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Hedahl's Headlines

EMPLOYEE NEWSLETTER

Anniversaries & New Employees

We have three multiple-of-five anniversaries this month. Lane Ketterling of NEMAC Warehouse marks five years, Brian Bachmeier of Dickinson marks 10 years, and Phyllis Rogstad of Headquarters marks 15 years. Congratulations to you all.

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

JAMES DUVALL – Jim is new in the machine shop in our Aberdeen store. Originally from Mina, SD, he is married with one son. Jim enjoys hunting and fishing.

STEVEN FRENCH – Steve is a new service tech for BENCO. From Bismarck, he is married with one daughter and another child on the way. Steve enjoys hunting and fishing and working on cars.

JULIE HOPKINS – Julie is new on delivery in our Rapid City store. From Rapid City, she has one son and one daughter. Julie enjoys spending time with her kids.

PETER KORZENDORFER – Pete is new at the counter in our Detroit Lakes store. Originally from Frazee, MN, he is married with three sons, one grandson, and another grandson on the way. Pete enjoys playing golf and working in the woods.

ROGER MCKELVEY – Roger is new at the PB&E counter in the Bismarck store. Originally from Underwood, ND, he has one daughter. Roger lists his main interest as working on cars.

BRYON HORNBACHER – Bryon is new in the shop at Main Street Tire Co. Originally from Fessenden, he has one daughter. Bryon enjoys riding motorcycles and sports of all kinds.

Gary Kremer Retiring from Uni-Select USA

By Dick Hedahl

The Uni-Select USA annual meeting will be held at the end of February this year. At this meeting, Gary Kremer will be honored with a roast and tribute for his contribution to Uni-Select and the auto parts industry. Gary has been a real friend of Hedahls, Inc. since the very first days of his career at ANWI in the early 1970s. Gary was President of ANWI from the late '70s through the creation of the joint venture with Uni-Select, Inc. in 1998. Since then Gary has headed the effort to expand the reach of Uni-Select USA.

With Gary's help we have grown from one regional warehouse in Mason City, IA to a multi-warehouse auto parts industry leader, serving member customers in 40 states.

Many of Gary's friends and colleagues will be attending. I was honored to be asked to be the MC for the event. Larry and Pattie Lysengen, Dick and Leah Joritz, Dale and Dar Helfrich and others will join Gloria and me in attending the roast. More on this one in the March newsletter.



Following the Competition!

Follow the competition. What a statement! I'm kind of a competitive person, in case you haven't noticed, and I hate following the competition. I like to be ahead of them. I love it when I see them react to something we've done, which tells me they're following us.

But I have to tell you that sometimes it's fun to follow the competition. Let me explain. In Rapid City, none of our vehicles are marked. Then add in the fact that we're new in town. So I figure for now we're invisible to the competition.

A few weeks ago, Dan Helfrich, our manager and salesman in Rapid City, and I had an appointment with the gentleman in charge of procurement (procurement – fancy name for buying stuff) at Ellsworth Air Force Base in Rapid City. We checked in at the front gate and gave them three pints of blood, two finger prints, and Dan's shoe size. Then a nice young man escorted us to the buying stuff (procurement) office, where we had a lengthy conversation about Hedahls and what we had to offer. The procurement officer explained how they do things and about the upcoming bids for the base.

He also suggested that we stop at the Auto Hobby Shop on base. He went on to explain that the Auto Hobby Shop is a private entity on base that has a four bay shop with hoists and a small parts department. Remember there's over 10,000 people at Ellsworth and a lot of them like cars but don't have a way to work on them. So they can go to The Auto Hobby Shop and rent a stall and a hoist and even tools to work on their car. For a few bucks more,

they can get help or even have someone fix it for them. (Dan and I are

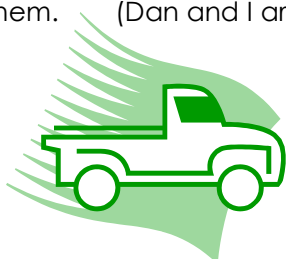
looking at each other and thinking "Yeah, we want to meet these people.")

The guy gives us the following directions to the Auto Hobby Shop: "Go out here to the main road and turn right, then as you're going over the hill to your left you'll come to a fork in the road with another road off to the left. Take the road to the left closest to the left side passenger mirror on your vehicle. Then go three-quarters of a mile straight ahead to where an old airplane used to be. You'll be able to tell because some of the posts are still there, I think, and the grass hasn't been mowed around the posts. Look to your right. It's a brown brick building." Our eyes glazed over. We said, "OK," when we're really thinking, "Yeah right."

Guess what. They are all brown brick buildings and remember – guys never ask directions. We drove around for a few minutes with the directions we could remember and, you guessed it, we got lost. Then out of the blue, there appeared a white CarQuest delivery pickup. We followed it in our unmarked vehicle for a few blocks and, guess what again: it pulled up to a brown brick building with a sign in front of it that said The Auto Hobby Shop. Thank you, CarQuest.

Then a few days later we were out making cold calls, looking for a place that Neil Millard, the manager at BENCO III in Rapid City told us about, when a NAPA truck went by us going the other way. We turned around and followed it. It pulled up in front of Simons Contractors. They do paving and road construction. Not the place we were looking for, but a good stop anyway, since the shop foreman told us he takes care of over 300 pieces of equipment. So it turned out to be a good call.

So yes, I like Hedahls to be ahead of the competition whenever we can. But for right now, at least in Rapid City, it pays to follow them! Thanks, Dale



Inventory Access for Customers

Hedahls has pioneered computer access to our inventory for our customers. We currently have over 400 customers signed up to access our computer inventory catalog system, making us the leader in our market. The systems we use have many features. When we first install a system for a customer, we show them how to get into the information, but as with all computer software, there are more features than anyone can learn in one sitting.

This month we will show you the search feature on the Nexpart system. When a customer goes to **Hedahls.net** for access, they are using Nexpart. The first screen is a part number lookup page. Often the customer goes directly to the Catalog tab and looks up the parts by application. Sometimes it is easiest to use the search tool. Once you have entered the Year/Make/Model/Engine information the **Smart Search** bar is opened to the right of the Group and SubGroup lists. Enter the description of the part you need.

To try this system yourself, go to our **www.hedahls.com** web page and click on the **Hedahl.net** link. You can then click on the **Try It! Click Here.** link to access the Nexpart system.

So next time you are talking about our system, you can show your customer how to find the parts by description.

Call Paul



Part Sales Analysis

We ran these instructions about Part Sales Analysis in August, but we've had some questions about it so we thought we should run it again.

Part Sales Analysis is a new program on our system that will allow users to view, print, or fax part number sales information.

Here is how it works:

- From any menu prompt, type PSA to access the part sales analysis program.
- Type all or part of the customer name and press ENTER.
- Enter a part number, or you can also enter a vendor code such as HAS with a wild card of] (right bracket) to display all of the Hastings parts that the customer has bought.
- Enter a location number and press ENTER. If you do not enter a location number, you will get information for all locations.
- Enter the start date and press ENTER. The starting date must be in the format mm/dd/yy. If you leave the start date blank, you will get part data from our first day on the Ultimate system which is January 2000.
- Enter the end date and press ENTER. The ending date must be in the format mm/dd/yy. If you leave the end date blank, you will get information up to the current date.
- Enter the writer code or leave it blank, then press ENTER. If you leave the writer field blank, you will see part data for all writer codes.

The part sales information will be returned to the screen and you will then be able to view it on the screen or print it. **BEWARE:** If you use the fax option, it will be faxed to the customer.

ICE

In September, we ran an article about ICE. It's a great practice, and since someone recently suggested we run it in the newsletter, perhaps it's safe to assume that everyone didn't catch it when we ran it before. So here we go again.

ICE is a practice that's catching on and saving lives. ICE stands for "In Case of Emergency." Create an entry in your cell phone called ICE with the phone number of your emergency contact. When there is an accident or medical emergency, paramedics and other emergency responders are trained to search cell phone directories to try to find emergency contact numbers.

When emergency personnel need vital medical information, they need it fast, and ICE makes it easy for them.

If you want more details about the origin or this idea, check out the September 2006 newsletter on the **Hedahls.com** web site.



Sales Promotion Winner

Our recent sales promotion on the Ingersoll Rand lunchbox deal included a drawing for those sales people who participated. We held a drawing from the names of the sellers at 8:04 a.m. on Tuesday, January 9 at Headquarters. Larry Bosch pulled out the name of **Gary Markel** from our Mandan store, who is the winner of a \$100 VISA gift card. Others who participated in the promotion were **Mike Laib** of Bismarck, **Rick Hondl** of Dickinson, and **Dan Helfrich** of Rapid City.

Automotive Service Excellence

We are pleased to recognize 10 ASE testers from the latest round of testing.

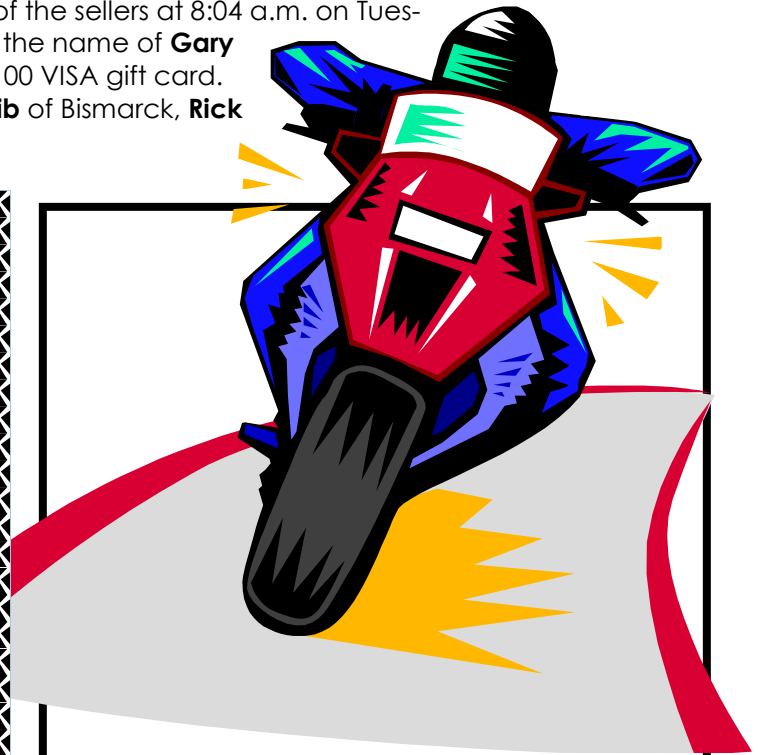
New Testers

Chris Miller – Mandan
James Van Eckhout – Minot
Michael Fisk – Minot
David Walker – Minot

Repeat Finishers

Brooke Sible – Bismarck
Robert Holzer – Bismarck
Michael Bender – Glendive
Thomas Kalloch – Glendive
Travis Ketterling – Mandan
Jeffery Fryer – Milbank

Congratulations to you all. Over the years, Hedahls has had 168 employees who have passed a total of 475 tests. Thanks for your continued efforts to remain the most professional and well-informed automotive people in the region. Remember, if you pass an ASE test, send your results to Dee 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.



GOOD IDEA!

It's been a while since we had a suggestion to run in the newsletter. Perhaps everyone has been too busy working to spend much time thinking. But this idea came in the other day from **Buzz Benedict** of the Bismarck store.

"Larry, how is this for a \$100 idea? Since there are so many Hedahls employees who ride motorcycles, we should have Dick/Dale organize a Hedahls Fun Run. It would also provide a great opportunity for photos for the Hedahls website while helping maintain employee morale. We could even invite Arnie Zahn."

Worthy of the \$100 indeed. Thanks, Buzz, for the great idea. We're on it, but we're thinking we'll wait for warmer weather.

Please send your suggestions to Larry Lysengen at Headquarters.

If we implement the suggestion and you're picked in the drawing (or if you're the only one!), you'll be awarded \$100.

