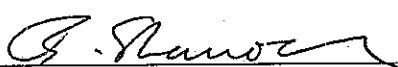


Application Date: June 27, 2006

Proof of WI Seller's Permit No. \_\_\_\_\_

Name of Corporation, Limited Liability Company, Individual Owner, Private Club or Partner(s) Trader Joe's East Inc.	Liquor/Beer Agent Melanie S. Lee
Mailing Address 117 Kendrick St., Ste. 700	Liquor/Beer Agent Address 32 Paget Road
City/State/Zip Code Needham, MA 02494	Liquor/Beer City/State/Zip Code Madison, WI 53704
Name of Registered Agent or General Partner Paracorp Incorporated	Local Contact Person   Phone Number Joan M. Bachleitner 608-229-2241
Trade Name Trader Joe's #712	Estimated Opening Date 4th Quarter 2006
Business Address 1864 Monroe St., Madison, WI 53711	Signature of Owner/Operator 

Private Club?  Yes  No

License Description	Type	Fee	Number
Class A Liquor	105	\$20 Publication fee	74932
Class A Beer	101	\$20 publication fee	74931
<b>Pre-Inspection &amp; License Fees Non-Refundable</b>	<b>TOTAL</b>	<b>\$</b>	

IT IS MANDATORY THAT ALL APPLICABLE INFORMATION BE COMPLETED. INACCURATE INFORMATION MAY RESULT IN SUSPENSION OR REVOCATION OF LICENSE.

\* July 19 ALRC \*

Notice of License Application

for July 19 ALRC

Office Use Only

<input checked="" type="checkbox"/> New Application	Date <u>6-28-06</u>
<input type="checkbox"/> Transfer of Ownership Application	
<input type="checkbox"/> Transfer of Location Application	

You are hereby notified that the following application(s) has been filed in the City Clerk's Office. Investigation and report back on approval or disapproval for the granting of license(s) is requested by your department as required by Ordinance.

To:  Assessor Personal Property \$ \_\_\_\_\_

City Attorney (Pending Charges) \_\_\_\_\_  
Names of Previous License Holder \_\_\_\_\_

Building Inspection Date of Last Inspection \_\_\_\_\_  
 Zoning Classification \_\_\_\_\_  
 Specify distance from schools, churches, libraries and hospitals if under 300 feet \_\_\_\_\_

Fire Date of Last Inspection \_\_\_\_\_

Health Date of Last Inspection \_\_\_\_\_

Police

Treasurer (Hotel/Motel or Bed & Breakfast) (Information Only)

Accounting (Hotel/Motel or Bed & Breakfast)(Information Only)

Alderperson Ken Golden

Please return this notice with any comments you might have regarding the above application to the City Clerk's Office.

Approved

Disapproved

No Recommendation

Comments:

\_\_\_\_\_  
Signature of Dept/Div Head or Auth. Rep.

# ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning January 1 20 06 ;  
ending December 31 20 06

TO THE GOVERNING BODY of the:  Town of } Madison  
 Village of }  
 City of }

County of Dane Aldermanic Dist No. 10 (if required by ordinance)

1. The named  INDIVIDUAL  PARTNERSHIP  LIMITED LIABILITY COMPANY  
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): Trader Joe's East Inc.

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>President, Doug G. Rauch</u>	<u>54 Wilde Road, Waban, MA 02468</u>	
Vice President/Member	<u>Regional VP, Susan E. L'Africain</u>	<u>808 W. Buckingham Pl., #1E, Chicago IL 60657</u>	
Secretary/Member	<u>Sec./Treas., Mary Genest</u>	<u>4624 Calle de Grande, LaVerne, CA 91750</u>	
Treasurer/Member	<u>Corporate Clerk, James K. Poppe</u>	<u>10 Bunker Lane, Natick, MA 01760</u>	
Agent	<u>Melanie S. Lee</u>	<u>32 Paget Road, Madison, WI 53704 (temporary agent)</u>	
Directors/Managers	<u>See Attached Addendum.</u>		

3. Trade Name Trader Joe's #712 Business Phone Number 781-455-7323  
4. Address of Premises 1864 Monroe Street Post Office & Zip Code Madison, WI 53711

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period?  Yes  No  
6. Is the applicant an employee or agent of, or acting on behalf of anyone except the named applicant?  Yes  No  
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business?  Yes  No  
8. (a) Corporate/limited liability company applicants only: Insert state MASS and date 11/21/95 of registration  Yes  No  
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company?  Yes  No  
(c) Does the corporation, or any officer director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin?  Yes  No  
(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records (Alcohol beverages may be sold and stored only on the premises described.) 12,000 sf retail specialty grocery store

10. Legal description (omit if street address is given above): n/a  
11. (a) Was this premises licensed for the sale of liquor or beer during the past license year?  Yes  No  
(b) If yes, under what name was license issued?

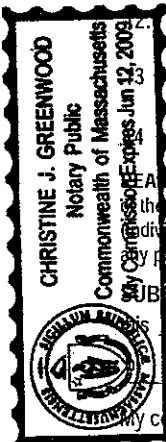
12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630 5) before beginning business? [phone 1-800-937-8864]  Yes  No  
13. Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776]  Yes  No  
14. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  Yes  No

**CAREFULLY BEFORE SIGNING:** Under penalty provided by law the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual applicant and each member of a partnership applicant must sign; corporate officer(s) members/managers of Limited Liability Companies must sign. Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME  
11<sup>th</sup> day of June, 20 06  
Christine J. Greenwood  
(Clerk/Notary Public)  
My commission expires 6/12/09

[Signature]  
(Officer of Corporation/Member/Manager of Limited Liability Company /Partner/Individual)  
[Signature]  
(Officer of Corporation/Member/Manager of Limited Liability Company /Partner)  
[Signature]  
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

Applicant's Wisconsin Seller's Permit Number:	
Federal Employer Identification Number (FEIN): <u>043294200</u>	
LICENSE REQUESTED ▶	
TYPE	FEE
<input checked="" type="checkbox"/> Class A beer	\$
<input type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input checked="" type="checkbox"/> Class A liquor	\$ 500
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$ 20
<b>TOTAL FEE</b>	<b>\$ 520</b>



TO BE COMPLETED BY CLERK			
Date received and filed with municipal clerk	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
<u>6-27-06</u>			
Date license granted	Date license issued	License number issued	
		<u>74931, 74932</u>	

Registrar #04057

**ADDENDUM TO  
ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION**

#2 List of Directors:

1. James K. Poppe, 10 Bunker Lane, Natick, MA 01760
2. Doug G. Rauch, 54 Wilde Road, Waban, MA 02468
3. Mary Genest, 4624 Calle de Grande, LaVerne, CA 91750

#8(b) Owner:

Trader Joe's Company  
800 South Shamrock  
Monrovia, CA 91016  
Phone: 626-599-3700  
FEIN: 95-198-7958

#8(c)

Applicant is applying for a similar license in Glendale, Wisconsin.

## City of Madison Liquor and/or Beer Original Supplemental Form

### For Office Use Only

- |   |  |
|---|--|
| <input type="checkbox"/> Seller's Permit Number<br><input checked="" type="checkbox"/> Federal Employer Identification Number<br><input checked="" type="checkbox"/> Notarized Original Application Form (AT-106)<br><input checked="" type="checkbox"/> Notarized Supplemental Form<br><input checked="" type="checkbox"/> Description of Licensed Premise<br><input checked="" type="checkbox"/> Notarized Auxiliary Questionnaire(s) (AT-103)<br><input checked="" type="checkbox"/> Background Investigation Form(s)<br><input checked="" type="checkbox"/> Floor Plans | <input checked="" type="checkbox"/> Lease<br><input checked="" type="checkbox"/> Notarized Transfer of Ownership Letter<br><input checked="" type="checkbox"/> *Schedule of Appointment of Agent (AT-104)<br><input checked="" type="checkbox"/> *Notarized Appointment of Agent Letter<br><input checked="" type="checkbox"/> *Notarized Agent Authorization Letter<br><input checked="" type="checkbox"/> *Articles of Incorporation/ Organization<br><br><p style="text-align: right;"><i>*Required of Corporation/LLC Only</i></p> |
|---|--|

- ✓ All applicants are required to provide an adequate premise plan which must include exterior and interior dimensions, position of stairs and all entrances and exits, normal and customary use of each room, placement of major appliances, furniture and large gaming tables, placement and dimensions of all bar(s), graphic representation of the normal position of booths, bar stools, tables and chairs. New structures must submit two sets of plans, signed and sealed by a registered architect or engineer to Building Inspection. **Premise plans must be submitted no larger than 8 ½ x 14.**
- ✓ **The applicant/partners/Liquor Agent must be enrolled in or have completed the Beverage Server Training course before appearing before the Alcohol License Review Committee.**

**Prior to your hearing before the Alcohol License Review Committee (ALRC), you must contact the Alderperson of the District in which you intend to do business, the representative of the appropriate neighborhood association (if any), and the Madison Police Department.**

- Alderperson Ken Golden can be reached at 238-4370 at the Common Council Office (266-4071), or via e-mail at council@cityofmadison.com
- The name of the neighborhood association representative can be obtained by calling the Planning and Development Department at 266-4635 or going to the City's webpage at www.ci.madison.wi.us/neighborhoods/contacts.htm.
- The Police Department Liaison, Sergeant Emil Quast, can be reached at 266-4451.

Have you contacted the Alderperson, Police Department Liaison and neighborhood association representative in the area in which you intend to locate?

Yes       No (Comments: \_\_\_\_\_)

Are there any special conditions desired by the neighborhood? No conditions

The ALRC will ask questions of you in several areas with regard to your application. The following questions must be completed. The information provided will assist the committee in making a recommendation to the Common Council:

1. Name of Applicant/Partner/Corporation/Limited Liability Company (LLC): Trader Joe's East Inc.
2. Telephone Number: (781) 433-0234
3. Address of Licensed Premise: 1864 Monroe Street, Madison, WI 53711

4. What type of establishment is contemplated?  Tavern  Nightclub  Restaurant  
 Liquor Store  Grocery Store  Convenience Store – Gas Pumps  Yes  No  
 Other Please explain: \_\_\_\_\_

5. Business Description, including hours of operation and if entertainment is part of your venue, what type:  
 Retail grocery operating 9 am - 9 pm, Sunday - Saturday

6. Describe (in detail) building to include overall dimensions, seating arrangements, capacity, bar size and where alcohol beverages are to be sold and stored. All rooms, including living quarters that are directly or indirectly accessible and under control of the applicant must be included. (Alcohol beverages may be sold and stored only on the premise described but does not include living quarters). ~~See attached map.~~ Alcohol is to be sold from the floor of the store through an older than 21 years cashier, ~~as shown on attached site plan.~~ Alcohol is to be stored in a 1500 sq. ft. stockroom ~~as shown on attached site map.~~ **Total Square feet. 13,450**

**The licensed premise as described above shall not be expanded or changed during the license year without approval of the Common Council.**

7. Describe existing parking and how parking lot is to be monitored: Monitored by: Informally by manager  
 # handicap stalls on premise: 2 ground level, 1 lower level  
 # non-handicap stalls on premise: 22 ground level, 37 lower level

8. Describe all management positions, including previous experience, staffing levels/duties and employee training:  
See attached position descriptions (Captain/Commander, First/Second Mate, Merchant, Specialist, Novitiate)

9. Excluding pre-packaged snacks, how late will food be served? N/A  
 If so, what type of food? \_\_\_\_\_  
 Indicate any other product & services offered: Occasional samples/vendor promotions. Products to include liquor infused cakes and liquor filled candies sold at most specialty shops.  
 If possible, provide a sample menu: N/A

10. Please describe your target market; what is your customer profile? Grocery shoppers (families, singles, students, professionals/non) living in and around the Madison area.

If you have a Business Plan, please submit a copy.

11 Describe how you plan on advertising and promoting your business: Flyers (see attached),  
newspaper, radio, word of mouth, internet website (www.traderjoes.com)

12. What is your estimated capacity? 336

13. Are you operating under a lease or franchise type agreement?  Yes  No (If yes, attach copy of agreement.)

Name of owner of building where establishment is located: Monroe Neighbors, LLC

Address of Owner: 448 W. Washington Avenue, Madison, WI Phone Number: 53703

14. "Individual" or "Partnership" only: Have individual/partners completed the Beverage Server Training Course?

Yes  No If Yes, indicate names: \_\_\_\_\_

(Note: License cannot be issued until proof of completion of Beverage Server Training Course is shown)

15. "Corporation" or "LLC" only: Will agent be a resident of Wisconsin at the time of granting?  Yes  No

Agent must disclose interest held in business: \_\_\_\_\_

Has agent completed the Beverage Server Training Course?  Yes  No

(Note: License cannot be issued until proof of completion of Beverage Server Training Course is shown)

Director(s) Name	Home Address
James K. Poppe	10 Bunker Lane Natick, MA 01760
Doug G. Rauch	54 Wilde Road Waban, MA 02468
Mary Genest	4624 Calle de Grande La Verne, CA 91750

Stockholder's Name	Address	Extent of Ownership%
Trader Joe's Company	P.O. Box 5049 Monrovia, CA 91017 (800 S. Shamrock)	100%

Manager's Name	Address	Business Phone	Home Phone
Carlos J. Caamal	5508 W. 138th Place Hawthorne, CA 90250	781-433-0234	310-643-6403

16. Anticipated opening date: 4th Quarter 2006

Mailing address if not opening immediately: 117 Kendrick Street, Needham, MA 02494

Contact person for appearance before the ALRC: Melanie S. Lee

**Private organizations (clubs) applying for a new liquor license must answer the following question:**

Do your membership policies contain any requirement of "Invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?  Yes  No

## Restaurant/Tavern Establishment Alcohol Beverage & Food Sales Report

Pursuant to Sections 23.05(3)(s) and 23.05(7)(f) of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage.

**For new establishments, the percentage will be an estimate.**

Calendar/fiscal year:  January 1 – December 31  July 1 – June 30

Percent Gross Receipts from Alcohol Beverages	%
Percent Gross Receipts from Food	%
Percent Gross Receipts from Other	%
<b>Total Gross Receipts</b>	<b>100 %</b>

Do you have written records to document the percentages shown?  Yes  No

**You may be required to produce and submit documentation verifying the percentages you've indicated.**

What type of establishment are you? (Check all that apply)  Tavern  Restaurant  Nightclub

Other Please explain: \_\_\_\_\_

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. (Individual applicants and each member of a partnership must sign; corporate officer(s), members/managers of Limited Liability Companies must sign ) Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME:

this 16<sup>th</sup> day of June, 2006

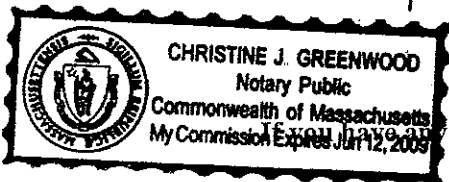
Christine J. Greenwood  
(Clerk/Notary Public)

My commission expires 6/12/09

B. Hancock  
(Officer of Corporation/Member/Manager of L.I.C./Partner/Individual)

\_\_\_\_\_  
(Officer of Corporation/Member/Manager of L.I.C./Partner/Individual)

\_\_\_\_\_  
(Officer of Corporation/Member/Manager of L.I.C./Partner/Individual)



For questions, please contact the City Clerk's Office at (608) 266-4601.



**TRADER JOE'S**  
Position Description  
**Captain/Commander**

At Trader Joe's... unyielding integrity is required of us all.

**The Captain runs the store and is the primary person responsible for delivering WOW! Customer Experience on a daily basis. The Captain develops Crew Members to be able to handle increasing responsibilities within his/her store, the Region, and the Company, as applicable.**

The Captain demonstrates his/her active support for the Values Guide. He/she may accomplish this in the following ways:

- a. The Captain demonstrates a special knowledge and understanding of our products to Crew Members and customers. He/she directs a program to transmit product knowledge through Crew Members to customers
- b. The Captain develops positive customer relationships and sets a high-profile example for the Crew.
- c. The Captain sets and achieves Kaizen goals for the store and for his/her personal advancement.
- d. The Captain directs the plan to make the store an integral part of its community.
- e. The Captain is the lead Bureaucracy Buster for the store. He/she represents the best interests of his/her customers and Crew Members throughout the Company.
- f. The Captain recognizes that the Store is our Brand. He/she protects, enhances and develops the Brand by taking care of it on a daily basis.

**TRADER JOE'S**  
Position Description  
**First/Second Mate**

---

At Trader Joe's, unyielding integrity is required of us all.

**The First Mate assists the Captain and delivers WOW! Customer Experience on a daily basis. The First Mate, under the auspices of the Captain, has responsibility for the administrative operations of the store and develops Crew Members to be able to handle increasing responsibilities within the store, Company, and Region.**

The First Mate demonstrates his/her active support for the Values Guide. He/she may accomplish this in the following ways:

- a. The First Mate demonstrates a special knowledge and understanding of our products to Crew Members and customers. He/she administers a program to transmit product knowledge through Crew Members to customers.
- b. The First Mate develops positive customer relationships and sets a high-profile example for the Crew.
- c. The First Mate sets and achieves Kaizen goals for his/her personal development and assists the Captain in setting and achieving Kaizen goals for the store.
- d. The First Mate assists the Captain in making the store an integral part of its community
- e. The First Mate minimizes bureaucratic systems throughout the store. He/she represents the best interests of his/her customers and Crew Members throughout the Company.
- f. The First Mate supports the Captain in recognizing the Store is our Brand. He/she protects, enhances and develops the Brand by taking care of it on a daily basis.

# TRADER JOE'S

## Position Description

### Merchant

At Trader Joe's... unyielding integrity is required of us all.

**The Merchant is a skilled supervisor with expertise in the daily operations of the store. The Merchant delivers WOW! Customer Experience on a daily basis. The Merchant possesses excellent people skills and contributes significantly to the development of the Crew.**

The Merchant demonstrates his/her active support for the Values Guide by performing the following duties under direction of Store Management:

- a) Runs the store in the absence of Management to deliver WOW! customer experience. Demonstrates mastery of all store functions. Takes ownership of store operations. Sees the "big picture" and prioritizes accordingly
- b) Demonstrates and transmits special knowledge and understanding of all products to Crew Members and customers. Conveys price, availability, location, taste, uses and special facts about products accurately. Sees that informative signs are displayed and products are correctly priced
- c) Develops positive customer relationships. Shows care, respect and trust for customers. Satisfies customer complaints quickly in the favor of the customer. Interviews, hires, trains, coaches, and evaluates Crew to provide WOW! customer experience.
- d) Sets a positive example and looks out for the best interests of the Crew. Supervises and delegates appropriately. Promotes a high level of morale throughout the store. Treats employees fairly and ensures that other Crew Members do the same. Consistently demonstrates high productivity during shifts. Fosters communication between management and Crew. Reports complaints and grievances promptly to store management. Writes an effective and fair schedule. Takes appropriate disciplinary action with Crew Members who do not perform acceptably. Creates a fun atmosphere.
- e) Sets and achieves Kaizen goals for the store and for his/her personal advancement. Identifies and solves problems proactively
- f) Makes the store an integral part of its community. Under the direction of Management, plans store themes and events that appeal to and reflect the community.
- g) Minimizes bureaucratic systems throughout the store. Gives regular and honest feedback without relying upon or hiding behind forms or procedures.
- h) Protects, enhances and develops the Store as our Brand by taking care of it on a daily basis. Empowers the crew to ensure the store is clean, well lit, safe, and easy for customers to navigate. Orders sufficient stock and maintains inventory to maximize sales. Plans and directs the merchandising and display of products to appeal to customers and improve flow. Performs administrative functions accurately and in a timely fashion. Performs store duties as required.

Crew Members are on their feet for long periods of time. They must be able to lift weights of up to 50 pounds and maneuver hand trucks loaded with product weighing up to 200 pounds.

Trader Joe's full time Crew Members may be transferred from one store to another for their continued growth and the store's benefit.

Minimum education: High school graduate or equivalent; some college preferred.

Rev 5/15/02

# TRADER JOE'S

## Position Description

### Specialist

At Trader Joe's, unyielding integrity is required of us all.

**The Specialist is a supervisor who performs a variety of store duties. Specialists deliver WOW! Customer Experience on a daily basis.**

The Specialist demonstrates his/her active support for the Values Guide by performing the following duties under direction of Store Management:

- a) Supervises a section to deliver WOW! customer experience. Is proficient at a variety of store functions.
- b) Demonstrates and transmits special knowledge and understanding of our products to Crew Members and customers. Conveys price, availability, location, taste, uses and special facts about products accurately. Sees that informative signs are displayed and products are correctly priced
- c) Develops positive customer relationships. Shows care, respect and trust for customers. Satisfies customer complaints quickly in the favor of the customer. Trains, coaches, and evaluates Crew to provide WOW! customer experience.
- d) Sets a positive example and looks out for the best interests of the Crew. Promotes a high level of morale throughout the store. Treats employees fairly and ensures that other Crew Members do the same. Consistently demonstrates high productivity during shifts. Fosters communication between management and Crew. Reports complaints and grievances promptly to store management. Takes appropriate disciplinary action with Crew Members who do not perform acceptably. Creates a fun atmosphere.
- e) Sets and achieves Kaizen goals for the store and for his/her personal advancement. Identifies and solves problems proactively.
- f) Makes the store an integral part of its community. Under the direction of Management, uses store themes and events that appeal to and reflect the community.
- g) Minimizes bureaucratic systems throughout the store. Gives regular and honest feedback without relying upon or hiding behind forms or procedures.
- h) Protects, enhances and develops the Store as our Brand by taking care of it on a daily basis. Ensures the store is clean, well lit, safe, and easy for customers to navigate. Orders sufficient stock and maintains inventory to maximize sales. Builds creative displays. Performs administrative functions accurately and in a timely fashion. Performs store duties as required

Crew Members are on their feet for long periods of time. They must be able to lift weights of up to 50 pounds and maneuver hand trucks loaded with product weighing up to 200 pounds.

Trader Joe's full time Crew Members may be transferred from one store to another for their continued growth and the store's benefit.

Minimum education: High school graduate or equivalent; some college preferred.

# TRADER JOE'S

## Position Description

### Novitiate

---

At Trader Joe's...unyielding integrity is required of us all

**The Novitiate is a supervisor-in-training who is learning to perform a variety of store duties. Novitiates deliver WOW! Customer Experience on a daily basis.**

The Novitiate demonstrates his/her active support for the Values Guide by performing the following duties under direction of Store Management:

- a) Learns to perform duties in order to deliver WOW! customer experience.
- b) Learns about our products in order to transmit information to Crew Members and customers.  
Conveys price, availability, location, taste, uses and special facts about products accurately. Sees that informative signs are displayed and products are correctly priced.
- c) Develops positive customer relationships. Shows care, respect and trust for customers. Satisfies customer complaints quickly in the favor of the customer. Coaches Crew to provide WOW! customer experience
- d) Sets a positive example and looks out for the best interests of the Crew. Promotes a high level of morale throughout the store. Treats employees fairly and ensures that other Crew Members do the same. Consistently demonstrates high productivity during shifts. Fosters communication between management and Crew. Reports complaints and grievances promptly to store management. Takes appropriate disciplinary action with Crew Members who do not perform acceptably. Creates a fun atmosphere
- e) Sets and achieves Kaizen goals for his/her personal advancement.
- f) Makes the store an integral part of its community. Starts to use local events and themes when working section.
- g) Minimizes bureaucratic systems throughout the store. Gives regular and honest feedback without relying upon or hiding behind forms or procedures.
- h) Protects, enhances and develops the Store as our Brand by taking care of it on a daily basis.  
Ensures the store is clean, well lit, safe, and easy for customers to navigate. Learns to order sufficient stock and maintain inventory to maximize sales. Builds creative displays. Performs administrative functions accurately and in a timely fashion. Performs store duties as required.

Crew Members are on their feet for long periods of time. They must be able to lift weights of up to 50 pounds and maneuver hand trucks loaded with product weighing up to 200 pounds.

Trader Joe's full time Crew Members may be transferred from one store to another for their continued growth and the store's benefit.

Minimum education: High school graduate or equivalent; some college preferred.

## Maribeth Witzel-Behl

---

**From:** Lisa Veldran  
**Sent:** Friday, February 17, 2006 11:43 AM  
**To:** Maribeth Witzel-Behl  
**Cc:** Ken Golden; reinhartlaw.com.mlee  
**Subject:** RE: Wine/Beer License for Trader Joe's/Monroe Commons

April 2006

To: Members of the Alcohol License Review Committee

From: Ald. Ken Golden, District 10

Re: Liquor License Application for Trader Joe's/Monroe Commons

I strongly support the liquor license application submitted by Trader Joe's located at Monroe Commons. Their presence in the neighborhood is greatly anticipated and their ability to sell wine and beer is supported by the neighborhood and myself.

Please feel free to contact me if you have any questions. Thank you.

Ald. Ken Golden  
District 10  
district10@cityofmadison.com  
608 238.4370