

May 2005  
Volume 13  
Number 8

# Hedahls Headlines

EMPLOYEE NEWSLETTER

## Anniversaries & New Employees

We celebrate two ten-year work anniversaries this month: **Jim Wald** of Bismarck and **Betty Ulrich** of Glendive. Congratulations.

We also have four new employees this month. Please welcome them. **TAREK CHASE** – Tarek is new in the shop of Main Street Tire. From Bismarck, he has one sister. Tarek enjoys snowboarding and motorcycling.

**BLAKE DeVRIES** – Blake is a new machinist at our Detroit Lakes store. Originally from Walker, MN, he enjoys cars and motor. Blake also likes to spend his time in the outdoors, hunting and fishing.

**JOHN DANNENBERG** – John is a new technician with BENCO Equipment. Originally from Devils Lakes, he has two older sisters. John enjoys hunting, fishing, shooting, and snowmobiling.

**RICKY BOLIN** – Rick is new in our Milbank store, working counter sales and receiving. Originally from McGregor, TX, he is married with a son and a daughter. Rick enjoys hunting and barbecuing—Texas style, of course.

### ***BENCO's Future Promotions needed to handle business boom***

If you've been keeping up with the new hires in the last several months, you've probably noticed the new people at BENCO. They're just trying to keep up with all the sales and service business they're generating lately.

Now come some promotions:

**Randy Albaugh** has been promoted to territory sales, and **Cole Siegle** has been promoted to service manager. Congratulations to Randy and Cole, and to all of BENCO for your great work.

### ***BENCO's Past A Brief History of BENCO***

By Dick Hedahl

Most of you know that BENCO Equipment is our specialty division focused on selling and servicing automotive service equipment. But where did BENCO come from?

In 1967 Hedahls bought a company called QB&R. They had stores in Bismarck, Dickinson, Glendive, Sidney and Jamestown. Hedahls had stores in Bismarck, Linton and Hettinger. We combined the Bismarck stores

into the QB&R building at our current Bismarck store location.

QB&R sold AC-Delco products. When Hedahls tried to get the contract for AC-Delco, we were told we could not buy it as Hedahls because we were auto parts stores. They would only sell to a separate warehouse distributor company. So we created one. It was named after the three principle owners of Hedahls – Beulah Hedahl, Erling Hedahl and Neil Hedahl or the Beulah Erling Neil Company – BENCO. The old Bismarck Store building at 201 West Main, built in 1937, became BENCO Warehouse, selling AC-Delco auto parts.

Hedahls has always tried to fill the needs of our customers. As a result, Hedahls had always provided equipment that our customers needed to run their shops. When I graduated from college in 1972, I began selling and servicing equipment as a separate business. We put the new equipment company in BENCO Warehouse. NEMAC Warehouse was started later as the Motorcraft warehouse (that's a story for another day). When we bought the current Headquarters and warehouse building in 1980, we combined the two warehouse functions (we could then because of a change in policy, but again, that's for another day) and split BENCO off as a separate equipment company. The original 1937 Hedahls building was used for many years by the **(continued on p. 3)**



# SALES TOOLS

**IDEAS FOR BETTER SELLING:**

*If you always do what you've always done,  
then you'll always get what you always got!*

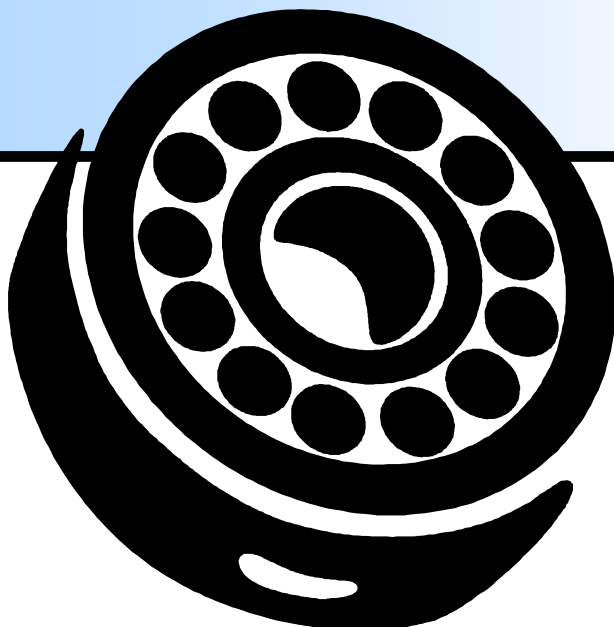
## It's Time to Reach Beyond!

Recently I've been trying to price shop our competitors as much as possible. The problem I have is finding the time to call all 63 competitive parts stores in our four state area. The bigger problem is that several of those suppliers know me well enough that they actually recognize my voice.

Recently while having a business plan meeting with Dave Honeyman, Randy Holler, and Mike Johnson at the Hettinger store, we talked about this problem, and the guys suggested dividing up the 63 competitive stores and having each of our stores call a few. In other words, the Hettinger store would call the competitors in the Detroit Lakes area and the Glendive store would call the Watertown area and so on. Great idea and Dave, Randy, and Mike will all share in the \$100 idea equally.

You'll be receiving a bulletin on this soon.

Thanks, guys, for the great idea and keep'em coming. Thanks, Dale



**Good  
+ Ideas**  
\$\$\$\$

We've had two months in a row now where we've been able to award \$100 for a suggestion. It feels pretty good.

Put your thinking caps on, and see what you can come up with to improve how we do business. Please send your suggestions to Larry Lysengen at Headquarters. If we implement the

suggestion and

you're picked in the drawing, you'll be awarded \$100.

## Hub Bearing Changeover

As you know we've decided to change our hub-bearing supplier from CR/SKF to Precision. Greg, Pat and John from Nevins Sales have been out this week to re-box your CR/SKF hub bearings. When your store is done, be sure to call Bill Edwards and let him know. You'll have a popularity list and special in the May 9 sales meeting envelope.

Any other comments concerns or questions, call me. Thanks, Dale

# BENCO's Future: a brief history

(continued from p. 1) Hedahl Tire Co. which became Main Street Tire. That space is now rented to Junkyard Chic.

When Dick Joritz took over as manager of BENCO in 2001, he began to expand BENCO to include sales to customers beyond our normal geographical area. BENCO now is providing automotive service equipment throughout a more than 10 state area and much of western Canada.

The internet has expanded BENCO's reach and BENCO is also providing more services to its customers. One of the valuable services BENCO is expanding is the repair and maintenance of existing equip-

ment in automotive repair shops. Many new car and repair shop service dealers have signed up for BENCO's inspection and maintenance program to make sure the hoists, air compressors, and other equipment in their shops are safe and well maintained. Safety in the workplace: you can read more about that in the article below.

All of this leads us to the latest moves BENCO is making. The article on page 1 of the newsletter explains some of the expansions and promotions that are enabling BENCO to continue to serve an expanding customer base with expanding services.

*Dick Hedahl*

## **SAFETY FIRST, SAFETY ALWAYS**

If you don't think safety in the workplace is important, if you don't think you need to care about safety, if you don't think safety is your responsibility, then you need to read this.

According to the Fact Sheet of the Occupational Safety and Health Administration, about 6,000 people in the United States die from workplace injuries each year. Another 6,000,000 workers suffer non-fatal workplace injuries. Never mind that the cost to U.S. businesses annually is more than \$125 billion. Never mind that unsafe practices can put others at risk. Think of it as something as simple as this: "I don't want to die or get hurt on the job."

When looked at in those terms, it becomes clear why safety is important, why we all need to care, and why safety is everyone's responsibility. When you see an unsafe practice on the job, correct it. When an incident happens, report it. When a safety policy is introduced, follow it. Safety is everybody's business.

## Beware the Phantom



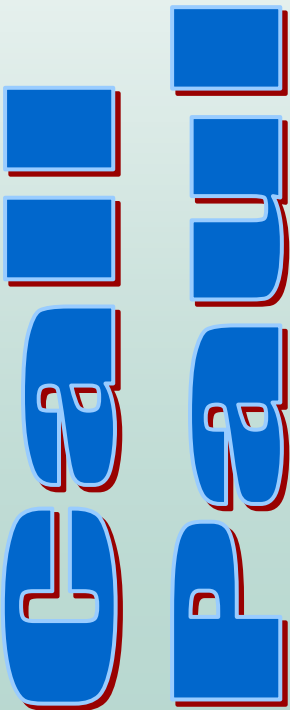
I have seen this happen several times in the last few weeks.

When you create an invoice and a minute later you find an invoice reversal is necessary, but the computer can't find that invoice, here is what is happening:

Our computer system uses a process called the "Phantom" to handle invoices. This is where everything gets processed after it leaves your screen. When you can not find an invoice, the Phantom got stalled. That happens when a terminal somewhere in our system has a part number with a cursor left in the middle of that part line. If that terminal remains unattended it can affect many things throughout the company --- such as invoice reversals --- from getting completely processed.

What we learn from this is not to leave your screen with the cursor somewhere in the middle of a part number line on the invoice screen. If you do, it will stall the Phantom processing, and our stores can not do all of the functions they need to when servicing our customers.

Also, please do remember that, fortunately, the system eventually does catch up and processes the missing invoices.



# Flex Plan Sign-Up Schedule

Included here is the complete schedule of sign-up sessions for our employee benefit plan. We strongly encourage those employees who are married to arrange to have their spouses attend the sign-up too. There's lots to consider here that can affect the whole family—wellness, insurance, investments, and reimbursement accounts.

You'll get a packet of information at your sign-up session, outlining and summarizing your benefits choices. People from Asset Management Group, American Funds, and Guardian Life will be there to help you.

Also you should make sure you use up all of the money in your reimbursement accounts by June 30. If you have questions, call Dick Hedahl or Harold Larson at Headquarters.

<b>Aberdeen</b> May 18, 8:00 a.m.	<b>Hettinger</b> May 18, 4:30 p.m.
<b>Beulah</b> May 21, 9:00 a.m.	<b>Linton</b> May 31, 3:30 p.m.
<b>Bismarck</b> June 1 & 2, 8:00 a.m.	<b>Mandan</b> June 3, 8:00 a.m.
<b>Bismarck</b> June 3, 9:30 a.m.	<b>Milbank</b> May 23, 11:45 a.m.
<b>Carrington</b> June 7, 10:00 a.m.	<b>Redfield</b> May 17, 4:30 p.m.
<b>Detroit Lakes</b> May 26, 8:00 a.m.	<b>Sidney</b> May 19, 2:45 p.m.
<b>Dickinson</b> May 19, 8:00 a.m.	<b>Sisseton</b> May 23, 4:30 p.m.
<b>Fergus Falls</b> May 25, 8:00 a.m.	<b>Watertown</b> May 23, 8:00 a.m.
<b>Glendive</b> May 19, 11:15 a.m.	<b>Webster</b> May 23, 2:45 p.m.

# Let's Eat!

## Whole Grain

Whole grain goodness? But what's so good about it. According to Kansas State University Agricultural Experiment Station and Cooperative Extension Service, just about everything. Grain has three parts to it: the bran, the endosperm, and the germ. The bran is from the outer layer. It's full of fiber, B vitamins, phytochemicals, and 50-80% of the grain's minerals. The endosperm has the complex carbohydrates, protein, and some B vitamins. The germ is full of B vitamins, vitamin E, trace minerals, unsaturated fats, phytochemicals, and antioxidants.

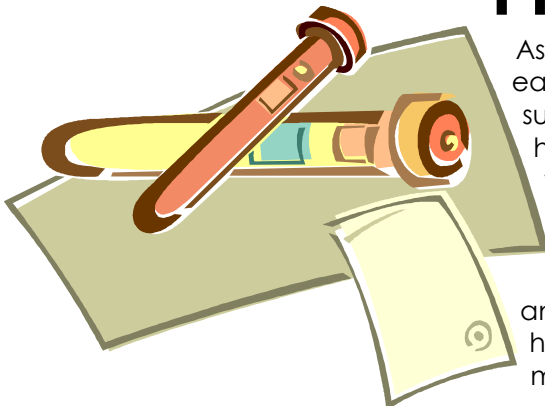
Refined grain foods contain only the endosperm, reducing the nutrient content by 25-90%. Check the labels. It should say "whole" grain listed first in the ingredients. Phrases like "100% wheat," "multigrain," and "stone ground" don't mean "whole grain."

OK, so whole grain is full of good stuff. What does it do? How about fight cancer, heart disease, high cholesterol, and high blood pressure? How about reducing your risk for bowel disorders, stroke, obesity, and type 2 diabetes?

It's good for you. Whole grain will make you feel better now and help reduce your risk of major chronic diseases in the future. Check the labels, and choose whole grain.



# Preventive Check-Ups



As we look toward ending our Flex Plan year, you should be thinking of early prevention screening test for blood pressure, cholesterol, blood sugar, and cancer. Not only can screening tests help detect many health problems before they become serious, these tests can also earn you \$25 for each test annually, for you and/or your spouse. If you've had any or all of these tests since July 1, 2004, submit proof to Darlene at Headquarters.

Remember, we don't need to see your results—that's between you and your healthcare professional—we just need to know that you've had the screening tests. If you haven't had any health screening tests, maybe you need to set something up before the end of June.