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Hedahl's Headlines

EMPLOYEE NEWSLETTER

Anniversaries & New Employees

We have three multiple-of-five work anniversaries this month. **Evan Larson** of Benco Equipment celebrates 15 years, and **Allen Bosch** of Bismarck celebrates 35 years. Congratulations, guys!

Our other anniversary this month is **Doug Schneider** of Benco Equipment. Doug was originally hired as a service tech, but he said in those days everyone at Benco was sales. He just naturally flowed into explaining their products and started selling. Before starting at Benco, Doug had been working at a print shop with very set hours. He said he knew this was a different kind of job on the first day when he and his boss drove to Pierre and back on the same day.

When asked about lessons he's learned over the years, he said, "Persistence is the key." And even though technological advances like fax machines and the Internet have given him many more tools for getting information to customers, they still like that personal touch of a phone call or a face-to-face visit.

Dick Hedahl will be presenting Doug with his 25-year pin later this month. Congratulations, Doug. And thanks for your stalwart persistence.

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

VICKI NOVAK - Vicki is new on delivery for our Mandan store. From Mandan, she has one brother. Vicki enjoys hunting and fishing, playing volleyball, and working on cars.

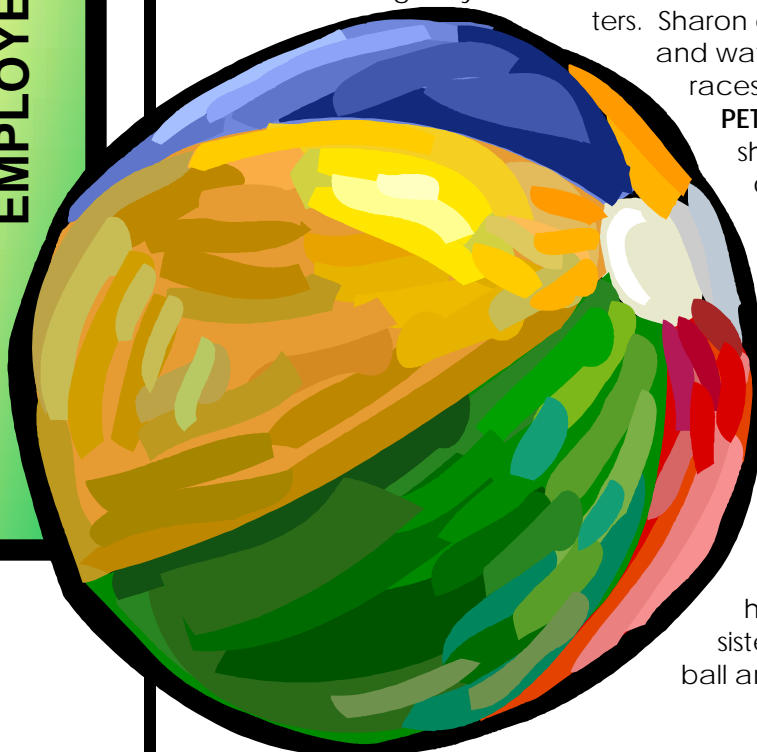
KYLE SCHLATTER - Kyle is a new service tech with Benco III in Rapid City. From Rapid City, he has one sister. Kyle enjoys racing motocross.

SHARON MERTZ - Sharon is new in shipping and receiving in our Bismarck store. Originally from Wishek, she is married with three daughters. Sharon enjoys reading, bowling, and watching football and car races.

PETER WEST - Pete is new in shipping and receiving for our Fergus Falls store.

From Fergus Falls, he has two grown children and "four and a half grandbabies." Pete enjoys shooting pool and visiting the casino.

JARED HERNIMAN - Jared is new in shipping and receiving part-time in our Sisseton store. From Sisseton, he has one brother and one sister. Jared enjoys basketball and old cars.





“Doesn’t Mean Anything to Me”

In the almost 30 years that I’ve been at Hedahls, I’ve always been proud of the company and the people I work with that have made it the great place that it is. But you know it doesn’t hurt for everyone to have a wake up call every now and then.

About a year ago, Dan Helfrich, our Manager/Salesman in Rapid City, and I were out making cold calls and singing the praises of Hedahls and telling the customer how good we are and the fact that we had all these stores in four states and belong to the Parts Plus Network, which represents over 1800 jobbers and over 200 distribution centers nationwide. We offer a 12,000 mile/12 month nationwide warranty on our parts, and the fact that Hedahls is a third-generation company and has been in business over 90 years and on top of all that, it’s a darn good place to work, etc., and on and on.

The customer looked at us and said, “Doesn’t mean anything to me.”

It was just like someone reached out and slapped me, and I realized he was right. He has no idea who Hedahls is nor does he care.

I agreed with him and said, “You’re right, so all I can do is ask you for a chance to prove to you

that what I’m telling you is true.”

He smiled and said, “Prove it to me.”

Last week I was out making sales calls with Gene Melichar, salesman at our new location in Yankton, SD. I found myself telling the Rapid City story over and over again about the customer who said “Doesn’t mean anything to me.” I followed up with me asking them for the chance to prove to them that Hedahls is the great place to do business with that we say we are. Now unlike the Rapid City location, which we started from scratch, the Yankton location has been in business since 1936 (71 years), so the customers know and trust our people there, and we’re fortunate to have great people in Yankton. And for the most part the Yankton customers believe our Yankton employees when they say good things about Hedahls. But we still have to prove it in Rapid City and Yankton and everywhere else, day after day, that Hedahls Parts Plus is what we say it is, a good company to do business with, a place where people buy from their friends and know they’ll get a fair shake if there’s a problem. So please don’t ever become content bragging about how good you or Hedahls isProve it!.....

Thanks, Dale



Main Street Tire Gets New Computer System

For years, the Tire Co. has been trying to run a tire business with a parts company’s computer system because there wasn’t a system that worked any better. That was until we found the B² Systems add-on to the Mitchell1 computer software. B² Systems allows the guys to look up tires by part number or by tire size. Very cool. On August 1, the new system was launched. Like any computer change, it came with some heartburn and grief as those of you who have been through such a change well know. Still, at the end of the first day, Main Street Tire manager, Dan Schreck, declared it “6.5 out of 10.” Hey, that’s passing, on some people’s scale, with room for improvement as the guys get used to the system.

Hedahls Fun Run

The first Hedahls Fun Run happened on July 21, and from the pictures at www.hedahls.com/2007HFR, it was a great success—in spite of the heat, which was record-breaking in places.

Temperatures above 100 degrees did not dissuade a total of 92 people from signing in for the ride. They came on cycles and in cars, resplendent with leathers and chrome, moving along the highways of west-central North Dakota. Employees, customers, friends—attendees came from the Bismarck-Mandan area and from as far as Aberdeen, Dickinson, and Carrington.

The highlight for many was the Lindemann Garage Museum in Golden Valley, featuring vintage motorcycles and cars. You can see several of the pieces on display in the photo below.

Thanks again to Buzz Benedict for the idea. Lots of others contributed to a special day. Thanks to all the places the riders stopped, especially the Lindemann Garage Museum and the Saddle Sore Saloon in Golden Valley, run by Kathy McKay, sister to Dwight Guthmiller of Aberdeen store manager. Others who worked to

make it a fun day were Dale Helfrich, Dee Persson, Gina Fracassi, Brooke Sicble, Travis Joritz, Arnie Zahn, Mike Laib, Austin Joritz, and Carole Hulm. The staff at the Bismarck store hosted the rallying spot for the send-off and the barbecue supper afterwards. Thanks to them, especially Tom and Shirley Metz for serving the supper, and Brandon Joritz for cooking the dogs and brats. And did we mention how hot it was!

We also had great support from our factory reps and suppliers for door prizes. Thanks to Uni-Select and NEMAC Warehouse, Dawn Degen of Tenneco, Al Lunde of Ridley Blair, Russ Westfall of DNR Sales, Mark Goldberg of Warren Oil, Terry Gregory of NorthPro, Bob Wiesenberger of Action Auto, Ed Their of Permatex, Jim VanErem of Hastings, Robert Celley of Filter Mag, Larry McIntock of National Oak, Brian Butzlaff of PB&E Specialists, Greg Nevins of Nevins Sales, John Miller of PCH & Associates, and Jim Friedman of Pico.

Plans are already in place for next year's Fun Run on Saturday, July 19. So mark your calendars now and make a point of joining the fun.

ASE Results

We have 11 more ASE test participants to recognize.

New Finishers

Roger McKelvey – Bismarck
Bruce Hoffer – Minot
Kevin Lawson—Minot
Terry Bunting – Minot
Steven Pierce – Minot

Repeat Finishers

Brooke Sicble – Bismarck
Mike Laib – Bismarck
Robert Holzer – Bismarck
Robert Gessele – Bismarck
Wes Herniman – Sisseton
James Van Eckhout – Minot

Congratulations to you all!

Over the years, Hedahls has had 173 employees who have passed a total of 488 tests. Thanks for your efforts to stay on top of the game.

Remember, when you pass an ASE test, you have 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.



Inside John Lindemann's Garage Museum in Golden Valley, with the floor tile laid to look like a highway.

Health Screening Tests Help Maintain Wellness

The Hedahls Wellness program has been part of our benefits package since 1993. Over the years, many Hedahls employees have taken advantage of the programs offered to assist them in leading a healthier lifestyle. One of the programs we offer is the health screenings bonus. Each eligible employee is offered \$25 for each of four health screening tests they take during the plan year.

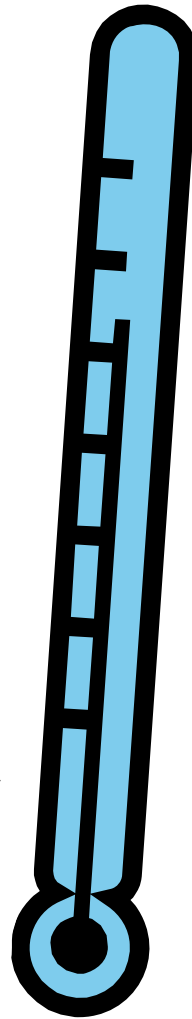
The four eligible screenings are blood pressure, blood sugar, cholesterol, and any cancer screen. These four tests are thought by many to be good forecasters of upcoming health issues. If you can find a potential problem early you are more likely to get a favorable outcome from the treatment your doctor recommends.

Each eligible employee is given \$25 in wellness dollars for each test taken. Everyone is to get these tests on their own and the results are only for your personal information. If an intervention is indicated, it is up to you to take care of your own health. Hedahls offers this program as an incentive to help you stay healthy. Spouses are eligible for these tests too. Up to \$200 is available per couple who each get all four tests.

An interesting statistic you may find motivating is that less than 25% of the dollars offered by the company to employees in screening test money was claimed for the plan year 2006-2007. In dollars, that means that only \$7,150 was claimed out of over \$32,000 available if everyone had taken all four tests. That is a lot of money left on the table. And it is left by people who could benefit by getting the tests performed.

Plan ahead for this year. Turn in proof of your tests to Darlene at HQ as soon as you have them. The deadline is next summer. This summer's payout is already done. An easy way to document the test is to have your nurse or doctor write a brief note right

at your appointment, listing the tests you had completed. Again, no results are necessary.



Early Detection is the Key

Betty Ulrich is the wife of our Glendive store manager, Dick Ulrich. Over the years Betty and Dick have participated in the Wellness Program offered by Hedahls. Recently Betty's cancer screen test showed a sign that she might have breast cancer. Further tests proved that to be the case. Earlier this year, Betty underwent treatments recommended by her doctor to address the problem. Betty's prognosis is good, and she credits the Hedahl Wellness Program with saving her life. Betty said that the Hedahls Wellness Program reminded her that it was important to get the various tests performed. She was able to discover the cancer early enough to give her a good chance of beating it.

Good news for Betty and a good reminder to all of us to lead a healthy lifestyle, and get the preventative and diagnostic tests done each year. Don't leave your money on the table—or your health to chance!

Reimbursement Reminder

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.