

December 2000

Volume 9

Number 3

Headahls Headlines

EMPLOYEE NEWSLETTER

New Employees

No multiple-of-five work anniversaries this month, but lots of new employees. Please, welcome them.

BRIAN BANKER – Brian is new at the counter in our Aberdeen store. Brian is originally from Minneapolis, and he enjoys motor sports.

JEFFREY GOYNE – Jeffrey is new at the counter in our Dickinson store. He's originally from Mandan and once worked with us in Hettinger. Jeffrey enjoys hunting and fishing and restoring cars.

ROBBY OLSON – Robby is the new outside salesman at Main Street Tire.

Originally from Williston, he's engaged to be married in September. Robby enjoys hunting and fishing.

DAVE SCHANER – Dave is new in the shop at the Tire Co. Dave is from Mandan and enjoys restoring cars.

And Ray Klein transferred from Bismarck to our Dickinson store.



New Dickinson Store Manager Named

Rick Hondl has been named the new manager for our Dickinson store. Rick has worked in Dickinson since 1985 when he started as a delivery driver. After about a year, he moved into the backroom where he kept busy mixing paint and working in shipping and receiving. He also has experience as a outside salesman and lots of experience working at the counter. Most recently he's been head counterman. Rick will take over the duties of store manager on January 1. Congratulations, Rick. And very best of luck!

ESOP Investments

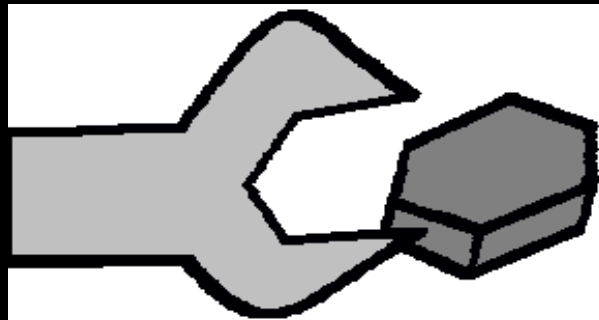
The sign-up forms for our Employee Stock Ownership Plan (ESOP) are due back to Darlene at Headquarters today, December 8. All employees (full-time, part-time, and temporary) must complete one of these forms, indicating enrollment in the plan if you are eligible, re-enrollment as is if you want no change, or re-enrollment with a change in the amount you are investing. Even if you do not qualify for the ESOP or if you are not interested in invest-

ing, we ask that you fill out the form with your employee number and store or division, and mark the appropriate choice.

If you were previously enrolled in the plan and if you want to make further changes to the amount you are investing, you can make these changes as late as December 28. Simply call Darlene at Headquarters. But she advises, "The sooner, the better."

Recently Todd Day, salesman at the Glendive store, carried around a box full of Rtools from Alco and showed all his customers. Dick Ulrich, Glendive manager, told me he couldn't believe how many Todd sold. So if you're looking for something different and inexpensive to show and sell, try RTOOL. Thanks, Dale.

SALES



IDEAS FOR BETTER SELLING:

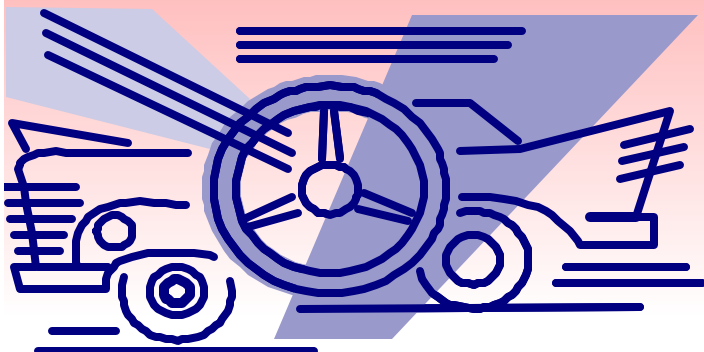
TOOLS

New Use for Familiar Product

Products on the market today boast, "Never run out of gas again." They come packaged in plastic jugs and sell for over \$20 a gallon. They contain mineral products that are less volatile than gas and won't sour for an indefinite period of time. The idea is you buy it, put it in your trunk, and if you run out of gas, you use it to get you to the next gas station.

Well, guess what? Seafoam can do the same thing. This miracle elixir works as a fuel additive. It works as a fuel system cleaner and fuel stabilizer. It frees valves and dries out oil and fuel. It keeps indefinitely as long as it's sealed. And it can burn like gas.

Don't believe me? Just ask Ron Eisenbeisz from Aberdeen. Several months ago, the gas gauge quit working on Ron's company car. He was working with the Seafoam rep, and as luck would have it, he ran out of gas about eight miles from Aberdeen. The Seafoam rep told Ron not to worry and dumped two cans of Seafoam into the gas tank. Ron started the car and drove to the nearest gas station. Ron admitted that the car didn't run very well, but it did run and got them to a gas station. So spread it around. Let all your customers know that a couple of cans of Seafoam in their trunk could save them if they run out of gas. Besides the more convenient sizes, Seafoam also has so many other practical uses.



There's an Order to Your Ordering

A recent Uni-Select USA newsletter contained a long article giving some tips on how to order parts more smoothly through Uni-Select. Here are the highlights.

Stock order – an order that replenishes your inventory or stock

Best way to order: automatically with the computer between 2 and 5 a.m.

Second best way: by fax between 4:30 and 6:30 p.m. the day before the order is to be shipped

Least efficient way: by phone

Pre-Sold Order – an order that your customer needs by the next morning

Best way to order: with the computer as soon as you get the order

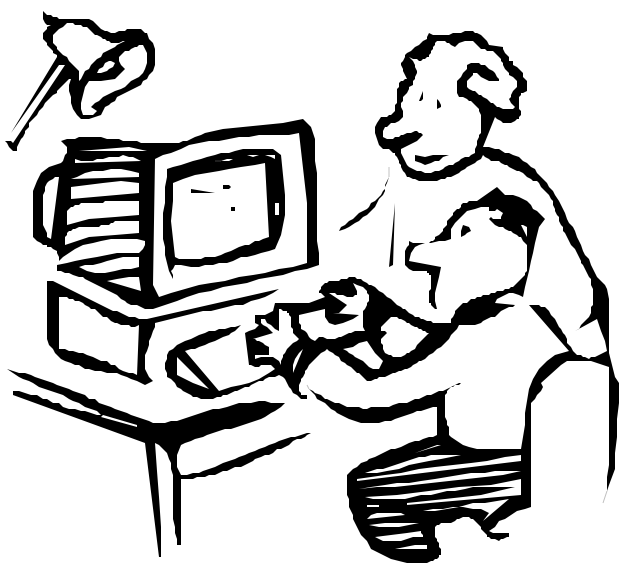
Second best way: by phone as soon as you get the order

Least efficient way: by fax

Faxed pre-sold orders, particularly late in the day, are more likely to be missed or mishandled. Also, don't hold pre-sold orders and batch them, because this creates a backlog at the end of the day that's hard for the warehouse to handle efficiently.

CALL PAUL

If you have an idea for a topic to be covered in "Call Paul," please FAX, call or email Paul Barth at Headquarters.



Engine Parts Lines:

Uni-Select USA stocks some engine hard parts in the S.B.I. line, so we have loaded all of the parts in that line in our computer. Now you can do an inquiry using the computer, and find out if Uni-Select has that part on hand.

Also, Perfect Circle is another product line of engine parts has been added to the system. The product code is PFC.

Update on Update:

Last month, we reported that we would be converting to Release 8, a new version of the operating system for our computer. We have decided to delay that conversion until some refinements are made. In implementing the update elsewhere, CCI/Triad has discovered a few bugs in how Service Expert EZ would communicate with us. We'll keep you posted on developments.

Holiday Party

Saturday
December 16

Doublewood Inn
West Heritage Ballroom

Social at 6:00 p.m.
Dinner at 7:00 p.m.
Dance at 8:30 p.m.

Please Plan to
Join Us There!

Holiday Schedules

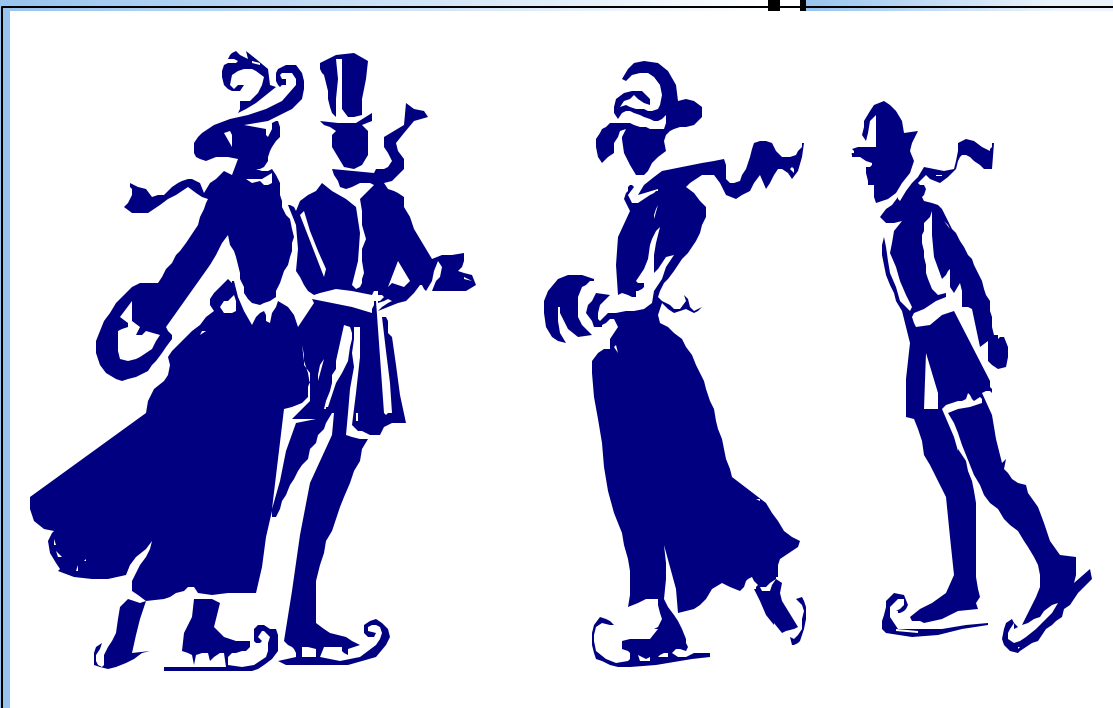
Christmas Day and New Year's Day both fall on a Monday this year. These are company holidays for Hedahls, and all stores and divisions will be closed. The Sunday crew in Detroit Lakes will be working their regular hours on Christmas Eve and New Year's Eve, but otherwise we'll be closed as usual for a Sunday.



Main Street Tire Maintains Dominance

It's good to know that a name change has not interfered with the Tire Company's dominance of the Bismarck Downtown Business Association Window Decorating Contest. In this sixth annual event, Main Street Tire's entry iced a first place again in the non-product display division, besting nearly 30 other businesses and continuing the winning ways established by Hedahl Tire Co. Over the years, the display at the Tire Co. has won first place three times and second place three times.

This year's theme was "Christmas Along the River," and the display features skaters enjoying the river ice on a winter afternoon by the light coming from a church on the hill. A riverboat frozen in the ice along the riverbank waits for spring. As they have for many years, members of the St. Mary's Central High Art Club created the show-room display. "It's always fun to see what the kids come up with," says Manager Dan Schreck of the display.



Ray's Tree

Another perennial holiday favorite is now gracing Main Street Tire's new showroom. Once again, Ray "Father Christmas" Kuntz has set up his tire Christmas tree for the delight of all those who stop by.

Winter Driving

Whether you're driving a company vehicle or your own, you don't want to be unprepared for winter weather. A recent safety memo outlined the things to check to ward off any winter worries.

Tires – check the tread and the pressure. Consider snows or all-seasons.

Cooling system – give it a flush and fresh anti-freeze, and check containers, belts, hoses, pressure caps, and thermostat.

Brakes – make sure they are equalized and working properly to avoid causing a skid.

Fuel system – keep gas at least half full. Use gasoline antifreeze.

Battery and electrical system – check the age of your battery and make sure the connections are clean and tight.

Engine – get a tune-up if you're due.

Exhaust system – check for carbon monoxide leaks.

Heaters, defrosters and wipers – make sure they're working well for comfort and safety.

Oil and filters – avoid harder starting with clean oil and filters.

Winter gear – keep these items in your car: windshield scraper and brush, shovel, large box of facial tissues, properly inflated spare tire, wheel wrench and jack, first aid kit, flashlight, flares, battery

jumper cables, and something to give you traction—like sand, a wire mat or other abrasive substance. For longer trips, carry blankets, candles, lighter or matches, emergency rations, lined winter boots, hat and other warm clothes, and small heating cans.

Put these preparations together with defensive driving appropriate for cold, slippery conditions, and you will really reduce your chances of problems this winter.