

One New Employee

No multiple-of-five work anniversaries this month, and our only new employee actually returns to us. Alice Geloff is back on delivery in Bismarck.

January 2000

Volume 8

Number 4

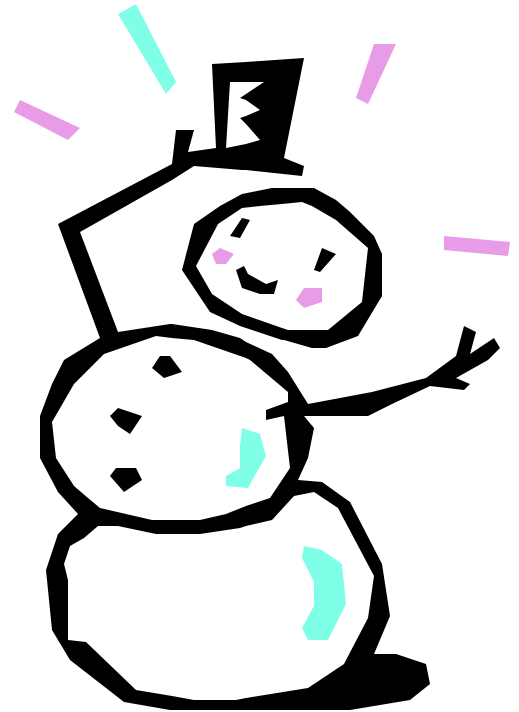
Hedahls Headlines

EMPLOYEE NEWSLETTER

Holiday Party & Main Street Tire

The Hedahls Holiday Party is definitely set for Saturday, January 15. All employees are invited, with a guest. Like last year, part of our celebration will be the opening of a new facility for us. This time it is the new shop, showroom and warehouse for Main Street Tire at 215 West Main in Bismarck. We'll have a social at 6:00 p.m., dinner at 7:00, and the dance with a DJ at 8:30 and continue until 12:30 a.m. Ron Rhoden's catering service will be handling the event, just like last year. And like last year, we'll remind everyone that casual, comfortable clothes are the dress of the day, something that construction dust will easily wash off of.

Speaking of construction, things are proceeding nicely, both for our party and for Main Street Tire. Dan and his staff are expecting to be moved completely into the new facility in February, and they are excited to be able to offer their customers a wider range of services for their vehicles.



Hedahls National Sales Meeting

Our Hedahls National Sales Meeting will be held Friday and Saturday, February 4 and 5 at the Doublewood Inn, in Bismarck.

All managers and sales people should plan to be here. We'll have a number of product demonstrations on Friday, including a session with Kurt Johnson, technical trainer for Marshall Engines. He'll be teaching us everything we need to know about his engines on Friday morning.

On Saturday morning, our speaker will be Denise Lawson, the Executive Director of the North Dakota Newspaper Association. She comes highly recommended by our speaker from last year, and she'll be talking about organizational skills and how to organize your life and your selling day. A tentative agenda is included here.

Tentative Agenda

Friday, Feb. 4

8:30-10 a.m. — Marshall Engines

10-10:15 a.m. — Break

10:15-noon — Marshall Engines

noon-1 p.m. — Lunch (Mitch Muzzy – Tenneco)

1-2:30 p.m. — Warren Oil

2:30-2:45 p.m. — Break

2:45-4 p.m. — Greg Nevins (BBB Electrical)

4-4:15 p.m. — Break

4:15-5:30 p.m. — CCI/Triad Garage Management

6-7 p.m. — Supper

7 p.m. — Computer Discussion

Saturday, Feb. 5

8-8:30 a.m. — Morning Coffee

8:30-10 a.m. — Denise Lawson

10-10:15 a.m. — Break

10:15 -noon — Denise Lawson

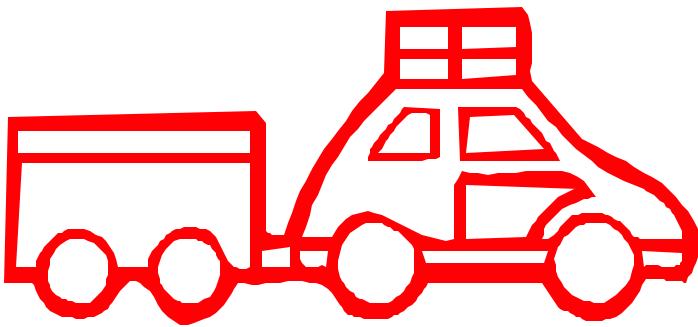
noon — Lunch

New Electrical Line from Uni-Select USA

Endurance Gold, our new electrical line, is now here. NEMAC has received two orders and already placed our third order, due in the first week of January. That means you probably have some of our new product on your shelf. Greg Nevins and his crew will be out to your stores starting January 10 to re-box Perfection to Endurance Gold, and they will keep going until all stores are completed. We will be trying to complete all dealer work at the same time. You will be selling this line under the same vendor code USM and part number as Perfection Hystest.

The Endurance box will have two part numbers. The first number will be Perfection's and the second Endurance Gold. Because this new line isn't in electronic cataloging yet, we are continuing to use the Perfection numbers. We have been told Endurance will be in the February update. At that time we will change to the Uni-Select vendor code and Endurance Gold part number. We are all excited about this new line, and we have an opportunity to give our customers a remanufactured product at a competitive price.

IDEAS FOR BETTER SELLING:



Trailer Hitches from Curt Manufacturing

The Detroit Lakes store has been test marketing a line of trailer hitches and trailer hitch accessories manufactured by Curt Manufacturing, Inc. Kevin Klein, manager of our Detroit Lakes and Fergus Falls stores, says Curt products look good, are competitively priced, and have excellent service.

All stores will be receiving catalogs and price sheets shortly. Curt is represented by Action Automotive.

Changeover in Brake Hoses & Wheel Cylinders

Uni-Select USA is switching its value priced line of brake hoses, wheel cylinders and brake parts from Brake Headquarters to Coni-Seal. The changeover was prompted by shipping and fill problems with Brake Headquarters.

Coni-Seal has been a brake parts manufacturer for over 40 years. The name Coni-Seal originated from a patented cone-shaped wheel cylinder cup first produced in the '50s.

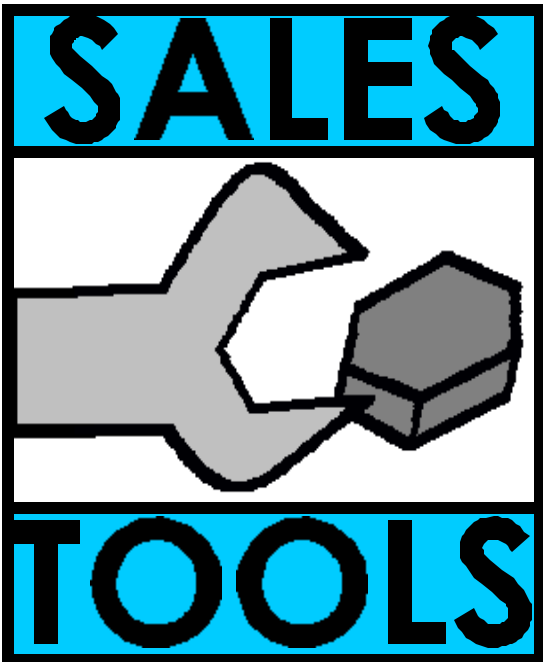
The warehouse selected Coni-Seal because of its reputation in the aftermarket as a good consistent supplier with quality products. Action Automotive has printouts of your store's inventory and is having the new boxes shipped directly to your store. They have been working on the re-box in the last weeks of December and into January. In fact, if you're reading this, the changeover may already be done.

Brake Headquarters will be re-boxed into orange and black boxes with the name Auto-Xtra printed on them. Auto-Xtra is the name that will be used for Uni-Select USA's new value added program.

New Look to Ace Air Tool Catalog

Effective January 1, we began using the Ace Air Tool Catalog as our Hedahls Tool Catalog. We'll receive four issues a year. You'll notice the catalog is titled "Pro's Choice" and has Hedahls Auto Parts and the Auto-Mate logo on both the front and the back of the catalog.

You will also notice the catalog is now in color and that's something everyone has been asking for. It's a great looking piece that I'm sure will help us sell lots and lots of tools. If you have any questions, call the Marketing Department at Headquarters.



Marshall Engines Have Arrived

NEMAC is now stocking the 15 most popular Marshall Engines. So next time you need a Marshall engine check with NEMAC first before you call Marshall.

As near as I can tell, we're selling more engines than we have in a long time. Right before Christmas, Randy Holler, assistant manager at the Hettinger store, called me to say, "I just wanted to let someone at HQ know how great this Marshall Engine program is. We've already sold six engines this month and have quotes out on two more that we will probably sell. It's terrific because usually Hettinger sells one engine a month maybe. We've had people that have never been in the store before come in and buy engines."

Dwight Guthmiller, manager of Aberdeen and Redfield, says his stores sell at least one a week.

Remember Kurt Johnson, the technical sales trainer for Marshall Engines, will be at the National Sales Meeting on February 4 & 5 to teach our outside sales force all about Marshall Engines.

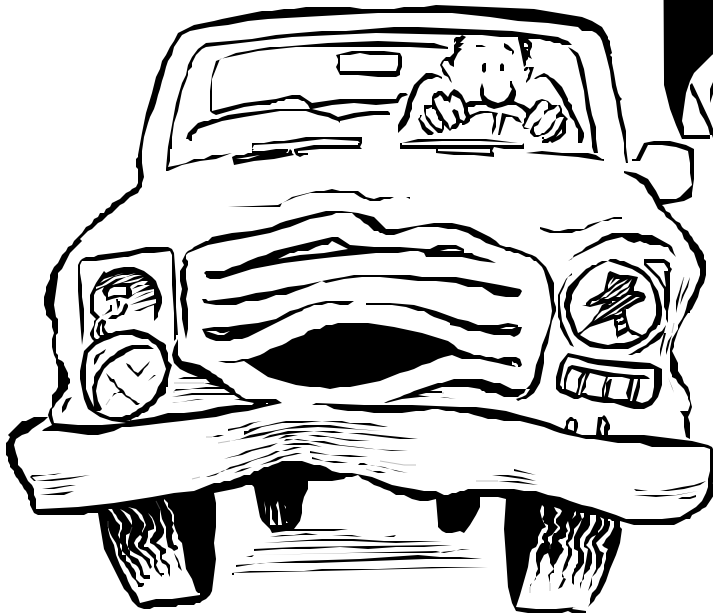
PB&E Trade Show and Training Expo in March

We all know that the relationship we have with our customers goes well beyond simply selling stuff to them. We also do what we can to supply them with information on their business and their craft whenever we can. We're creating one of those information opportunities for our body shop customers in March.

We'll be hosting a two-day PB&E Trade Show and Training Expo on Tuesday and Wednesday, March 21 and 22 in Bismarck at the Radisson Inn. We are planning this to be a showcase for new products, product specials, hands-on demonstrations and education seminars, as well as a presentation by nationally renowned Dr. Gun and participation by factory reps.

So now is the time to start getting your PB&E customers fired up about this event, which promises the latest and greatest in education, training and sales of body shop related products.

We'll have more information for you as things are confirmed. But know that this will be a wonderful opportunity for your customers to improve their knowledge and skills to make their business better.



Uni-Select USA Marketing Meeting

Our annual meeting with Uni-Select USA will be held on January 21-22 in the Twin Cities. This is a great opportunity for our managers and buyers to not only strengthen the bond with our major supplier, but also to gain a great deal of product and marketing information.

Winter Driving Safety:

We all should have received a safety memo from Lori Alfstad recently about winter weather driving. Although anyone who drives can benefit from the tips, it should be of particular interest to anyone driving a company vehicle. Briefly the tips for winter weather driving boil down to good common sense in any weather coupled with a healthy respect for the hazards of winter weather:

- Plan extra time for a winter trip
- Wear your safety belts
- Don't drink and drive
- Winterize your vehicle's safety kit (blanket, shovel, jumper cables, etc.)
- Make sure the vehicle is ready for weather and changing conditions (tires, wiper blades, antifreeze, etc.)
- Don't get "Big Vehicle Overconfidence" - 4x4's aren't invincible, and in fact they normally take longer to stop and are more prone to rollovers
- Know how to react to trouble - brake properly for your brake system and steer into a skid
- Leave more space between you and other vehicles
- Don't let yourself surrender to road rage

Machinery and Equipment Inspection Forms

During our annual safety inspections it was noted that we need to do a better job of documenting inspection and maintenance of equipment and machinery. Lori Alfstad sent out Equipment Inspection Report forms to all the stores. Make sure these are being used. It's a valuable way to ensure that the machinery and equipment we all use is in good repair and safety to operate. If you have any questions, check with Lori at Headquarters.



DESKS FOR SALE

The cubicles in the office at Headquarters have created some extra office furniture for someone looking for a good deal. Call Don Gross at NEMAC if you are interested.

desks, metal
By Owner 517-6214

FOR SALE

- 4 gray metal desks (1 center drawer, 4 side drawers, 1 large file drawer, 30"x60") \$20 each
- 1 tan metal desk (wood grain top, 6 drawers, 30"x60") \$20
- 1 tan metal desk (5 drawers, L-shaped, 30"x60" and 20"x40") \$20
- 1 tan metal desk (34"x66") \$20
- 1 tan metal table (30"x50") \$20
- 1 wooden table (48"x30") \$20
- 1 wooden file cabinet (2 drawers) \$20
- 1 tan metal file cabinet (4 drawers) \$50

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