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Hedahls Headlines

EMPLOYEE NEWSLETTER



Anniversaries & New Employees

We have two multiple-of-five work anniversaries this month. **Damian Zurn** of Detroit Lakes celebrates 10 years, and **Rod Kono** of Aberdeen celebrates 20 years. Congratulations to both of you.

As you'll read on page 4, we have a new store, so our list of position changes and new employees is long. Please congratulate those in new positions and welcome those new to the company. **John Hanson** of Fergus Falls is now in outside sales, **Cory Brophy** of BENCO II in Shakopee is now in sales, and **Neil Millard** of BENCO III in Rapid City is now operations manager. **CODY WETZEL** – Cody is a new service tech for BENCO Equipment. From New Salem, he has two younger brothers. Cody enjoys hunting, fishing, cars, and guns.

MICHAEL SORENSON – Michael is new on delivery in our Bismarck store. From Bismarck, he has one sister. Michael enjoys soccer, running, weight-lifting, and computers.

The following are all employees at our new store in Yankton, SD.

JAMES PLAVEC – Jim is the store manager. Originally from Tyndall, SD, he is married with two sons and one daughter. Jim's has a hobby farm and enjoys fishing and golf.

TRACY OGSTAD – Tracy is assistant manager and at the counter. Originally from Crofton, NE, she is married with one son. Tracy says she enjoys "cruising in her '44 Jeep Willys," reading, and being outdoors, especially gardening.

DANIEL BENTLEY – Dan is also at the counter. From Yankton, Dan enjoys cars and sports.

CHASE THRANUM – Chase works delivery and at the counter. From Yankton, he has one sister and one daughter. Chase enjoys fishing, hunting, and working on cars.

EARL STAHLCKER – Earl is warehouse and delivery. Originally from Naper, NE, he is married with two daughters, one son, and four grandsons. Earl enjoys woodworking and motorcycling.

GENE MELICHAR – Gene works outside sales. Originally from Tabor, SD, he is married with two sons. Gene enjoys hunting and fishing and spending time with his sons working on cars.

PB&E Honor Well-Deserved

It's official. **Hilary Wald** is the foremost expert in Auto Body and Paint in North Dakota. Hilary and our DuPont representative, Eric Glatt, were invited to attend the presentation ceremony for the Bismarck Technical Center, honoring high school students who had achieved distinction in their classes. In attendance were the students, parents, instructors, and principals from the participating schools. Hedahls and DuPont have been strong supporters of the vocation program at the Bismarck Technical Center. Hilary and Eric have been directly responsible for much of the advanced training offered to the Center.

Hilary and Eric were invited to the celebration at the Doublewood Inn in Bismarck, expecting to see a nice presentation to the students for their accomplishments. Indeed the ceremony was as expected. But both were surprised when they were called to the podium to receive an honorary membership in the Bismarck Technical Center National Technical Honor Society. This unexpected and well-deserved honor for both men was kept a surprise to everyone in attendance.

Both Hilary and Eric have worked tirelessly for the school and the vocational program, and they rightly deserved this honor. We congratulate them both.

Where's the Cookie Dough?



normally don't go into since I live across the river in Mandan. I knew we needed milk and bread, and as I walked into the store, I called my wife and asked her if we needed anything else. She gave me a short list of additional items. One of those items was a pack of Nestles Cookie Dough. As I walked around the store gathering the items on my list and picking up a few extras, I realized I didn't know where to find the Nestles Cookie Dough. I knew they were in the refrigerated section and that's where I looked. After what seemed like an hour (probably only 3 minutes), I asked for help, something guys rarely do unless they're desperate and I was.

I asked a young gentleman wearing a grocery store shirt, "Excuse me, can you tell me where the Nestles Cookie Dough is?"

His answer: "I don't know and I'm really busy right now. You'll have to ask someone else," and he began to walk away from me.

Obviously he didn't know me very well if he thought that was going to get rid on me. He didn't know it at the time, but that remark was about to get him a short education in customer service. I matched his pace as I walked beside him and said, "You know, if you worked for me, we would have to sit down and have a talk about that answer."

He stopped and looked at me as I continued with, "When you tell me you're really busy, it makes me think that

maybe you're too busy to handle my business and maybe I should take my business somewhere else, and if everyone did, you wouldn't be so busy, and in fact, the store would probably start laying off help and eventually close and then you wouldn't have a job. So how about you and I go find someone that knows where the Nestles Cookie Dough is?"

He began walking toward a young lady who also worked at the store, and I followed. He asked her where the cookie dough was. Isle A in the cooler section.

As he escorted me to the cookie dough, I said, "Isn't it great. Now we both know where the cookie dough is and next time someone asks you, you'll know."

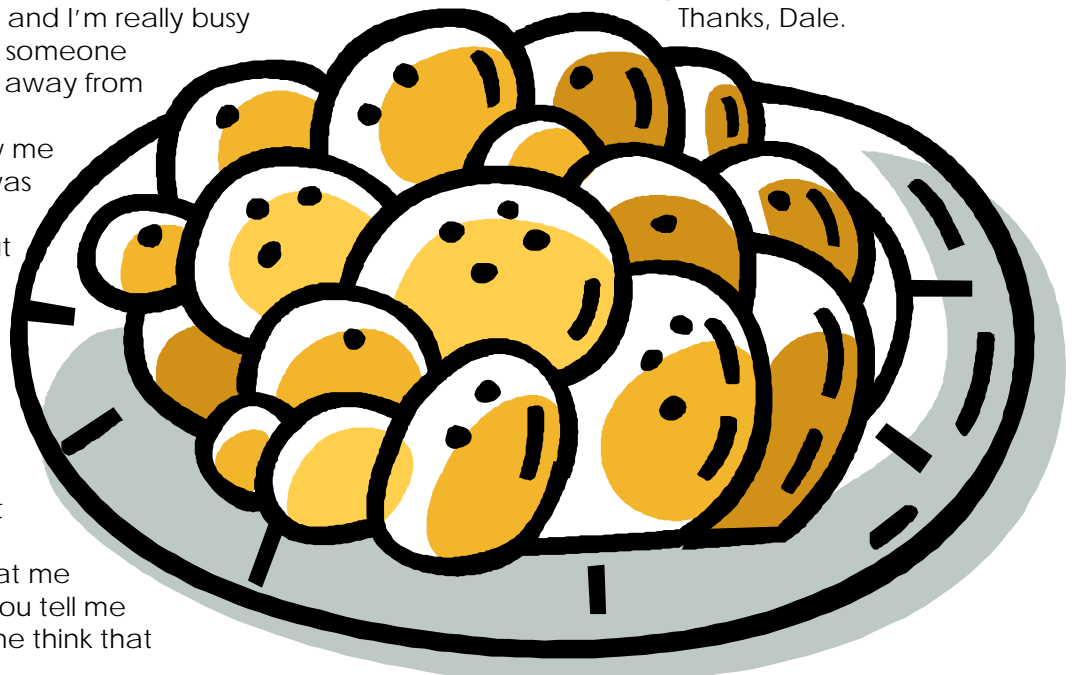
He said, "You know, I just started here, and I don't know where a lot of stuff is."

I said, "Well, that's how you learn: when a customer asks you, you find out with them and then you both know."

As we walked up to the cookie dough, he smiled and said, "Here's the cookie dough. Have a nice day."

I replied, "Same to you and thanks for the help."

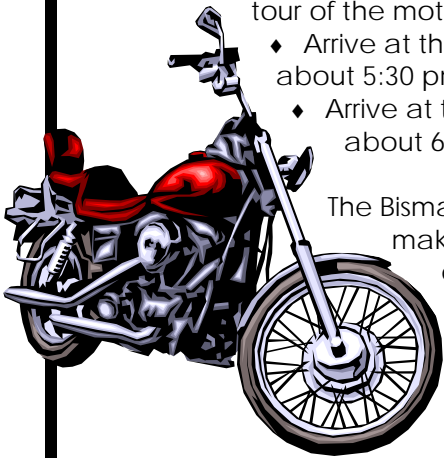
Thanks, Dale.



Hedahls Fun Run — July 21

You still have lots of time to join in the Hedahls Fun Run on Saturday, July 21. Here are some details to entice you.

- Everyone is welcome—employees, customers, friends, and relatives.
- The Fun Run is free
- You don't need a motorcycle, hot rod or classic car to participate. Any vehicle will do. Just join us on a Saturday drive.
- If you want to join us en route, the schedule looks something like this:
 - ◆ Leave the Hedahls Bismarck store parking lot at noon CDT
 - ◆ Arrive at Captain's Cabin in Washburn about 1:00 pm CDT
 - ◆ Arrive at the Saddle Sore Saloon in Golden Valley for something to eat about 2:30 pm CDT (also a tour of the motorcycle museum)
 - ◆ Arrive at the Sunset Inn in New Salem about 5:30 pm CDT
 - ◆ Arrive at the Bismarck store parking lot about 6:30 pm CDT



The Bismarck store is really digging in to make this possible. Travis and his crew are in charge of eats and fun. Arnie Zahn is the game master, and Mike Laib is driving the chase vehicle and pulling the trailer.

I hope to see everyone there. Any comments, concerns, or questions, call me. Thank, Dale.

The Route (approx. times)

1. Noon CDT: From Bismarck store parking lot—1804 north to Washburn
2. 1:00 CDT: Alternate 200 west to Golden Valley
3. 2:30 CDT: Stop at the Saddle Sore in Golden Valley
4. Tour John Lindemann's Motorcycle Museum (great collection of old Harleys and classic cars)
5. 4:30 CDT: East to Beulah & 49 south to 94 and Sunset Inn in New Salem
6. 5:45 CDT: East on 94 to Hedahls parking lot in Bismarck for brats, burgers, drawings, and door prizes

**All traffic laws apply.
Hedahls is not responsible for accidents or injury. A chase vehicle and trailer will be provided.**

Oh, my achin' back!

Most people experience their first bout of back pain between 30 and 40. Back pain is a symptom of a medical condition. Broadly back pain is caused in four ways: mechanical problems, injuries, acquired conditions and diseases, or infections and tumors.

Mechanical problems include, most commonly, intervertebral disc degeneration, but it might also be spasms, muscle tension, or ruptured discs.

Spine injuries include sprains and fractures. Sprains often occur from improper lifting. Fractures can be the result of osteoporosis or weakening bones. Either sprains or fractures may be caused by accidents and falls.

Lots of different conditions or diseases can contribute to back pain, including scoliosis, spondylolisthesis, or arthritis. Also pregnancy, kidney stones or infections, endometriosis, or fibromyalgia can cause

back pain.

While uncommon, it is possible for the vertebrae or discs to develop infections. And rarely a tumor can cause back pain.

Prevention: Regular exercise is still the best way to keep your back strong and help prevent back pain. Exercise that promotes balance and strength helps support good back health. Maintaining a healthy weight helps promote back health. A healthy diet also helps, with plenty of calcium and vitamin D. Good posture and proper lifting also promote good back health.

So to ward off back troubles, get moving, sit up straight, eat your green, leafy vegetables, and get some help lifting things! And consider a lumbar pillow if your life requires a lot of sitting.

National Institute of Arthritis and Musculoskeletal and Skin Diseases web site.

New Hedahls Store in Yankton

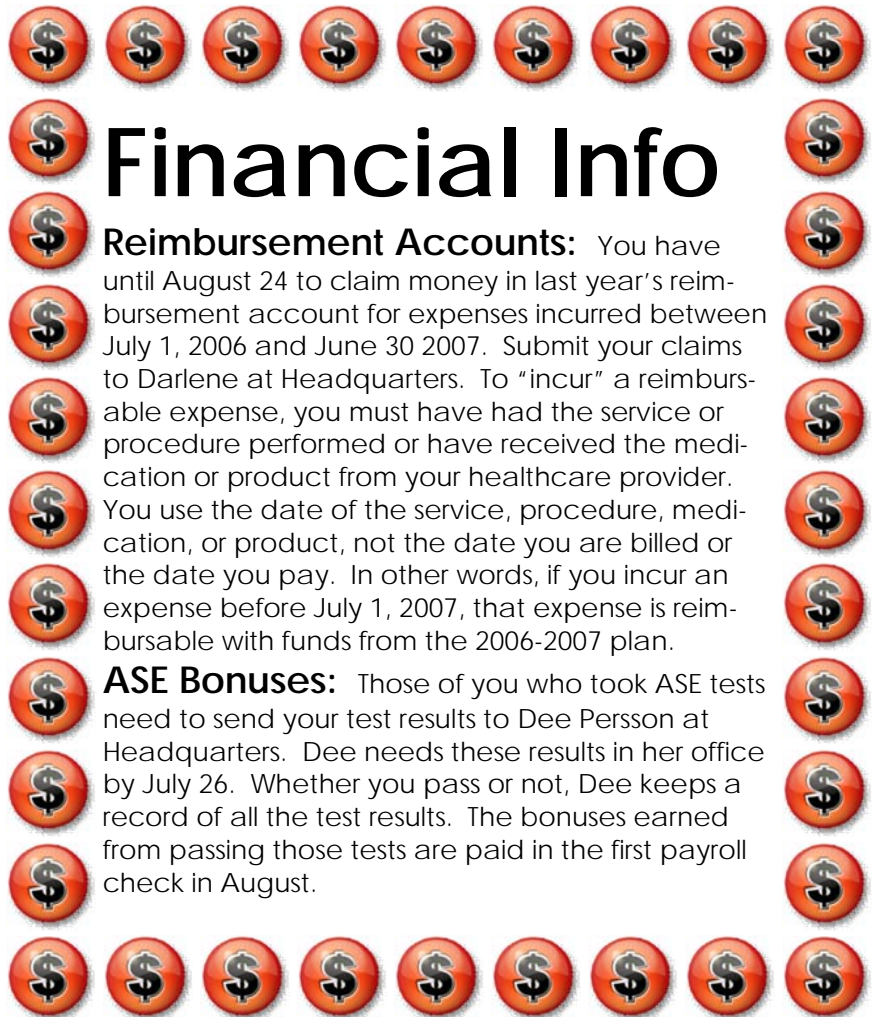
We have another Hedahls Parts Plus store, this one in Yankton, SD. At the end of June, the purchase of L&L Motor Supply by Hedahls was finalized. Store owners, Jim Plavec and Larry Kollars, have been partners with Hedahls in the Uni-Select USA auto parts distribution network, and L&L Motor Supply was also a Parts Plus affiliate.

Jim Plavec will continue on as manager of the new Hedahls Parts Plus store in Yankton, and Larry Kollars plans to retire and travel with his family.

Yankton also has an independently-owned machine shop in the same building. The machinist is Lonny Lee, and his assistant is Aaron Melichar.

With this purchase, we now have 24 Hedahls Parts Plus stores in North and South Dakota, Montana, and Minnesota.

Welcome, Yankton!



Financial Info

Reimbursement Accounts: You have until August 24 to claim money in last year's reimbursement account for expenses incurred between July 1, 2006 and June 30 2007. Submit your claims to Darlene at Headquarters. To "incur" a reimbursable expense, you must have had the service or procedure performed or have received the medication or product from your healthcare provider. You use the date of the service, procedure, medication, or product, not the date you are billed or the date you pay. In other words, if you incur an expense before July 1, 2007, that expense is reimbursable with funds from the 2006-2007 plan.

ASE Bonuses: Those of you who took ASE tests need to send your test results to Dee Persson at Headquarters. Dee needs these results in her office by July 26. Whether you pass or not, Dee keeps a record of all the test results. The bonuses earned from passing those tests are paid in the first payroll check in August.



The new Yankton Hedahls store, with simulated signage.