Super-friendly Walmart associates share how to make a store joyful all year long.

PAGE 25

Ellen Godwin
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 customers—at walmartworld.com/StarWarsGifts.

Get Digital Exclusives
Sign up for our email program to get associate-only digital articles and our top stories delivered to your inbox once a month—plus opt in to be part of our Expert Panel. Register at walmartworld.com/SignUp.

Join the Conversation!
We want to hear from you! Share your comments—including story ideas—at Walmartworld.com.

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

Meet the Man Behind Walmart Radio

Wrapping Tips for Oddly Shaped Gifts

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FROM THE EDITORS

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.

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Merry and Light

Walmart Fandom Awakens!

Episode VII Is Coming!

Look for new Star Wars items in stores—and the December Force Friday event on opening day!

The Force is strong with Barry Benecke II, an assembler at Store 1737 in Villa Park, Ill. He’s been a Star Wars fan since age 12, but he acquired the prize of his collection as an adult: a storm-trooper uniform, which he assembled from a kit he purchased.

Barry puts the suit to good use. He often wears it to raise money for charities like Relay For Life as a member of the 501st Legion, a nationwide organization of costumed fans. He also dons it to promote sales of Star Wars merchandise in events that take place at his store. To Barry, the suit is much more than a chance to get into character. He sees it as his chance to do something special for others. “I get a little teary when I see kids’ faces glow when they meet a stormtrooper,” he says.

That wish to help others is what makes Barry’s fandom so interesting. In 2009, he donated a kidney to a fellow Star Wars fan—someone Barry met on an online Star Wars toy forum and who he only knew by a screen name. That fan repaid Barry by flying him and his wife to Star Wars Celebration VII in Anaheim, Calif., a gathering of roughly 50,000 Star Wars fans, where Barry had his photo taken with the Luke Skywalker (actor Mark Hamill) and the Emperor (actor Ian McDiarmid). Experience of a lifetime? Possibly. But so is saving someone’s life.

Read more of Barry’s remarkable story at walmartworld.com/Barry.

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Stores: If you’d like your subscription numbers adjusted, please email us at wmworld@wal-mart.com.

Printed on partially recycled paper
Clay Rutledge
Promoted to:
support manager,
food and consumables,

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 or 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.

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

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.

Getting the customer to leave with a smile and the product he or she wants, that’s my [main] concern.

Clay Rutledge

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

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

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.
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.

Helping With Last-Minute Holiday Prep

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

Debra Richardson, Store 2183, Oxford, Maine: You have to stop eating bowls full of jelly.

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!

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!

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

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!

Wendy Tunnell, Store 251, Mineola, Texas: You have the jingles!

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

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

Toye Allen, Sam’s Club 8191, Wilkes Barre, Pa.: You have Claus-trophobia from being at the North Pole for so long.
Help Them Make the Season Bright

Customers 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.

OUTDOOR LIGHTS

<table>
<thead>
<tr>
<th>Light Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday Time Edison Bulb Christmas Lights, 10 Count</td>
<td></td>
</tr>
<tr>
<td>7.5” Lighted Twinkling Starlight Sphere Christmas Decoration</td>
<td></td>
</tr>
<tr>
<td>Holiday Time Lighted Spiral Christmas Tree Sculptures, Clear Lights</td>
<td></td>
</tr>
<tr>
<td>GE String-A-Long Miniature String Lights, 100 Count</td>
<td></td>
</tr>
</tbody>
</table>

Features
- **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: ★★★★★★★

Insights from Joe Delia, senior buyer, seasonal, Home Office

<table>
<thead>
<tr>
<th>Light Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday Time Glitter LED Pillar Candle With Timer, Set of 6</td>
<td></td>
</tr>
<tr>
<td>Holiday Time Battery Operated 56-Count Light Set, With Timer</td>
<td></td>
</tr>
<tr>
<td>Holiday Time Pre-Lit 24” Scottsdale Pine Artificial Christmas Wreath, Clear Lights</td>
<td></td>
</tr>
<tr>
<td>Holiday Time LED Super Bright Diamond Cut C9 Cool White Light Set, 25 Count</td>
<td></td>
</tr>
<tr>
<td>Holiday Time 15’ Rope Light</td>
<td></td>
</tr>
</tbody>
</table>

Features
- **Timer**
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  - Walmart.com rating: ★★★★★★★
- **Clips for Hanging String Lights**
  - Baumgartens Sicurix Button ID Badge Straightap Clips
  - Walmart.com rating: ★★★★★★★
Customers 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.

A Faster Holiday Meal

Multitasking kitchen gadgets that do the job in less time are likely on customers’ wish lists.

Customers 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.

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

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.

And for chocolate. Add a serving of vitamin B-rich almonds to boost resilience.

One to mention to customers: Dove Dark Chocolate With Almonds.

Remember Store Pickup. Remind busy customers that they can order online and pick up items in stores—for free, possibly same day.
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 CL3004WK**
   - Capture high-definition video and photos from a car or bike—car charger included.

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 gender-neutral gray cap keeps hair frizz-free.

8. **Holiday Time Racing Cars**
   - Great for any budding auto enthusiast who’s more than 3 years old.

9. **Holiday Time Puzzle, 24 Pieces**
   - This holiday-inspired puzzle is a fun brainteaser for youngsters—and it costs less than $1.

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INVESTING IN AMERICAN JOBS

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

“From partnering 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

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1. **That’s a Wrap!**

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10 ITEMS OR LESS
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.

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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.

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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:

- Atlanta
- Charlotte, 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.

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.

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New Chip Cards Mean Safer Transactions

Are customers curious why they’re “dipping” or inserting their chip-equipped 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 one-time 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.

Carrie DeGeorge, pharmacy manager, Store 1610, Greece, N.Y.
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.”
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.

Best

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.

Better

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

Good

Forever Bride has a starting price point of $98.
Inside Walmart / Spotlight

Walmart’s Top 5 Jewelry Sellers

With price points at less than $30, these popular gift ideas won’t break the bank.

1. Pendants
   - diamond accent and sterling silver
2. Rings
   - gemstone and sterling silver
3. Bracelets
   - sterling silver
4. Inspirational Pendants
   - teardrop crystal
5. Bangle and Matching Hoop Earring Set
   - diamante

The New Look

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 three-tiered 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 out even more thanks to the 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 see what’s new. “It instantly sets Walmart apart.”

The New Look "beautiful" as they pull out their wallets.

And Up Front for Customers

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Game, Reset, Match

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“[The new displays] allow Walmart to compete against any mall or traditional jeweler.”

Cathy Donovan Wagner, president, RETAIL Mavens

Among the good:
Forever Bride 1/3 carat T.W. diamond ring in 10-karat white gold

Among the good:
Among the good:
Forever Bride 1/4 carat T.W. diamond, 10-karat yellow gold bridal set

Among the good:
Keepsake 3/8 carat 10-karat gold silver ring

Among the good:
Among the good:
Forever Bride 1/3 carat T.W. diamond 10-karat yellow gold bridal set

Among the good:
Among the good:
T.W. diamond, 10-karat white gold bridal set

Among the good:
Forever Bride 1/5 carat T.W. diamond ring in 10-karat gold
Radio Man

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.

Store 1078

Stupendously Friendly. Really.

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.
Right in the heart 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.”
“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

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 eking 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’ needs—and a little more.

Carlos Quiroga, electronics department 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 need—especially during the holidays: kind, caring attention. It’s really the easiest thing to give, isn’t it?”

---

TRY THIS!

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 eking 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’ needs—and a little more.

Carlos Quiroga, electronics department 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.

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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 the spirit that’s inside you.

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

It’s much easier to be kind and smile than it is to be grumpy.

Sandi 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.”

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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 comes in.

Robin D’Andrea, pharmacy technician, Store 4249, Smelterville, Idaho

For a parent dealing with an excited child (or a parent trying to sneak in a gift): I always ask the kids, “What do you want Santa to bring you for Christmas?” It puts a sparkle in their eyes, engages them, and changes the mood. It works almost every time.

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Jokes That Always Get a Laugh

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.

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.

Diann Ison, department manager, hardware and paint, Store 338, Lamar, Mo.

Ice-Breakers That Work Every Time

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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 worried-looking 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.”

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

Time Capsule: December 1975

- Sales for December 1975 were $50.7 million, up 52 percent over the previous year.
- Golfer Tiger Woods was born on Dec. 30.
- On Dec. 9, the UN General Assembly approved the Declaration on the Rights of Disabled Persons, promoting the rights of people with disabilities.

Read More

Read the rest of Sam Walton’s letter at walmartworld.com/SamLetterDecember75.

Tim Strout

Engineer, ECS
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.”

Message From Sam

“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
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 holidays. The task was perfect for Maritza, who has a degree in interior design and decorates houses on her holidays.

For Maritza, the décor is a way to improve her shopping experience at Store 3216. They ask what I’m going to do next. ”

Maritza Sanchez | FRONT END SUPERVISOR | STORE 3216 | VIRGINIA BEACH, VA.

To read more about these 35-year associates, what they have to say about meeting Sam Walton, and their thoughts on their Walmart careers, visit walmartworld.com/anniversaries.
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.”
CELEBRATING 35 YEARS

“The job has so many benefits—I barely know where to begin!”

Reynelle Smith, department manager, toys, Store 3177, Nashville, Tenn.

Kansas

- 30 years
  - Leann Fowler WM 1923 Pittsburg
  - Angela Smith WM 1923 Pittsburg
  - Kathy Miller WM 1923 Pittsburg

- 20 years
  - Rhonda Whitaker WM 1621 Centerville
  - Linda Wilson WM 1621 Centerville

- 10 years
  - Deborah Soldano WM 1923 Pittsburg
  - Grace Thompson WM 1187 Topeka

- 5 years
  - Sammie Baker LG 6097 London
  - Frank Fontaine LG 6097 London

Louisiana

- 30 years
  - Linda Bush LG 6097 London
  - Lorraine Butler LG 6097 London
  - Patricia Johnson LG 6097 London

- 20 years
  - Kimberly Chambers LG 6097 London
  - Henry Collins LG 6097 London
  - Leslie Eastridge LG 6097 London

- 5 years
  - Leon Allano WM 489 Hammond
  - Pappy Coffee WM 1625 Alexandria

- 10 years
  - Dana Baxley WM 1564 Alexandria
  - Bethany Charette WM 1564 Alexandria

- 5 years
  - Stacie Badeaux WM 312 Ville Platte

Michigan

- 30 years
  - Rita Welch WM 1564 Alexandria

- 20 years
  - Gary Whitaker LG 6097 London
  - Gary Witt LG 6097 London

- 15 years
  - Benjamin Baker LG 6097 London

- 10 years
  - Felix Bowling LG 6097 London
  - Harold Bowling LG 6097 London

- 5 years
  - Donald Stanford LG 6375 Ottawa
  - Shirley Woodbury LG 1619 Port Huron

- 2 years
  - Henry Collins LG 6097 London

Mississippi

- 30 years
  - Christi Chapman WM 1592 Coldwater

- 25 years
  - Debbie Hinson WM 815 Brookhaven

- 15 years
  - Robert Cooper WM 615 Oxford

- 10 years
  - Elwood Robinson WM 815 Brookhaven

- 5 years
  - Melissa Smith WM 1592 Coldwater

Missouri

- 30 years
  - Kevin Wakeford LG 6097 London

- 25 years
  - Emily Davis LG 6097 London

- 15 years
  - Tony Gray LG 6097 London

- 10 years
  - Harold Hensley LG 6097 London

- 5 years
  - Felix Bowling LG 6097 London

Nebraska

- 30 years
  - Rhonda Whitaker WM 1621 Centerville

- 20 years
  - Margery Heckenberg WM 1621 Centerville

- 10 years
  - Donald Stanford LG 6375 Ottawa

- 5 years
  - Jackie Saltow WM 1026 Manchester

- 2 years
  - Rhonda Whitaker WM 1621 Centerville

Ohio

- 30 years
  - Jani Mavi WM 1290 Akron

- 20 years
  - Amy Folt WM 349 Cincinnati

- 10 years
  - Bradford Runyon WM 349 Cincinnati

- 5 years
  - Michelle Geyting WM 349 Cincinnati

- 2 years
  - Rhonda Whitaker WM 1621 Centerville

Iowa

- 35 years
  - Dayna Anderson WM 1621 Centerville

- 25 years
  - Deborah Boulve WM 1621 Centerville

- 20 years
  - Marilyn Buss-Elis WM 815 Warwick City

- 10 years
  - Robert Cooper WM 1621 Centerville

- 5 years
  - Abigail Gengler WM 1621 Centerville

- 2 years
  - Rhonda Whitaker WM 1621 Centerville

Illinois

- 30 years
  - Rhonda Whitaker WM 1621 Centerville

- 20 years
  - Donald Smith WM 1923 Pittsburg

- 10 years
  - Charles Schaefer WM 1625 Le Mars

- 5 years
  - Rhonda Whitaker WM 1621 Centerville

- 2 years
  - Rhonda Whitaker WM 1621 Centerville

Iowa

- 30 years
  - Rhonda Whitaker WM 1621 Centerville

- 20 years
  - Margaret Heckenberg WM 1621 Centerville

- 10 years
  - Cheryl Jakowski WM 1621 Centerville

- 5 years
  - Rhonda Whitaker WM 1621 Centerville

- 2 years
  - Rhonda Whitaker WM 1621 Centerville

Kansas

- 30 years
  - Leann Fowler WM 1923 Pittsburg

- 25 years
  - Wanda Clark WM 1564 Alexandria

- 15 years
  - Charles Coomes WM 1619 Port Huron

- 10 years
  - Doris Epp WM 1644 Hays

- 5 years
  - Rhonda Whitaker WM 1621 Centerville

- 2 years
  - Rhonda Whitaker WM 1621 Centerville

Kentucky

- 30 years
  - Anna Morrow WM 1187 Topeka

- 25 years
  - Lana Buch WM 1564 Alexandria

- 20 years
  - Sheryl Earhart WM 1564 Alexandria

- 15 years
  - Rhonda Whitaker WM 1621 Centerville

- 10 years
  - Rhonda Whitaker WM 1621 Centerville

- 5 years
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- 2 years
  - Rhonda Whitaker WM 1621 Centerville

Wayne Barnes has been a longtime creative for the company, coming up through the ranks in various roles and positions. He currently serves as director of creative for the special projects team, leading a team of designers and artists in creating some of the most iconic and recognizable Star Wars merchandise in the world. Wayne has worked on everything from small-scale projects like the Star Wars Citizenship Awards to large-scale initiatives like the Star Wars: The Force Awakens campaign. His passion for creating unique and engaging products for fans of all ages has made him a valued member of the Lucasfilm creative team.
“It’s like a family in this town,” says Debbie Durham, department manager, infants and apparel, at Store 457 in Vidor, Texas. And in that family, the role of the grandfather is filled by Archie Davidson—better known as Mr. Archie—a greeter at Store 457.

According to Debbie, “Mr. Archie participates in everything” at his store and in the Vidor community. “He doesn’t see limitations, and he’s very devoted.” In addition to his work at Walmart, Mr. Archie volunteers as a greeter at two local hospitals and is deeply involved in various issues in the community. “He would go out of his way for anybody,” Debbie says. “He’s very giving.”

Mr. Archie’s kind and giving nature inspired the Vidor Chamber of Commerce to name him the King of Vidor at their annual Texas Barbecue Festival. According to Debbie, his coronation was celebrated with four standing ovations, and for months afterward, people who came in to the store congratulated him.

As king, Mr. Archie will participate in Vidor’s homecoming parade, as well as other events throughout the year. His coronation is the latest milestone in a full life that includes service in World War II, a long career in the trucking industry, and a marriage of 61 years.

Mr. Archie’s reign as the King of Vidor will last just one year but is certain to be memorable. “One lady said we may not remember all the kings, but we’ll always remember Mr. Archie,” says Debbie. “He’s loved in this community.”
“Working at Walmart, I have formed some lifelong friendships.”

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

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 S&L, and that excitement continues to be renewed year after year.

“The stores used to take over an alley way 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 offered. 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?

“BEAUTIFUL TOYLANDS!”

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“Working at Walmart, I have formed some lifelong friendships.”

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

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 S&L, and that excitement continues to be renewed year after year.

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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.

Advice for New Associates
I tell the cashiers you’re the last person the customer sees. We want friendliness from the front end. We’re here to serve customers as our main priority.

My Proudest 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 Next Goal
To become an assistant manager. Everybody tells me to go into the program. I want to do it the right way.

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.
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 Round

1. Mia suggests using a similarly-shaped item to conceal your gift before wrapping, like inserting a lightsaber into an old wrapping paper roll.
2. Use paper to wrap the disguised gift.
3. Use ribbon and bows to conceal the top.

Wrap Something Long and Narrow

1. Use double-sided tape, curling ribbon, and tissue paper. “Sometimes, tissue paper is easier to maneuver than quality wrapper paper,” 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 conceal the seam.
3. Use curling ribbon to tie the sides so that it looks like a piece of hard candy.

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.

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.
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

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.

**The Countdown Is On!**

Sixty-one percent of Walmart’s wrapping paper and bow sales happen during the 14 days before Christmas; 39 percent occur during the last week before Christmas.

**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.

Looking for Other Options? Turn the page for even more sleepwear!
Checkout / What to Wear

Prefer Separates?
Ladies, stay trendy with an array of stylish prints and colors in separate tops, bottoms, or robes. Guys: Opt for Fruit of the Loom’s fleece and flannel pajama bottoms (which account for roughly $40 million in sales annually!).

Kids? Try Walmart’s licensed sleep sets. Walmart offers coat sets, fleece pants, and long-sleeve T-shirts in a variety of characters that customers continue to vote for.

Quality-Tested
Treated for Softness
The plush materials of Walmart’s sleepwear are specially crafted to increase softness inside and out.

Stitched to Last
These items use yarns designed for durability and a soft touch.

Wash-Tested
Garments go through extensive wash-testing to ensure the color doesn’t fade, and that the garment maintains fit.

Designed for Comfort
The supermink top has raglan sleeves, which are roomy for ease of movement.

Checkout / Around the House

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
Find It at the Photo Center! The 16-by-20-inch canvas, available same day, is a great photo gift choice.

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!
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 year—roughly the same weight as 890 elephants!

** ONE FOOD, THREE WAYS **

**Chocolate-Peppermint Mousse Cupcakes**

Prop time: 25 minutes  
Cook time: 25 minutes

- Crisco® Original No-Stick Cooking Spray
- 1 package Pillsbury® Moist Supreme® Devil’s Food Premium Cake Mix
- 1½ cups water
- 1 cup Crisco® Pure Vegetable Oil
- 3 large eggs
- 1 16-oz can Eagle Brand® Sweetened Condensed Milk
- ½ cup milk
- 1 package instant devil’s food or chocolate-flavored pudding and pie filling mix
- 2 tbsp crushed peppermint candies

1. Heat oven to 350°F. Line muffin pans with paper cupcake liners. 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 or wire rack.

2. Beat cream in medium bowl with electric mixer on medium speed until stiff peaks form. Combine pudding mix, and peppermint sweetened condensed milk, milk, and peppermint extract in large bowl. Beat together 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 frosting in a circular pattern, moving toward the center, to create a swirl effect on top of each cupcake. Sprinkle lightly with chopped peppermint candies. Chill until ready to serve.

Makes 2 dozen cupcakes.  
Per serving (1 cupcake): 240 calories, 2 g fat (1 g saturated fat), 20 mg cholesterol, 210 mg sodium, 32 g carbohydrate, 1 g fiber, 6 g protein

**Triple-Chocolate Peppermint Pie**

Prop time: 15 minutes  
Cook time: 15 minutes, plus freezing  
Chill time: 5 hours, 30 minutes

- Crisco® Original No-Stick Cooking Spray
- 1 7-oz. package Martha White® Chocolate Chocolate Chip Flavored Muffin Mix
- ½ cup butter, softened
- ½ 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

1. Heat oven to 350°F. Spray 9-inch prepared pie plate. Line 24 muffin cups with paper baking cups or muffin cup liners. Bake according to package directions.

2. Beat cream in medium bowl with electric mixer on medium-high speed until stiff. Fold in 3 tbsp peppermint candies.

3. Spoon ice cream into pie crust and spread evenly. Place pie in freezer for 1 hour or until firm. Freeze at least 4 hours or until firm. Garnish with additional crushed peppermint candies just before serving.

Makes 10 servings.  
Per serving: 400 calories, 27 g fat (11 g saturated fat), 30 mg cholesterol, 210 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 ice cream
- Whipped cream
- Crushed peppermint candies

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, or ground cinnamon.

Makes 1 serving.  
Per serving: (Nutmeg may vary based on brand and amount of ice cream used)  
210 calories, 10.5 g fat (6 g saturated fat), 37.5 mg cholesterol, 61 mg sodium, 25.5 g carbohydrate, 0 g fiber, 1 g protein

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.
Let the Baking Begin!

To create these eight beautiful Christmas cookies, start with simple-to-make 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.

5 Top Tips for the Best Sugar Cookies Ever

- Stay cool. Handle dough with the coolest part of your hands—your fingertips—so it doesn’t clump or stick.
- Get dusty. LIGHTLY DUST countertops, rolling pin, and cutters with all-purpose flour to keep dough from tearing.
- Just chill. Chill dough before rolling and before cutting out cookies; chill cookies before baking. Cold dough is easier to work with and holds its shape better in the oven.
- Be careful! First, don’t roll out your dough too thin. And second, pull scraps away from cutouts before using a flat spatula to gently transfer cookies to baking sheets.
- Stay in shape. Let baking sheets cool between batches—warm pans lead to flat, distorted shapes.
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. Next month, comedian and actor David Spade will be entertaining audiences in Phenix City, Ala. Store 1284, cashier, Ethan Calvin.

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

A 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.

Who influenced me comically …

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.

“Twas 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.”

Tracie Caldwell, department manager, domestics and furniture

“T 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.”

Ashley Choate, department manager, cosmetics

“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.”

Deanna Gonzalez, department manager, fabric/crafts and celebrations

Create 3-D 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.

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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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.

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

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

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!