



HIRSHFIELD'S HERALD

S2: E11 DEC 15, 2024

Number 22! Celebrating the joys of the season, including our favorite... post-inventory! This month is the perfect opportunity to take time to really connect with our customers - ask about their year, how the next is looking and most importantly, thank them for their patronage. Remember to mention special store hours and any delivery changes that might occur this holiday season. Happy Holidays to All!



meet the team: **MAPLEWOOD**

Jeff Watson - 5 yrs
Mike Doroff - 1 yr
Kent Zylstra - Outside Sales
Geoff Forbes - 3 yrs
Devin Kehoe, Store Mgr - 21 yrs



TRUST

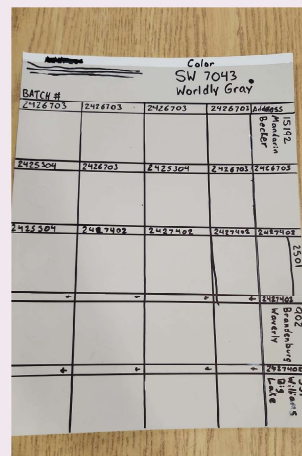
Our customers trust us to provide them with the right products, best application processes and consistent colors. When Top Line Painting ran into an issue with color consistency, they approached Cody Justice, Monticello store manager and Mark Eimers, sales rep for a solution.

CORE VALUES
Spotlight

Top Line purchases 75-100 gallons of 2021 weekly plus Ilva and Wash & Wear and color consistency is important for touch-up on their large jobs. Cody employed a dot card (similar to the Color Verification Log) to track batches: all gallons are compared to the original draw down with a dot from each pail applied to a grid on the draw down. This allows the team to isolate potential issues down to each 5 gallon pail.

This system works for the limited number of colors Top Line requires for their home developments and provides a great visual to reassure them that we are providing them consistent colors. This in turn helps them to be efficient and continue to turn to the Monticello store for their paint needs. Nice work team!

Customer
Experience
Innovation
Trust
Ownership



Keep up the Great Work!



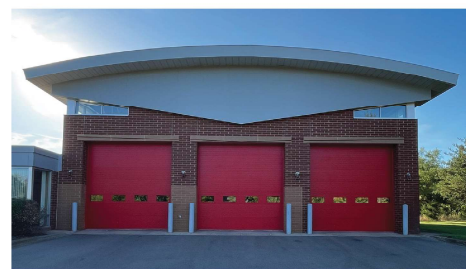
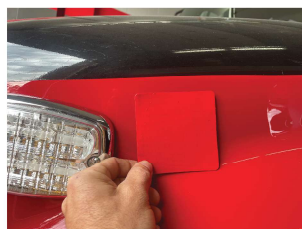
Amelia Busch - Aero
Andrea Mandel - Shop at Home
Andrew Peterson - Hopkins
Corbin Schreiner - Sales
Craig Jones - Tea
Cynthia Holm - Aero
Jaime Burnside - Accounting
Jeff Hormel - HPM
Mark Eimers - Sales
Meropi Efstathiou - Design Showroom
Nick Benson - Wayzata
Patricia Murphy - Aero
Tom Schoening - Edina

**FOR
THE
WIN**

PROJECTS • ADVICE

COLLABORATION

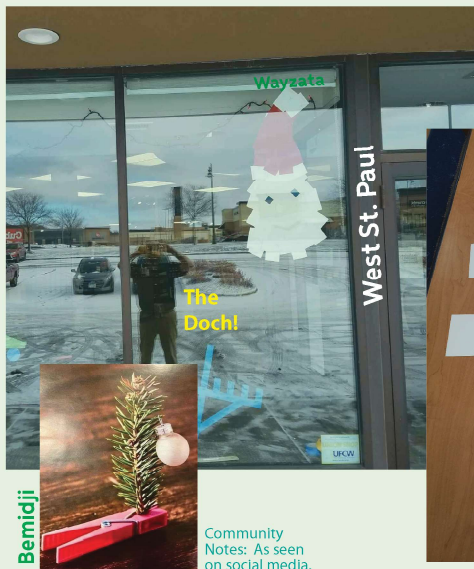
PROJECT: Ramsey Fire Station Exterior Doors
PAINTER: Chrave Davis
STORE: Ramsey
SALES REP: Corbin Schreiner
PRODUCT: Benjamin Moore Aura Low Lustre Exterior
DETAILS: Fire Engine Red! The Ramsey Fire Department wanted to match their red fire truck color on their garage doors. Corbin and the Ramsey team custom matched the color and created a vibrant new vibe for the station.



HOLIDAY CHEER



Baxter



Bemidji

Community Notes: As seen on social media.



Wayzata



Maple Grove

Baxter's recent store expansion allows for this sweet sprayer display...you should see the lacquer and stain match area! -->



Baxter

from the desk of Mike Weber

Just a quick note to thank everyone for your hard work this past year! Hirshfield's is made up of great people who go the extra mile and the success of our company comes from each of your individual efforts. All that work is appreciated! Enjoy time with your loved ones this holiday season and cheers to a fantastic 2025!

ANNIVERSARIES

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

Jerry Serbus - Bemidji - 21
Paul Grandahl - HPM - 19
Joshua Rohlfing - Apple Valley - 9
Weston Hendrix - Tea 7
Craig Jones - Tea - 7
Wendy Doornink - Corporate - 5
Brady Meers - Fargo - 3
Rachel Bokelmann - Shop at Home - 3
Mary Plucker - Aero - 2
Paige Newby - Sioux City - 2
Bethany Delgadillo - Sioux City - 1

Congratulations

the Color Club

BENEFITS:

Archived Color History

We track paint color selections, custom formulas and products in customer's Color Club accounts.

Advanced Notice of Sales

E-mail notices of sales and new products. Color Club "for members only" special offers change on a bi-weekly basis.

Decor and Color Trends

Monthly e-mail newsletters on decorating ideas, color trends, sales and more.

LOCATION LOVE



-Hudson

COLOR CORNER



Jean Haukaas' home update features Hirshfield's 0203 "Whale Bone" for Kitchen walls and 0183 "Moth Wing" on the Dining Room walls.