

Update on Family Friendly Checkout Lanes

The “90 day trial period” for the Family Friendly Lane (FFL) at the Wurzbach and I-10 HEB began in early September and is technically over.

On December 15, I spoke to Sixto Elizondo, Unit Director of HEB #29. He has not heard anything about the future of the FFL from Corporate. However, he has informed me that a number of Corporate members have been out to see it and have been told that there has been a lot of positive feedback and zero complaints from customers!

“Feedback, usage, and sales would be the determining factor” is what Ms Campos told me late September at our meeting. I hope all concerned have used the Customer Feedback Cards. It’s not too late!

I called Victor Rodriguez, Customer Relations Manager, at HEB corporate offices on December 12 and Ms Dya Campos, Director of Public Affairs, on December 15. I await an answer to the outcome of the trial period.

I have written Mr. Charles Butt and included copies of our signatures and pictures taken at the checkout stand. I have asked that he listen to our concerns to keep the FFL at the Wurzbach HEB and expand these lanes to other HEBs, as people have requested. Join me in prayer for this, if you feel moved. (See the VJ website, www.vjni.org/Issues/HEB, to view a copy of my letter.)

We have received additional petitions. Amazingly, the grand total for 2008 is exactly 2008 signatures.

Your fellow neighbor,

Melly Trakas