

# YOUR COOPER NEWS

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COOPERTIRES



*Team members for the first Cooper winter ride-'n'-drive included, left to right, Curt Selhorst, Jeff Schroeder, Ganesh Latta, Matt Bockrath, Bill Dunwoodie, Paula Luzader, Chuck Yurkovich, Don Brassil and Doug Andrus. Team members not pictured were Steve Sawyer, Dave Craig and Jonathan Thomas. At lower left, BMW X3s outfitted with the new Cooper Weather-Master WSCs and competitor products get set for a hill-climbing test.*

## Winter Ride-'n'-Drive Showcases Weather-Master Performance



Customers from as far away as Sarah Palin's hometown of Wasilla, Alaska, raved about the sure grip and confidence-inspiring performance of new Cooper winter tires, during a customer and media ride-'n'-drive event Feb. 21-24 in Sault Ste. Marie, Mich.

In all, representatives from 12 customers and six media outlets braved the Upper Peninsula's winter climate to participate in the event featuring garage talks by Global Technical Vice President Chuck Yurkovich, materials development chemist Ganesh Latta and engineer Matt Bockrath; a hill climb and

handling course; and slalom, autocross and hard braking tests.

The event organized by Jonathan Thomas was North America's first ever winter ride-'n'-drive. Six BMW X3s were utilized to compare the performance of the new Cooper Weather-Master WSCs and competitor products.

Brand and Product Management Director Steve Sawyer said customers including the Wasilla-based Diversified Tire, Dufferin Tire of Ontario, Canada, and Tire Guys of Billings, Mont., had high praise for the performance of the Cooper product.

"In every test, our Cooper products out-performed the competition," Steve said. "Customers and media representatives could see and feel for themselves how much our Weather-Master WSCs improved their vehicle's ride, braking and handling ability. 'An awesome experience and a first-class event' is some of the specific feedback we had from our customers. This is a fitting tribute to the cross-functional efforts of our marketing, technical, operations and communications teams, which delivered an event that should make us all truly proud. "

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*ERP Readiness team members are Chad Snyder, Greg Jewett, Susan Campbell, Jill Kaufman, Amie Lammers, Dan Haas and Nate Hess.*

## Data Governance Kick-Off Highlights ERP Readiness

The recent announcement of our business process leaders has initiated a flurry of ERP activities and built some exciting momentum for our global ERP initiative. ERP readiness activities have started the process of increasing awareness and communication between our global business functions and building a global vocabulary. This collaborative environment will begin a culture shift that is imperative to the success of our ERP initiative.



Data is an essential asset that is utilized by all areas of our organization to make everyday business decisions. It is imperative as we embark on the strategic implementation of an ERP system that we begin to focus on the integrity and standardization of our existing data. Data governance is a set of processes that ensures that important data assets are formally managed throughout the enterprise. It ensures that data can be trusted and that people can be held accountable for any adverse event that happens due to poor data quality. It is about putting people in charge of fixing and preventing issues with data so that the enterprise can become more efficient.

Data governance also describes an evolutionary process, where we establish our processes to adequately handle information so that it may be understood and utilized by the entire organization. It's about using technology when necessary to help aid the process. Gaining control of our data will help to empower our people, define clear data ownership, and promote accountability throughout the organization while driving a continuous improvement data quality process. In order for our organization to achieve a high level of data quality, we must initiate a great deal of data readiness activities as a strategic necessity in order to support the enterprise ERP implementation.

Dan Haas, Data Governance lead, facilitated a Feb. 22-23 data governance kick-off event with the ERP Readiness team. His training emphasized placing focus and attention on our data quality, standards, and management in preparation for the "blueprint phase" of ERP implementation. Dan has developed a global Data Governance team, which will work in conjunction with the ERP Readiness team to define the basic functions of our business.

These teams will work collaboratively with their respective international counterparts to better understand where we currently share information throughout the organization and will be responsible for building a standardized data model for the future ERP system. Participants selected to represent various business functions on the Data Governance team are Nancy Chassman, Joe Creque, Stacy Davis, Lee Kanney, Kevin Kreais, John Mitchell, Matt Moore, Guillermo Rivera, Terri Ruehle, Kim Schroeder, Janet Stride, Chuck Taylor, Bob Thompson and Keith Wilson.

The Data Governance team will work directly with the ERP Readiness team to achieve data readiness. ERP Readiness team members are Chad Snyder, Greg Jewett, Susan Campbell, Jill Kaufman, Amie Lammers, Dan Haas and Nate Hess.



## Schock Wins PEAKS Sweepstakes

More than 1,000 people entered the February PEAKS sweepstakes, in which Dave Schock of the Sumner, Wash., Distribution Center was the randomly selected winner and had 110,000 points deposited in his account.

The sweepstakes was funded by our partner, Incentive Services. Based on their experience, it was intended to help generate more enthusiasm and understanding for what we are trying to do with the PEAKS program by getting people to visit the Web site.

Currently, 40 percent of all program participants have accessed their PEAKS accounts, which work like airline frequent-flier programs. About 8 percent of those participants accessed their account for the first time because of the sweepstakes incentive. We are very pleased with this result and will continue to work with our partner to find other creative ways to help enhance the success of our PEAKS program. Users simply had to log in to their account in order for their names to be entered into the drawing.

Cooper launched its PEAKS reward program last July 1. The PEAKS acronym stands for the program's five key elements of rewarding the People who have made Cooper what it is today, rewarding the Engagement and Achievement that follow, promoting Knowledge and recognizing Success. It is designed to recognize and reward Cooper people for their ongoing efforts and to benefit those who are leading the company's most important initiatives.

The PEAKS program is intended to reinforce actions that will bring about safety performance and the importance of getting you home to your families safely. At the same time, a safe working environment helps Cooper run more efficiently and effectively. Through the on-the-spot program, managers reward actions that are in line with The Cooper Way and support important initiatives that accelerate progress toward our strategy. Finally, PEAKS reinforces and rewards dedication and long-term commitment to Cooper through a service award component.

Thanks to all who participated in our sweepstakes and congratulations to Dave on being selected!

### *Testimonial*

## **Coopers Maintain Grip on Snowy Colorado Mountains**

I thought I would mention that the Cooper tires, the fantastic 265/20/60 tires, do excellent in the snow and ice. At first I was afraid of the tendency to slip, being the 60 series, but I haven't yet. I live on the north side of Pikes Peak and the tires are doing very well. Thank you much, from the one with sweet tires on his four-door Dodge 4 x 4.

**Ed**

Mountain Falls, Colo.

*Franklin, Ind., Warehouse Manager Kevin Pharr, left, accepts a U.S. Department of Defense "patriotic employer" recognition certificate from warehouseman Kevin Tucker, a U.S. Army Reserve specialist.*

## Cooper, Warehouse Manager Earn DOD Medal for Support

Franklin, Ind., Warehouse Manager Kevin Pharr and Cooper Tire & Rubber Company have been recognized as a "patriotic employer" by the U.S. Department of Defense's National Committee for Employer Support of the Guard and Reserve.

Kevin and Cooper earned the honor for their support of warehouseman Kevin Tucker, a U.S. Army Reserve specialist. Last September, Kevin Tucker had a three-day AR battle assembly that required his attendance on a Friday, Saturday and Sunday. The warehouse manager allowed him to work 10-hour days preceding his time off so he wouldn't lose any regular pay. Then in November, the manager permitted Kevin Tucker's Army Reserve officer to bring a re-enlistment contract to the warehouse and have Kevin sign it.

Nominating the warehouse manager for the honor, Kevin Tucker wrote, "The warehouse opened less than six months ago, and every person is needed to ensure our success. It would be very easy for him to give me a hard time about the time off I require for the Army Reserve, but he has been nothing but supportive.

"I have been told by fellow soldiers in my unit that I need to keep this job as long as I am in the Reserve because their bosses aren't as understanding or supportive," Kevin Tucker wrote.

If anyone should understand what it's like to be in the military, it's Kevin Pharr: The warehouse manager served in the U.S. Navy from 1987-1992 as part of Desert Storm and earned several medals for above-and-beyond service.

In recognition of their support for the warehouseman's service, Kevin Pharr and Cooper received a medal and certificate from the U.S. Department of Defense.

"I was totally caught off guard. I came in, and it was on my desk," the manager said of the honor, adding that he planned to frame and display the certificate prominently.

It meant a lot to him that Kevin Tucker took the time to nominate him for the award, the manager said. Yet he didn't hesitate a moment about working with the warehouseman to accommodate his AR service.

"It's been Cooper's Way since I've been with them, going on 18 years, to work with our loyal employees," Kevin Pharr said. "Cooper takes care of its employees, and in turn, these guys that we have out here, they're very loyal and dedicated to Cooper."

