

December 2005
Volume 14
Number 3

Hedahls Headlines

EMPLOYEE NEWSLETTER

New Employees

We have no multiple-of-five work anniversaries this month, but please welcome two new employees.

TERRY RIME – Terry is new on delivery for our Bismarck store. Originally from Garrison, ND, he is married with two daughters and one son, one granddaughter with a set of twin grandkids on the way. Terry enjoys hunting and fishing.

DUSTIN SCHUMACHER – Dustin is new in shipping and receiving for NE-MAC Warehouse. Originally from California, he has one daughter. Dustin enjoys bowling and anything related to sports.

HOLIDAY PARTY

Bismarck Kelly Inn

Saturday, December 3

Social at 6:00

Dinner at 7:00

*Please plan
to join us!*



Regional Holiday Gatherings

Also several regional holiday gatherings are planned throughout the company. You and your spouse or guest are welcome to come to any of these parties. Just let us know. Below is a listing of the holiday parties that we could confirm.

Aberdeen-Redfield-Webster:

Jan. 14, 7:00 pm at Flame Restaurant

Beulah:

Dec. 10, 6:30 pm at the Eagles Club

Glendive-Sidney:

Dec. 17, 6:00 pm at Ranger Lounge in Sidney

Hettinger:

Dec. 10, 7:00 pm at Borderline Grill

Milbank:

Dec. 9, 7:30 pm at Lantern Inn

Sisseton:

Dec. 17, 7:00 pm at Hippen Steakhouse

Watertown:

Dec. 23, 5:30 pm at the store

Crosby, Detroit Lakes, Dickinson, and Fergus Falls:
still planning



Changing Investments

For those of you with ESOP/401(k) investments, December is one of two times during the year when you can change the amount you are investing (June is the other time). Simply contact either Darlene or Harold at Headquarters before the close of business on December 31, and let them know what you want changed. There will be forms to fill out, so give yourself time to get the forms back to Headquarters. Fax is OK.

A LOOK BACK

This year on my birthday, I received a little book full of facts about the year I was born, and I thought I would share a few with you. The year was 1954. Don't bother doing the math: I'm 51.

- It was the first year the polio vaccine was given to children.
- Hudson, Nash and Kelvinator merged and became American Motors.
- The average income was \$3,960 a year.
- A new car was \$1,700.
- A new house was \$10,250.
- A loaf of bread was 17¢.
- A gallon of milk was 92¢.
- A gallon of gas was 22¢.
- An ounce of gold was \$35.
- The minimum wage was 75¢ an hour.
- That year the Dow Jones average ran from 279.87 to 404.39.
- Dwight Eisenhower was president and Richard Nixon was vice-president.
- Famous people born that year besides me were Ron Howard and John Travolta.

But what was going on with Hedahls in 1954?

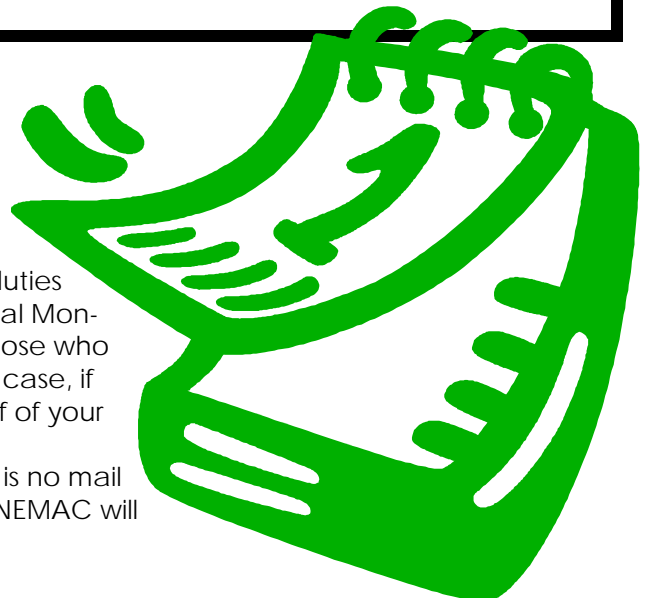
- We had two stores – Bismarck and Linton.
- We were in the television business, selling and servicing Majestic Televisions. Bud Barth was the television serviceman.
- We were also in the boat business, selling and servicing Scott-Atwater marine engines and Tomahawk boats. Yeah, Bud was the serviceman for those too.
- We had no machine shops.
- No Main Street Tire, no BENCO Equipment, no NEMAC Warehouse. Tires and equipment were sold through the parts stores. The tires came from the Armstrong Rubber Co. Our first brand of tires was from the Gillette Tire Co. in 1932.

Something to think about. Where were you in 1954? Or maybe the question is where were your parents in 1954? Thanks, Dale

Holiday Schedules

Christmas and New Year's Day are both on Sunday this year. Because of the needs of our customers, our parts stores and Main Street Tire will be open on the following Mondays, December 26 and January 2. Each manager will assign work duties for each day. We expect these days to be lighter than a normal Monday, so a reduced staff may be possible. We will try to allow those who work on one of the days to have the other Monday off. In any case, if you work either of those days, you will be given another day off of your choosing (scheduled with your manager) during 2006.

Because Uni-Select is closed both days and because there is no mail or shipping service on those days, Headquarters, BENCO, and NEMAC will be closed.



BENCO Expanding

By Dick Hedahl

We started BENCO Equipment in 1972 as the sales and service agency to support FMC (now known as JBC Equipment). I started as BENCO's first manager. We grew from that beginning to what it is today. Over the years, BENCO has become the premier automotive service equipment sales-and-service company in the region. It has now grown to be one of the biggest sales divisions of Hedahls and continues to grow at a rapid pace. BENCO is an operating division of Hedahls Inc.

Hedahls has been a place to find equipment and service for generations. In 1950 my Dad, Neil Hedahl, sold a John Bean Visualiner to Norby-Rath Ford (now known as Bill Barth Ford) of Mandan, ND. When I started to sell and service John Bean equipment, that aligner was one of my first service calls.

We now have an opportunity to expand again. We have announced BENCO will be opening an equipment store in the Minneapolis area in January 2006. The location has not been announced, but the intent is to have a full sales and service facility able to support the Minneapolis metro area and beyond. BENCO 2 will support all of the same lines we currently serve from BENCO in Bismarck. Dick Joritz will be managing both Bismarck and Minneapolis for BENCO. Cole Siegle and Corey Brophy will be moving to Minneapolis to staff the new location.

In addition to all of the traditional equipment BENCO sells for the typical automotive service shop, the picture below is an example of the new equipment available to BENCO for its customers. The ALM Heavy Duty Lift system is just one of many innovative new products that have helped BENCO to grow and expand in this region. The ALM will lift a semi truck and trailer as a unit, or it can lift a bus, or a cement truck or whatever needs to be lifted for service. The full range of products and services we offer at BENCO will be a great benefit for the customers of the new territory.

The opportunity offered BENCO in the metropolitan area of Minneapolis and St. Paul is one of the best we have ever had available to us. This represents a major expansion in BENCO and in the reach of Hedahls as a company. I look forward to giving you more information as it becomes available.

Call Paul

Look Up by PO#

When a customer gives you his PO number to put on an invoice and later comes back with that PO number and wants to know what parts were on it, you can now tell him without knowing what the invoice number is.

Here is how it works:

- At Store Menu screen, go to #3 Old Invoice Inquiry and at invoice# hit the ENTER key and you will be at Ord/Xfer/PO#.
- At Ord/Xfer/PO#, enter the customer supplied PO# and you will be able to see the invoice related to that PO.

This data started collecting in our computer on November 22, so you will be able to use the look-up from that date forward.



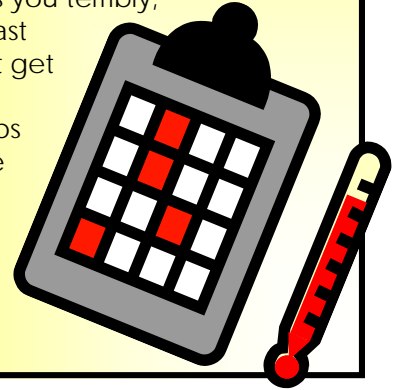
Shop Safely Online

With online shopping getting more and more popular, several organizations are offering advice to keep you safe from cyber theft. The National Consumers League, the Better Business Bureau, and the National Cyber Security Alliance recommend these 12 tips when shopping online.

1. **Know who you're dealing with.** Don't buy things through unsolicited e-mails.
2. **Get the details,** like name and physical address of the seller, price, what is included in that price (like shipping), and the seller's policies on privacy, returns, and cancellations.
3. **Look for signs that online purchases are secure.** The web address should change from "http" to "shttp" or "https," or your browser may signal security with a broken key that becomes whole or a padlock that closes.
4. **Pay the safest way.** That means a credit card because of federal laws protecting disputed charges and credit card companies with "zero liability" policies.
5. **Never enter personal information in a pop-up screen.** Legitimate companies don't ask for personal information via pop-up screens.
6. **Keep documentation of your order.** Print out the confirmation page or e-mail.
7. **Know your rights.** Federal law requires orders made by mail, phone, or online be shipped by the date promised or, if no delivery time was stated, within 30 days. If the goods aren't shipped on time, you can cancel and demand a refund. There is no general three-day cancellation right, but you do have the right to reject merchandise if it's defective or was misrepresented. Otherwise, it's the company's policies that determine if you can cancel the purchase and if you can get a refund or credit.
8. **Be suspicious** if someone contacts you unexpectedly and asks for your personal information. Don't give it. These are probably identity thieves.
9. **Check your credit card and bank statements carefully.** Notify the bank immediately if there are unauthorized charges or debits, charges that are higher than promised, or any other problems.
10. **Keep your computer secure** for safe shopping and other online activities with updated spam filters, anti-virus and anti-spyware software, and a firewall.
11. **Beware of e-mails offering loans or credit,** even if you have credit problems. Scammers try to get an upfront fee, then disappear with the money.
12. **Contact the seller promptly about any problems** with your order. Check "contact us" on the company web site. If you can't resolve the problem, contact the Better Business Bureau.

Stay Home If You're Sick

If you get sick, do yourself and your co-workers a favor: keep yourself and your germs at home! We'll miss you terribly, but at least we won't get sick too. That keeps everyone healthier and happier on the job.



Jury Duty Scam Again

Few people want to serve jury duty, especially during the holidays. Crooks are capitalizing on that dread and trying to trick people into revealing personal information over the phone with the aim of identity theft. We covered this in the newsletter several months ago, but *The Bismarck Tribune* on November 23 ran an article about this particular scam surfacing again in Minnesota.

The caller claims to be the clerk of court, informing you of your call to jury duty. And now they're even trickier, with the caller claiming that you are in trouble because you've missed jury duty. They're hoping the panic this causes will get you rattled enough to start blabbing information.

According to the article, jury duty notices are always delivered by mail. Don't let anyone trick you into revealing personal information over the phone.

If you receive a call like this, you should hang up and contact local law enforcement immediately.

