



HIRSHFIELD'S HERALD

v.10 DECEMBER 15, 2023

Number 10! As the year is coming to a close we'd like to take a moment to thank you for being a part of this 130 year old business. From our family to yours – here's to a wonderful holiday season filled with happiness and peace. Season's Greetings!



UPCOMING
EVENTS

Scan here



Alan Strom, Alexandria store manager, has a knack for building a team. Part of it may come from his success as a collegiate baseball player, part comes from just who he is. "I'm impressed with how he has assembled his team in tough times.



CORE VALUES

Spotlight

Customer
Experience
Innovation
Trust
Ownership

His team cares and knows what they're doing due to Alan" says Bill Coffin. "I don't

know how he does it!" Talking with Alan, it seems that the key to his success is a personalized approach to on-boarding and time connecting outside of work. He's building a culture through mini-golf, dinners and hanging out at his house. "Connecting outside of the store helps the team connect more inside the store." says Alan. In the store, he provides training specific to each person. One of his team members had paint sales experience so the training Alan provided was a bit more advanced: lacquer systems, job quoting, etc. Employees newer to coating sales get lessons in brushes & roller covers to start and sales training if needed. He said the new Employee On-Boarding Training program has really helped employees with little experience beyond the "goo in the can." Alan speaks highly of hands-on training and has new employees paint the store entrance Benjamin Moore's Color the Year..

[READ MORE on SP](#)



Lucas • Cody • Alan • Nate

SEASON^{of} SPIFFS

Thanks for selling
HPM this season!
Enjoy those spiffs!

#teamwork



Hey Friends!

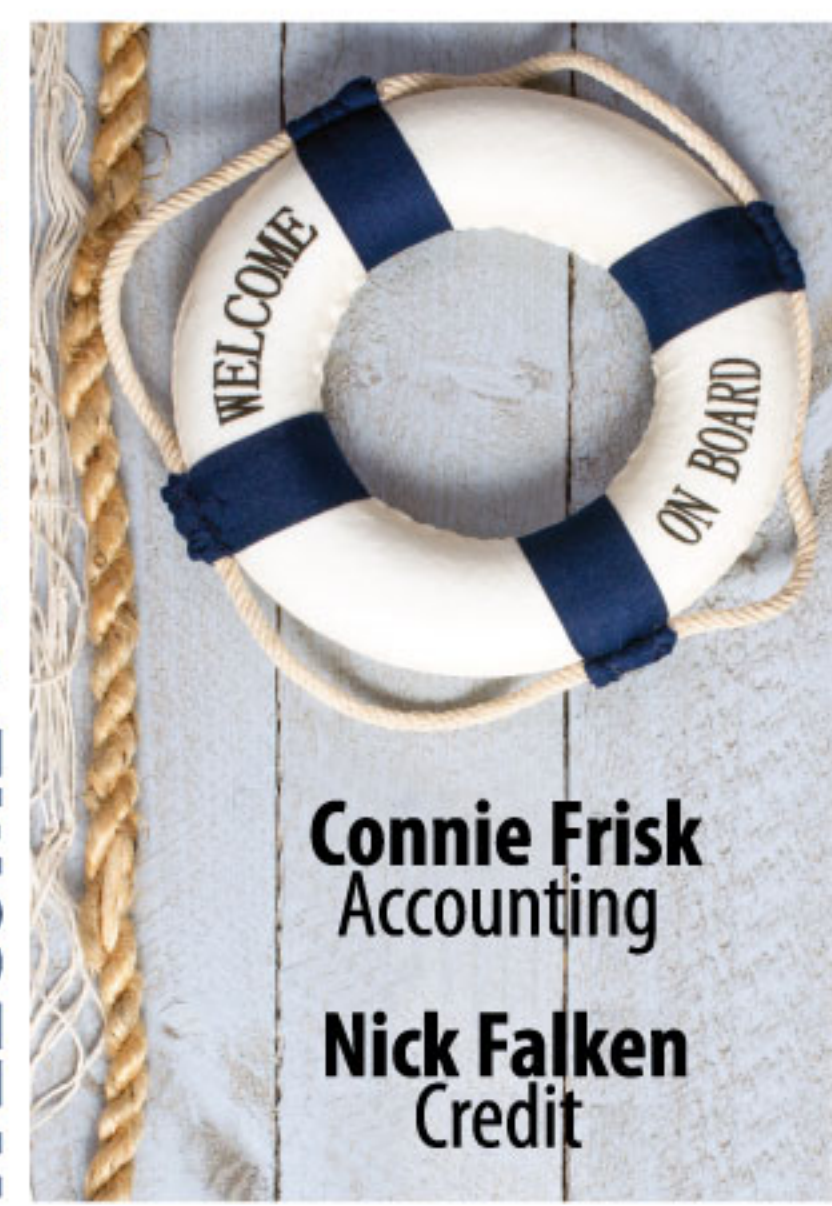
Let us be the first to
welcome Rhett &
Wyatt to the H family!

Congratulations to
parents Carrie & Jess
Coffin. Hoping big sister
Charlie and big brother
Grant are being super
great helpers.



Pictured Left to Right:
Rob Lindall, Str. Mgr. - 15 yrs
Joseph Fletty - 4 yrs
Mary Murphy - 5 yrs

WELCOME TO THE TEAM!



Connie Frisk
Accounting
Nick Falken
Credit



fast & to the point

01 MHB SELLING TIP: Remember that CHB contains Crystalline Silica which is hard on the wear and tear on PUMPS. MHB does not contain any Crystalline Silica. This is a major selling point we sometimes forget to mention!

02 EMAILS PLEASE: As we continue to send more email campaignS, it's SUPER helpful to have email addresses for as many of our customers as possible. Even more helpful is the RIGHT email addresses. Taking that extra second or two to double-check the address helps us reach more customers with trends, tips and sales info!

03 Season of Savings: Going on Now! Special savings on Fridays, Saturdays & Sundays!
Check out our social media posts highlighting these offers and PLEASE give us a like and share.



Hirshfield's

FOR THE WIN

PROJECTS • ADVICE

COLLABORATION

Project: South West Minneapolis Oxygen Tanks (M02)

Sales Rep: Corbin Schreiner

Referral: Tim Rollwagen

Servicing Store: Blaine

Product: Corotech V300 Quick Dry DTM Gloss Enamel

Details: This lead was received by Tim in September 2023 and he immediately knew Corbin was the right person for the job! Corbin visited the facility, made samples and sprayed a few oxygen tanks. The outcome was all positive against SW Pro Industrial Acrylic. Corotech looked glossier, was more durable, had better coverage and yielded more square footage per gallon = less labor for M02. We earned the account even though we priced \$10 more the SW! Thank you to everyone that looks for leads and wants to sell!!



Tom Schoening - Edina

Meropi Efstathiou - Design Resource

David Koblas - Baxter

Jaime Burnside - Accounting

Amelia Busch - Aero

Cynthia Holm - Aero

Patricia Murphy - Aero

Corbin Schreiner - Outside Sales

Mark Eimers - Outside Sales

Jeff Hormel - HPM

Craig Jones - Tea

Mike Trowbridge - Minot

Wayne Poirier - Monticello

Nick Benson - Wayzata

Andrew Peterson - Wayzata

Andrea Mandel - Shop at Home

Congratulations are in order!

ANNIVERSARIES

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

Jerry Serbus, Bemidji - 20

Paul Grandahl, HPM - 18

Josh Rohlifing, Apple Valley - 8

Weston Hendrix, Tea SD - 6

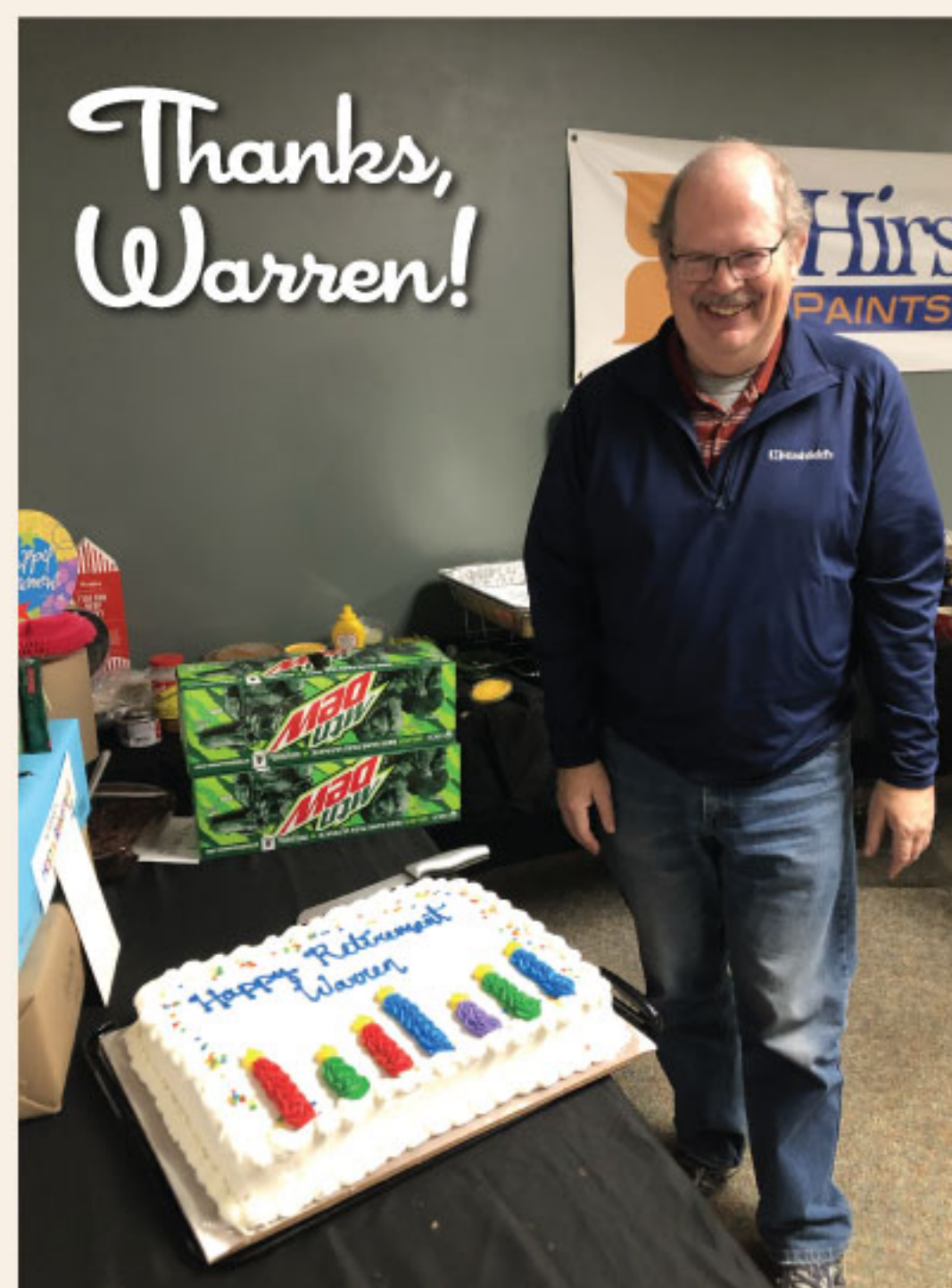
Craig Jones, Outside Sales SD - 6

Wendy Doornink, Color Services - 4

Brady Meers, Fargo - 2

Rachel Bokelmann, Shop at Home - 2

Paige Newby, Sioux City IA - 1



After 35 Years, Warren Thompson (Credit Department) has logged off. Thank you to all who attended his retirement luncheon.



A few farewells from Design Resource.

We will greatly miss Becky Eggers & Julie Stark.

Becky has been a part of the H family, responsible for various roles, for over 36 years.

After a successful tenure at the store level, Becky established the window treatment for the trade business at the showroom. Julie, was an interior designer for many years using H as a resource for her customers' needs. Over 3 years ago, she joined the Design Resource team.

Thank You.

Best Wishes for a wonderful Retirement!