

Four Stores . . .

By Dick Hedahl

We are very pleased to announce the purchase of four new stores. Milbank, Sisseton, Watertown, and Webster, SD are all being served now by Hedahls Auto Parts. These former Berg Automotive stores have joined the Hedahls network. It's an expansion move we make after months of careful study. We make it because we think it will make us stronger and more profitable. It will improve our ability to provide our customers with excellent service.

We have the organizational structure to efficiently operate multiple stores, and we've long believed that our system and our people were capable of effectively

handling more stores. So we've been on the lookout for an opportunity just like this.

I want to thank Chuck Clairmont and Larry Lysengen in particular for all their hard work in helping us analyze and evaluate this move, and the rest of our Board of Directors too, for their counsel throughout this process. This is the biggest expansion move we've made as a company since we purchased the QB&R stores back in the '60s, and we certainly haven't entered into this lightly. But ultimately it was clear it was an opportunity we could not let pass.

I think you'll find our new stores are a comfortable fit – familiar geography, familiar product lines and inventory, a familiar way of doing business. And people who, I promise you, will seem like old friends almost as soon as you meet them.

Dick

Hedahls Headlines

April 2001
Volume 9
Number 7

EMPLOYEE NEWSLETTER

. . . and Several Cheers to Go!

Of course, an expansion of this scale doesn't happen without lots of extra effort and talent. Many people need our thanks for helping to bring these stores into Hedahls, starting with every single one of the employees at Sisseton, Watertown, Milbank, and Webster. Study over their names in the special insert this month, and get to know them and all our new employees.

Also our entire Headquarters staff has been working very hard this spring making this transition as smooth as possible. **Paul Barth, Rich Eback, Larry Bosch, and Bill Edwards** put in many hours making the inventory conversion to bring these stores online. **Larry Lysengen, Dale Helfrich, Lori Alfstad, and Dee Persson** have worked to design some special marketing to make sure these stores can hit the ground running in our system. Thanks to the Marketing Department. Of course, our accounting department has been busy making dollars and cents out of the receivables and payables and payroll and employee records. Thanks **Chuck Clairmont, Connie Dockter, Phyllis Rogstad, and Darlene Birney**. And thanks to **LouRae Johannes**, who had the responsibility and the pleasure of interviewing each of our new employees for their introduction in the newsletter. Besides all this behind-the-scenes work, we had some special on-site help in our new locations, with computer installation and training. They need a big thank you too. **Larry Conn** of Aberdeen was in Webster, **Bob Sicble** of Bismarck was in Milbank, **Kevin Klein** of Detroit Lakes and Fergus Falls was in Sisseton, and **Dale Helfrich, Larry Lysengen**, and I were all in Watertown. Even before this, we had extra inventory help from **Don Gross and Jason Gross** of NEMAC, **Dwight Guthmiller** and **Steve Chandler** of Aberdeen, **Mario Harsen** of Redfield.

My sincerest thanks to all of these people for doing their jobs so well and then going beyond their jobs to do that well too.

But the thank-you's really shouldn't stop here. I know this move will mean some extra work for everyone, at least for a while. Our circle just got a lot bigger. We have new towns and territories to learn, new customers to serve, and new co-workers to become friends with.

So I want to thank you all for everything you have done and everything you will continue to do to help us grow into the strong, flourishing company we will become.

Salesmanship Honored

Recently while eating breakfast at a motel in Watertown, SD, I read an article in the Star Tribune that got my attention for two reasons: the name of a street and the art of salesmanship. It's about a man named Tiger Jack Rosenbloom. For over 50 years, Tiger Jack has owned a little variety store on Dale Street in St. Paul.

The article talks about how Tiger Jack arrived in the Twin Cities by freight train in the 1930s. Jack did some boxing and played jazz piano. He married his wife Nurceal in 1946, and in 1949 they built their 8-by-10 foot variety store on Dale Street.

For decades, Jack opened the store at 6 a.m. and closed at 11 p.m. When the bigger stores came in, Jack told one of his sons he wasn't worried. He said those big stores can't do what he was doing. He said, "You watch, I'll see what they've got, and I'll sell something they're not selling."

There's a lot of wisdom in those words, "I'll see what they've got and I'll sell something they're not selling." Or I'll do something they're not doing.

Think about it. In the parts business, it seems like our first reaction is to try to under sell our competitors. If they sell something for \$69, we sell it for \$64.95, then they sell it for \$59.95, and we go to \$54.95 and on and on and on, and neither of us

scrapes a decent margin.

Tiger Jack realized that if he got into a pricing contest, he probably wouldn't win. But even more important he knew that entering a contest like this would only put him into a battle he couldn't win. Instead Tiger Jack found items to sell that his competitors didn't have, along with the pop and candy and usual corner store items.

And he sold it all with a kind word or some wise advice and often out front with a broad wave and smile that he hoped would brighten the day of the people passing by his store.

We can all take a lesson from Tiger Jack. If the competition starts discounting CV shafts, instead of selling at a lower price, let's get our price in line with theirs, and then while they're concentrating on CV shafts, we can go out and sell shocks and struts, bearings and seals, or belts and hoses. And we can sell it with a smile and a greeting that might brighten someone's day.

This savvy salesman and good-will ambassador is now being honored by the St. Paul City Council. They are passing a resolution to rename a stretch of the street in front of the store to honor Jack and his wife. That's right. They're changing a block of Dale Street to Mr. and Mrs. Tiger Jack Street. But for salesmanship like that, I'm all for it. Thanks, Dale.

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.



P1 Screen Changes

Have you noticed a change in the P1 screen? The change is that your location is now at the top of the screen. The stores nearest you are on the first screen and those farther away are on the next screen after you hit the ENTER key. You will also notice that our new locations have been added: 41 (Watertown), 42 (Sisseton), 43 (Milbank), and 44 (Webster). Welcome to the computer!

Release 8

Release 8 is the new software update for our computer that we had expected last December. It was delayed. Now we are looking for this update to happen within the next few weeks.

Anniversaries & New Employees

Over the years, you've probably grown used to looking for our employment anniversaries and new employees on the front page. Special deal this month. Our new South Dakota stores bring so many new people on board that this month we have this special insert just to introduce all our new employees. Read all about your new co-workers and please make them all feel welcome!

As we celebrate the new employees we also honor those who have been with us. We have three multiple-of-five employment anniversaries this month. **James McCawley** of Detroit Lakes celebrated 10 years on April 2, **Merlin Pulling** of Aberdeen will celebrate 10 years on April 19, and **Paul Barth** of Headquarters celebrated 30 years with Hedahls on April 6! Congratulations to all three.

TIFFANIE HARMSEN – Tiffanie is new in the office at Aberdeen. Originally from Chamberlain, SD, she has a son and a daughter. Tiffanie says she likes to spend time with her kids.

STEVEN HOWELL – Steven is new on delivery for our Aberdeen store. Originally from Columbia, SD, Steven enjoys motorcycles and snowmobiles, so he's got all our seasons covered.

KENDALL IVERSON – Kendall is new in our Dickinson store, working shipping-receiving and at the counter. Originally from Plentywood, MT, Kendall likes to play softball.

MILBANK

BRADLEY FOLK – Bradley works at the counter and outside sales for our Milbank store. He's from Milbank, and he's married with a son and a daughter. Bradley enjoys hunting and fishing.

RYAN HEDGE – Ryan works in the machine shop of our Milbank store. He's from Milbank, and Ryan enjoys motor sports and snowmobiling.

JASON JURGENS – Jason works the counter in Milbank. From Milbank, he has two sons and he's engaged to be married in December. Jason likes to hunt and fish and throw darts.

JAMES MARQUARDT – Jim is the manager of our Milbank store. He's from Milbank and Jim says he enjoys hunting and fishing and watching ball-games.

GARY SCHUELKE – Gary works in the machine shop at Milbank. From Milbank, he is married with a son and a daughter. Gary enjoys auto racing.

KEVIN SCHUELKE – Kevin manages the machine shop at Milbank. He's from Milbank and he's married with three daughters. Kevin enjoys hunting and spending time with his family.

VICTOR TUCHOLKE – Victor works in the machine shop of our Milbank store. Originally from Revillo, SD, Victor enjoys softball and darts.

SISSETON

LORI ANDERSON – Lori works at the counter in Sisseton. She's from Sisseton and has two daughters. Lori enjoys bowling.

DANIEL CAMERON – Daniel works at the counter of our Sisseton store. Daniel's from Sisseton, and he enjoys old cars and drag racing.

JEFFERY FRYER – Jeffery works the counter in Sisseton. He's from Sisseton, and Jeffery says he enjoys "cars, cars, and more cars."

WESLEY HERNIMAN – Wesley is the manager of our Sisseton store. Originally from Peever, SD, he has one son. Wesley lists his hobbies as race cars and he enjoys taking his '65 GTO to car shows.

MILBANK

SISSETON

WATERTOWN

POOCH ANDERSON – Pooch works in the machine shop in Watertown. From Watertown, he is married with three children. Pooch enjoys cars and motorcycles.

JAMIE COMES – Jamie works the counter and outside sales for our Watertown store. He's originally from Waverly, SD and is engaged to be married in June. Jamie enjoys working on cars and going to car shows.

NATHAN ENGBRETSON – Nathan works the counter at our Watertown store. He's originally from Milbank. Nathan lists his hobbies as raising fish, working on cars, and playing hockey.

JERRY HALAJIAN – Jerry is the manager of our Watertown store. From Watertown, he is married with three children. Jerry lists his hobbies as showing pottery and glassware at antique shows.

RONALD HOBKIRK – Ronald works in the machine shop in Watertown. Originally from Centerville, GA, he is married with a son and a daughter. Ronald enjoys hunting and fishing.

NOLAN LINDNER – Nolan works in the paint department at Watertown. He's from Watertown, and Nolan says he enjoys lots of sports, especially golf, softball, and basketball.

MYRON MAASS – Myron works delivery in our Watertown store. From Watertown, he's married with three grown children. Myron enjoys restoring old cars and tractors.

DEANNE MOES – Deanne works in the office of Watertown. Originally from Castlewood, SD, she is married with a son and a daughter. Deanne enjoys spending time with her family and running their dairy farm.

DICK NUTTBROCK – Dick works delivery for our Watertown store. Originally from Willow Lake, SD, he is married with grown children and several grandchildren. Dick plays banjo and keyboard in an old-time dance band.

RICHARD O'BYRNE – Rich is the machine shop foreman in Watertown. From Watertown, he's married with one son. Rich enjoys playing pool, fishing, and dirt track racing.

DONALD SCHOENBECK – Donald works delivery for our Watertown store. He's married with grown children. Donald's a retired insurance salesman and likes to travel and go boating.

LE RAY SWEDEEN – Le Ray works in the shop in Watertown. Originally from Henry, SD, he is married with two daughters. Le Ray lists his hobbies as camping and collecting model trains.

WEBSTER

DONALD FELLBAUM – Don works the counter in our Webster store. He's from Webster, and Don enjoys hunting, fishing, trapping, and driving demolition cars.

TERRY JOHNSON – Terry works at the counter in Webster. He's from Webster and is married with a son and a daughter and two grandchildren. Terry enjoys hunting and fishing, woodworking, and horseback riding.

JAMES KENNEDY – Jim is the manager of our Webster store. From Webster, he is married with two grown kids and four grandkids. Jim says he's an avid hunter and fisherman.

WATERTOWN

New Employees

WEBSTER

SALES



TOOLS

IDEAS FOR BETTER SELLING:

Ag Air Conditioning Road Show

Gary Arth from Action Automotive and Joe Ridler from Northern Factory Sales—they've got a show and they're taking it on the road to teach us all how to sell ag air conditioning components even better than ever before. We sold NFS agricultural air conditioning components for the first time last year and did fairly well with the line. With this kind of hands-on care from our factory and supplier, we have the opportunity to do even better. We've set up a schedule of meetings for all our managers and our sales and counter personnel. These training shows are **NOT** geared toward customers.

Call me with questions or concerns and let's try to get the most out of Gary and Joe, our traveling experts. Thanks, Dale.

Body & Paint Pictures

On February 22, Hedahls took part in the spring PB&E Tradeshow at Bismarck State College. We participated with several other auto body dealers and businesses. Our display included representatives from Por-15 restoration product, Glit Abrasives, Ace Air Tool, Dupont, Sharpe paint guns, and Benco Equipment.

Bill Hultberg and John Gietzen got a lot of attention with the 250cc Honda Rebel they painted with Dupicolor-Mirage. But our own Hilary Wald got the most attention of anyone at the show with the revolutionary paintless dent repair glue puller. This is definitely the hottest thing since Bill Gates got his first computer.

Other manufacturers present at the show with their own booths were 3M, Sata, SEM, and Dynatron Bondo.

There were five seminars held during the day. Mitch Becker did two separate seminars on air bags. Mitch is the one who did a windshield demonstration for us last year at the PB&E show. He's probably better know for the windshield installation presentation he did on *60 Minutes*. We were lucky enough to see him at BSC because he's a BSC graduate.

Both Silkens and PPG had clinics, and in fact, Bill Beckman, our salesman in Detroit Lakes, and two of his customers attended the PPG clinic. Jeff Michaelson from KND Sales did a seminar on POR-15, a new product for automotive body and interior restoration, stocked at NEMAC and sold by Hedahls.

It was quite an event. If you want to see the paint job on that Honda Rebel along with several other shots of the BSC show, just go to our Web sites: www.hedahls.com and click on Featured Items.

4-23	Monday	6:30 pm	Detroit Lakes (for Detroit Lakes & Fergus Falls)
4-24	Tuesday	6:30 pm	Watertown (for Sisseton, Webster, Milbank & Watertown)
4-25	Wednesday	6:30 pm	Aberdeen (for Aberdeen & Redfield)
4-26	Thursday	during day	Linton
4-26	Thursday	5:30 pm	Bismarck (for Bismarck & Mandan)
4-30	Monday	7:00 pm	Dickinson (for Dickinson & Hettinger)
5-1	Tuesday	6:30 pm	Glendive
5-2	Wednesday	6:30 pm	Sidney
5-3	Thursday	during day	Beulah



New Rate Cards for ELE

All managers and outside sales people should have received updated rate cards for Equipment Leasing Enterprises this week. They are gold and replace the old blue cards, which should be now thrown away. Use these cards when gathering your information for leases. The rates have stayed the same, but the minimum amount and the length of time for the leases have changed. If you have any questions, please call LouRae at Headquarters.

Term	Rate	Factor	Minimum
1 Yr	17.95%	.09166	\$ 500
2 Yr	15.95%	.04894	\$ 1,000
3 Yr	14.95%	.03464	\$ 2,000
4 Yr	14.95%	.02781	\$ 3,000
5 Yr	14.95%	.02376	\$ 4,000
4 Yr	12.95%	.02680	\$10,000+
4 Yr	12.95%	.02273	\$10,000+
5 Yr	11.95%	.02222	\$20,000+

\$10,000+ leases, contact Lease Co. for authorization. Credit application necessary for approval of credit.

Flex Plan Sign-Up

It's time to sign up again for our Flex Plan. The schedule for our sign-up sessions is given here. For married employees, we ask that you please try to have your spouse accompany you to the sign-up session. There's lots to consider here that can affect the whole family—wellness, insurance, investments and reimbursement accounts. Also you should be looking toward ending this plan year, using up money in your reimbursement accounts and submitting those proofs of blood pressure, blood sugar, cancer and cholesterol screening tests. If you have questions, call Dick Hedahl or Chuck Clairmont at Headquarters.

Sign-Up Schedule

May 12	8:00 am	Beulah
May 14	8:00 am	Sidney
May 14	11:00 am	Glendive
May 14	4:30 pm	Dickinson
May 15	8:00 am	Dickinson
May 15	11:30 am	Hettinger
May 16	8:00 am	Bismarck
May 17	8:00 am	Bismarck
May 18	8:00 am	Bismarck
May 18	2:00 pm	Linton
May 22	8:00 am	Aberdeen
May 22	8:00 am	Sisseton
May 22	10:30 am	Webster
May 22	1:30 pm	Milbank
May 22	4:30 pm	Redfield
May 23	8:00 am	Watetown
May 24	8:00 am	Fergus Falls
May 25	8:00 am	Detroit Lakes

Equipment Leasing Enterprises

With all our new employees this month, it seems an appropriate time to repeat the information about Equipment Leasing Enterprises from the Employee Handbook. Equipment Leasing Enterprises is a Limited Liability Partnership that has been set up with a two-fold purpose: to provide a method of financing with which our customers could purchase equipment from Hedahls, and to provide an opportunity for Hedahls' employees to participate in an investment.

All employees, retirees, and shareholders of Hedahls companies are eligible to invest in Equipment Leasing. The investment can be made with cash or through payroll deductions with a \$5-per-pay-period minimum. The investment plus annual earnings can be left in Equipment Leasing until the total equals \$150,000. After the ceiling of \$150,000 is reached, the \$150,000 investment can be left in Equipment Leasing, but the annual gain will be paid to the investor in January of the next year.

See your supervisor or store manager for more information.



Marketing

We told you last month that Uni-Select USA has joined the Parts+Plus membership. It's a move that expands the Parts+Plus presence to all 50 states, and it allows us to capitalize on the Parts+Plus national brand in our marketing.

On April 24, members of the Parts+Plus marketing team will meet with our management, giving us the details of their marketing program. Because of the timing of everything, the Parts+Plus flag will fly first over our newest South Dakota stores since we have to be changing the signage for those stores now anyway. Watch for more details about our implementation of the Parts+Plus program throughout all our stores. But remember as we make this change that we are joining a force of more than 2,000 Parts+Plus auto stores and Car Care Centers throughout the United States, Canada, and Mexico.