

January 2007  
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# Hedahls Headlines

EMPLOYEE NEWSLETTER



## Anniversaries & New Employees

We have two multiple-of-five work anniversaries in January. **Vern Deaton** of Glendive celebrates five years this month, four years back in the '80s and one in the last year. Congratulations, Vern, and happy to have you back.

Our other anniversary is **Dan Schreck**, the manager of Main Street Tire, who celebrates 25 years on January 20. Dan was hired as sales personnel at the Tire Co. in 1982, and became manager in 1991. When he was hired, inventory was tracked by hand on a clipboard. Today's computer system is only one of the changes Dan has seen. In January 2000, the Tire Co. moved to a new four-bay facility and expanded their retail business, including repair service like brakes, alignment, and ride control. Says Dan, "It's been a hellava good run."

Dan will be receiving his 25-year pin from Dick Hedahl later this month. Congratulations, Dan! We're proud of you!

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

**CLIFFORD OFTELIE** - Cliff is new at our Detroit Lakes store, working delivery and in the warehouse. Originally from Crookston, MN, he has one son. Cliff enjoys history and "a great day with lots of sunshine."

**LARRY THUNER** - Larry is new on delivery at our Dickinson store. He is married with a son and a daughter and originally from Hansboro, ND. Larry enjoys guns and trap shooting, along with restoring old tractors.

**JUSTIN VIGESAA** - Vigs is new at our Detroit Lakes store, working delivery and in the warehouse. From Detroit Lakes, he has two half-sisters. Vigs enjoys rebuilding cars and installing stereo systems.

**JEREMY BOHLS** - Jeremy is new at the counter in our Sisseton store. Originally from Watertown, SD, he has three sisters. Jeremy enjoys hunting and fishing.

**RODNEY GAFFREY** - Rod is a new machinist at our Dickinson store. Originally from New Rockford, he is married with three sons and one daughter. Rod enjoys antiques and all things old, including old cars and old engines. He also enjoys bike riding and panning for gold in the Black Hills. Rod worked as a machinist at Mann's for 32 years.

## Video of Our Wellness Program

In preparation for the upcoming legislative session in North Dakota, Blue Cross/Blue Shield of North Dakota has prepared some informational material for legislators on healthcare insurance, including a section on innovations to traditional health benefit plans. They interviewed Dick Hedahl about the Hedahls Wellness Plan, and some of that video is included in their material for the legislature. All of it is on our web site at [www.hedahls.com](http://www.hedahls.com). If you are interested, click on **Employees**, then **Summary**, and you can choose from four different video clips of Dick Hedahl talking about our benefit plan, specifically the wellness plan. The clips are sequential and are meant to be viewed in order.



# SALES TOOLS

IDEAS FOR BETTER SELLING:

## Thanks to the Team

I spend probably half of my time working with our 23 outside salesmen or in one of the stores. More recently most of my time has been spent in Rapid City, making calls with our salesman/manager Dan Helfrich.

Many of you may have noticed that Dan or I have been calling a lot of you lately with questions about different products and things like part numbers, sizes, quantities, availability and prices. What you probably don't realize is how important your answers and your help are to the success of Rapid City.

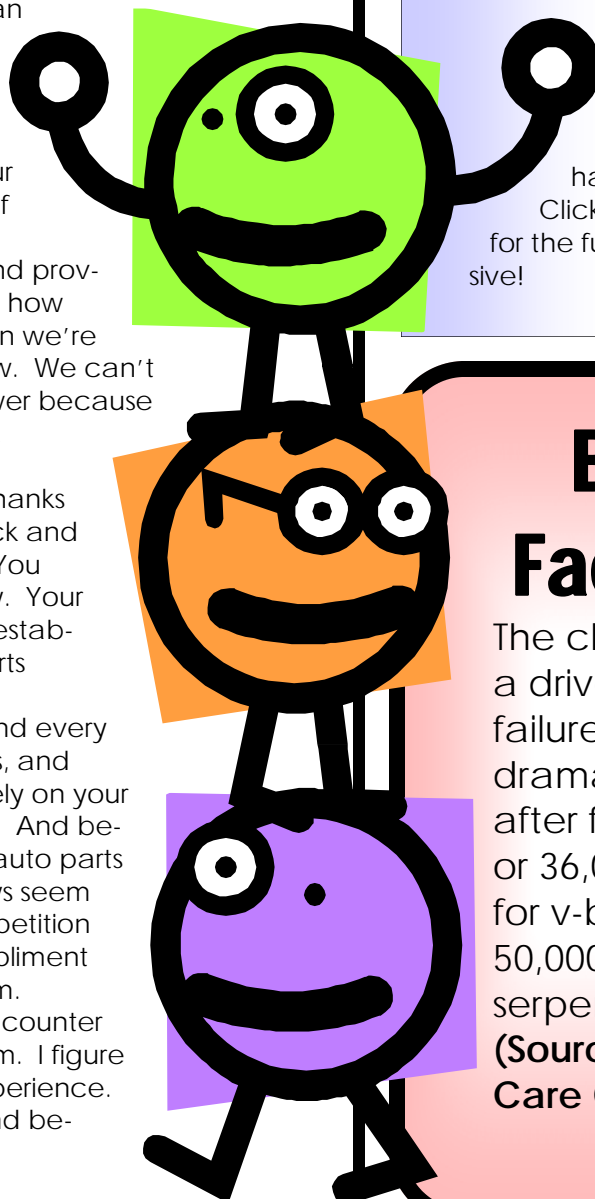
We're making our mark in Rapid City and proving to our new and potential customers just how good we are at Hedahls Parts Plus. So when we're given an opportunity, we're going for it now. We can't wait too long to give the customer an answer because if we do, the competition may get the sale.

On behalf of Dan, Larry, and Mella at Hedahls Parts Plus in Rapid City, a special thanks to Pat Ramsey at the Call Center in Bismarck and to Randy and Mike at the Hettinger store. You guys get the customer calls from Rapid City. Your connection with the Rapid City customers establishes us as a knowledgeable and smart parts source.

Also, I personally want to thank each and every one at all the stores, NEMAC, Headquarters, and BENCO. You will never know how much I rely on your combined knowledge and your teamwork. And because we are a team, we're the toughest auto parts stores on the street. I know it may not always seem that way, but trust me, I often see the competition react to what Hedahls does. That's a compliment to each and every one of you - to our team.

Remember, Rapid City has no in-house counter people, but we have all of you to draw from. I figure that gives us at least a bazillion years of experience.

I am looking forward to a great 2007 and beyond. Thanks, Dale.



## ASE Program

The results of the latest round of ASE testing should have been sent to you by now. If you took a test and passed, remember to send your results to Dee Persson at Headquarters to qualify for the bonus. If you have questions about the Hedahls ASE program, call Dick Hedahl at Headquarters or talk to your manager.

We've created a page on our web site to recognize our current employees who have passed ASE tests and what test they have passed. If you go to any of our store sites, the ASE symbol appears under the pictures of employees who have passed.

Click on that symbol for the full list. It's impressive!

## Belt Factoid

The chances of a drive belt failure rise dramatically after four years or 36,000 miles for v-belts. It's 50,000 for serpentine belts (Source: Car Care Guide).

# E-MAIL ETIQUETTE

By Dick Hedahl

The Internet has changed the way we communicate. The e-mail explosion is positive, for the most part, since we can quickly and efficiently send and receive messages and information we need. There

are lots of nuisance e-mails too, so here is a bit of e-mail etiquette for you when it comes to forwarding e-mails:

Be careful which e-mails you forward. Not every e-mail is intended for wide distribution. Professional courtesy requires that business e-mails only be forwarded if you have received permission from the sender.

For e-mails that you can forward, consider making them more readable. Often they have come from many previous sources. This means the e-mail can have forward envelopes on them. What a nuisance! Go to the last one and forward that. Then your recipient doesn't have to open four or five

worthless ones.

While you are at it, erase all of the extraneous junk too. It just looks better. Also you can edit the "Subject" line to clean it up and to give the ad-

ressee an idea what is in it. That helps them sort out any e-mail needed for future reference.

Finally, unless the recipient needs to know who else has access to the e-mail, you shouldn't forward everyone else's e-mail address. I always erase the original sender's address. When sending to more than one person, use the Bcc: method (Blind Carbon Copy – a holdover phrase from typewriter days). Then your e-mails never have anyone else in

the "To:" line. With spam and virus and phishing junk floating, it is better to keep e-mail addresses as closely held as possible.

Wisdom for the day on e-mail.



## StoreSeven.com: Reaching New Markets

The next time you're on the internet, check out our newest store. It's called StoreSeven.com, and you can find it at [www.storeseven.com](http://www.storeseven.com). StoreSeven.com is a virtual store with real products. At this point, the store mostly has paper products for sale. We're keeping our product lines narrow, but our customer base wide open. Anyone on the internet can shop there. The site is secured through [www.authorize.net](http://www.authorize.net), a secured credit card transaction service. When a customer orders something, an invoice is printed at NEMAC, and the product is shipped directly to them by UPS. We'll be advertising through Google and other Internet venues soon.

Store Seven is intended to reach a new group of customers. The pricing is the same as in our Hedahls stores, but for our current customers, they'll still be better off buying through our stores because there will be UPS charges for Store Seven purchases of less than \$100. Store Seven will also serve as a way to reach new markets for close-out items.

Go to the site and have a look. It's our experiment in retail e-commerce. We welcome your input.



# Safe Snow Removal

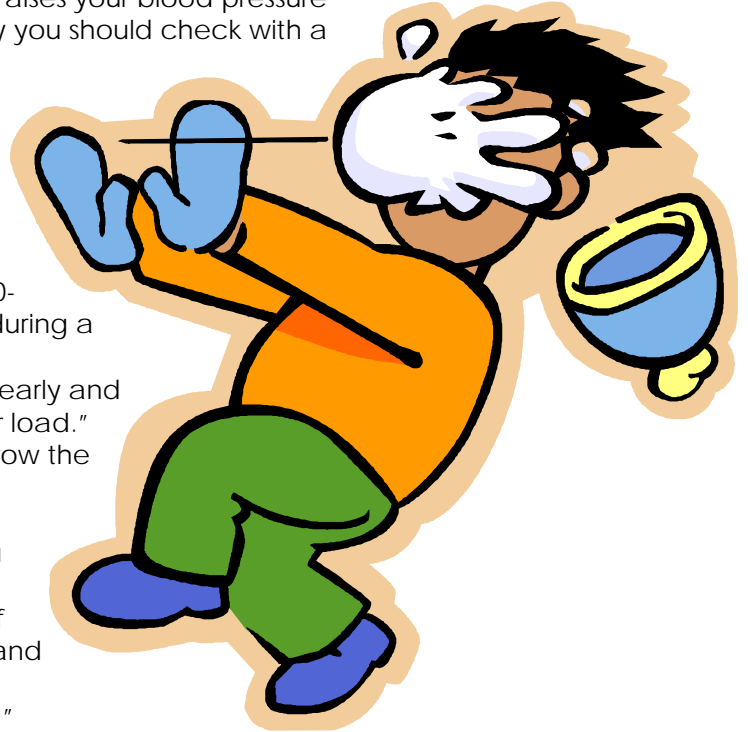
Now that we've finally received some measurable snowfall, it's a good time to review safe snow removal practices. The cold, the exertion, and suddenness of shoveling snow all make it potentially dangerous to your health. Heart attacks caused by the strain of shoveling are not uncommon. Let someone know that you are shoveling so they can keep an eye on you and respond quickly if you have difficulty.

Follow this advice from the January 2007 issue of *Safety & Health* to help control the risks.

- "Remember that shoveling is intense exercise that raises your blood pressure and heart rate." Age or known heart problems say you should check with a healthcare professional.
- "Wear several layers of light water-repellent clothes." Be sure your head, hands, and feet are adequately protected.
- "Choose a shovel that feels comfortable and is appropriate for your height." Keep bending to a minimum.
- "Before beginning, perform stretches and a light 10-minute muscle warm-up." Be sure to take breaks during a long shoveling job, to rest and re-hydrate.
- "Avoid shoveling heavy, packed snow. Shoveling early and often will help prevent buildup and will lighten your load."
- "Push the snow, rather than lifting it, and do not throw the snow over your shoulder or sideways."

If you are using a snowblower:

- "Always shut the engine off while refueling or if you leave the snowblower unattended."
- "Never stick your hand into a snowblower chute. If snow or ice becomes lodged, shut the engine off and dislodge any debris with a solid object."
- "Be mindful of where the power cord is at all times."



## Chairman of the Board

Dick Hedahl was named Chairman of the Board of Directors of Uni-Select USA at their quarterly meeting on December 8.

Dick has served on the board from its inception and served on the Automotive Northern Warehouse Inc. board of directors prior to ANWI becoming Uni-Select USA. Hedahls was a founding member of ANWI, formed in 1954 with jobber members across the upper Midwest. In the 1990s, when the auto parts industry began consolidating, the ANWI board recognized the need for greater buying and marketing power and sought out

Uni-Select, Inc., a Canadian auto parts distribution company, who was looking for a US partner to enable their continued growth. The joint venture

that resulted is Uni-Select USA. Hedahls, Inc. is an owner of Uni-Select USA, and just as importantly, they are our major supplier of merchandise. Our pasts and our futures are thoroughly linked.

Dick also represents Uni-Select USA as Chairman of the Jobber Council of Parts Plus, the marketing organization that Uni-Select USA is a member and largest owner of. Parts Plus gives us the training seminars, marketing tools and programs, and the unifying banner of the Parts Plus name and logo.

Having Dick in leadership positions with Uni-Select USA and Parts Plus enables Hedahls to influence the direction of these organizations that both have such a profound impact on our success.

