Sapulpa WM 5469 Hanove Samuel Davis James Greenland WM 894 Tulsa

WM 2230 State College Jeanne Elsey Rebecca Herring WM 1626 Oklahoma City WM 1537 Gettysburg **Ricky Keeler** Leslie Horner

WM 3430 Oklahoma City WM 1640 State College **Thomas Moore** Allen Jackson WM 247 Henryetta

```
WM 1640 State College
Linda Noseff
                        Jenny Keckler
WM 38 Idabel
                        WM 1537 Gettysburg
Evelyn Rikard
```

```
Sonya Keith
WM 134 Elk City
                        WM 1640 State College
Debra Roberts
                        Pamela Kennedy
```

```
WM 1537 Gettysburg
Debbie Smith
                        Christine Kramer
WM 212 Norman
                        WM 1537 Gettysburg
```

Roslyn Trollinger Michael McCullough WM 134 Elk City WM 2129 Clearfield

WM 1537 Gettysburg

WM 1640 State College

WM 1640 State College

WM 1640 State College

Melissa Sandoe

WM 1537 Gettysburg

Carolyn Trimpey

Robert Vaughn

WM 1537 Gettysburg

Susan Weatherly

WM 1537 Gettysburg

Yolanda Williams

WM 1656 Meadville

WM 1640 State College

Barbara Refalsky

Patricia Ring

Ralph Reese Jr.

```
20 vears
                      Arline Miller
                      WM 1640 State College
Beverly Jones
```

Sarah Pfleegor LG 8866 Marlow WM 1640 State College Alena Miller Linda Poulson WM 73 Sapulpa

```
Alicia Mustin
WM 2734 Norman
Samantha Patterson
```

LG 7815 Ochelata

Debbie Payne

WM 823 Ponca City

Vivian Quistian

WM 225 Sulphur

Oregon

Teena Bland

Susan Freitas

WM 5368 Salem

Elsa Lacy

25 vears

WM 5440 Happy Valley

WM 5424 Fagle Point

We Are Walmart / Archive Adventures

From the Walmart

Heritage Archives:

These Toyland tabs

from the 1960s and

1980s tout the hot toys.

W.sts

Maria Chapa	Cresta Walker	Elsa Navarro
WM 397 McAllen	LG 6036 Palestine	WM 2404 San Antonio
Nanette Chapa WM 2257 Houston	* 20 years	Connie Perez WM 703 Tomball
Joe Cumby	Gloria Adame	Gopal Pothukanuri
WM 3286 Hickory Creek	WM 3391 Schertz	WM 1117 Plano
James Davis	Drusilla Arrington	Ted Pynas
HO 8701 Murphy	WM 651 Beaumont	LG 6016 New Braunfels
Chesley Elder	Maria Barber	David Rader
WM 265 Terrell	LG 6012 Plainview	WM 1494 Corpus Chris
Nichol Freeman	Joy Barrett	Stephanie Roberts
WM 746 Temple	WM 2404 San Antonio	WM 5449 Missouri City
San Juanita Gallegos	Jesus Benitez	Yolanda Roundtree
WM 5713 Laredo	WM 3341 Dallas	WM 285 Huntsville
Donetta Gardner	Caroline Billingsley	Alberto Rubio
WM 872 Pearland	WM 398 Longview	WM 546 Richmond
Steve Herrera	Gerry Bradford	Beatrice Rubio
LG 6016 New Braunfels	WM 1254 Bellmead	WM 5080 Hurst
Consuelo Hinojosa	Eugena Burrows	Diane Salazar
WM 808 Lake Jackson	WM 610 Stephenville	WM 626 Seminole
Cecilia Ibanez	Mary Eatmon	Cecilia Sandoval
WM 3320 Palmhurst	WM 3631 Crowley	WM 449 Port Arthur

CELEBRATING 35 YEARS



Stella Gandy

WM 822 Amarillo

WM 467 Dentor

Matthew Hackworth

WM 765 San Antonic

Sherby Henderson

Maria Hernandez

Georgia Johnson

WM 1279 Houston

WM 226 Atlanta

Glenda Jones

WM 1050 Lamesa

WM 1198 San Antonio

Frank Jurado

WM 220 Burlesor

WM 1044 Tyler

Maria Elena

Meniivar

WM 236 Crockett

Sean Godi

Roy Irby WM 1254 Bellmead Marshall King LG 6812 Plainviev Jeffrey Lohse LG 6836 Palestine

Maria Mendez WM 2505 Missouri City

Judy Nikkel WM 421 Decatu

Juan Palafox WM 461 Eagle Pass Gracie Perez

WM 463 Beeville

Mary Propes WM 3591 Montgomerv

Shirley Koonce Rosa Ramos WM 777 West Orange WM 1494 Corpus Christi Darrell Lewis

Cynthia Remagen WM 752 Pasadena

Jose Sanchez WM 789 Mesauite Nanci Smith

WM 1126 Boerne **Roger Spencer** WM 1117 Plano

Connie Perez WM 703 Tomball	Stanley Andress WM 1524 Chester
Gopal Pothukanuri WM 1117 Plano	Judy Bullock LG 6823 Sutherland
Ted Pynas LG 6016 New Braunfels	Gregory Byers LG 6023 Sutherland
David Rader WM 1494 Corpus Christi	Iris Caldwell WM 2312 Roanoke
Stephanie Roberts	Mary Caldwell WM 3243 Roanoke
Yolanda Roundtree	Fred Cosier WM 1852 Woodbridge
Alberto Rubio	Anthony Hartwell WM 2312 Roanoke
Beatrice Rubio	Mark Haynes WM 1350 Lynchburg
Diane Salazar	Linda Hurt WM 1399 Bedford
Cecilia Sandoval	Angeli Louisos WM 3243 Roanoke
	WM 703 Tomball Gopal Pothukanuri WM 1117 Plano Ted Pynas LG 6016 New Braunfels David Rader WM 1494 Corpus Christi Stephanie Roberts WM 5449 Missouri City Yolanda Roundtree WM 285 Huntsville Alberto Rubio WM 546 Richmond Beatrice Rubio WM 5080 Hurst Diane Salazar WM 626 Seminole

20 years

West

Virginia

25 years

Carolene Sheets

WM 1653 Weston

20 vears

WM 1714 Fairmont

Sandra Paitsel

WM 2933 Princeton

Wisconsin

30 years

WM 958 Platteville

Vickey Christnot

WM 1453 Green Bay

25 vears

Sandra Antross

South Milwaukee

Barbara Belott

WM 1551 Franklin

Marlise Blinten

WM 1551 Franklin

WM 1650 Saukville

South Milwaukee

Carole Campbell

Kathleen Ceranski

WM 1551 Franklin

WM 1551 Franklin

WM 1551 Franklin

WM 1650 Saukville

WM 1274 Whitew

WM 1267 Sun Prairie

Grindstaff-Abbott

WM 2986 Neenah

Mark Gonwa

Dianna

Deborah Gaworski

Gina Conner

John Drobka

Joan Brecke

Elizabeth

Brindza

WM 5667

WM 882 Prairie du Chien

WM 5667

Kathleen Hoffman

Barbara Burkhart

Gina Howe

"Working at Walmart, I have formed some lifelong friendships."

Geri Hosticka, assistant manager, Store 195, Excelsior Springs, Mo.

Lenora Strong WM 2123 Texarkana	Karen Meeks WM 1406 Winches
Latanya Walker WM 3500 Houston	Joyce Parker WM 2312 Roanoke
Jaime Zavala WM 463 Beeville	Christopher Rot WM 2160 Petersbu
	George Taylor WM 4697 Lynchbu
Utah 25 years	Angela Woodie WM 2646 Pearisbu
Ralph Winn WM 1573 Price	Washing
* 20 years	25 years
Cherelyn Williamson WM 1768 Orem	Fay Roach WM 3531 Lacey
Virginia	Norma Saholt WM 3850 Tumwate
25 years	* 20 years
Karen Jarvis	Heather Brown HO 8081 Shelton

Kevin Matus WM 248 Mexia **Michael McCollister** Larry Martin WM 1301 Roanoke **Angie Vaughan** LG 6016 New Braunfels

Karen Meeks WM 1406 Winchester Joyce Parker VM 2312 Roanoke Christopher Rote WM 2160 Petersbura George Taylor WM 4697 Lynchburg

> Angela Woodie WM 2646 Pearisburg Washington

WM 2312 Roanoke

Chris Bryant WM 2516 Renton **Regina D'Agosta** WM 2325 Port Orchard

Judy Krueger WM 1650 Saukville Diane Labelle WM 1551 Franklin

Stephanie Letourneau WM 2936 Milwaukee Janet Maechtle

> WM 1650 Saukville Georgianna Michalski

WM 1394 Greenfield Claudia Mikula WM 5667

South Milwaukee Linda Pride WM 1650 Saukville

Mary Ross-Slupecki WM 1551 Frankli

Nancy Streff WM 2658 West Bend Julie Sutinen WM 1650 Saukville

20 vears

Michael Baker WM 1176 Stoughton Stacy Bryant

WM 1430 Oshkosh Karen Ginnow WM 1908 Green Bay

Doreen McLaughlin WM 1394 Greenfield

Debra Olson WM 242 St. Croix Falls

Wyoming

25 vears

Billie Abee WM 1508 Sheridar Antonette Dolphav

WM 1485 Gillette **Brenda Garnick** WM 1485 Gillette

WM 1394 Greenfield Debra Jager Charlene Gaulke WM 1485 Gillette

Joanne Ottema WM 1508 Sheridan

20 years

Carla Lefaivre WM 1461 Rock Springs

Dan Pendleton LG 7077 Cheyenn

Joyce Herkowski WM 1650 Saukville Rebecca Hiracheta WM 1551 Franklin

Mary Jo Johnson WM 1167 Kenosha

Walton's Family Co

Vintage Toys See photos of more toys Walmart has

> sold over the years at WalmartMuseum.com

Toy Time

Whimsical events capture the spirit of the holidays.

Walmart's Toyland Grand Opening celebration has been a part of our retail history since the days of Walton's 5&10, and that excitement continues to be renewed year after year.

"The stores used to take over action alley with toy pallets and balloons and really make it an event," says Andy Prince, merchandise manager, toys, at the

Home Office. Early events featured dolls, trains, and a miniature bowling set among the toys being promoted. Associates—sometimes in costume would offer demos, balloons, and refreshments. It's no wonder the celebration is still a big part of our holiday events. And after all, what better way for kids to prepare their wish lists for Santa?

Walmartworld.com 49

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Why Walmart

I needed a job, and I heard Walmart was going to open. I helped set up the jewelry department. It's like a family here. We get a lot of good feedback from customers.

CAREE HIGHIIGHT

Norma Nava, front-end

zone manager. Store 1257 Stamford, Texas 26-year associate

1989 Hired as jewelry

associate

1994

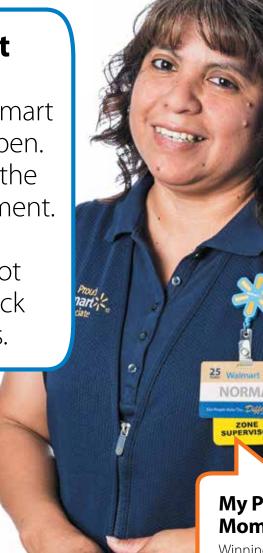
Promoted to layaway customer service manager

2001

Promoted to pharmacy technician and department manager

<u>2014</u>

Promoted to front-end zone manager



Moment Winning our store's Associate of the Year in 2011. I was in tears when they announced me. I didn't know what to say—I just started crying.

My Proudest

NORMA

ZONE

Advice

for New

Associates I tell the cashiers

vou're the last

We want friendliness

from the front end.

We're here to serve

customers as our

main priority.

person the customer sees.



Finds, Food, & Fun

Roll by Roll On average, each customer purchases two rolls of wrapping paper. It took less than one roll to wrap this 26" Huffy Nel Lusso Women's Cruiser Bike

Wrap Up Wonder

During the holidays last year, Walmart sold more than 77.5 square miles of wrapping paper—enough to cover the Home Office's town of Bentonville, Ark., and nearby Rogers, Ark., combined. Clearly, we're all as dedicated to wrapping as we are to giving. Which leads to the gift on the next page: tips on how to handle wrapping any oddly shaped present.

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My Next Goal

done everything throughout the store.

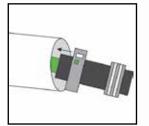
know. I wanted to do it the right way.

How Do I Wrap That?

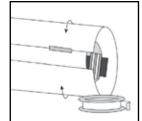
It can be a challenge to wrap gifts that don't come in a box. "Gift bags can be used, or use various-size boxes to fit the gift, and then it can be wrapped," says **Renée**. If you're feeling bold, try these tips from Mia Canada, master wrapper at That's a Wrap! in Atlanta.



Wrap Something Long and Narrow



paper roll. (2) Use paper to wrap



(1) Mia suggests using a similarly-shaped item to conceal your gift before wrapping, like inserting a lightsaber into an old wrapping

the disguised gift. (**3**) Use ribbon and

bows to conceal the top.

Wrap Something Round

says Mia. (2) Tape the tissue paper to your item, and then wrap it around so that you slightly cover where you started. Tape again with double-sided tape to

> (3) Use curling ribbon to tie the sides so that it looks like a piece of hard candy.

conceal the seam.

(1) Use double-sided tape,

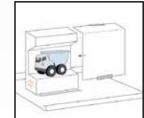
curling ribbon, and tissue

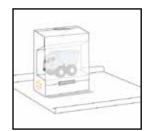
paper. "Sometimes, tissue

paper is easier to maneuver

than quality wrapper paper,"

Wrap Something Half-Boxed, Half-Exposed





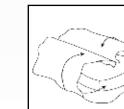
1 Use a piece of cardboard or poster board to cover the exposed portion of the box. "It's easier to level the playing field," says Mia of this technique.

(2) Fold the board to create a corner that will serve as the edge of the box. Tape it securely to the original box.

3 Wrap with paper and top off with ribbon and a bow.

It's in the Mail! Get tips for safely

Wrap Something Bulky



(1) Start with tulle fabric and satin ribbon from the craft department.

(2) Wrap the tulle around your bulky item much like you would if it were paper—folding the sides first, and then folding the seams.

(3) Wrap satin ribbon around it to secure it and make a pretty bow on top.

Faded Glory

One Piece Hooded

PI-Animal

What to Do With Leftover Paper

Done wrapping? Take those remaining odds and ends and create custom frames for your favorite photos. Just use these simple instructions, courtesy of Command[™] Brand.

SUPPLIES

Printed photos Wood photo frames Cardboard (if needed) Wrapping paper Small bows (optional) Scissors Scotch® adhesive dot roller or Scotch® tape Command™

picture hanging strips

The Countdown Is On! Sixty-one percent of Walmart's wrapping pap and bow sales happen during the 14 days befor

Christmas; 39 percent occur

during the last week before Christmas.

- 1 Position the frame. Remove the glass and back card (if included) from the frame. Place the frame, face down, on the wrapping paper, which should also be face down. Make a cut in the part of the paper centered in the frame opening, and then make diagonal cuts toward each corner of the frame. This will help you wrap the paper around the frame.
- **2** Start wrapping. Trim and fold the paper around the frame as needed. Secure on the back with Scotch[®] adhesive dot roller or tape.
- 3 Add the photo. Replace the frame glass and/or place a photo in the frame opening. Replace the frame's back card. If it doesn't have one, cut cardboard to fit and attach. Add bows.
- **4 Design the gallery.** If you wrap multiple frames, lay them on the floor to determine how you want to arrange your wall gallery.
- **5** And hang. Attach the Command[™] picture hanging strips to the frames per the package instructions.

#wearwalmart

Fun. Trendy. Cozy. All Three in One Gift!

Whether for a family member or for a friend, pajamas make a cozy and practical gift.

The week before Christmas is Walmart's biggest sales time for ladies sleepwear. Walmart will sell more in that week than in the months of September or October. **Brooke Burton**, associate buyer of ladies sleepwear and scrubs, and **Debbie Horton**, senior buyer of ladies sleepwear and scrubs, both at the Home Office, recommend these popular options.

The One-Piece Option

One-piece pajamas let your personality shine. (In Japan, people go out in kigurumi—pajamas that look like giant stuffed animal costumes.) These full-zip, long-sleeve, plush pajamas also have capes, hoods, and drop seats. "Available in colorful prints and quirky characters, you're sure to find a favorite," Brooke says. Plus they're only \$19.97.

One Piece Hooded PI-Minion

Looking for Other Options? Turn the page for even more sleepwear!





How to Shoot a Keepsake

The number of photos uploaded daily to five of the leading social media sites grew from fewer than 300 million five years ago to 1.8 billion-plus as of May 2014. Clearly, we love taking photos. We love gifting them, too. "Personalized photo gifts are a \$5 billion industry that continues to grow," **Sean** says. Try these tips to shoot a photo worth giving.



Use holiday filters. Apps like Photo Grid and Camera360 Ultimate let you add holiday effects, including things like frames, stickers, and text.

Stabilize the phone. Keep the phone level and still when you're snapping pictures, or you'll get blurry ones. If possible, use a shutter-release option rather than the touch screen.

Look for candid shots. Authentic reactions and emotions can't be posed. Hang out with your phone and be ready to capture that spontaneous moment.

GREAT SAME-DAY GIFTS

A study of holiday consumer trends showed that three of the top five items that drove the most revenue in Q4 2014 were photo prints in various sizes. Your store's Photo Center offers gifts like prints, calendars, posters, and photo books, available for pickup on the same day. Just bring in your digital image, stored on your media card or cellphone. And don't forget your 10 percent discount!

Checkout / Food

ONE FOOD, THREE WAYS

Tastes Like Christmas

These recipes, provided by The J.M. Smucker Company, show three ways to enjoy the flavor of peppermint this season.

> **Tons of Taste** Walmart sells more than 4 million pounds of Great Value peppermint Starlight mints a yearroughly the same weight as 890 elephants!



Chocolate-Peppermint **Mousse Cupcakes**

Prep time: 25 minutes Cook time: 25 minutes

- **Crisco® Original No-Stick Cooking Spray** 1 package Pillsbury[™] Moist Supreme® Devil's Food Premium Cake Mix
- 1¹/₄ cups water ¹/₂ cup Crisco[®] Pure Vegetable Oil
- 3 large eggs
- 1 cup heavy cream
- or chocolate-flavored
- pudding and pie filling mix
- ¹/₂ tsp peppermint extract

1. Heat oven to 350 F. Line 24 muffin cups with paper baking cups or spray with no-stick cooking spray. Prepare cake mix according to package directions using water, oil, and eggs. Divide evenly into prepared muffin cups. Bake according to package directions. Cool completely on wire rack. 2. Beat cream in medium bowl with electric mixer on medium speed until stiff peaks form. Combine sweetened condensed milk, milk,

pudding mix, and peppermint extract in large bowl. Beat with electric mixer on medium-high speed until well-blended. Fold in whipped cream until evenly blended. Chill 5 minutes or until thickened. **3.** Spoon into large decorating bag fitted with large star tip. Starting at outside edge of cupcake, pipe

moving toward the center, to create a swirl effect on top of each cupcake. Sprinkle lightly with peppermint candies. Chill until ready to serve.

Makes 2 dozen cupcakes. Per serving (1 cupcake):

240 calories, 12 g fat (4.5 g saturated fat), 20 mg cholesterol, 210 mg sodium, 32 g carbohydrate, 1 g fiber, 4 g protein



Triple-Chocolate **Peppermint Pie**

Prep time: 15 minutes Cook time: 15 minutes (plus freezing time: 5 hours, 30 minutes)

- Crisco[®] Original No-Stick
- **Cooking Spray**
- 1 7.4-oz. package Martha White[®] Chocolate Chocolate
- Chip Flavored Muffin Mix
- 1/4 cup butter, softened
- ¹/₃ cup roasted salted almonds, chopped
- 3 cups peppermint or mint chocolate chip ice cream,
- slightly softened 1 cup Smucker's[®] Hot Fudge
- **Spoonable Ice Cream Topping** 1 cup heavy cream
- 3 tbsp crushed red-striped peppermint hard candies **Crushed red-striped** peppermint hard candies
- 1. Heat oven to 350 F. Spray 9-inch pie plate with no-stick cooking spray. Blend muffin mix, butter, fork just until crumbly. Press evenly onto bottom and up sides of prepared pie plate. 2. Bake 12 to 15 minutes or until beginning to look dry. If crust is

3. Spoon ice cream into pie crust and spread evenly. Place pie in freezer for 1 hour or until firmly frozen. **4.** Spread fudge topping evenly over pie. Freeze until set, about 30 minutes. Whip cream in medium bowl with electric mixer at medium-high speed until stiff. Fold in 3 tbsp peppermint candies. Spread whipped cream over pie. Freeze at least 4 hours or until firm. Garnish with additional crushed peppermint candies just before serving.

Makes 10 servings. Per serving: 450 calories, 27 g fat (13 g saturated fat). 60 mg cholesterol, 270 mg sodium, 47 g carbohydrate, 3 g fiber, 6 g protein



Creamy **Peppermint Coffee**

Total time: 5 minutes

6 oz hot, fresh-brewed Folgers Classic Roast® Coffee 1 generous scoop peppermint

or ground cinnamon.

Makes 1 serving. Per serving:

(Nutrition may vary based on brand

37.5 mg cholesterol, 60 mg sodium,

210 calories, 10.5 g fat (6 g saturated fat),

25.5 g carbohydrate, 0 g fiber, 3 g protein

and amount of ice cream used.)

- ice cream **1.** Pour coffee into large mug.
- Add ice cream.
 - 2. Stir until slightly melted. For an extra-special treat, top with whipped cream and add a cinnamon stick or sprinkle with cocoa powder, ground nutmeg,
- for garnish
- and almonds in medium bowl with
- slightly puffy, press down gently with back of a wooden spoon. Cool completely



Minty-Fresh Customers

The \$1 peppermint cane is Walmart's top-selling candy cane item.

Typically, about 80 percent of Walmart's candy cane sales are made in December. Dec. 18 was the peak day for candy cane sales last year.

Placed piece to piece, the Great Value peppermint Starlight mints Walmart sells every year would cover 44 miles.

Most peppermint Starlight mints sales are made in the fourth quarter, with 9.8 percent of them in December.

The recipes appearing in Walmart World are either user-submitted or content generated from another third party. Walmart World does not sponsor, recommend, or endorse any specific recipe. All content, including but not limited to recipe and health information, provided is for educational purposes only. If you have a food allergy, speak to your physician and/or a registered dietitian for a comprehensive list of foods and their derivatives to avoid prior to using any recipe from Walmart World.

1 14-oz can Eagle Brand® Sweetened Condensed Milk 1/2 cup milk 1 package instant devil's food

- (4-serving size)
- 2 tbsp crushed
- peppermint candies

frosting in a circular pattern,

o create these eight beautiful Christmas cookies, start with simple-tomake sugar cookie dough. All of the recipe ingredients—and the Wilton cookie decorations shown here—are available at Walmart. Visit walmartworld.com/ SugarCookies for the dough recipe and full decorating instructions.

	1000
Spiced Dippers	1
Modern Christmas Trees	2
Flaky Snowmen	2
Cinnamon "Rolls"	
Elf Hats	1
Stained-Glass Snowflakes	6
Chocolate-Toffee Sandwiches —	
Fruit-and-Nut Rounds	1

Baking With the Kids?

Try Great Value refrigerated sugar cookie dough, which requires less prep. Sales of this delicious ingredient typically increase in December. In 2014, almart sold 3,889 more cases in December than in November!

5 Top Tips for the Best Sugar Cookies *Ever*

* Stay cool. cookies; chill cookies before Handle dough with the coolest baking. Cold part of your dough is easier to work with hands—your fingertipsand holds its shape better so it doesn't clump or stick. in the oven. * Be careful! * Get dusty. Lightly dust First, don't roll out your dough counters, rolling pin, and cutters too thin. And second, pull with all-purpose scraps away flour to keep dough from from cutouts before using tearing. a flat spatula to ***** Just chill. gently transfer Chill dough before rolling

cookies to baking sheets. and before cutting out

* Stay in shape. Let baking sheets cool between batches—warm pans lead to flat, distorted

shapes.

Try This Activity!



Celebrity Q&A David Spade

Next month, comedian and actor David Spade will be entertaining audiences in Joe Dirt 2 (on DVD Jan. 5). This month, catch him in Hotel Transylvania 2, on VUDU Dec. 22 (in stores Jan. 12). Here, David shares his favorite roles and reveals who inspires him.

What was your favorite TV show or movie to make and why?



This is a hard one to answer. I love Joe Dirt because it was a fun and unique character to play. I loved Grown Ups because I really liked being with that crowd. I had a great time on The Do Over, which I just finished with Adam Sandler on Netflix. And of course, the TV shows are sort of my day job, and I always had a great time with those people. I got lucky.

David Says

Who influenced me comedically ...

Dennis Miller, Steve Martin, and Eddie Murphy were probably the main three early on.

Fans would be surprised to know that ...

I used to skateboard in pools and ramps when I was younger and less creaky.

The person

who inspires me ... My mom—and anyone working hard and trying to do what they want to do.

My favorite holiday ...

Christmas is probably my favorite because everyone has to get together and hang out. It's the best chance of getting everyone in the family in the same room.

The key to being funny

I really have no idea. Maybe being relatable is part of it, but I think you just have to be funny or not.

If someone doesn't laugh at my joke, I ... I may try it another way if I like it, but eventually I'll yank it if it continually bombs.

My advice to aspiring comedians ...

There is no overnight success. Once you pick this career, you'll be in it forever in some way, shape, or form.

'Tis the Season for **Ugly Holiday Sweaters**

To boost holiday cheer at Store 1826 in Visalia, Calif., last Christmas, three associates hosted a homemade ugly holiday sweater contest—and they shared their photos with Walmart World. Here's why they love their sweaters.

"It was so much fun. We got everything we needed to make the sweaters from Walmart, down to the glue guns. It helped boost holiday spirit, and I'm glad that Walmart allowed us to be cheerful about the season in this way. It's fun to wear something outside of our usual uniforms."



Deanna

Gonzalez,

manager,

department

fabric/crafts

and celebrations

Holiday Gift Tags Take holiday gift tags up a notch with this colorful DIY, brought to you by Crayola. All you need is glitter, glue, markers, scissors,

Crayola Model Magic®, and ribbon.

Create 3-D

- 1. To make a smooth gift-tag base, roll out the Model Magic color of your choice between two pieces of vinyl.
- 2. Use scissors or a modeling tool to cut tag shapes. Press a drinking straw into the top of each one to make a hole for the ribbon.
- 3. Use more Model Magic to make holiday designs and add them to the tags (Model Magic sticks to itself). Add texture with a modeling tool. Model Magic dries to the touch overnight and air-dries completely in two to three days.
- 4. Embellish the tags with glitter and glue. Allow to air-dry.
- 5. Write "To" and "From" on each tag with a marker, tie with ribbon, and add to gift packages. They work as ornaments and doorknob decorations, too!

For more detailed instructions, visit walmartworld.com/ HolidayTags.

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"It was fun to participate, and it added excitement to a time when the store can be stressful. It was fun to see what crazy ideas people came up with—some of the sweaters were kind of noisy! **Customers laughed and thought** it was cool."

"We wanted to get everyone in the holiday spirit, so we told everyone to make their own holiday sweaters. Mine had an ornament on it that looked like a live dove. Some associates really got into it. It's amazing what a glue gun and a few dollars can do. I think other stores should try this because it's a fun way to be festive and get into the spirit."

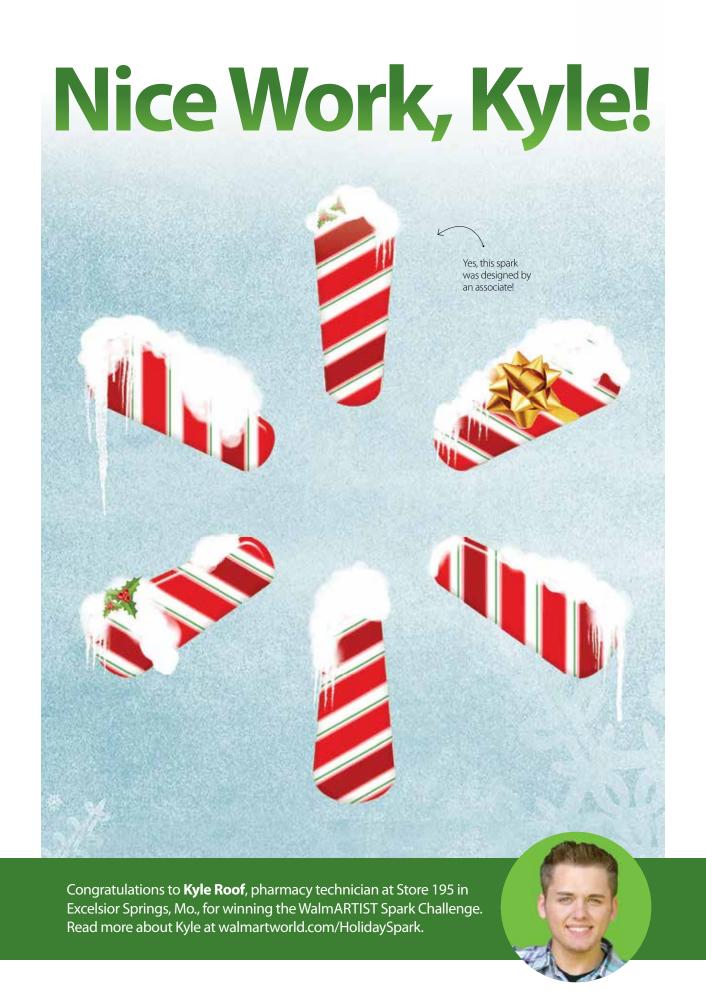


DANIEL KETCHAM | MARKET MANAGER | MARKET 263 | ROCKFORD, ILL.

SAM WALTON TAUGHT ME: The value of listening to your associates.

WHEN I MET HIM: I was a department manager in Peru, Ill., when we learned that Sam Walton was flying into the airport. When he came to our store, I was excited to show him around automotive, which was my area. We darted down several aisles as I eagerly showed him hot items. At one point, Sam removed a small tape recorder and spoke into it. He said, "I'm here in Peru with Dan Ol' Boy, and he is showing me this item called Campa Chem." It was an amazing experience! Later that day, all the department managers went to the lounge, where Sam was looking over our financials. He meticulously went through each department and asked each of us how our sales were and challenged us if they were not good. It was at this point that I decided to make Walmart a career instead of a job.

PUTTING IT TO USE: If the owner of Walmart is going to give me a minute of his time, I can certainly do the same for my associates. No matter what's going on in my day, when an associate approaches me and needs to talk, I give him or her my full attention. In that moment in time, that associate is the most important person in the room.



Dessert as Easy as Pie

Pumpkin Pie

The Walmart Bakery's pumpkin pie won the blue ribbon for the American Pie Council's National Pie Championships.

Apple Pie

Three types of apples are used in the Walmart Bakery's family-size apple pie: Northern Spy, Jonagold, and Honeycrisp.

Try Our New Pies!

Walmart's bakeries recently introduced two new delicious pies: Premium Pecan Almond and Premium Scrumptious Berry Streusel. Take one home today!

Pecan Pie

Walmart will sell a pecan pie every second during the month of December!