

# Anniversary & New Employees

June finds us celebrating another 25 year anniversary, this time with Mike Kurtz of Sidney. Working for Hedahls was Mike's first job after college. He had just graduated with a degree in accounting from Dickinson State and his sister, who lived in a house just behind our Hettinger store, suggested he apply for the filing and bookkeeper position. He applied and got the position on June 28, 1976. He was soon asked if he'd like to try working at the counter too. Armed with a stack of books to study, Mike soon learned his way around the intricacies of the counter. In 1982, he replaced his brother-in-law as the salesman for our Sidney store. Mike remembers that after about five years, his dad advised him to "try it a little longer." Years later his dad reminded him of that advice and observed that it had been "a long five years." Mike adds that it's been 25 years that "went really quick," noting that the last 20 years seemed to go a lot faster than the first five. It must be the people. Mike describes them as "good to work with."

Mike will receive his 25-year pin from Dick Hedahl this month to recognize his years of service. Congratulations, Mike!

We also have six new employees this month. Please welcome them.

**REUBEN MILLER** – Reuben is new on delivery in our Aberdeen store. He's from Aberdeen and is married with two sons. Reuben enjoys watching baseball and describes himself as an avid fisherman.

**CALVIN SCHMIDT** – Calvin is new at the counter in our Bismarck store. He's from Mandan, and as a self-described "gearhead," Calvin enjoys cars and anything automotive.

**MICHAEL TYGE** – Michael is new at the counter in Detroit Lakes. From Detroit Lakes, he's married with three sons. Michael enjoys cars, hunting and fishing, and spending time with his family.

**MELISSA FREDRICKSON** – Melissa is new on delivery in Detroit Lakes. She's originally from Fargo and enjoys fishing, music, and going to concerts. Melissa is the daughter of Brenda Fredrickson who also works in Detroit Lakes.

**CINDY DECKER** – Cindy is new at the counter and doing delivery for our Mandan store. She's from Dickinson and Cindy enjoys bicycling, walking, and spending time with her family.

**ARTIE BUSH** – Artie is our new Watertown salesman. He's from Watertown, and Artie's interests include street stock racing, his three horses, and farming.

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# Hedahls Headlines

EMPLOYEE NEWSLETTER

*All  
Hedahls  
companies  
& divisions  
will be  
closed on  
Wednesday,  
July 4.  
Have a safe  
and happy  
Fourth of  
July!*

## Opportunity in Detroit Lakes

A professional opportunity has opened in Detroit Lakes. We need a new store manager. Kevin Klein, the current manager, has resigned effective June 13 to take a position with one of our customers in Detroit Lakes. Kevin has been with us for almost 21 years, and he's an example of our tradition of hiring family members when we can. Kevin's father, De, worked for Hedahls for almost 44 years, retiring as Aberdeen store manager in 1998. And Kevin's wife, Kathy, worked with Kevin in the Detroit Lakes store until last fall. We wish Kevin well in his new position.

Another of our traditions is promoting from within when possible. If store manager is an opportunity that interests you, please call Larry Lysengen at Headquarters (1-800-HEDAHL, Ext. 244) to apply.

# CALL PAUL



## Brake Parts on Electronic Catalog

I received many calls concerning the absence of 1996 and newer applications for brakes in the PartExpert electronic catalog. I have talked to Triad and so has Dick Hedahl. Triad did not have the latest paper catalog from Praefke so they did not have anything to update their records until recently. They are now in the process of updating their data and our Praefke brake application problem should be solved by the early part of July.

Recently the following codes have been added to our system:

**BOS = Bosch Spark Plugs**

**FSS = Four Seasons**

**GLI = Glit**

**JER = Jenray Products**

**MEV = Mev-o-Tech Chassis**

**NOI = Number One International**

**POR = POR-15 Restoration**

**STY = Sturdy Engines**

## Cleanliness Counts no matter where you are

Last weekend my wife and I took a little road trip to visit relatives and friends. We filled our coffee cups and thermos and hit the road. As we drove down the road drinking coffee and talking, we approached a convenience store. My wife said she needed to stop and use the restroom. I told her that particular store had one of the dirtiest restrooms on the interstate. She said that was too bad, but we had to stop anyway. We stopped and discovered the men's restroom was out of order and there was a line of eight men and women lined up to use the ladies' restroom. My wife waited her turn and used the restroom.

As we continued our drive, we discussed the fact that the convenience store we had just stopped at was formerly owned by an individual, and how clean and spotless the place was when the previous owner had it. Then it was purchased by the local Cenex and got considerably dirtier (normally Cenex convenience stores are clean). We discussed different businesses that we had both seen over the years and the changes that took place when the ownership changed.

Why does this happen? It's just like Dick Hedahl says, "A store is a reflection of the manager and the people who work there."

Another example of what I'm talking about took place at our Mandan store several years ago. When I was filling in as the manager, one of the things I noticed was that they had three restrooms and they were all filthy. I cleaned them the first or second day I was there, but you know restrooms are a funny thing, they don't stay clean. It's something that needs to be done again and again.

One day I was helping a customer at the counter, and his wife and four-year-old daughter asked to use the bathroom. I showed them to the cleanest one of the three. When they came out, the little girl ran up to her daddy and said, "Daddy, their potty is really dirty." We were all embarrassed—the parents and I.

I decided right then and there that I would never be embarrassed about a dirty restroom again. We came up with a rotating schedule for cleaning and my name was at the top of the list. I'm happy to say that we were never embarrassed about dirty restrooms again, and today the new Mandan store has some of the cleanest restrooms in the country.

But it isn't just the restrooms, stop and try to look at your store through your customers' eyes. What do you see?

I've been traveling the same roads in the upper Midwest for many, many years, and I can tell you who has the cleanest restrooms up and down the road. That knowledge determines where I stop to fill my vehicle and get a pop and where I don't stop. Think about it—your customers like to go into a clean store. Can you say you are proud of the way your store looks? Thanks,  
Dale

# Hey! That's a Good Idea!

The suggestion this month comes from Randy Nistler of Bismarck. We've long had a policy of giving a favorable buying price to the employees of our good customers. Randy's suggestion is that we formalize that policy company-wide with the issuing of preferred buyer cards.

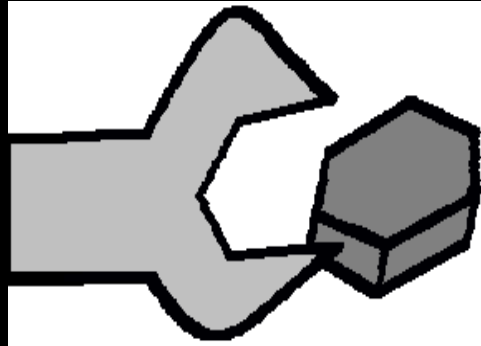
Randy gets our June \$100 Suggestion Bonus.

We're still looking for good ideas. Please send your suggestions to Larry Lysengen at Headquarters. We will be continuing to award \$100 each month to an author of a suggestion we implement.



## SALES

### IDEAS FOR BETTER SELLING:



## TOOLS

### Good Luck to a Good Friend

Ken Stayton has been our Goodyear rep for 25 years. And he has been a great rep. As of July 1, he will be transferred by Goodyear to Grand Rapids, Michigan in a move to consolidate territories.

Our new Goodyear rep is Casey Deedon, working out of the Twin Cities. Casey's a good guy who appreciates that Ken has set the service standard pretty high, but Casey's eager for the chance to work with us.

Casey and Ken have been making the rounds to all our stores this week. It has given us the opportunity to thank Ken for everything he's done for Hedahls and wish him and his family well. It's also been a great time to welcome Casey into a working relationship with us.

## The Great Goodyear Changeover Promotion

The final results are in for the Goodyear Changeover Promotion, and Wayne Benedict of Bismarck is the winner for the third year in a row.

Wayne received \$485.27 in spiff money, plus another \$75 from Goodyear. That's over \$560, plus a 3-day/2-night family vacation and a 2-night Caribbean cruise for two.

Thanks to everyone who worked hard on this promotion. Go Goodyear!

### THE FINAL RESULTS

Salesman	Store	Dealers	Dollars at Jobber
Wayne Benedict	Bismarck	3	\$8,459.76
Arnie Zahn	Bismarck	7	\$6,253.59
Mike Kurtz	Sidney	1	\$2,268.25
Todd Dey	Glendive	1	\$1,862.65
Barry Leitch	Fergus Falls	2	\$1,690.20
Bill Beckman	Detroit Lakes	2	\$1,436.19
Chet Leingang	Bismarck	1	\$1,381.17
Chad Delzer	Aberdeen	1	\$1,314.17

# ESOP Meetings

The annual ESOP and safety meetings are this month. The complete schedule is included here. The safety segment of the meetings is mandatory for all employees, full-time and part-time. The ESOP segment is mandatory for full-time employees only. All meetings begin with the safety segment, except those meetings scheduled to begin at 7:00 a.m. These 7:00 a.m. meetings will start with the ESOP segment, and part-time employees need not come until 7:30 a.m.

## Schedule of Meetings

**Wednesday, June 6**  
5:30 p.m. – Dickinson

**Thursday, June 7**  
7:00 a.m. – Hettinger  
5:30 p.m. – Glendive  
8:00 p.m. – Sidney

**Friday, June 8**  
7:00 a.m. – Beulah

**Thursday, June 14**  
5:00 p.m. – Bismarck

**Friday, June 15**  
7:00 a.m. – Mandan

**Monday, June 18**  
7:00 a.m. – Detroit Lakes  
5:30 p.m. – Fergus Falls

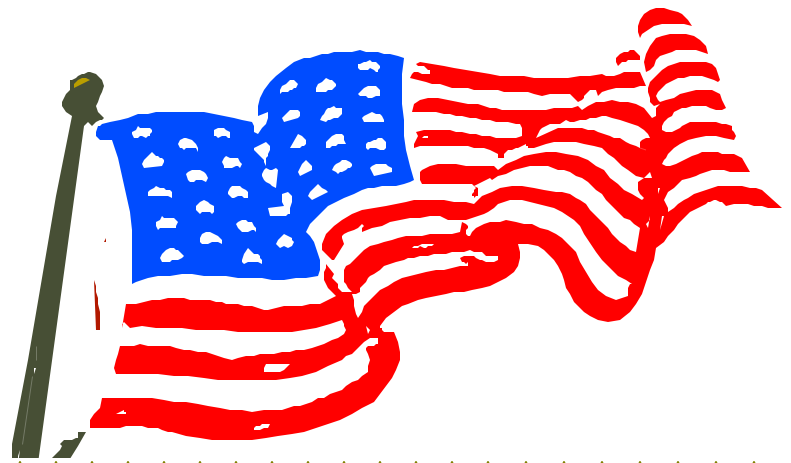
**Tuesday, June 19**  
7:00 a.m. – Milbank  
11:00 a.m. – Webster  
5:30 p.m. – Watertown

**Wednesday, June 20**  
7:00 a.m. – Sisseton  
noon – Redfield  
5:30 p.m. – Aberdeen

**Thursday, June 21**  
7:00 a.m. – Linton

**Tuesday, June 26**  
5:30 p.m. – Main Street Tire/HQ

**Please note: there will be a make-up meeting at Headquarters on Friday, June 29 at 2:00 p.m. for any employees who cannot be at one of the other scheduled meetings.**



## ESOP/401(k) Investments

You should have discussed your ESOP/401(k) investments during your recent sign-up session for the Flex Plan. Eligible employees can invest up to 15% of their income in the ESOP. And for eligible employees, everything you invest up to 6% of your income, Hedahls will match fifty cents to the dollar. This investment is tax-deferred until you take it out. All eligible employees are encouraged to take advantage of this opportunity to plan for the future.

If you've changed your mind about your investments, you have until July 1 to make a change. After that you'll have to wait until December. Just contact Darlene at Headquarters.

## Wellness Dollars and Other Year-End News

Proof of health screening tests for this Flex Plan year must be submitted to LouRae at Headquarters by **July 9**. Eligible employees can earn \$25 for each test (cholesterol, blood pressure, cancer, and blood sugar) they have during a plan year. That goes for spouses too. The benefit money will be added to the employee's July 20 pay. To qualify for this plan year, tests must be completed by June 30.

Any money still in your reimbursement accounts must be used in this plan year or you lose it. That means you must incur the expense by June 30. But you have until August 25 to claim your reimbursement from this plan year. To "incur" a reimbursable expense, you must have had the service or procedure performed, or have received the medication or product from your healthcare provider. You may not prepay an expense to beat the deadline. All claims must be submitted after the date of the service or procedure or the date the medication or product is received. Also, you go by the date of the service, procedure, medication or product, not the date you are billed or the date you pay. In other words, if you incur an expense before July 1, but are not billed until after July 1, that expense is reimbursable with funds from this year's plan.