



# HIRSHFIELD'S HERALD

v.13 MARCH 15, 2024

Number 13! Spring ahead – Bring on the projects. Review your inventory, prepare your team and be ready to ask “What’s your Project?” Let’s be the “go-to” problem solvers and best resource to our communities!

**MICHAEL J. TROWBRIDGE**

## “Extra Mile Guy”

Our Hirshfield’s family lost a beloved member on February 19th, Michael J. Trowbridge. Mike



CORE VALUES

Spotlight

Customer  
Experience  
Innovation  
Trust  
Ownership

was endlessly devoted to family and faith. As a husband, father, foster father, grandfather and brother, he gave generously, continuously and selflessly. Mike demonstrated his faith daily by sharing grace and compassion with all he encountered. As a



Michael J. Trowbridge  
Dec. 25, 1975 - Feb. 19, 2024

Hirshfield’s manager for over twenty years, Mike gained the reputation of being the “extra mile guy”. No challenge was ever too big to say no. Mike would always find a successful solution to make it work. He considered his coworkers and customers as his extended family and many of us felt the same of him. “Mike loved people so much. He always put people first. It didn’t matter what was going on with him, or how his day was, he always listened and cared about what you were going through. He would help you out with anything before you even finished asking for help. You could talk to him about anything you were interested in and he gave 100% of his attention to you.” said Alex Albright, coworker and friend. The memories and stories are countless and irreplaceable. Thankful are we all to have shared in so many. Michael J. Trowbridge, you made an incredible impact at Hirshfield’s and in your community You will be remembered always.

[READ MORE on SP](#)

*You are missed by many, Mike.*



UPCOMING  
EVENTS

Scan Here

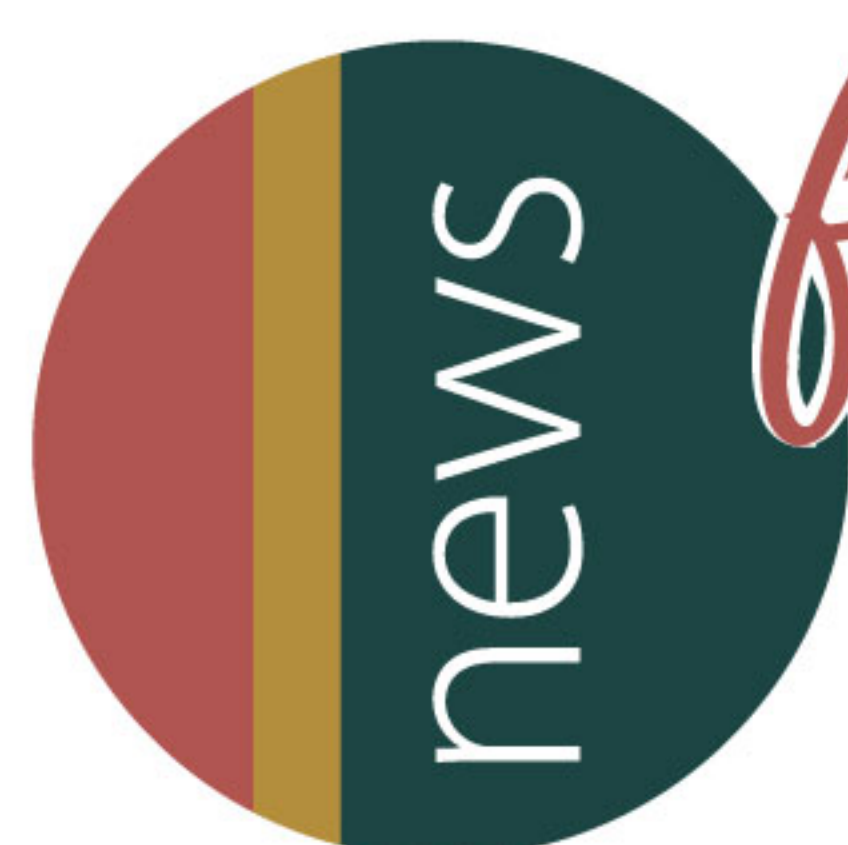


**CLEAN  
it UP!**

**NEW waste water  
processing machine  
at the plant.**



HPM has an environmentally friendly method for disposing of the wastewater created when we rinse out the paint manufacturing tanks after creating batches of paint. This ALAR machine is a water reclamation system that separates the solids in the wastewater using centrifugal force and leaves a clear water that is supposed to be drinkable, although per Hunter Hirshfield, no one has sampled it yet. The solids are easy to dispose of and the clear water goes back into our system to use. Head over to Sharepoint to see a video of the ALAR machine in process.



*fast & to the point*

**HPM:** It’s here! Proudly introducing, Hirshfield’s new 1235 Ceiling Paint for homeowner use. This is a ultra

flat finish with excellent coverage, touch-up and is splatter resistant. Tim R. will be sending out more information and you’ll see it in your stores soon!

**NEW PRO PERFORMANCE** labels are rolling out. Moving forward the following products will be packaged with this new label: 1307, 2404, 2407, 1404, 1405, 1406, 1407, 1408, 1260, 1450, 74090.

*No formulation changes— just an updated new look!*





# Hirshfield's



## FOR THE WIN

PROJECTS • ADVICE

COLLABORATION

### Project: New Vantage in Minnetonka - Interior Walls

**Painter:** DeGulier Quality Painting

**Sales Rep:** Corbin Schreiner

**Servicing Store:** Plymouth

**Product:** Hirshfield's Premier Plus Eggshell

### Product: Rustoleum Seal Krete HP Flooring System

**Painter:** New Life Fine Finishes

**Sales Rep:** Corbin Schreiner

**Servicing Store:** Maplewood

**Details:** The floor was ground to the correct profile and Rustoleum ES1000 "Dunes Tan" was applied. Full flake was added and the Rustoleum Poly Shell 8000 "Clear" was the top coat. The ceiling was painted with H's 2021 and the walls are Platinum Ceramic Eggshell.

Michael Middelkamp - Edina  
Lucas Jorgenson - Alexandria  
Susie Burke - Aero  
Eric Roller - Bismarck  
Wes Hendrix - Tea  
Nick Pfennig - Bismarck  
Steve Tapper - Sioux City  
Ian Burpee - Apple Valley  
Alejandro Aburto - Apple Valley  
John McElmury - Bemidji  
Nate Sockness - Woodbury  
Dawn Feda - SAH  
Foster Silins - Wayzata  
Jin Choi - MPLS CSC  
Wes Johnson - Baxter  
Dan Harthan - Rochester  
Troy Petrich - Lakeville  
Jeff Watson - Maplewood  
Grant Richards - Eden Prairie



## meet the team:



## WOODBURY

Pictured Left to Right:

**Jordan Snelling - 1.5 yrs**

**Lisa Gardner - 32 yrs**

**Vic Haukaas - 1.5 yrs**

**Nate Sockness, Str. Mgr. - 19 yrs**

Not pictured: **Neal Kempel - 12 yrs**

## ANNIVERSARIES

**Help us recognize and thank the following team members who are celebrating an employment anniversary this month!**

Deb Camp: Edina - 46  
Steve Boylan: Hopkins - 35  
Mike Snesrud: Ramsey - 28  
Mark Eimers: Sales - 27  
Rod Wimberly Sr: Sales - 27  
Grant Richards: Eden Prairie - 27  
Belinda Dietrich: Lakeville - 26  
Jamie Yang: Warehouse - 25  
Daniel Knudsvig: Fargo - 25  
Eva Quist: HR - 24  
Nicole Lange: Rochester - 11  
Pete Vacha: Fargo - 7  
Garrett Larson: Baxter - 5  
Jean Haukaas: Design Showroom - 3  
Sara Kleinhesselink: Sioux City - 2  
Chaz Larson: Chaska - 2

Congratulations



**"All things being equal, people want to do business with their friends."** - Jeffrey Gitomer



Listening to our customers' stories at the paint counter, hosting an event, volunteering your time or donating products to a community event are all opportunities to connect. Providing value-added experiences like these will create a loyal customer base that keeps coming back for years. Engaged community members are more likely to remain customers, resulting in long-term business success. This is especially true for H's 130 years of loyal customers, family and friends. Let's not forget the priceless word-of-mouth advertising and networking community service creates!

Nicole Lange, Rochester H manager says: *"Participating in community projects and events is a win-win-win! Our community gets to see a little creativity and support for their project or service they care about from the H. Hirshfield's gets to share their expertise with many people who live by their stores that may not be familiar with their products or expertise. And... I get to share, first hand, what makes H great and get the opportunity to meet so many people in the community. It's great networking - everyone knows someone who needs paint!"*

Top: This on-deck third generation painter, the son of Rick Dame Jr., found a perfect spot to supervise his dad while perching himself on a can of Prowall 400. Corbin also worked with this lil' guy's grandfather, Rick Dame Sr.

Middle: Joey Balmer of New Life Fine Finishes has three daughters who have grown up knowing "Corbs" (as they call him) and the girls never miss an opportunity to nab all the swag! Corbin and his girlfriend Mary made special blinged-up Benjamin Moore caps. Rumor has it these are on constant rotation, including being worn to church!

Bottom: The Jeremiah Program helps women and children break the cycle of poverty. The Rochester team provided the paint for these cute, repurposed kitchenettes and taco truck for the kids!

**Thanks for your service. Keep it up, Y'all!**

