

May 2010
Volume 18
Number 8

Hedahl's Headlines

EMPLOYEE NEWSLETTER

More Linton
Celebration
Pictures on p. 2

Anniversary & New Employees

We have one multiple-of-five work anniversary in May. **Ken Jensen** of Aberdeen celebrates five years this month. Congratulations, Ken.

We also have three new employees. Please welcome them.

SUSANNE MITTELSTAED – Suzy is new at the counter in our Glendive store. From Glendive, she has a sister and two brothers. Suzy enjoys riding dirt bikes and singing.

JEREMY DIETZ – Jeremy is new on delivery for our Mandan store. Originally from Wilton, ND, he has a brother and two sisters. Jeremy enjoys watching sports, being outdoors, and spending time with his family.

CHRISTOPHER MARKHAM – Chris is a new service tech with Benco Equipment. Originally from El Paso, TX, he is married with two daughters. Chris enjoys hunting, fishing, and camping.

Linton Celebrates

60 Years



Marv & Eva Heine with Winnie Hedahl at Linton's 60 anniversary party on May 5. Marv was Linton store manager for over 20 years.

Our Linton store celebrated a milestone last week—60 years in business. Manager Cyle Schatz and counterman Gene Wolfer hosted a 60th anniversary party at the store on Wednesday, May 5, complete with lunch, games, and prizes.

Helping Cyle and Gene with the events

were Larry Lysengen from Headquarters and Linton's favorite son Arnie Zahn from our Bismarck store. But it wouldn't have been a party without some generous outside help as well: Arnie Zahn's mother Ann and her sister, Victoria Bosch, made the BBQ sandwiches and potato salad. And a delicious cake was created for the occasion by Laura Glass. Leah Burke of *The Emmons County Record* was on hand to cover the story for the press.

Linton was the first branch store that Neil and Erling Hedahl opened, expanding from their one Bismarck location. Mac McCullough was the store manager and at first its only employee. He would have to lock up the store for a time during the day to make his sales calls, and because he didn't have a car at first, he made his calls on foot!

As it happens, the store was opened just over a month after Neil's first child was born. Yes, that's right, Dick Hedahl and the Linton store are both 60 this year. And Dick and his mother, Winnie Hedahl, also attended the celebration.

"Well, I had my baby, and Neil had his a month or so later," Winnie said, referring to the Linton store.

Our thanks to everyone involved in the celebration. It was a fun time and well attended by customers.

Below: Happy customers, from left to right- Trevor Mattern, Dan Nieuwsma, Gerard Goldade, (these three work at Sayler Implement in Linton), Daryl Schell and George Lawler (these two are farmers in the area).



Left: Arnie Zahn, Bismarck salesman, helped with the party. Here he spins the wheel for Mrs. Adam Baumstarck, with Gilbert Orth watching from behind.



Right: Store Manager Cyle Schatz serving lunch to Laura Glass and her daughter and friend. Dan Tveito is beside Cyle.



New Products

By Larry Lysengen

I'm sure you have noticed changes in our inventory lately. We have added BBP brake hardware, Santech air conditioning and Denso A/C compressors, just to name a few. We have made these changes to put you in a better position to fill some niche markets.

Better Brake Parts (BBP) is hardware that should be sold with every set of brake pads. In the past we have had Raybestos and Dorman in our stores, but we have never had a strong inventory and often we were unable to be priced competitively. This time with BBP, we have found a good manufacturer that is priced right, and has allowed us to put hardware in all stores to match your brake pad sales. You can now have the confidence that when you ask for the sale you will actually have the part on the shelf and priced right. This is a great add-on sale.

To learn more about Santech and Denso in our air conditioning lines, check out Bob Hampshire's story at right for the details.

We changed these lines over to give the stores a stronger inventory and competitive pricing, with great reliability and the opportunity to say, "Hedahls has it!"

4th Annual Hedahls Fun Run

Saturday, July 17

Cars – Motorcycles – Street Rods – Etc.

Bismarck Hedahls Store – West Parking Lot

Registration begins at 11:00 am — Run leaves at noon

\$5 donation per person (high-low & more – 100% payback)

- **First Stop:** Wet Spot Bar in Glen Ullin for food and hospitality
- **Second Stop:** Saddle Sore Saloon in Golden Valley with tours of the John Lindemann Car and Motorcycle Museum
- **Last Stop:** Captain's Cabin in Washburn for food and door prizes

Participants will receive a detailed road map at registration.

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

Keep Cool with New A/C Lines

By Bob Hampshire

Air conditioning is a cool category. While most of our competition has decided not to stock inventory in the air conditioning category and have left this to next-day availability, we are jumping in with a two prong strategy.

One prong is air conditioning compressors. We've lifted Four Seasons and Kool Temp compressors, and added Denso, a move that should improve our warranty rate. We have had great success with the Denso oxygen sensors, and Denso is the world's largest supplier of A/C compressors. They have a First Time Fit philosophy, meaning their products are precision built for exact fit replacement.

The Denso compressors we sell are the same product that the auto manufactures install on their new cars. The majority of the Denso compressors we stock will be new, not remanufactured. Denso compressors are manufactured here in the USA at three plants throughout the country. The Denso name will give our customers confidence that we have a great quality product.

The second prong of our air conditioning strategy is small a/c parts. We have chosen Santech Industries to be our supplier in this area. Santech is the industry's largest supplier of power modules, switches, relays, resistors, pigtailed and wire harness for automotive a/c applications. Santech has an on-site laboratory, and they are considered the "unofficial" standard for durability and performance in a/c sealing applications (o-rings).

We have significantly increased the small a/c parts inventory levels at all our stores. The stores are stocking not only individual o-rings, but also o-ring kits called Rapid Seal kits. Both Denso and Four Seasons requires the system to be flushed first in order to help remove any broken debris that may have been left in the system by the faulty or worn out component. To do this the technician has to break down and reconnect the system with all new seals and gaskets. Rapid-Seal kits provide the technician with all the seals, o-rings, and gaskets needed to reconnect the system in one kit. Santech also offers a complete line of air conditioning tools and chemicals that we are stocking in NEMAC. Both tools and chemicals are priced very competitively.

Overall, with both Denso and Santech, our installer customers should think of Hedahls first for their air conditioning needs.

Wax On; Wax Off

By Bob Hampshire

I would imagine that everybody has heard of the Jimmy Buffet tune "It's 5:00 O'clock Somewhere." Well, we have modified that tune to "It's Springtime Somewhere." It is May, and that means time for Spring (even though I heard it snowed in Hettinger ND recently). Spring brings customers out to wash and wax their vehicles. We have put together a Car Care Display for all our stores. Depending on the amount of out front retail space each store has, we have set up either a 4-foot display or an 8-foot display. All products are listed under the CAC line code. The stores will be supplied from NEMAC on a daily basis. NEMAC will source the products from two different suppliers. We have also price shopped our competition and have established a retail price that is very competitive. This is our test of a single selling price product line.

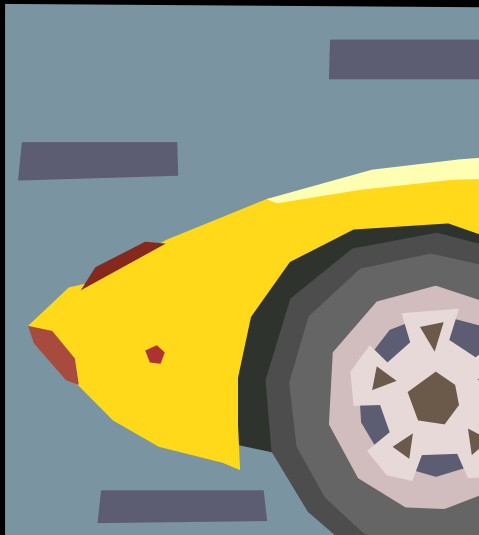
One of the biggest complaints I hear is how to find the part number on the waxes, polishes, etc. We have solved this by creating a UPC file that directs the UPC code to the correct part number. Now, when a customer brings up a car care product, you do not have to search all over the product for the part number. Just type in the UPC code, using only the numbers under the bar code and the correct part number will display.



An example of a 4-foot car care display

And once people get their cars polished up, they like to show them off. We're at the start of car show season.

Mandan's Buggies & Blues is June 12 and 13.



Blog Wisdom from Uni-Select

Very guardedly we are declaring winter over. It's time to shake off the drear and dirt of winter and get our places cleaned up again. Garden plots, yards, homes—and even our stores. Bob Hampshire of Headquarters noted a recent entry on the Uni-Select blog reminding us that those instincts that make us want to clean up for summer apply to our stores as well.

Jerry Ives is the blogger. He's a former auto parts store manager and currently assistant professor of Parts Technology at Alfred State College. He breaks down this sprucing up into four categories:

Exterior – How the exterior of the store looks tends to reflect how the public views the establishment's competence and confidence. So let's look like we know what we're doing. Sweep out the parking lots, wash the windows, trim any greenery, and make sure the signage looks sharp.

Interior – A customer's assessment of your competence continues with the interior of the store. More than that, proper product placement reminds customers of something they need, and something else they need to

go with what they need. So get out the dust clothes and make sure those displays are faced and fresh.

Housekeeping – The clean-up doesn't end with dusting the merchandise. Clutter and dirt suggest an outfit that's disorganized and unprofessional. Throw out old bulletins and papers, wash the floor, and scrub the counters. That's a good start.

Personal Appearance – Good grooming is important, but just as important is a welcoming attitude. Greet customers when they come in. Even if you're on the phone, you can acknowledge their presence with a smile and nod. Again, make your customers feel like you know what you're doing and your happy to do it for them.



The Gentleman Salesman

If you've been with Hedahls for 10 years or more you've probably heard this story before but the good stories are worth repeating. I was riding with one of our salesmen awhile back and he did something that made me think about the man I like to call the Gentleman Salesman. His name was Gene Torgeson, "Torgy" for short. I first met Torgy when Hedahls bought A&B Automotive in Detroit Lakes and Fergus Falls back in 1984. One of my first tasks with the new stores was to ride with the salesman and take a look at the territories and meet the customers, so I rode with the two salesmen Bob Eagan and Torgy for a couple of weeks. Torgy and I hit it off right away and given the fact that I was 30 years old and Torgy was 60 (I checked), it made sense to me to listen and maybe learn something, and I did.

When Hedahls bought A&B, Torgy was on straight commission and paid his own expenses and I think did real well because he always drove a big Oldsmobile station wagon and bought a new one every 3 or 4 years. He was a salesman's salesman. He wore dress clothes and a business hat with the brim turned down on the corner kind of like Humphrey Bogart.

He explained to me that a lot of his competitors thought they were salesmen when they really were just order takers. He went on to say that an order taker will never get ahead and eventually starts going backwards because all they can do is maintain what they are given because they have no idea how to get additional business. He explained to me that a salesman builds relationships and is like an eagle watching all the time and jumps on every opportunity he can. Or sometimes like a farmer planting seeds then fertilizing them (He laughed and said, "That's why I B/S so much. I'm fertilizing my

crops). Then you have to know just when to harvest.

The other thing that Torgy did was challenge himself to write an order at every account he stopped at, and I have to tell you, for the most part he did. One morning we were at Doc's Truck Stop in Osage, Minnesota. Torgy had quite a bit of stocked inventory in the place, but Doc's business had been slow that week and Torgy couldn't write a stock order.

So he started asking questions like "Hey, Doc, how's your rough service bulbs?"

"Fine, Torgy, everything's fine. Don't need anything. Business has been slow."

Torgy tried again and again and nothing. I thought the old boy got skunked and I was prepared to have a little fun with it when we got out to the car. But Torgy wasn't done yet. As we walked toward the door to leave, Torgy noticed a worn out push broom against the wall. He handed me his sales book, grabbed the broom, and started sweeping as he said "Looks like you've gotten your use out of this. Let me sell you a new broom?"

Torgy sold him a new broom and two bags of floor dry. We got out to the car and I told him I thought he was going to get skunked. He just laughed. If I remember right, we didn't get skunked anywhere that day. (Funny little side note: Scott Viste, our current Detroit Lakes salesman, reminded me that Doc had a wrecker that was named "The Happy Hooker." Apparently Doc had a sense of humor.)

So take a lesson from the Gentleman Salesman. Look in the mirror every morning and ask yourself "Order taker or Salesman?" And then challenge yourself to write an order at every call. Thanks, Dale

Benefits Plan Sign-Up

By now you should all know the time and date of your sign-up session for our employee benefit plan. We have reprinted the schedule here for your convenience. You also should have a packet of information for your session, outlining and summarizing your benefits choices. People from Asset Management Group, American Funds, and others will be there to help you, but please read the information in the packet before your session.

Flex Benefit Reimbursement Accounts

Make sure you use all of the money in your reimbursement accounts by June 30. You have until August 24 to submit claims for the 2009-2010 plan year, but to qualify for the current plan year, you have to have had the service or procedure performed, or have received the medication or product by June 30. You may not prepay an expense to beat the deadline.

All claims must be submitted after the date of the service or procedure or the date the medication or product is received. Also, you go by 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, but are not billed until after July 1, that expense is still reimbursable with funds from this year's plan.

Health Screenings

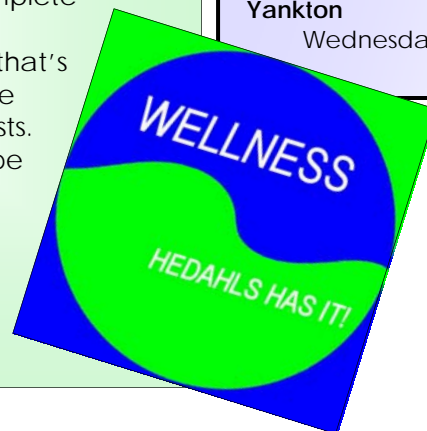
As we look toward ending our Flex Plan year, you should be thinking of early prevention screening tests for blood pressure, cholesterol, blood sugar, and cancer.

Not only can screening tests help detect many health problems before they become serious, these tests can also earn you \$25 for each test annually, for you and /or your spouse. If you've had any or all of these tests since July 1, 2009, submit proof to Darleen Birney at Headquarters. A form for your doctor to fill out is on our website: www.Hedahls.com under **Employees**.

If you participated in one of our health fairs last fall, you may have completed health screening tests for blood pressure, blood sugar, or cholesterol. Darlene has that list of participants, so you are good to go. Just get a cancer screening to complete your set.

Remember, we don't need to see your results—that's between you and your health care professional—we just need to know that you've had the screening tests. If you haven't had any health screening tests, maybe you need to set something up. When you have any tests, just ask the doctor or nurse to fill out the form.

Please submit your proof of health screening tests by July 12 (your incentive bonus will be included on the July 23 check).



Aberdeen

Thursday, May 20, 7:30 am CDT

Beulah

Friday, June 4, 8:00 am MDT

Bismarck

Tuesday, June 1, 8-5:00 CDT

Bismarck

Wednesday, June 2, 8-5:00 CDT

Bismarck

Thursday, June 3, 8:00-noon CDT

Carrington

Tuesday, June 8, 1:30 pm CDT

Crosby

Friday, June 4, 2:30 pm CDT

Detroit Lakes

Thursday, May 27, 11:30 am CDT

Dickinson

Tuesday, May 18, 7:30 am MDT

Fargo

Thursday, June 10, 9:00 am CDT

Fergus Falls

Thursday, May 27, 8:00 am CDT

Glendive

Monday, May 17, 3:30 pm MDT

Hettinger

Tuesday, May 18, 11:00 am MDT

Linton

Tuesday, June 8, 10:00 am CDT

Mandan

Thursday, June 3, 4:00 pm CDT

Milbank

Wednesday, May 26, 9:30 am CDT

Minot

Monday, May 17, 7:30 am CDT

Rapid City

Tuesday, May 18, 4:30 pm MDT

Redfield

Wednesday, May 19, 4:30 pm CDT

Shakopee

Friday, June 11, 8:00 am CDT

Sidney

Monday, May 17, 1:00 pm MDT

Sisseton

Thursday, May 20, 3:00 pm CDT

Watertown

Wednesday, May 19, 1:00 pm CDT

Webster

Thursday, May 20, 1:30 pm CDT

Williston

Monday, May 17, 11:30 am CDT

Yankton

Wednesday, May 19, 7:30 am CDT