

Corporate Award Nomination Criteria

Manager of the Year

The Manager of the Year award recognizes an Assistant Manager through Director that embodies Discount Tire culture and exhibits the attitudes and behaviors of a Servant Leader. They demonstrate both competency in their role and character through their actions through:

Helping others make their Dreams come true by caring for and cultivating them to be their best.

Care For

- Lives the 5 Life Lessons
- Works within our Operating Philosophies of IOOGA
- Aspires to be "Bruce-Like"

Cultivate

- Never settles for "good enough"
- Gives their Best, learns from mistakes, and remembers we never arrive
- Demonstrates humility AND the will to win: Compelling modesty, quick to deflect compliments, always giving credit to others, and fanatically driven with an incurable need to produce results

The Manager of the Year award is Discount Tire's most prestigious award. The recipient of this award will receive:

- A Manager of the Year wall plaque engraved with their name and the presentation year
- A spotlight on the Knowledge Center, featuring a photo and the story sharing why the management employee was honored
- A cash award in the form of a check along with 5 PTO days

As you submit your nomination, please reflect on the attributes described above and provide specific examples to illustrate why you feel your nominee is a worthy candidate. The details shared will provide insight to the Business Segment Leadership team as they deliberate and determine which Assistant Manager through Director embodies our Discount Tire culture and is deserving of this award.

Award of Excellence

The Award of Excellence recognizes full-time employees who make distinctive contributions and Deliver Results while living the values of our Discount Tire culture. Their outstanding, above and beyond performance and contributions serve as an example to others. They exemplify "Caring People Doing the Right Thing."

The Award of Excellence recipients demonstrate our Brand Dimensions in their work. They display a **Can-do Attitude**, are true **Trusted Experts**, deliver an **Unexpected Experience**, and offer **Low Prices and More Choices** to their customers.

The recipients of this award will receive:

- A crystal trophy engraved with their name and the presentation year
- A spotlight on the Knowledge Center, featuring a photo and the story sharing why the employee was honored
- A cash award in the form of a check

As you submit your nomination, please reflect on the attributes described above and provide specific examples to illustrate why you feel your nominee is a worthy candidate. The details shared will provide insight to the Business Segment Leadership team as they deliberate and determine which full-time employee embodies our Discount Tire culture and is deserving of this award.

Dream Award

The Dream Award was created by the Halle children in honor of their dad who spent a lifetime building a strong culture so vital to our success and taking such great care of everyone in our company.

The Halle family wants to pay tribute to Our People who every day passionately represent Who We Are at Discount Tire. This very special award honors a deserving full-time employee up to the Assistant Manager level from the Corporate Office who epitomizes our Culture both in their work and in their community. Someone who lives a life of purpose for others and for Our Company.

Dream Award nominees consistently demonstrate a genuine caring for others, a helpfulness and enthusiasm for moral responsibility, as well as the values and principles with which Mr. Halle started this company.

The Dream Award recipient receives:

- A trophy designed by the Halle children
- Recognition on the Knowledge Center
- A donation made in their name to the Bruce T. Halle Assistance Fund

Contact

If you have any questions or other feedback, please contact Irene Mayberry.
