

**Chardon
Rubber
Company**

Certified to
ISO 9001:2000,
with design

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June 16, 2006

Mr. Larry Goddard
The Parkland Group, Inc.
1375 East 9th Street, Suite 1350
Cleveland, Ohio 44114

Dear Larry:

I want to thank you, Dave and Jennifer for our SOAR to Strategic Excellence experience. "A corporate body scan" is a very accurate description for the day!

The methodology of self-examination combines a framework for strategy and vision with a practical, data-oriented focus on implementation. Using benchmarking and team based techniques, the process leverages the collective intelligence of the group to get to the facts. This, balanced with your insights and SOAR database, creates a process that is both intellectually rigorous and honest (and a lot of fun, too).

We finished the day with a clear consensus about the strengths and weaknesses of our business. The scorecard gives us direction on prioritizing the activities necessary to improve on our shortcomings. The process brings into focus those things that seem to be left behind when we allow outside influences to direct us rather than taking control of our own destiny.

Due to the four pillars approach to the scorecard, we began to get immediate return on our investment. Some teams began to quickly focus on activities that could be accomplished quickly. Others approached some of the longer range, strategic areas.

In the end, Chardon Rubber Company is well positioned to sell ideal products to our ideal customers by partnering with them to uniquely engineer the best solutions for their applications, while balancing technology and cost.

"SOAR to Strategic Excellence" is a real asset for the Parkland Group! It has also proven to be a real asset to The Chardon Rubber Company. I look forward to going through the process again in another 9 to 12 months to see how we have improved.

Best regards,



Marian K. DeVoe
President & Chief Operating Officer