



December 2007  
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# Headahls Headlines

EMPLOYEE NEWSLETTER

## Anniversaries & New Employees

We have three multiple-of-five work anniversaries this month. **Bob Gessele** of Bismarck celebrated 10 years on December 8, **Randy Holler** of Hettinger celebrates 15 years on December 28, and **Ernie Hecker** celebrates a combined 40 years in December! Congratulations to you all and thanks for your years of service. We also have seven new employees and one rehire. Please welcome them.

**DANIEL WENDLEBOE** – Dan is a new service tech for Benco III in Rapid City. From Rapid City, he has one daughter. Dan enjoys anything that has an engine and anything that moves – “That’s why I’m working here,” he says.

**CRAIG PAUL** – Craig is new at the counter in our Dickinson store. From Dickinson, he has one brother. Craig enjoys pool and gas-powered cars.

**JULIE NORTON** – Julie is new in shipping and receiving in our Beulah store. From Beulah, she has three sons. Julie “has a million things” she likes to do, including painting, baking, hunting, crafts, and scrapbooking.

**AMANDA BREIDENBACH** – Amy is new on delivery for our Bismarck store. From Bismarck, she has two sons. Amy enjoys cooking and bowling.

**CYNTHIA LEE** – Cindy is new in shipping and receiving in our Bismarck store. Originally from Elgin, ND, she is married with three daughters and one son. She enjoys reading, quilting, and scrapbooking.

**BRYAN NELSON** – Bryan is the new manager of our Rapid City store. He was born in Minot, ND, and has lived in Rapid City since 1971. He is married to his high school sweetheart and they recently adopted a little girl from China who is now two. Bryan lists his hobby as 1967-72 Chevy pickups.

**KIMBERLEY HEER** – Kim is new on delivery for our Williston store. Originally from Phoenix, AZ, she has three sons. Kim enjoys painting, crafts, and craft-booking.

Rehired is **Gregory Rudnick**, as the manager of our Fergus Falls store.

## REGIONAL HOLIDAY PARTIES

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. Here is a listing of the holiday parties that we could confirm.

### Milbank

Friday, December 14, 7:30 pm, at R&J Texas BBQ

### Carrington

Saturday, December 15, 6:00 pm, at Bordulac Bar & Grill

### Aberdeen—Redfield—Webster

Saturday, December 15, 5:30 pm social 6:30 pm supper, at the Flame in Aberdeen

### Sidney & Glendive

Saturday, December 22, 7:00 pm, at the Country Club

### Watertown

Saturday, December 22, 6:00 pm, at the store

### Detroit Lakes

Saturday, January 19, 6:00 pm, at Speak Easy Restaurant

### Dickinson

Sometime in early January

## Errand of Mercy for Larry and His Mooney Airplane

We like to think of this as the season of miracles. Lots of times they happen without notice, but sometimes some of us are fortunate enough to help create a miracle. You can say that's what happened to Larry Lysengen just after Thanksgiving this year. Larry's wife, Patti, got an early-morning call from a friend on November 27.

"Is Larry in town? Can he fly to Rochester today?"

Patti's friend had a friend whose husband had been on the waiting list for a pancreas transplant. They had received word that Mayo had a pancreas ready for transplant, provided the man could get to Rochester by that afternoon. The couple had missed the commercial flights to make it there in time, and none of the local corporate planes they had hoped for as back-up were available.

Larry was ready to fly, but it also required the perfect non-storm over the upper Midwest because Larry is certified for VFR conditions (Visual Flight Rules). Larry was able to fly the man and his wife safely—and quickly—to Rochester and still make it home in time to hop a commercial flight in the morning for a trip he and Patti had planned.

The transplant surgery took place that afternoon, and reports are good, although the man is expected to be in the hospital for at least a month.

Pretty exciting stuff, and Patti's friend now just refers to Larry as "Angel Larry."



Larry and the Miracle Mooney

## On Board the USS *Abraham Lincoln*

By Dick Hedahl

I was privileged to be invited to participate in the program offered by the US Navy to bring people on-board ships in the fleet. This program is designed to show US citizens what the Navy does with the tax dollars used by the Navy to defend the United States interests worldwide. This program allows private citizens to witness firsthand the fantastic capabilities of the modern Navy.

I was in a group of 13 who flew on a C2 Navy Turbo Prop cargo plane 100 miles west of San Diego into the Pacific Ocean to the USS *Abraham Lincoln*. These planes only have one window per side, so passengers fly blind and sit backwards in the plane. The plane hits the deck hard and then decelerates like crazy all while the pilot guns the engines to full take-off throttle – just in case he misses the catch cable on the deck and has to launch off the deck again to go around. Wild ride and lots of racket.

We were hustled off the deck and taken to a meeting room below deck to get briefed on our day's activities. It was to be fun-filled and action-packed! But first stop was lunch. The ship has 10 dining areas aboard. There are 5000 people who live on this ship during deployment. That takes a lot of

food. In fact, it is the food that makes the ship stop in port. The *Lincoln* is a nuclear powered Nimitz class aircraft carrier. As such, it only needs to be refueled once in its 50-year life. Imagine, this carrier could sail for 25 years nonstop, if it were not for the needs of the people who run it.

Our afternoon was spent climbing stairs. Lots of stairs. Every new area of the ship required we climb 12 steps. Every level has 12 steps to the next level. There are 12 levels above the water line. And when you climb up, you next have to climb down. I have never climbed so many steps in my life.

This ship is really a highly sophisticated military machine. The people onboard are working and living in this industrial environment. The passageways are tight, but comfortable

and the areas are efficiently designed for each of the tasks required of the men and women who run it. We were told we could take pictures of any of the areas we toured except no flash on the deck (distracting to pilots) and no pictures in the radar control room. It was quite dark in the control room and the flash there would distract the people operating the equipment. We were taken to nearly every corner of the ship except the nuclear reactors.

We toured the arms storage level. We saw the

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F-18 landing — one of the many photos Dick was able to take while onboard. See more photos and video at [Hedahls.com](http://Hedahls.com)

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laser- and GPS-controlled bombs and missiles. No nuclear weapons and very few unguided bombs are on board. The radar room looks like the control tower of a major airport. In fact, that is exactly what it is. They control the airspace above and around the carrier group. And they control the 30 some aircraft connected with the carrier group.

The hanger deck is three stories tall and bigger than a football field. All of the aircraft on the ship are maintained in this hanger. Major repairs can also be performed here. The three elevators that take planes up to the flight deck are accessed through three huge doors – open to the sea when the elevators are on the top deck. They are amazing gaping holes in the side of the ship.

The Navy F-18 is the predominant plane on the carrier. It has a Gatling gun in the nose that shoots over 4000 rounds per minute and holds only 587 rounds. If it were let loose, the whole belt would be emptied in less than 10 seconds. Of course it would melt down too. The pilot controls the firing in small bursts. The range of the gun is up to 5 miles.

The statistics of this ship are staggering – it weighs 97,000 tons, travels up to 34 miles per hour, holds a million gallons of jet fuel. The numbers go on and on. They consume 600 gallons of milk, 13,000 sodas, 180 dozen eggs and 620 pounds of hamburger each day. The flight deck is 4.5 acres!

Being on deck to witness the takeoff and landing of the F-18s is a thrilling experience. The crew is capable of launching one F-18 every 30 seconds. That is a rate as busy as Chicago's O'Hare airport. They also capture them back onboard. The cycle is repeated for every plane on deck six times each day during maneuvers. All of this happens with military precision. And it happens day and night and in all kinds of weather. When they are in combat, they cannot choose the conditions, so they need to be ready for anything. The training the men and women go through is constant and impressive. About 10 percent of the crew is women. The average age aboard ship is under 21 years. The attitude and commitment of everyone I talked with was impressive. These

folks want to be on this ship. They are committed to their mission. The all-voluntary military is working well.

This ship is preparing to be deployed to the Persian Gulf in March of 2008, for a seven-month deployment. So next spring and summer you may see news reports about the USS *Abraham Lincoln* and its activities in the Middle East.

The most thrilling part of the whole experience was the catapult take off. We are propelled from zero to 120 miles per hour in three seconds. Remember that we are facing backwards on the plane when it launches, so they told us to put our heads down and grab the straps of our safety harness. The plane shakes before the launch as it throttles up to full take-off power. Then – **BANG!!** – the plane lurches forward and we are thrown against our safety harness. Hard! It feels like you are kicked in the chest by a mule, but it lasts for over three seconds. It literally takes your breath away. And then – **BANG!** – again as the plane is released from the catapult and you are floating free of the launch pressure. You soon do feel the ordinary airplane flying movements, but it seems much more calm at that point.

It was an amazing experience, and I can report that your tax dollars have bought a very impressive United States Navy. We have set up a web link on **Hedahls.com** web site with some of the pictures and video. Some of them are supplied by the Navy, but most are picture I took aboard the *Lincoln*. Go to the **About Hedahls** tab on our Hedahls home page to get to the link, toward the bottom of the page at [USS Abraham Lincoln](#).



A picture of the USS *Abraham Lincoln*, provided by the US Navy.

# Investment Adjustments

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). For anyone signing up new to ESOP/401(k), your form should have been to Darlene by today, December 14. For those of you wishing to make a last-minute adjustment to your investment amount, contact Darlene at Headquarters before the close of business on December 28, and let her 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.



## Sell Better By Knowing

Don Diethart is the sales manager for Uni-Select USA. His October column in the Uni-Select newsletter offers advice on better selling by making the most of your style and voice.

**Style:** Deithart says there are three specific selling categories.

**Numbers player** – These salespeople are focused on the numbers and hitting or exceeding their goals. They know where they stand.

**Relationship builder** – These salespeople are focused on their customers and establishing trust. They follow up and handle complaints and make sure their customers are taken care of. This style breeds terrific customer loyalty.

**Rapid-fire closer** – These salespeople rely on perseverance and efficiency. They make a higher number of calls, but often average lower sales per call.

Combine the close monitoring of the numbers player with the customer loyalty of the relationship builder and the hard work of the rapid-fire closer, and you've got a salesperson who is unstoppable.

**Voice:** Make the most of your selling voice by learning to control these common vocal problems.

**Mumbler** – If your customers often ask you to repeat yourself, you're probably mumbling. For your customers' sake, grab hold of your confidence and speak up.

**Slow talker** – If your customers looked bored or impatient, you're probably speaking too slowly. Time yourself reading aloud and shoot for at least 120 words per minute.

**Fast talker** – If you're talking at faster than 160 words per minute, then your customers might be feeling bowled over. Slow it down.

**Screecher** – If your customers seem to pull back when you speak, your voice might be too piercing. Relax and calm down.

**Weak voice** – Again, if your customer has trouble hearing you, your voice might be weak. Breathe deeply for better breath support.

**Interrupter** – The most common vocal problem for salespeople is interrupting your customer. Don't do this. Instead, listen to what your customers are saying and you might learn something new.

## Winners in the Uni-Select USA 2007 Repair America Sweepstakes

**Edie Burris of Hancock Body Shop**  
15" flat panel TV

**Pat Bowmen of Bowmen Tire**

\$50 Best Buy gift certificate

**Dave Snelling of Dick's Auto**

\$50 Best Buy gift certificate

**Jay Olsen of Lignite Tire**

\$50 Best Buy gift certificate

**Doug Peterson of Spier Sales**

Digital camera

## Holiday Hours

Christmas and New Year's Day are both on Tuesday this year, and all stores and divisions of Hedahls will be closed.

Christmas Eve and New Year's Eve are both business days for us. Each manager will determine the times his or her store or department will be open and schedule the staff accordingly. Anyone who wants to have a vacation day on either of those days should arrange it with his or her manager.

Closing times for each will be designated by the store manager, since each community will have its own needs.