

# HEDAHL'S PARTS PLUS

April 2002  
Volume 10  
Number 7

## Hedahl's Headlines

EMPLOYEE NEWSLETTER

### Looking "Part+Plus" Good

If you haven't visited the Hedahls web site for a while, you should check it out. Not only will you find pictures of the recent PB&E training seminar, you will also find that the whole site is sporting an updated Parts+Plus look, complete with a snazzy little delivery truck that zooms onto the screen.

And speaking of the new Hedahls Parts+Plus look, we have finished putting up new Hedahls Parts+Plus signs on all our parts stores. The vehicles are next, with the conversion already in progress. Beep-Beep.



### Anniversaries & New Employees

We have two multiple-of-five work anniversaries this month. **Dan Voegele** of Bismarck celebrates five years on April 14, and **Jim McDonald** of Sidney celebrates 10 years on April 24. Congratulations, guys.

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

**JON PIERCE** - Jon is new at the counter and in shipping in our Dickinson store. He's from Dickinson and Jon says he enjoys working on cars.

**AARON HEBERLIE** - Aaron is the new PB&E salesman working for both Detroit Lakes and Fergus Falls. Originally from Carrington, ND, Aaron enjoys hockey and old cars.

**JAMES JOHNSON** - James is new at the counter in our Bismarck store. He's from Bismarck, and James enjoys art and sports of all kinds, especially fishing and sailing.

**ZACK RIEWER** - Zack is also new in outside sales for our Detroit Lakes store. From Frazee, MN, he is married with four children. Zack enjoys fishing and golf.

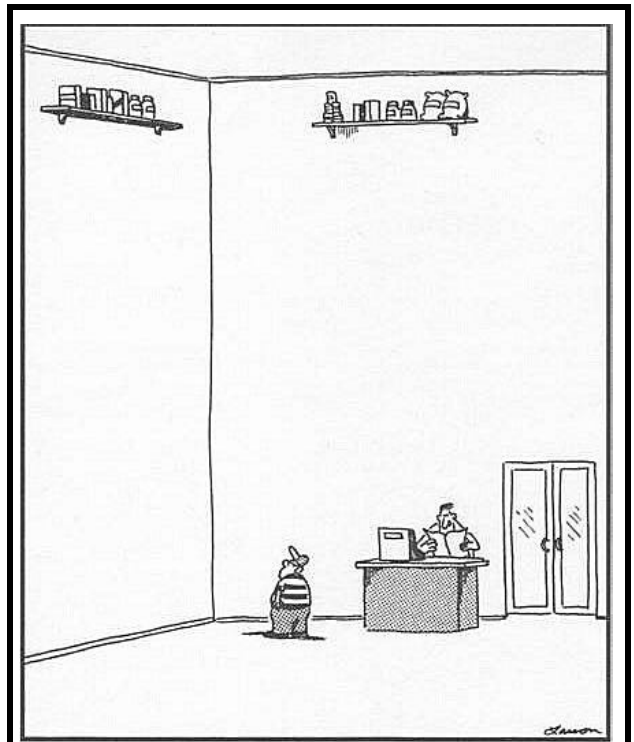
**ALFRED OLDS** - Alfred is new at our Detroit Lakes store, working delivery part-time. If the name is familiar, it's because he's married to Bonnie Olds who also works in Detroit Lakes. Alfred enjoys fishing, hunting, and riding a four-wheeler.

## Thank you note

If you sometimes feel like the extra efforts you make in customer service aren't appreciated, consider this note from a customer of our Fergus Falls store. She's referring to our own Greg Rudnick, but it could just as easily be any of us who have gone to the effort of serving our customers with competence and kindness.

Dear Mgt/Owner—  
I want to send a special THANK YOU to the salesman that helped me yesterday with my windshield wipers. He was so wonderful to even put them on. I was able to drive home to Wahpeton safely and with great visibility - I will be telling my friends about your great customer service! Keep up the good work! (It's noticed)  
Deb Bahr  
Wahpeton, ND

And for every customer who takes the time to send a note, we know we have plenty who haven't quite put pen to paper, but still value our service.



Inconvenience stores

Allen Bosch at the Bismarck store has this Gary Larson cartoon posted at his counter station at the Bismarck store. Like most of Larson's work, it's very funny and very true. Maybe we all can use it as a reminder to look around and make sure that our stores are convenient for our customers. And look closely at the cartoon. It's not just that the merchandise is out of reach. It's also that the clerk is completely out of touch, absorbed in his newspaper rather than in providing superior service. Thanks, Dale.

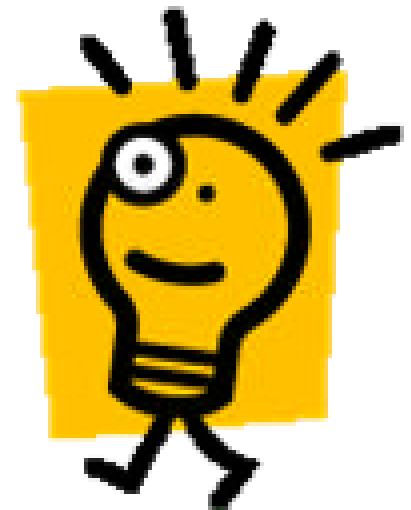
## “Feet on the Street” Means Sales

Several of our outside sales people will get the chance to experience “Feet on the Street” training on April 23-25. This is followed by a one-day seminar for managers on April 26.

According to the literature from Parts+Plus, this Parts+Plus University seminar “focuses on developing the skills needed to help salespeople become business consultants to their customers.”

They call it “Turbo-Charged Training, and the three-day seminar makes use of such learning methods as virtual shop walk-throughs, team discussion and role-plays, Parts+Plus program selling, Q&A sessions, team and individual homework and ongoing field follow-up.

Those attending from Hedahls are Steve Kronemann and Barry Leitch from Fergus Falls, Tom Neyens and Zack Riewer from Detroit Lakes, and Aaron Heberlie who is the PB&E guy for both Fergus Falls and Detroit Lakes.





# It All Adds Up!

I'm always amazed how quickly just a little bit can add up to a lot over a period of time.

I was reminded of this a few weekends ago at church. The church I attend has done some major renovation with a major addition. So we have a mortgage to the tune of \$1,200,000. Sounds like a lot and it is, but they have a plan to have it paid off in five years or less. They've asked for pledges from the parishioners (Imagine that, a church asking for additional funds).

The pledge works like this. Let's say you pledge only \$20 a month additional for five years. It adds up to \$1,200 over that five year period (See, a little bit over a period of time adds up to a lot). There are approximately 1,200 families who attend this church. Do the math. It'll be less than five years.

If you think that's something, read this. Recently several people from Hedahls attended the Uni-Select USA show and conference in St. Paul. One of the speakers mentioned that Auto Zone has an average of 5 million customers a day that come into their stores. Auto Zone has announced to the industry that their goal for this year is to try to add \$1 of additional sales to each customer's ticket every day. Now stop and think about it. Let's say that Auto Zone only accomplishes 50% of their goal over the next year, and they only average an additional 50 cents per customer per day. That's \$2,500,000 a day in additional revenue, or \$62,500,000 a month (figuring 25 business days in a month) or \$7,500,000,000 a year in additional revenue all from a very realistic, very achievable, additional 50 cents

per ticket.

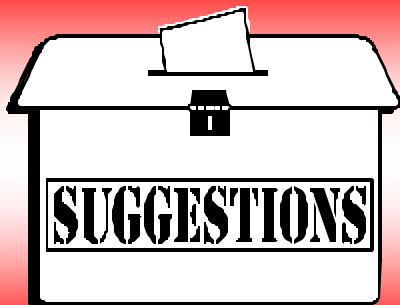
So I got to thinking what would happen if Hedahls could add an additional 50 cents a ticket. On the average our company writes 1,473 tickets a day. Take that times 50 cents and you've got an additional \$736.50 a day, times 25 days in a month for \$18,412.50, times 12 months in a year equals \$220,950 in additional revenue a year from 50 cents more per customer sale.

Putting that in terms that I can understand, that's almost 16 new delivery trucks. Imagine it any way you want, but that sort of additional revenue gives us more strength as a company, and more flexibility and opportunities in how we operate.

How do you do it? You never say "I don't have it," and leave it at that. We all know that there is no way in today's parts business that you're ever gonna have it all. But when you don't have it, please offer to get it. If you're a new counterman or salesman, ask the old timers if they know of another product line that the item might be in. Build better in store displays and price as much stuff as you can. Do more suggestive selling. Things like when the customer is buying belts or hoses, suggest anti-freeze and clamps. If he's buying plug wires, suggest plugs and an air filter. If he's buying wiper blades, suggest washer fluid, or if he's buying washer fluid, suggest wiper blades.

Make a game out of it and challenge yourself and see how much additional business you can add on to each ticket.

Have fun and thanks, Dale.



This month's good idea comes from Brian Alsleben of our Detroit Lakes store. Brian discovered a faster way to do returns and one that doesn't require so much punching in of part numbers.

The exact procedure was sent out to you from Larry Bosch in the middle of March. It's a discovery that saves you key strokes and earns Brian \$100. Congratulations, Brian.

Please send your good ideas to Larry Lysengen or Dick Hedahl. If we implement the suggestion and you're picked in the drawing, you'll be awarded \$100.

# Hedahls 2003 Cafeteria Plan News Update

By Jim Kasper

## Flex Plan

### Informational Meetings

Bismarck — Doublewood  
May 1, 7 p.m.  
Aberdeen — Ramkota Inn  
May 2, 7 p.m.

### Sign-up Schedule

#### Aberdeen

May 15, 7 a.m.

#### Beulah

May 11, 8 a.m.

#### Bismarck

May 20, 7:30 a.m.

#### Bismarck

May 21, 7:30 a.m.

#### Detroit Lakes

May 15, 8 a.m.

#### Dickinson

May 13, 4 p.m.

#### Fergus Falls

May 16, 8 a.m.

#### Glendive

May 13, 11 a.m.

#### Hettinger

May 14, 7:30 a.m.

#### Linton

May 14, 10 a.m.

#### Mandan

May 22, 7:30 a.m.

#### Milbank

May 16, 12:30 p.m.

#### Redfield

May 14, 4 p.m.

#### Sidney

May 13, 7 a.m.

#### Sisseton

May 16, 4 p.m.

#### Watertown

May 16, 7 a.m.

#### Webster

May 15, 4 p.m.

We are pleased to announce that new things are coming for Hedahls employees during our upcoming enrollment for the 2003 Cafeteria Plan. Because we have combined all of our group insurances with one company, Guardian Life Insurance Company, we have been able to enhance your Dental Plan substantially and add a brand new Vision Plan that we feel you will really like. Guardian Life is approximately 150 years old and is a national leader not only in group insurance, but also in many other financial services. Effective July 1, 2003, Guardian will be taking over our group life plans and our group dental plan, and we will be adding the new vision plan.

### INFORMATIONAL MEETINGS

To introduce all of the Hedahls employees to these enhanced benefits, we will hold two group meetings, one in Bismarck on Wednesday, May 1, and the second in Aberdeen on Thursday, May 2. We are also excited to announce that Dan Delandus will be a part of each of these meetings. Dan is the Regional Vice President with American Funds, our 401(k) plan administrator and custodian of our funds. Many of you will recall meeting Dan about four years ago, when American Funds took over our 401(k) plan. He is a great speaker, very entertaining and knowledgeable, and he has a great understanding of the American Funds investment philosophy and track record. He also will give us his insights into where the stock and bond markets have been and what the analysts at American Funds are doing to manage your retirement dollars.

Dan has been with American Funds since 1997 and in the securities business since 1991. Before then, he was a professional athlete with the New Jersey Devils Ice Hockey Team. He graduated from Colgate University in 1986 and was a Gold Medal Winner, Spengler Cup, Davos, Switzerland in 1988. We're excited to have Dan back, and we hope you will enjoy his presentation.

We also are fortunate to have the Regional Vice President of Guardian Life, Mike Burns, with us, to introduce the new and improved Guardian Life group benefits to us and answer any questions about the new Dental, Vision, and Group Life plans. Mike has been with Guardian Life for the past 18 years and leads one of their most successful regional offices in Minneapolis. He will be bringing with him two of his top assistants, Gina Atkinson, CES (Certified Enrollment Specialist) and Suzanne Bigaouette, CES, to facilitate the meeting. Both Gina and Suzanne provide development and enrollment services for the clients of Guardian throughout the Midwest, as well as account management for the renewal and addition of Guardian's products.

This meeting is a great opportunity to get an overview of your benefits options and to meet some of the people behind your benefits plan. We encourage spouses to attend too.

## DENTAL PLAN

Just a brief point about our new Dental Plan. Because we are moving all of our group insurance plans to Guardian Life, we have been fortunate to receive two enhancements to our Dental Plan. The enhancements are as follows:

1. For all Hedahls employees who will be eligible to participate in our Cafeteria Plan on July 1, 2002, you and all of your dependents will be able to enroll in the Dental Plan and have **no waiting periods for any dental benefits**. In other words, all of the waiting periods for all benefits will be waived, if you enroll for the July 1, 2002 plan year. This is a tremendous, one time opportunity to purchase Dental coverage and be able to use the benefits starting July 1, with no waiting periods for any benefits. This offer will not be repeated. You and your eligible dependents who you want to have immediate dental benefits must enroll now, during your upcoming enrollment session. This offer also will not extend to employees who are hired after July 1, 2002 and become eligible for Hedahls Cafeteria benefits at a later date. All of our employees who are eligible to participate in our plan July 1 and receive this enhanced benefit are simply in the right place at the right time. To obtain this benefit enhancement, we must have **at least 50% of our employees enroll in the dental plan now**. That means we must pick up about 15 new employees to enroll and keep those people who are currently in the dental Plan. We are asking all of you to look real hard at how great these enhanced benefits are and help us get to our 50% enrollment percentage requirement.
2. We also will have a two year rate guarantee for the dental premiums for all those employees who enroll now. What another great enhancement to our Dental benefits. **For the next 24 months you can be assured that your Dental premiums cannot increase**. All the more reason to enroll now, during the upcoming open enrollment period in our new Dental Plan.

## NEW VISION PLAN

We are also very excited to be able to offer a brand new Vision Plan that we are certain you will want to very seriously consider. The Vi-

sion Plan will have all new features, unlike our current plan. Those features are as follows:

1. The Vision Plan will reimburse you and all covered family members in full for exams every 24 months and in full for new frames and lenses every 24 months.
2. There will be a \$10 co-pay for the exam and a \$20 co-pay for the frames and lenses.
3. You may purchase contact lenses in lieu of frames and lenses every 24 months.
4. You must use one of the approved optometrists to receive the above benefits. We have found that most of the optometrists that people wish to use are in the Network. You will have a list of the Network optometrists in your enrollment packets. If by chance your favorite doctor is not currently in the list of Network doctors, all you need do is notify Guardian Life and they will make every effort possible to get your doctor in the Network. This normally only takes a few weeks to do.
5. You may choose to use Out-of-Network optometrists if you wish, but the benefits are reduced if you do.
6. We will also have a two year rate guarantee for our new vision plan.
7. We must obtain at least a 30% enrollment percentage of all eligible employees, so again, we need your help to seriously look at the new Vision Plan and enroll now.
8. If you waive out of the Vision Plan now, when you are first eligible, you will not be able to participate in the Vision Plan for the next 24 months.

## SUMMARY

We encourage all of Hedahls employees to attend one of these upcoming group meetings and be sure to bring your spouse with you. Education and better understanding of your benefits, as well as information on what's happening with medical trends, the stock market, etc., will give you a better grasp on how to manage your benefits and retirement needs. I encourage you to take the time to drive in to one of these meetings and see for yourself what you can do to enhance your benefit knowledge and understanding, so that you can make more informed decisions for yourself and your family.

See you in a few weeks.



# CALL

## New Lines on the Computer

We continue to add new lines to our computer and the recent additions are these:

- MEW = Mechanics Wear
- GEL = General Electric Lighting
- SVC = Shop Vacuum Corporation
- NOB = Northern Battery
- NSP = Northstar Coatings

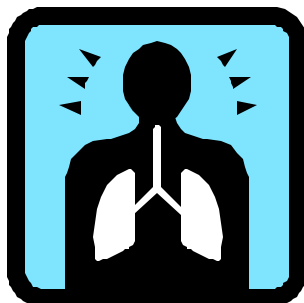
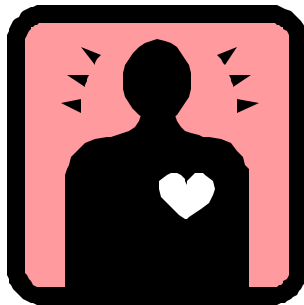
## Programming Function Keys

Once in a great while you may lose the function key settings on your terminal. To get a few of the standard keys reset, here is the procedure:

- ??Hold the CTRL key down and press the SCROLL LOCK key. This will bring you to a terminal set-up screen.
- ??At the set-up screen, press the F12 key. You will now be able to program the function keys. Notice the areas on this screen that are highlighted in orange. The Space Bar will take you from one function key to another.
- ??To program the F1 key, press the Space Bar until you get to F1. You may already be there so take a look at what key is highlighted. Now press the Up Arrow twice to get to the TEXT area. If there is anything in text, press the BACKSPACE key until all is erased. Now type in the letters END and hold the CTRL key down and press the letter M. This will put a small C/R on the screen. The C/R stands for carriage return. Now your F1 is programmed. Press the Down Arrow and you will be back to where you can select another key to be programmed.
- ??Press the Space Bar until you get to the F5 key. Press the Up Arrow twice to get to text. Press the BACKSPACE key to erase anything in the text area. Now hold the SHIFT key down and press the key to the left of the 1 key on your keyboard and you will see the tilde symbol entered in text. Now hold the CTRL key down and press the M key.
- ??Now to save what you entered, press the F14 key and press the letter Y. This will save what you entered and return you to the screen you were at before doing the first step. More keys will follow in upcoming issues. The F1 and F5 keys are two of the keys that will help get you going quickly.

## CPR at the Bismarck Store

Hedahls provided the setting and the pizza and pop, but the rest was on their own. And on their own, several Bismarck store employees took the training to become CPR certified. A class was held after hours in the conference room at our Bismarck store. Those certified are Buzz Benedict, John Cozby, Carole Hulm, James Johnson, Troy Joritz, Mike Laib, and Calvin Schmidt. Good for you all. And good for all your co-workers to have you around. It's the kind of thing you hope you never have to use, but those working with you will be glad you have it if we ever need it.



Thank you to everyone at Hedahls who participated in my master's thesis study. I received more than enough surveys to do my work on this project. I am in the process of analyzing all of the data. When I finish this analysis, I will present the findings to my master's thesis committee.

The pink cards you returned were used in a drawing to give a \$50 cash prize as a thank you for participating. Congratulations to Rick Hondl of the Dickinson Hedahls store. His pink card was drawn as the winning card.

Thank you again to all who participated.  
Katie Hedahl