



February 2012
Volume 20
Number 5

Hedahls Headlines

EMPLOYEE NEWSLETTER



Anniversaries & New Employees

We have two multiple-of-five work anniversaries this month. **Robert Gross** of Carrington celebrates five years on February 12, and **Phyllis Rogstad** of Headquarters celebrates 20 years today.

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

TAMARA BARLOW – Tammy is new on delivery in our Williston store. Originally from West Jordan, Utah, Tammy enjoys working out at the gym and going out with friends.

JARETT HELLER – Jarett is a new service tech for BENCO II in Shakopee. From Shakopee, he is married with a brand new baby girl. Jarett enjoys hunting and ice fishing, and his favorite hunting partner is his black lab, Abby.

Equipment Leasing Enterprises Annual Meeting

The Equipment Leasing Enterprises annual meeting is scheduled for Tuesday, February 28, at 5:00 p.m. in the Headquarters conference room. At the meeting, we will report on earnings and elect our managing partners. ELE is an affiliated company of Hedahls, Inc., originally started in 1969. The eligibility to be a partner was expanded in 1971, making any employee, retiree, or stockholder of a Hedahls company eligible to invest. Currently, ELE is a general partnership with 130 partners. Three managing partners are elected each year by a vote of all the partners. This year's managing partners have been Dick Hedahl, Chris Balzer, and Jane Schreck.

Historically, ELE has offered a good return on a flexible investment for its partners, in great part because of the hard work of all the people in the Hedahls companies. If you have questions about Equipment Leasing Enterprises, call Dick Hedahl at 1-800-HEDAHLs.



Phone App from Cardone

Salesmen and customers as well: if you have a smart phone, here is an app that you might be interested in. The first one is called Cardone Web Cat from A-1 Cardone. Using your smart phone, go to www.Cardone.com and it will take you directly to the Web Cat application. Basically it's a Cardone Catalog showing all their applications back to the early '40s. Plus it also shows parts illustrations, which is really cool if you are standing in a customer's shop looking at an application that shows two different part numbers and you would like to look at each part to identify the correct one.

Thanks, Dale



B as in Boy & T as in Tom

When I was a kid and watched my childhood heroes in the movies and they would talk on a Walkie-Talkie or two-way radio and say things like Dog Frank Zebra, I thought it was so cool. So much so that when we played Army or Cops and Robbers, we talked that way, but at the time I'm not sure any of us knew why they talked like that. Well, as most of us know today, the reason they talked that way then was to distinguish letters. The way most of us in the parts business say it today is B as in Boy, T as in Tom and F as in Frank.

Often customers will give you part numbers over the phone, and they just use the number JFA1003ASC. Please do both yourself and them a favor and repeat it back to them and say "Ok now just to make sure I have it right that's J as in John, F as in Frank, A as in Adam 1003 A as in Adam, S as in Sam and C as in Charlie."

For some reason F often sound like S and vice versa. B and D also tend to sound alike—so much so that at times I get Bill Edwards calls and he gets mine.

So do yourself and your customers a big favor and get use to using B as in Boy and T as in Tom. Thanks, Dale

Lear Jets and Car Radios

You know, cars didn't always come with radios. The history of the car radio is the story of romance and innovation and the origin of a company called Motorola. Check it out at this web site: <http://www.antiqueradiomuseum.org/thecarradio.htm>

And as if that weren't enough, the history of the car radio is all connected to Lear jets, eight-track tape players, and marketing stunts—some that worked and some that didn't.

All this and photos too. It's fascinating what interests people.



Automotive Service Excellence

We are happy to have four more ASE test participants to recognize.

New Testers

Ryan Shear – Bismarck

Repeat Finishers

Mike Laib – Bismarck

Wes Herniman – Sisseton

Kevin Falcon – Williston

Congratulations to you all!

Over the years, Hedahls has had 196 employees who have passed a total of 555 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. Also see the related article below.

ASE Testing & New Procedures

By Dick Hedahl

Today Hedahls companies have 196 employees who have passed a total of 555 ASE tests over the years. Ryan Shear of Bismarck is our latest inductee into the group of Hedahls ASE Qualified Employees. And Mike Laib, Wes Herniman and Kevin Falcon have all added to their credibility by passing another ASE test as well.

As we told you previously, ASE has phased out the paper test as of the last round of tests. From now on all tests will be computer-based, and the results will be available immediately to each person when they take the test. The new procedure requires each participant to travel to the test site nearest them to take the test. ASE has contracted with a company called Prometric Test Centers to administer the tests. They have locations in Bismarck, Minot, Fargo and Grand Forks in ND, Billings in Montana, and Rapid City and Sioux Falls in SD. Also there are several test centers in the Minneapolis area. Go to the ASE website to register for the next test and get the details: www.ase.com. Any full time employee of a Hedahls company is eligible to be part of the ASE program. Call Carla Reid at Headquarters with questions.

The Hedahls ASE program has been part of the Hedahls System since 1987 when I was looking for a way to demonstrate the talent Hedahls has available for our customers. Our folks were—and are—the most capable people in the auto parts industry. The Hedahls counter and territory sales people are more knowledgeable than any of our

competitors. I wanted a way to show the world that we have more to offer our customers in terms of helpful folks behind the parts.

Originally the national ASE Program was started to demonstrate to the car owners that the mechanic they were choosing to work on their car was capable of doing the repairs. It worked effectively to improve the understanding of the public that the ASE Certified mechanic was a step above the regular mechanic. My thought was that when a mechanic needs answers for questions about the parts he is putting on the cars, he calls his parts supplier for answers. The best people to ask are the folks at Hedahls. So, if one of our people could pass an ASE test it would indicate a level of knowledge putting us above our competitors.

The program worked well for us and we had dozens of our people who became ASE qualified. Over the years after we initiated our program, I talked with ASE about how our ASE Program was working for Hedahls. Eventually ASE expanded their offerings to include tests directly aimed at the auto parts professional. Today there are many test topics that give our people a choice in areas of expertise to focus their attention for the test they choose. Fulltime Hedahls employees who pass an ASE test are qualified for a raise and bonus.

Thank you to all of you who have taken the opportunity to verify and demonstrate your automotive expertise.

Health Risk Assessment Drawing

There's still time to manage your health and get in on the big drawing. All you have to do is complete your Health Risk Assessment online. Last month we published the wrong website to access the info. Go to www.NDWellnessCenter.com. In the site there is a link to **MyHealthCenter** where you can update your HRA.

Do it before **Tuesday, March 1**, and you'll be automatically entered into a drawing for a 46" flat panel HDTV or a Nintendo Wii Fit – your choice. Your qualification is free and requires nothing additional on your part to get signed up. And of course, the individual results and info in the HRA are confidential. If you have forgotten your username and password, you can find it by clicking on the Forgot My Username tab, then fill in the asked for information. Or you can call the support line at 1-866-300-6949. All employees and their spouses are eligible for the drawing, whether fulltime or part-time.

If you have additional questions, call Dick Hedahl or Carla Reid at Headquarters.



FEBRUARY HEART-HEALTH TIPS

Increase Your Energy

The American Heart Association recommends these strategies to boost your energy.

Move more – Physical activity increases energy.

Eat smart – Eat plenty of fresh fruits and veggies to include your calcium and potassium, and avoid big meals with heavy fatty foods. Also make sure you drink plenty of water and remain hydrated.

Sleep – Get enough sleep, and if you snore, you should discuss that with your doctor and do something to improve the quality of your sleep.

Lose some weight – Carrying extra pounds robs you of energy. But if you start moving more and eating smart, the weight loss should follow.

Lighten up – Reduce the stress in your life. And good news—one way to reduce stress is to get some exercise.

Reduce Stroke Risk

According to WebMD, you can help prevent a stroke by knowing the risk factors and working to reduce or eliminate them.

Risk Factors for Stroke: smoking, high blood pressure, high cholesterol, diabetes, excess weight, sedentary lifestyle, and excessive alcohol consumption.

Healthy Lifestyle to Avoid a Stroke

- Quit smoking
- Limit alcohol consumption
- Maintain a healthy weight
- Exercise
- Eat a balanced diet, low in cholesterol, saturated fats, and salt

Reduce Risks of Heart Disease

The Mayo Clinic offers five strategies to prevent heart disease.

Don't smoke or use tobacco—yeah, we know this now. Tobacco increases several risk factors for heart disease, including damage to blood vessels and increases in blood pressure.

Exercise for 30 minutes on most days of the week, even if the 30 minutes comes in 10 minute blocks. Such exercise can include something as strenuous as running, cycling, or swimming, or it can include something more moderate such as walking, taking the stairs, gardening, or housekeeping.

Eat a heart-healthy diet, one that is low in fat, cholesterol and salt, and one that is rich in fruits, vegetables, whole grains, and low-fat dairy products. Also low-fat sources of protein such as beans and fish can help reduce your risk of heart disease.

Maintain a healthy weight, but if you are overweight, even reducing your weight by 10% can decrease blood pressure, lower cholesterol, and reduce the risk of diabetes.

Get regular health screenings, especially blood pressure, cholesterol, and diabetes screening.

Hey, look at that — whether you want to boost your energy or reduce your risks of stroke or heart disease, the advice is pretty much the same: exercise, eat right, don't smoke, and check with your healthcare professionals.