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Hedahls Headlines

EMPLOYEE NEWSLETTER

A funny little ad appeared in the Glendive paper on May 22. It's an ad for NAPA, and it refers to its competitors as "huge corporation(s) based in Raleigh, NC or Bismarck, ND." The huge North Carolina-based corporation is CarQuest. The huge Bismarck-based corporation? Well, that's got to be us. And now we're even bigger!

New Employee

No multiple-of-five work anniversaries this month, but we do have one new employee. Please welcome him.

KEN JENSEN – Ken is a PB&E specialist based out of Headquarters. Originally from Aberdeen, SD, he has a son and a daughter, three sisters and one brother. Ken enjoys cars, camping, and working with wood.

The Mann's Purchase

By Dick Hedahl

You got a bulletin from me a few days ago announcing that Hedahls is in the process of purchasing Mann's Automotive. I thought you might enjoy reliving the intertwining history of our two companies.

Bruce Walker is the President of Mann's Automotive. In 1990, just after Hedahls had bought the Thomas Auto Supply stores in Williston and Crosby, I was in Bruce's office in Minot. Since Mann's is a customer of NEMAC Warehouse, we were talking about business. Bruce asked me, "How old are you?" I said, "Forty. Why?"

Bruce said, "Well, I am 50, and in 10 years I would like to retire and I want you to buy me out." I laughed, but I did not forget his statement.

Let's back up a step. Hedahls was part of the original group who, in 1954, started ANWI (now US-USA). Very shortly after that, Mann's Automotive also became part of ANWI. At the time, Hedahls only had one branch store – Linton. And Mann's was considering a store in Minot. In 1967 Hedahls bought QB&R with five stores, including Dickinson, making us direct competitors with Mann's. But Kenny Mann and Neil Hedahl were friends and remained so.

In 1983 Kenny Mann was considering retiring. He and Neil discussed Hedahls buying Mann's then. But Jim Legler of A&B Automotive in Detroit Lakes (another ANWI customer) also expressed a desire to leave the parts business. Since Bruce Walker was the operational leader of Mann's and able to take over running Mann's with some help from ANWI, Hedahls bought A&B in Detroit Lakes and Fergus Falls. This was enough challenge for Hedahls at the time, and ANWI was able to keep both operations in its customer base.

Fast forward to 1995. We were having trouble with our Williston store. Mann's had opened a store in Beulah in 1975. The Beulah market tended to gravitate towards Bismarck for support and the northwestern part of North Dakota was being served by Mann's. So we made a deal to essentially trade stores. Bruce got Williston and Crosby, and Hedahls got Beulah. The years have passed, but Hedahls and Mann's are now finally together. Hedahls will take over the Mann's stores on July 1, 2005.

Adding the Mann's stores makes 22 Hedahls Parts Plus stores in four states. These stores will help spread the administrative cost of operating the stores over a larger sales base and make it possible for Hedahls to better compete in the increasingly consolidated auto parts market.

In May, Bruce, Larry Lysengen, and I traveled to each of the new stores, and Larry and I got to meet the employees and they got to meet us. This is going to be a good fit.

Next month I will outline the new stores and give you a look at our new associates in the stores at Crosby, Williston (yes we bought our stores back!), Minot, Mohall, and Garrison and the consolidated Dickinson store.

Dick

Buying a Wheelbarrow: A Cautionary Tale



SALES TOOLS

IDEAS FOR BETTER SELLING:

Recently I tore up and disposed of the concrete patio behind my home and poured a new one. It didn't take me long to realize that my kids old "Red Flyer" wagon just wasn't going to handle the job. I needed a wheelbarrow.

I decided that Menard's would be the place to shop for a wheelbarrow. I parked in the parking lot and as I walked toward the building, I noticed a stack of six Rubbermaid wheelbarrows, chained to each other and to the building. I looked them over, and they were just what I wanted.

I walked inside and asked the gal at the service desk how I could buy a wheelbarrow. She told me to go back to the hardware department. When I got there, I asked a young man if he could sell me a wheelbarrow. He replied, "Yes, follow me," and we started walking to the back of the store. I told

him I wanted a Rubbermaid wheelbarrow from the front of the store. He said, "That's ok. We have more wheelbarrows in back."

When we got to the wheelbarrow section, all I saw was True Temper brand wheelbarrows in pieces. Apparently we were in the build your own wheelbarrow section. They had wheelbarrow handles, wheelbarrow wheels, wheelbarrow barrows and even wheelbarrow bumpers. Heck, I didn't even know you could get a wheelbarrow with a bumper. Must be an OSHA thing. But no where did I see a completely assembled Rubbermaid wheelbarrow. The young man started writing down all the part numbers on a piece of paper. I told him I didn't want to take the time to put it together and I really wanted a Rubbermaid wheelbarrow from the front of the store. He smiled (**cont'd on p. 3**)

Let's Eat! Asparagus

According to the web site of the Michigan Asparagus Advisory Board, "asparagus is one of the most nutritionally well-balanced vegetables in existence." That's pretty tall talk, and you might be tempted to dismiss it as marketing hype from industry insiders, but let's look at the facts.

Asparagus is high in folic acid, a vitamin associated with a decreased risk of some birth defects, and it's a rich source of rutin, a drug that strengthens capillary walls. It's also a good source of potassium, thiamin, vitamin C, and carotenoids, some of which are antioxidants and some of which are used by our bodies to make vitamin A. And it's a source of fiber. If

you've been reading your "Let's Eat" columns, you know that fiber is good for everything from promoting healthy digestion to battling high cholesterol, diabetes, heart disease, obesity, and some cancers.

Still skeptical of the asparagus advertising? Let's look at what it doesn't have. No fat, no cholesterol, low in sodium, and at about four calories a spear, low in calories too.

Oh, but you want more than science. Let's look at the legends then. Folklore credits asparagus with curing toothaches and serving as a reproductive tonic.

Besides, those little spears—they really look cool on the plate.



(cont'd from p. 2) at me and told me to follow him.

We went to a computer in the door and window department, and he started punching the part numbers in. I asked him, "Why are you punching these True Temper part numbers into the computer when what I want is a Rubbermaid wheelbarrow?"

Just then a supervisor came walking by and asked me if there was a problem? I told him, "No problem, all I wanted to do is buy an assembled Rubbermaid wheelbarrow from the front of the store." The supervisor told the young man to get someone from hardware to help me. The young man said "I am from hardware." The supervisor said "Oh" and walked away.

I then told the young man to follow me and I would show him the wheelbarrow I wanted to buy. He said, "Follow me." As we walked by the hardware service desk, he said, "Just a minute, I have to talk to someone." So I stood there for about 30 seconds and watched the young man stand and wait for two other employees in the hardware department to finish a conversation. I finally got tired of waiting and said, good-bye. The young man looked at me, expressionless, and never said a word. On my way back to my vehicle, I walked by the Rubbermaid wheelbarrows, and of course, they were still there, because no one in the store, including the supervisors, knows how to sell them.

I drove to Runnings, and as I pulled into their parking lot, I noticed a stack of wheelbarrows. I

walked inside and found a young lady near the check-out counter. I asked her if she could sell me a wheelbarrow. She smiled, and said "Sure can." She turned around and grabbed some keys and led me outside to the front of the store. She opened the padlock and released a wheelbarrow to me. I went inside and paid for it. The whole transaction only took three minutes.

I thought about this experience for awhile after it happened, and here's my conclusion. I don't blame the young man for the terrible service. I blame management, especially the supervisor. Obviously the young man wasn't experienced enough or hadn't been trained to handle the situation I put him in. But the supervisor was and he missed two golden opportunities. He had the opportunity to take my bad experience and turn it into a good thing. It's called making lemonade out of lemons. He also had the opportunity to teach the young man how to handle situations like this in the future. I also blame the two gentlemen in the hardware department for not taking the opportunity to see that the young man needed help. Then I do have to blame the young man for not being outspoken enough to say "Hey, this customer needs help and I can't handle it, so unless you want him to take his business elsewhere, you better help us."

Anyway my new wheelbarrow works great. I poured three yards of concrete that weekend and the patio looks great. Thanks, Dale

Order Locked. Now What?

When you are in the process of turning an open order into an invoice and you get a message on the screen "ORDER LOCKED – CANNOT PROCESS" it probably means that the account has exceeded its credit limit. And the computer sort of freezes there. This doesn't happen often—usually with open orders—but there are things to do. Many of you simply cancel the order and start over, but here's another way:

- At the Change Which Line field on the invoice screen, type the letters "HD", and hit the ENTER key.
- You will be taken to another screen and at line 6 (HOLD), remove the letter "C" in this field by hitting the SPACE BAR.
- Now you will be back at the Change Which Line field, where you will enter a 0 (zero) and that will take you back to the original invoice screen.
- You can now complete the invoice without the ORDER LOCKED message appearing and stopping the invoicing of the open order.
- If the account is still beyond its credit limit, you'll be asked for the Authorization Code if it's a charge.



