

Money Reminders

Wellness Dollars: If you had health screenings tests for blood pressure, blood sugar, cholesterol, or cancer done anytime between July 1, 2001 and June 30, 2002, those tests could earn you \$25 each. And this goes for your spouse too. Proof of these tests needs to get to LouRae at Headquarters by July 8. The benefit money will be added to the July 19 paychecks.

Reimbursement Accounts: Also you have until August 27 to claim money in last year's reimbursement account for expenses incurred between July 1, 2001 and June 30, 2002. Submit your claims to LouRae at Headquarters. 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 use 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, that expense is reimbursable with funds from last year's plan.

ASE Bonuses: Those of you who took ASE tests should know that the bonuses earned from passing those tests are paid with the first paycheck of August and February. Send a copy of the test results to LouRae at Headquarters in order to get paid.

Hedahl's Headlines

EMPLOYEE NEWSLETTER

Anniversaries & New Employees

We have three multiple-of-five anniversaries this month. **Alvin Schatz** of Linton and **Damian Zurn** of Detroit Lakes both celebrate five years with Hedahl's on July 14, and **Rod Kono** of Aberdeen celebrates 15 years on July 27. Congratulations, guys!

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

SHAWN GALFORD – Shawn is new at the counter in our Watertown store. Originally from Missoula, Montana, he is married with one daughter. Shawn enjoys fishing, camping, and activities with his family.

JASON JOHNSON – Jason is new at the counter in our Sisseton store. Originally from Beardsley, Minnesota, Jason enjoys racing.

JOEY RICHEY – Joey is new in our Bismarck store, working shipping and delivery. Originally from Glendive, Montana, Joey enjoys bicycles and archery.





Goodyear Winner

The great Goodyear Changeover and Bonus incentive promotion for 2002 wound up at the end of May. For the third year in a row, Wayne Benedict of our Bismarck store won the promotion, pulling away from the field with a total of four changeovers. Todd Dey of our Glendive store came in second with one big changeover, and Gary Markel placed third with a smaller changeover. The promotion ran from January 1 through May 31 of this year. Prizes included a 5% bonus for any changeover done for customers or new customers on each salesman's target list. Grand prize for Wayne is a three-day/two-night family vacation, plus a \$75 prepaid gas card to get the family going. This year's prize also includes a two-for-one cruise certificate with 12 cruises to choose from.

Congratulations to Wayne and thanks to everyone who participated in the promotion!

AC Delco:

What's really inside the box?

A recent issue of *Parts Plus Magazine* contains an interesting column from Parts Plus President Mike Lambert. The column concerns the changes that have occurred with AC Delco, once the major manufacturer and supplier of original equipment and replacement parts of GM vehicles. But today AC Delco is mostly out of the manufacture of parts, and instead they have become a marketing company with product sourced from several different companies, sometimes the very same companies that manufacture product for Parts Plus lines. And these companies do not necessarily supply the original-equipment product for new GM vehicles. In fact, AC Delco is expanding to products for all makes and all models beyond GM.

Lambert's point was not to criticize AC Delco, but simply to clarify any misperceptions about what customers are getting. He says, "While the consumer may think everything in the AC Delco box is an original-equipment product, the part in the box most likely comes from an after-market supplier. Brake Parts, Inc., the supplier of Raybestos brakes, supplies their brake products, while Gates supplies their rubber, Gabriel supplies their shocks, Wells supplies some of their ignition, Delphi, and even Visteon, their temp products, and Champion Laboratories, the manufacturer of the new Parts Plus filter line, supplies many of their filter numbers."

The bottom line is this: AC Delco is not a parts manufacturer; they are a parts marketer. Playing off an old Oldsmobile slogan, Lambert puts it this way: "It's not your father's original-equipment AC Delco any more."

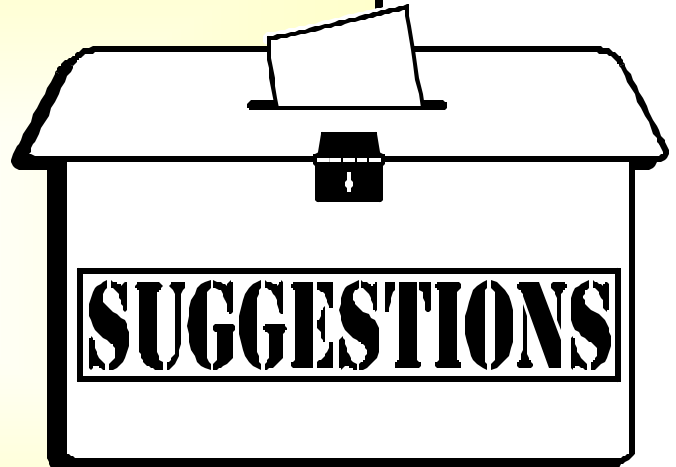
AC Delco has good products, but it no longer carries the clout of OEM. Parts Plus offers products that are just as good or better and often exactly the same. It's all about the packaging. Let's get that message to our customers.

We're running low on suggestions that we're able to implement. We encourage you to put your thinking caps on, and then send in your suggestions.

Good Idea!

This month's suggestion comes from Michelle Lobdell of Glendive. Several of our products and lines have a limited shelf life and carry a date code because of it. Michelle's suggestion is simple: check the date code before sending a product out to a customer or to another store. You should also be alert to date codes when receiving product from our suppliers. A memo was sent out from Headquarters recently, detailing this policy. And it earns Michelle \$100 as the winner of this month's suggestion drawing. Congratulations, Michelle.

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



The ebay experiment:

SELLING TO THE WORLD

We've probably all had the experience of having stuff lying around the house—something that's still perfectly good for someone, just not for you. That had to be on the minds of the people who developed ebay, the online auction service web site. They provide a way of taking something that the owner doesn't want and bringing it to the attention of those who do want it. These people then offer bids on this something in a week-long auction, upping the bid as necessary in hopes of ending with the high bid when the auction closes.

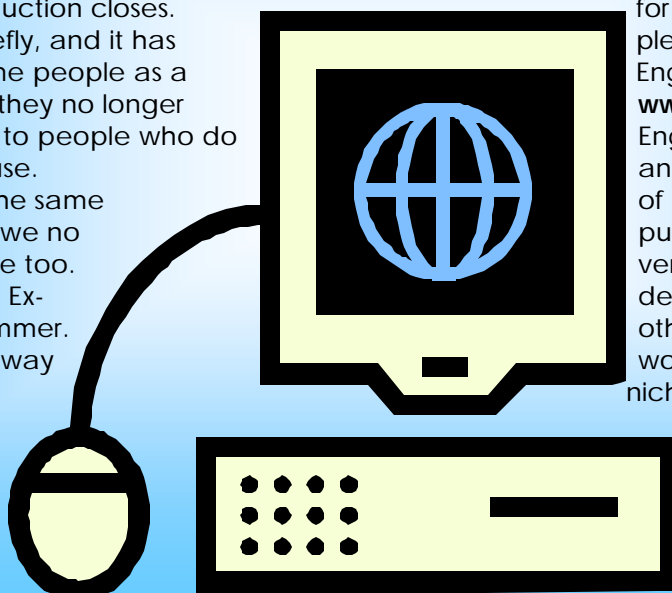
That's the setup, briefly, and it has proven effective for some people as a way to redistribute stuff they no longer want around the house to people who do want it around their house.

Well, we're finding the same thing is true of stuff that we no longer want around here too.

Hedahls Great ebay Experiment began this summer. We are using ebay as a way to get rid of some stuff while also generating some cash. So far the operation is mostly targeting spare or obsolete computer compo-

nents, but we're also offering some specialized, non-returnable equipment and tools that we haven't been able to sell in our stores or through NEMAC or BENCO.

Katie Hedahl and Scott Ferderer are overseeing the operation, and today marks the end of the fourth weekly auction. It just may turn out to be a great way to move some stuff that otherwise might continue to languish on our shelves. But more than that, we are looking at the operation as a beta test for more online business. For example, right now you can buy a Sturdy Engines jacket at www.sturdyengines.com, our Sturdy Engines web sites. We're using this and the ebay experience as a way of testing the procedures and computer workings of online selling in a very controlled way, to work out the details for possible implementation in other ways. Online selling typically works best for a very specialized niche market. So once we've worked out the procedure to selling online in an ongoing way, we can start looking for our niche and bring our way of doing business to the world.





**CALL
PAUL**

Warranty Data –

We have been using the Ultimate Computer now since January 2000, so we have built up two and a half years of data history. This means when you go to look up the warranty history for a particular part number, you have some significant data to look at.

Let's review how to look at the warranty history:

1. Go to the P1 screen and enter a part number.
2. At the bottom of the screen, you will see various options, so choose the "L" option for "Ledger" and press the ENTER key.
3. Enter your location number and press the ENTER key again.
4. Now enter "DE" for "Defective" and press the ENTER key.
5. All the warranty occurrences will now be listed on the screen for that part number going back to January 2000.

VIN Information –

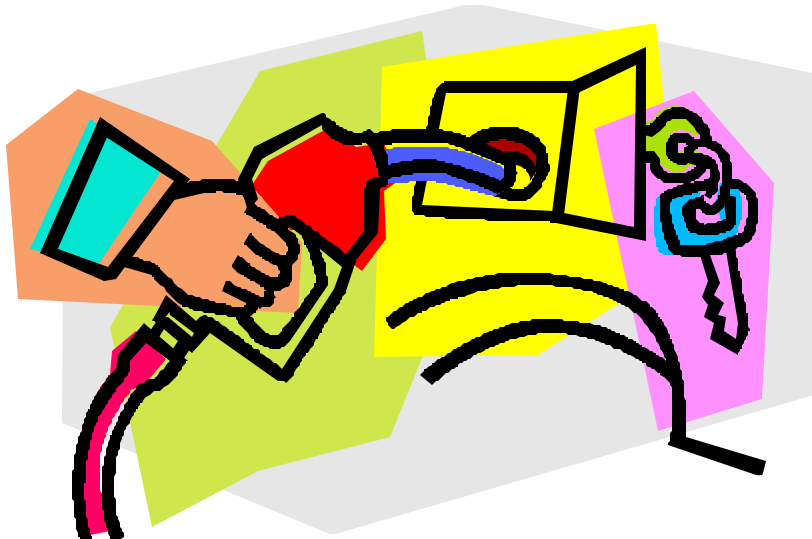
VIN information is given on our PartExpert electronic catalog, found as a primary group after you have selected a category in Category Lookup.

The VIN information screen can be used to find information about the location of the Vehicle Identification Number (VIN). To display VIN information:

1. Select the VIN information group from the parts group list on the Category/Group Selection screen.
2. Now enter the year, make, and model and engine.
3. You should now be at a parts selection screen where you can use the F9 key to access VIN information.
4. After looking at the VIN Information screen, you will want to go back to the part you were looking up, so just press the F16 key, and you will go to the parts screen (remember that CTL-F6 = F16 on a PC keyboard).

Tales of Customer Service:

Here's an interesting little story about customer service. Our supplier of locking gas caps is Stant. It seems that Paul Barth's wife, Julie, wanted a locking gas cap on her car and so she got one. The only catch is she neglected to tell their son. When he tried to get gas one day, he encountered the gas cap. No problem: he just reamed on the cap until it came off. Except only part of it came off, leaving the locking mechanism like a plug. Now what? So Paul called Stant. This is routine for Stant; it happens a lot. But here's their policy. They told Paul to call a locksmith who would be able to remove the locking mechanism. Then they offered to send him a new cap and pay the locksmith's bill to boot (typically \$20-50). Talk about service!



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