

The Communicator

Special Meeting for Brampton Assembly Plant Production & Skilled Trades Members

Sunday March 11th
at 11:00 am

at the Pearson Convention Centre.
2638 Steeles Avenue East.

**CAW National President Buzz Hargrove will
be present at this important meeting.**

The Agenda for this meeting is:
Information Update on the Future of the Plant.

In the event a motion "in favour of a re-vote" is
put forth and accepted by the Membership, the
leadership will be prepared to act on the
motion at this meeting.

Reminder – clocks 'spring' ahead this Sunday



Plant Chairperson's Report

I must start by saying this has been the most excitement any one person could have in the first 5 weeks of being in a new position. I was left with a very contentious situation and now we need everyone's help to put the pieces back together. This will not be an easy task but together we can get there. I am going to try to improve the communication with the membership and keep you better informed. With all that is going on, this is more important today than at any other time in our plants history.

Terminations

There has been a significant increase in the number of "terminations". Most are because of the corporation's attendance policy and our members not providing

adequate "substantiation for their absence". In the past the HR department sent a letter telling the member that they have 5 days to provide documentation. The company can no longer be relied upon to send a "5-day letter". The HR department is picking and choosing who is sent a letter. Members must protect themselves by providing "acceptable substantiation".

SUB Fund

Everyone knows the SUB fund is broke. During the three down weeks, members with less than 5 years seniority received a letter telling them there would be no SUB as of January 29, 2007. A problem came to light when there was no SUB deposited into the accounts of members with less than 5 years seniority for the week of January 22, 2007. When inquiries were made, we were told it was a mistake and the correction would be cleared up the following week with a deposit for their SUB. When members with less than 5 years checked their accounts the following week, they found once again there was no SUB deposit. This time management's answer was the SUB fund is empty and there would be no money paid. During discussion with the company, Glenn Gorick stated that the letter (written by him) actually said that there would be no SUB paid to members with less than 5 years seniority as of January 29, 2007. The payment for the 2nd week of layoff would take place February 2, 2007 and that would be after January 29, 2007. This letter was very misleading for everyone including many in management. The letter was interpreted by the affected membership, Union and many management personnel to say that there would be SUB paid for the first 2 weeks of the 3 week layoff. At this time our National Representatives are pursuing this issue.

Job Postings

There seems to be a great deal of delay between postings coming down and the identification of successful bidders. The BASE is not to blame for the delay. The new company doctor is taking considerably more time than past doctors verifying that successful bidders will not be violating their medical restrictions as a result of their bid.

WOM (Workplace Organizational Model)

Several months ago a notice for a Union appointed WOM Representative was posted. This position was authorized by the company prior to the posting of the notice. They have now notified the Union that they will

no longer recognize one of the two Production New Technology Representatives. They expected us to trade one of our existing positions to obtain a WOM Coordinator.

We do not trade off Union representation.

When management was informed that under these conditions we do not want a WOM Coordinator, they responded that they still will not recognize two New Technology Representatives. If the WOM Coordinator position is secured, the successful applicant from this posting will be announced. This issue is being addressed at the Local and National level.

Bench Marking Trips

Some members of the committee have had the opportunity to investigate team concept in other facilities. We cannot just accept the company's explanations or statements about how well things work. It is important for us to be able to answer the membership's questions. We need to learn how the system works in other facilities and what those people would do differently. We want to avoid making the same mistakes made by other workplaces. We take the time to talk with Union Representatives and workers on the floor. We do not just speak with company selected workers; rather, we choose random workers and ask questions. Team Concept is something new for us and we need to know as much as we can before going into this.

Rumours

There are many rumours circulating in the plant. I will address a few of them:

The first one is about Union Representatives receiving \$12,000.00 for grievance payout. The amount has been exaggerated. Contract language (in place since the AMC days) Brampton Special Provision letter 2.6 (b) – Partial Shift Operations reads that if a committeeperson has 5 or more employees who they normally represent working overtime, the committeeperson is entitled to work that overtime. The Brampton Plant Management informed the Union they would no longer recognize this language as it had been applied to lunch and breaks. This is also the language that allows for representation on the weekends. Any overtime worked within the Union Office is carefully scrutinized by the HR department. A grievance was filed in June 2005. At 2005 negotiations the company refused to resolve the grievance (even though all grievances are supposed be resolved). It was agreed that a partial payment would be made, the grievance would be removed from the system (but not logged as resolved) and a new grievance was filed when the bargaining committee returned to the plant (September 2005). Committeepersons are only eligible for payment if 5 or more employees they represent work a break or lunch in their zone. District Representatives require 2 or more employees to work break or lunch on

their shift. This grievance was not handled any differently than any other member's grievance. The grievance was in the system for over a year and a half and the settlement was less than the actual loss of pay (less than full redress).

Production Union Representatives do not get paid Skilled Trade's rate of pay. The contract states that Union Representatives will be paid the rate of the classification of the job they own on the floor. There has been no discussion or negotiation to change this language. The Plant Chairperson is paid the highest rate of pay in the plant.

The distribution of leaflets and the rumours on the floor merely serves to divide our membership further. Some of these leaflets contain inaccurate information with no opportunity for clarification. This is particularly true with unsigned leaflets. Everyone who has an interest in the Membership, the Union, and the Brampton Assembly Plant is both invited and encouraged to attend the monthly unit meetings (3rd Sunday of the month at the Union Hall on Regan Rd.). At these meetings we can share information, have constructive debate and an opportunity to influence or make changes. Attacking each other through leaflets is neither a productive nor positive action.

Hopefully this puts some rumours to rest. I encourage anyone with questions to call myself at 905-458-2865 (in plant – 2865) or any other Union Representative. National President, Buzz Hargrove will be present at the Special Meeting being held this Sunday at 11:00 a.m. at the Pearson Convention Centre. The agenda is: information update on the future of the Plant. In the event a motion "in favour of a re-vote" is put forth and accepted by the Membership, the leadership will be prepared to act on the motion at this meeting. This meeting is critically important. I urge you to attend.

**In Solidarity,
Ardis Snow
Plant Chairperson**

Some Quick Facts

- March 18th Unit meeting has been cancelled
- The Local 1285 Web site is www.cawlocal.ca/1285.
- There are currently 297 workers on layoff.
- If you don't know your password for Internet access to DaimlerChrysler's "Dashboard Anywhere" site, call 1 - 866 - 322 – 3274. The usual sequence to get past "robo-operator" and actually speak to a human is: Press 3. Press 0. Enter telephone number 905 458 2800. Press 1. Write down the "ticket number" that is created. Press 2. Now you can talk to a human, they'll ask a few "security" questions, and then assign a temporary password. Note that your "T-ID number" is printed at the bottom of your pay stub.

Grievances

A look in retrospect of grievances filed during the calendar year of 2006.

It was another record breaking year for grievances filed at the Brampton Assembly Plant. For the third straight year, grievances continue to escalate at our plant. We ended the year with a total of 1415 grievances filed. The following breakdown of grievance status was calculated January 12th 2007 regarding the total number of grievances filed in 2006.

# of Grievances	STATUS
351	Step #2 (Open)
136	Step #3 (Open)
10	Step #4 (Open)
682	Resolved (Closed)
185	Withdrawn (WWP)
46	Termination (Open)
5	Skilled Trades
1415---Total	

As I have stated in previous articles in The Communicator, "the purpose of the grievance procedure is to make sure that the provisions of the Collective Agreement are enforced, and the rights and interests of the membership are protected.

Grievances are generated as a result of action by the Company, or a dispute/difference of opinion or interpretation between the Company and the Union concerning the Collective Agreement or Company Policy affecting our workers.

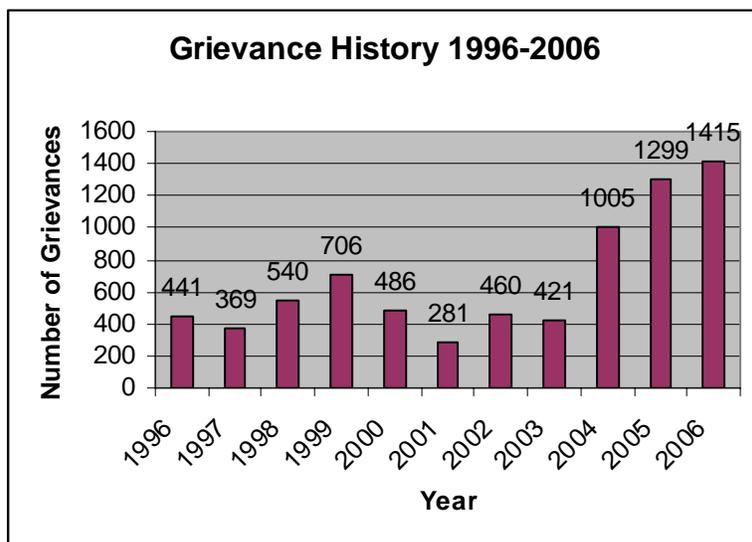
The large majority of grievances are for overtime violations, while discipline issues are the second leading reason for the Union filing grievances. In 2006, of the 1415 grievances filed, 524 were discipline related issues, while the other 891 grievances mainly dealt with overtime violations.

Ever since the Grievance Coordinator position was negotiated in our Local Agreement at 1996 Master Bargaining, I have maintained a record of the status of all grievances filed since that time.

The Grievance History 1996-2006 chart illustrates the number of grievances filed on a yearly basis from 1996 to 2006.

As the next chart indicates, grievances have escalated dramatically over the past three years. There have been more grievances filed in the last 3 years (3719) than in the previous 8 years (3704).

The Company would have one believe that the increase in grievances is largely due to the addition of the third shift in February of 2005. We were on a three shift operation from June 1998 to May 2001. As the chart indicates, there was a marginal increase, but the numbers



certainly did not double and triple, as they have in the past couple of years.

Rather than blame the Union for filing unwarranted grievances, or the implementation of the third shift, or the new attendance policy, I choose to hold the current Plant Manager responsible for the sudden escalation of grievances.

Alberto Gonzalez began his tenure as Plant Manager in May of 2004.

Two-thirds of the grievances filed this past year (891 of 1415) were overtime related issues. That is just poor management!!!

How difficult is it to properly administer overtime agreements that have been in place since the plant began operations in 1987?

Overtime agreements are negotiated to provide our members with fair and equitable opportunities, so why can't the Company get it right?

They keep blaming the Union for the number of grievances being filed, yet it is the Company that continues to violate the Collective Agreement and the overtime agreements which they have negotiated in good faith. They tell us that our Brampton Plant has the dubious distinction or (black mark) against us because we have the most money paid out for grievance settlements in the entire DaimlerChrysler Corporation, yet the number of grievances continue to escalate.

As previously stated, "grievances are generated as a result of action taken by the Company."

More specifically, overtime grievances are generated as a result of mismanagement.

Until someone is held accountable, this trend is likely to continue.

**In Solidarity,
Bruce West**

Grievance Co-ordinator

Tel: 905-458-2556 Fax: 905-458-2718

Email: blw9@daimlerchrysler.com

Equity

Human Rights/Employment Equity Unionism 101

CAW – Canada is proud of its democratic heritage. Our constitution is designed to ensure all members have their full democratic rights, both as individuals and through their elected representatives, to express themselves freely and to participate at all levels in the decisions governing the union.

All members have rights but they also must accept corresponding obligations.

All members have the right to criticize the policies and personalities of a union official

BUT this does not include the right to undermine the union as an institution to vilify other members of the union.

- Article 37

Section 1

It will be the duty of each member to conscientiously seek to understand and exemplify by practice the intent and purpose of his/her obligations as a member of this National Union

Section 2

Each member has the duty to help brothers or sisters in case of illness death or **distress**

Unionism

Why do we have a union? Unions were born out of the continuous struggles to challenge the status quo

We couldn't depend on the employers to provide us with dignity, respect or a measure of security and keep par with the rising cost of living. We have made many gains through fair and reasonable negotiations in the past. Let's stay focused and positive so those gains will not be lost.

The union's role is to defend the rights of all its members, to stand up to corporate pressure. Unfair global labor tactics seem to be the norm these days. Unfortunately private corporations control the workplace and set the framework for employees, so we all have to get along to move ahead towards a common goal, building good quality cars.

Rumours, rumours, rumours

Did you hear?

All the rumours circulating around the plant since DCX's announcement of their restructuring plans on February 14th is enough to make your head spin like Linda Blair from the movie "The Exorcist". **Note:** WOM concept has been in the makings since approx Oct 2004 and project X has been in the works for quite some time. It didn't just happen over night, think about it.

The recent media frenzy has caused many of our members to turn on each other. Could this be a clever corporate agenda designed to divide the membership?

Things that make you go hmmmmmm.....

Remember, the union is like a family. We need to support one another and build better working relationships amongst ourselves first. Then we can work together like brothers and sisters.

Whereas - Let's not let the tyrant behaviors of the corporation/management destroy us

Whereas – Let's not be vexatious and malicious towards one another, more support: less slander

Further more- we must be aware of the psychological warfare that poison's our workplace atmosphere; the only one left smiling is management...

Therefore it be resolved - one for all and all for one, united we stand divided we fall; an injury to one is an injury to all... get the picture here?

At the end of the day: nobody wants to lose their jobs, neither hourly, nor management. Let's not play into the hands of the company's Conquer and Divide shenanigans. It only weakens our foundation of solidarity.

We need to remember the grass roots of our union and **unify** sooner than later (NOW). Our future depends on you.

Harassment free is the only way to be!

**In solidarity,
Mike "Spike" Allen**

Pet Fish

An Ontario man was stopped by a game warden in Bayfield recently as he was leaving a river, well known for its fishing, with two ice chests full of live fish in water. The game warden asked the man, "Do you have a license to catch those fish?"

"Naw," said the man. "I ain't got no license. These here are my pet fish."

"Pet fish?"

"That's right. Every night I take these fish down to the river and let 'em swim round for a while. Then, when I whistle, they jump right back into this ice chest and I take 'em home."

"That's a bunch of bullshit! Fish can't do that!"

The man looked at the game warden for a moment then said, "It's the truth. I'll show you. It really works."

"Okay, I gotta' to see this," said the warden.

The man poured the fish into the river then the two stood and waited.

After several minutes, the game warden turned to him and said, "Well?"

"Well, what?" said the man.

"When are you going to call them back?"

"Call who back?"

"The FISH!"

"What fish?"

Women's Advocate

With the warm weather approaching also comes International Women's Day. IWD was held on March 8th.

On March 10 the Toronto IWD march and rally is being held. The rally begins at 11:00am at O.I.S.E.

Auditorium. The march begins at 1:00pm. O.I.S.E. is located at Bloor St. and St. George subway station. The march finishes at Ryerson where there will be an information fair. For more information regarding this event you can go to the website which is:

www.iwdtoronto.com

An organization called Multicultural Inter Agency Group of Peel put out a call to get some facilitators to teach various classes for some newly immigrated women to Canada. A few Sisters amongst us have come forward to assist this group. They are teaching classes on a variety of issues such as public speaking, human rights and parenting. This training offers 8 different sessions on a variety of subjects.

While these classes are being taught in Mississauga at the moment, the group, MIAG is also going to be setting up classes in Brampton and Caledon as well. If you know of any women that would like to attend these classes or possibly assist in facilitating please contact my office for further details.

Do you have an old cell phone?

In the past my office would collect old cell phones and give them to a shelter which would get them refurbished and then give them to women at women shelters. This program no longer exists. The program that has replaced this is where one would take their phone to any Bell store and tell them that you would like your old phone to be re-cycled into the '**Second Stage Program**'. The company will then refurbish your old phone and donate it to many different organizations that may require it.

Women's self-defense Wen-Do classes

In May, The Trillium Centre will be hosting Wen-Do classes here in Brampton. These classes are being subsidized by 50% for a cost to participants of \$50.00. Girls 10 years and up and women of all ages will be provided the opportunity to learn these self defense techniques. The dates for these classes are Saturday, May 5th and 12th. The classes run from 9:30 – 5:00pm. These classes are at ErinOak, 180 B Sandalwood Parkway East Brampton. ErinOak is located in the plaza on the northwest corner of Sandalwood and Kennedy. Please call Deb Chard at 416-698-7203 or by email at: dchard@allstream.net for more information or to register. Your cheque must be received by April 20/ 07.

**In Solidarity,
Phyllis Foster**

905-458-2522 or in plant at ex:2522

Letters

"Yin without Yang"

-- Saving Chrysler --

Corporate restructurings, union concessions, hostile takeovers, the news just never stops. Despite all of the noise, the focus now is clearly on President Tom LaSorda and his Chrysler Group. Mr. LaSorda envisioned a new production model for his workers that clearly stated, "To achieve world-class operational excellence in 2007 by supporting the operator through SMART Manufacturing". Well forgive me for not popping the champagne but recent Chrysler headlines are hardly a reason for celebration. Without further ridicule, it is no secret that we are attempting to benchmark the overly popular Toyota production design and we are failing miserably trying. The question remains why?

Undeniably, the Toyota Corporation has never concealed their strategies. In fact, they've done quite the opposite. Toyota executives have often invited rival managers for plant tours and forthright discussions. Thousands of tutorial seminars have been conducted each year and best-selling publications reveal their informative strategies, principals and goals. Yet their competitive confidence remains mysteriously smug. With very little concern, the company has often assured the public that *their unique culture* is the reason for their success. And they have often swaggered that "While outsiders may come to understand the Toyota Production System, they will never copy it." So far, they have been right.

The Zen like components of the TPS-Toyota Production System are impeccably balanced. Any disparity can offset the system and jeopardize production results with the greater potential of doing more harm than good. This delicately tuned structure has taken Toyota the greater part of a century to perfect, and they still claim to be learning and improving. Here in North America, it has taken Toyota well over a decade to build an organization that bares even the slightest resemblance to their learning enterprise in Japan. Implementing the Toyota Production System is a serious undertaking, which requires an abundance of dedication, cooperation, careful planning, and perpetual balance.

Recognizing these complexities and cultural differences, *as Toyota has so candidly pointed out*. The Chrysler Corporation carefully assembled a training program to introduce and cultivate this new magical cultural into the minds of North American autoworkers. In Brampton, the SMART Manufacturing Training Center was officially opened on November 13, 2006; marking our

Assembly Plant the first DaimlerChrysler facility in Canada to initiate this system. The program is very well organized and methodically planned out. Even the silliest exercise serves a purpose; to subtly diffuse any harboured hostility that an employee may bring into the classroom. *Do not be surprised to find your fellow co-workers merrily competing to eliminate your job during a classroom exercise. It's a real mind set, and it has the potential to be dangerously effective.*

The WOM -Workplace Organization Model or SMART program closely resembles the Toyota Production System; in fact, it is the Toyota Production System. The dubious "Bramptonized" WOM version is superficially nothing more than a name change; altered acronyms, different wordings, but the principals and objectives are unmistakably the signature of TPS.

Under the premise that CAW leadership could influence and customize the logistics of the program in coherence to our cultural differences, the National and Local Union agreed to comply with the company and settled in favour of SMART manufacturing. Comprehensive present-day discussions however, play to the beat of a different drum. At the slightest suggestion of a compromise, our plant manager has been known to throw his hands up in gesture of canceling the entire program. His entertaining actions are undoubtedly a minor diversion of his true intentions, although his over-dramatized demonstrations reveal a subtle clue or a weakness in his confidence toward the programs success. If the program fails *and probabilities are statistically high*, despite reason, our plant manager has made it inescapably clear that the badge for failure can easily be altered onto the Union lapel. In speculation, the plant manager may be planning his political patsy or an emergency scapegoat strategy but factually and ironically it is our Union leaders that serve as a positive medium to this program.

These subconscious subtle hints of failure have prompted us to re-direct our research and to re-analyze the system as an operative function in North America; the results are not surprising. While a large percentage of the Chrysler Group claims to be on board with this system, mainstream Chrysler facilities are not interactive in the program.

For example, the Toledo Assembly United Auto Workers Union and the manufacturers of the Nitro, Liberty and Wrangler are at a deadlock with the company. SMART manufacturing was introduced to their plant in 2001, and while The Corporation claims they are 80% utilized, they are not. Operators continue to follow their prescribed SWI's - Standard Work Instruction's and the engineers continue to traditionally re-balance assembly procedures and solidify individual work standards. Members are not participating in any

"Kaizan" related efforts or contributing to any waste reduction programs that jeopardize their employment. The only remaining element of the SMART Manufacturing system that superficially contributes to the 80% calculation is "job rotation"; a worthless component without the balanced support of the full functioning system. *For a detailed editorial of Team Concept, contact The Communications office.*

There are distinct similarities between the failing American Chrysler companies with respect to SMART and it is not the Union. In fact, to prove or illustrate this point, we will take Union leadership out of the equation and focus entirely on the program itself. Any sane employee who is expected to "Kaizan" themselves out of a job is not going to participate; **with or without union influence**. It is unnatural to contribute to an exercise that is geared to ultimately lay you off. The Toyota System was not designed to function in that manner alone and these unrealistic expectations will chalk-up to another statistical failure unless the need for proper balance or job security is recognized. *"So let me get this straight..." said a Brampton employee. "Corporate Chrysler just laid-off thousands of workers and they now want 'me' to help them with their productivity cuts?"* When the Japanese initially began developing the Toyota Production system, they came to realize that unless there is perfect balance, the system will not launch effectively. So they primed the pump and guaranteed their employees a lifetime employment opportunity within the company. This extraordinary proposition of job security balanced out their equation and fueled waste reduction programs to flourish. Employees raced for team leader positions and streamlined their plants into efficient lean production systems without fear of lay offs. Of course the Toyota Company was expanding in size and eliminated workers were easily transferred to a different assignment or another booming location. *Note: Toyota's philosophy is to grow their leaders from within the company. Laying-off hourly or salary employees is deemed a significant element of waste in itself. This is indicative to throwing out the baby with the bathwater. Of course, there is no mention about the value of human capital in Brampton's SMART manufacturing course. In addition, Toyota no longer has to guarantee job security because their consistent hasty progress is more than self securing.*

The problem is that even Toyota will eventually stop expanding -- restricted by the world's economic and industrial envelope. In theory, their inability to expand will critically starve their production model of continuous improvement or productivity growth. This could seriously cripple their philosophy and cause their system to collapse from within. Therefore it is absolutely imperative for North American producers to

regain control of their markets and constrain Toyota's momentum at any cost. *Despite their financial burdens, G.M.'s interest in the Chrysler Group's vulnerable customer base may be a prime example of that.*

Unfortunately and obviously the Chrysler group is in awkward situation to guarantee our employment. Plants are closing and automobiles are not selling. This scenario places a serious imbalance on the SMART manufacturing system. Unless we can collectively come up with a remedial solution to this problem, and unless the company can drop their pride and cooperate with us, the program will drift and the union will be pressured into the same stagnant corner as our American counterparts. *Management must relinquish their power to the employees and endure a greater cultural change than what they may imagine. This shift in power will be difficult for them because it involves eliminating a managerial tier of their own.* It is not unreasonable to say that while this program has been brought to the right work-force, it has been brought at the wrong time.

The interesting question that remains is did Toyota know that this type of balance is unachievable for The Big Three? It would certainly explain their imperious confidence and pompous statements. And if so, did we just play into their hand and adopt a system that is destined for failure? After all, they have been enticing and explicitly open about their operations. And it should be well recognized by now that their warm welcoming antics are habitually a delusional ploy. They are grand masters of manipulation, with decades of experience. Seducing their prey by perception is their hidden trademark. They are so good at this practice that they've managed to convince our massive corporations to believe that their magical culture is the reason for their success. Evidently our companies have bought into this bunk because they're running one-week indoctrinating SMART classes accordingly to Toyota's fictitious protocol. The truth is Japanese workers bleed the same way we do.

Japanese Workers
<ul style="list-style-type: none"> ➤ We feel all petered out, how much harder must we work? ➤ Employees are exhausted (companies have been too demanding of their employees.) ➤ The workers had to do 350 hours of overtime per year <p>Confederation of Japan Automobile Workers Union (JAW) 1992</p>

Balance is the key to this programs success, but if our corporation continues to ignore this truth our assembly plant will drift along much the way our American counterparts have in the past few years. Sure the first

year of WOM may be a successful one, but as employees begin to discover the real undermining concept of this system the honeymoon phase will be over. The point is we don't have time to piddle around playing classroom games; Toyota is taking on the industry by leaps and bounds. And if the Chrysler Group is truly serious about transforming their business model away from adversity and into direct competition using TPS, then they must implement the "complete" balanced program and **guarantee job security for all of our Brampton employees.** You cannot cherry-pick the Toyota Production System for components that are suitable to your own fancy; it does not work that way. Our corporation is becoming a victim of their own propaganda and they've been poisoned by the same cunning vultures that wait patiently to feed off our remains.

Mr. LaSorda and respective directors, your failure to administer our deficient production system has contributed to a loss of 13,000 valuable employees. Massive restructuring and exorbitant concessionary demands are not a viable long term solution, but rather a confirmation of mismanagement and error.

"Corporate failures propagate from burdened managers who brand the Union to conceal their problems."

*--Mass production or lean production—
Which is it going to be?*

John Fallis
Alternate Communicator
Jf509@daimlerchrysler.com

Deep Thoughts?

- ❖ Advice is like castor oil, easy enough to give but dreadfully uneasy to take.
- ❖ The cut worm forgives the plow.
- ❖ It's only when the tide goes out that you learn who's been swimming naked.
- ❖ I do not believe in a fate that falls on men, however they act; but I do believe in a fate that falls on them unless they act.
- ❖ As soon as an idea is accepted it is time to reject it.
- ❖ It is better to debate a question without settling it than to settle a question without debating it.
- ❖ Those who can - do. Those who cannot - teach.
- ❖ Those who can not teach - administrate.
- ❖ A conclusion is the place where you got tired of thinking.
- ❖ The best way to inspire fresh thoughts is to seal the letter.
- ❖ The one who says it cannot be done should never interrupt the one who is doing it.

Someone up there does care! by Rab McLarnon

Here is DaimlerChrysler's response to my article in the recent Local 1285 News magazine.

I had also sent the article to Ried Bigland, CEO of DaimlerChrysler Canada. Mr Bigland forwarded my email to Judith Wheeler Vice President of Marketing, DC- Canada.

This is Judy's reply.

Rab,

Your email was forwarded to my attention for response as I oversee marketing in Canada.

We are one TEAM and do need to come up with creative solutions for our issues.

In response to your comments as noted in your letter:

- 1. Could we have a more appropriate ad in Canada for 300 - yes! Here are the facts - we spent at a National Advertising Level and Dealer Advertising Assoc .level in 2006 \$1.5 M in advertising 300/300C - that includes everything TV, newspaper, magazine, radio, etc. In my world, that is very little. It costs approx. \$650,000 to make an ad in Canada. Because of the allocated budget to this vehicle, we picked up an ad that was made for the U.S. market, revoiced it with a Canadian voice and also revoiced in French for Quebec, and changed the pricing and dealer end tag for our market for approx. \$14,000. It costs approx. \$400,000 for one week of advertising on TV, as you can see, the \$1.5M for a year isn't going to take us far. The majority of advertising that was completed in Canada this past year for all of the LX vehicles was completed through magazine and targeted direct mail pieces to customers. We did create a specific ad for Charger in Canada that talked about the lowest priced vehicle and fuel economy as we felt it was more appropriate for our market. In importance to our market based upon revenue generated or volume - 300 is 8th on our priority list. Compare it to Ram or Grand Caravan or the new vehicles we are currently launching and you can hopefully better understand the budget and priorities.*
- 2. Your second point is interesting, two years ago I worked in Dodge Marketing - specifically working on the Charger launch. We had in the plan a request to do a low line - base Charger similar to what you have mentioned one year after launch. At the time there was zero interest in the recommendation, but I have asked my Product Strategy, Senior Manager, to resend this to the product team in the U.S. to see if their is an appetite to pursue it at this time. We followed a similar path in Canada this past year on minivan and it was very successful. Thanks for bringing it to our attention - no time like the present to put it back on the radar screen.*
- 3. Finally, I will pass on your comment regarding "super sale/lease" for our employees that work on that specific product to the incentive team.*

Let me assure you that we are all on the same team and we do want to come up with solutions to sell our great products.

Sincerely,

Judy Wheeler

Vice President of Marketing

DC- Canada

Since then Judy has sent me another email saying that "it's not a dead issue yet, but isn't looking promising". Judy also says she sent another reminder note to those concerned in the final decision making.

"Remember the K car".

Thank you Judy, for taking the time to look into these issues.

.....Rab McLarnon

Understanding Our Benefits

Employment Insurance is doing 100% audit on our members in this plant. If you receive a letter from INVESTIGATION & CONT asking about your declared earnings verses the employer's records indicate that you earned the Gross Amount of..... (very seldom is EI incorrect with this information), it is very important that you respond by the date indicated on the letter. Even if you just say I agree, sorry, I made a mistake. Failure to respond will be an admission of fraud; this can carry a penalty of 100% and increased hours to qualify for a future EI claim. This would be an example of a minimal penalty. It is important to report your gross pay in your bi weekly reports. You must respond to any letter that EI sends to you or it will cause you grief.

If your claim is active and you are doing your bi weekly reports you must inform EI when you leave the country, even if you are on SPA, declaring your 40 hours of payment. You can not answer yes to availability to work when you are out of the country.

EI is just sending out the T4E, if you were on a lay off for just the 2 weeks of October and November, you will not receive one. If EI issued you payment in 2006, you will receive a T4E, check the Gross Amount against your rate to make sure you were paid the correct amount for the year.

**Have a question, issue or concern that you want addressed? Have an announcement to be made?
Not sure if there's any truth to the
Rumour of the Day?**

Write it down and put it in a suggestion box, located on top of the blue kiosks/news stands or you can contact Bill Turner, or John Fallis, CAW Communications at:
in-plant extension 2759
out of plant (905) 458 - 2759
E-mail
wt14@daimlerchrysler.com