

SPECIAL EDITION: SPONSOR NEWS

Jackie Cooper Succeeds in Current Economy

By TRACEY E. NORVELL

The right facility, product and people can equal success even in a recession. That's the lesson Rotarian and Jackie Cooper Imports Managing Partner **Greg Kach** has learned from 39 years in the automobile business.

"We have a world-class facility unique to Oklahoma," says Kach. We offer five manufacturers' lines and preowned vehicles at our main campus at 93rd and South Memorial. In our dealership and on our website, a customer can conveniently shop and compare hundreds of cars in one place." There's more. The dealership also operates Jackie Cooper Nissan just five blocks to the south.

Since 1991, when Kach and partner Jack Cooper acquired the dealership, the number of car lines offered customers has doubled. This growth in sales and service volume led the company to relocate from 11th Street, becoming one of the first dealers to build and locate on South Memorial Drive, now known as "Tulsa Auto Row."

"Jackie Cooper Imports is Tulsa's destination for Infiniti, Mercedes-Benz, Nissan, Porsche, smart and Volvo. Our inventory includes SUVs, sports cars, sedans and trucks. We also have many affordable preowned cars, which are the backbone of our business. As the only smart center in Oklahoma and NW Arkansas, we have delivered hundreds of smarts," explains Kach, who is always quick to recognize Cooper staff members as a key contributor to long-term success.

"A dealer can have the best product and facility in the world, but if the right people aren't staffing the sales and service functions to ensure customers have the best experience, there's no chance of long-term success in this business. Happy employees provide the best customer service, as well as recruit family and friends to join the Cooper Team. We provide a professional atmosphere. We strive to be ladies and gentlemen working with respect for one another. We promote from within and provide opportunities for cross training. Our mentoring program is aimed at providing guidance and sharing our corporate culture. And we have fun!" says Kach.

"Like other families across Oklahoma and the country, our large Cooper family will weather this economic time and emerge stronger. It is who we are and what we owe our customers, the many people who provide us a living doing something we enjoy doing" concluded Kach.

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