

Beulah Open House

You may remember from the February newsletter that our Beulah store marked ten years with Hedahls in February, and they are celebrating this month with an open house on April 20. Along with door prizes, the Hedahls prize wheel, and party food, the store will be hosting factory reps to visit with our customers.

Hours for the festivities are from 11:00 to 2:00.

New Employees

We have no multiple-of-five work anniversaries this month, but we do welcome two new employees and one rehire.

TOM BUSHAW – Tom is new in the shop at Main Street Tire Co. Originally from Grand Forks, ND, he has one sister and is a full-time student at Bismarck State College. Tom is the head coach of a PeeWee level hockey team in Bismarck, and he enjoys bicycling, especially mountain biking in Montana.

NEIL MILLARD – Neil is a service and sales rep for BENCO Equipment, based out of the Rapid City area. Originally from Lead, SD, he is married with a daughter and a stepson. Neil enjoys woodworking, fishing and hunting.

Returning to our Bismarck store after some time away is **Cory Silbernagel**, in the shop.

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Hedahls Headlines

EMPLOYEE NEWSLETTER

Good Idea

In the March newsletter, I suggested we might want to answer the phone at our stores with an extended greeting: "Hedahls Has It! Dick Speaking. I can help you."

I invited all of you to call me to see how I answered. Many of you did call. Most of you commented about the greeting. Those who heard my voice mail message got a kick out of it. Some like it. "It sounds enthusiastic." Some don't. "It is too long." Or, when it was on voice mail, one person said, "How can you help me? You are on voice mail?"

I got one suggestion, though, that makes really good sense. This is from Carole Hulm in our Bismarck store.

Answer the phone with the standard greeting: "Hedahls Has It! Dick Speaking."

Let the caller state his needs. And then say, "I can help you."

This is good – enthusiastic, positive, aggressively helpful. I like it.

So here's our new policy. When you get a call from a customer, answer it as you normally do now. Then follow up your customer's first statement with, "I can help you." No matter what the customer says. This strong message is going to leave a good impression with your customer.

I like this idea so much that I am giving Carole Hulm our Good Idea award this month.

Thanks, Carole, for a great idea and congratulations on the \$100.

Dick

Order the Right Quantity

When you are at your computer screen, doing a part inquiry to Uni-Select, using the P1 screen, there is an easy way to determine how to order that part so you do not get 25 boxes of 25 of the item instead of one box of 25, as an example.

Here is a simple and fast way to check to see how the part should be ordered when using the P1 screen so you get the quantity from Uni-Select that you want:

The key thing to look at on the P1 screen is on the fourth line under the P/Inc column (P/Inc means Purchase/Increment) where you will see a quantity. That quantity tells you how to order.

For example, part number AUV14753 has a 1 in the P/Inc column, so that tells you to order 1 to get a box of 25. If you look at part number GEL 1157, you will see that under the P/Inc column there is a number 10, so you would order 10 to get one box of 10. Whichever way Uni-Select sets up their lines is the way we set up ours.



Car Shows

It's as natural as day following night: when you've got a great looking car, you want to show it. That's why they invented car shows. But a great dividend of car shows for those of us in the automotive aftermarket is all the cool products that people who love cars like to purchase for the cars they love.

We'll be represented at lots of area car shows, but BENCO Equipment, in particular, is hoping to hit several in a wide region. BENCO is finding a market among car lovers for their light hoists, like the Pro-Park 7, a four-post hoist that sells for under \$2,000. But it's the Pro-Cycle motorcycle lifts that are selling like popcorn.

Listed here are some of the bigger regional shows.

22nd Annual Vintigues Car Show • Watertown, SD • April 23-24

Majestics 23rd Annual Car Show • Regina, Sask. • April 23-24

Devils Run • Devils Lake, ND • June 3-5

Buggies N Blues • Mandan, ND • June 11-12

32nd MSRA Back to the '50s Weekend • St. Paul, MN • June 17-19





Air Conditioning Facts

It's starting to get warmer. Heck, it was 71 degrees in Bismarck the other day, and it won't be long before the real heat will be here and air conditioning season will start again. And since it's almost here, we were talking air conditioning the other day and learned some things I never knew.

When a customer comes in looking for a compressor, you need to ask him if his old compressor locked up. If it did, he should really replace the condenser. Why? If the compressor locked up, there's all kinds of trash in the system and more than likely some of it got caught in the condenser. Sure, you can try to back flush the condenser when you flush the rest of the system and that worked for many years on the older vehicles. But because many of today's condensers have much smaller passages inside (especially in most of the imports), you have about a one in a million chance of getting all the debris out. If you install the new compressor and accumulator and don't get the system clean, it'll be just a matter of time before a piece of the trash in the condenser works its way loose and you will more than likely dynamite the new compressor. Then, of course, it's our fault and we warranty another compressor, or compressors.

For the last several years, we've heard a lot of talk about Freon alternatives and with the recent price increase of R134a, we'll hear a lot more this year. Hedahls has always taken the position that we only sell R12 or R134a, the products recommended by the O.E.s. Recently we've been told that Freeze 12 and many other alternatives have a tendency to swell up the seals in the system and after about a year those seals deteriorate. And that means another warranty. The other problem with the alternative is cross contamination, when recycling.

Rumor has it that the government is creating new regulations on Freon designed to standardize and better regulate the production. So eventually there'll be a new cool number, may be R135b, or R1000C or how about R13.5X. Who the heck knows, but whatever it is, it promises to be interesting. Thanks, Dale

Changeover

We are announcing a changeover of belt tensioners and idler pulleys, back to Goodyear. The change is inspired by two changes that Goodyear has implemented in their program. Goodyear now offers 92% coverage with 116 part numbers. In addition, Goodyear has improved their O.E. coverage, making over 80% of the tensioners that are sold as O.E.

The changeover will happen beginning next week. Casey Deedon and Rob Poore will be helping us with the changeover.

Mystery Shopper

Hand in hand with the changeover to Goodyear belt tensioners and idler pulleys, Goodyear will be using a mystery shopper program to recognize our sales acumen. The mystery shopper will order a bunch of parts, including a Goodyear serpentine belt. If the sales person suggests a belt tensioner to the customer, that sales person will receive a \$10 spiff for suggesting the tensioner.

So stay on your toes, and watch for opportunities to sell what your customers need. The mystery shopper program is a small way to reward our sales staff for their thoroughness and professionalism.

Safety First - Filing Cabinets

The most familiar, and seemingly harmless, things can cause accidents and injuries on the job. Consider the ordinary file cabinet. But if you've ever tried to move a fully loaded file cabinet, you know that a bunch of papers can get really heavy. This is where the danger comes from: all that weight, with easy rolling drawers, can smash fingers. But that's not all. When used improperly, file cabinets can tip, they can bump heads, they can strain backs. According to the March 2005 issue of Safety+Health magazine, the National Safety Council gives these precautions about file cabinets.



- Never close file drawers with feet or any other part of the body. Use the drawer handle to close the cabinet, making sure fingers are not curled over the edge when the drawer closes.
- File drawers should be closed immediately after use.
- Open only one file drawer in the cabinet at a time to prevent the cabinet from toppling over.
- Do not open a file drawer if someone else is close by or underneath.
- Do not leave open file drawers unattended.
- No one should ever climb on open file drawers.
- Small stools used in filing are tripping hazards. They should be stored where they cannot cause falls.
- Wear rubber finger guards to prevent cut fingers due to metal fasteners or paper edges.

And we haven't even mentioned the dreaded paper cut!

~~Let's Eat Drink!~~

In the 2003 Tour de France, American cyclist Lance Armstrong's bid for a fifth-straight Tour victory was almost foiled by...a glass of water? Armstrong's performance in the individual time trial, usually a stellar event for him, was below expectations and threatened his overall placement in the 21 stage race, to the puzzlement of many, until his trainers discovered at the end of the race that he was dehydrated. Something as simple as a lack of water in his body had sapped both his energy and his power.



Athletic phenoms aside, getting enough water is vital to our daily and long-term health, improving nearly all bodily functions from brains to kidneys to joints and everything in between.

Dehydration impedes kidney function, blood flow, and digestion. A lack of proper hydration can cause daytime fatigue and concentration problems, while drinking enough water seems to reduce the risk of colon cancer, bladder cancer and possibly breast cancer.

How much water is enough? Two to three quarts of water per day, and more if you are active or if it is hot. And pop, coffee, tea, and alcohol don't count. In fact, they tend to make you more dehydrated.

So drink to your health. Water, that is!

Flex Plan Sign-Up in May

The schedule isn't set yet, but you should start thinking ahead to the enrollment in our employee benefits plan in May. We strongly encourage those employees who are married to arrange to have their spouses attend the sign-up too. There's much to consider that can affect the whole family. You should also be looking to end this plan year, using up money in your reimbursement accounts and submitting those proofs of blood pressure, cholesterol, blood sugar, and cancer screening tests. If you have questions, call Dick Hedahl or Harold Larson at Headquarters.

Re-enrollment is also the time to check your investments, re-evaluate your insurance needs, reassess your medical and dependent care reimbursement needs, weigh-in, and consider your tobacco abstinence pledge and your alcohol moderation pledge. It's a lot, affecting your health and finances.