



HIRSHFIELD'S HERALD

No. 24 FEBRUARY 15, 2025

Our customers are gearing up for the spring season! Now is a great time to learn more about our deck products before the warmer weather inspires exterior finishing. Review Deck Prep & Staining Here---->



UPCOMING EVENTS

**Scan Here
for MORE!**



We love a good rumor so when we heard about the inventory management prowess of Dave Thomsen, manager of the H in Blaine, we had to spill the tea! We learned that Blaine's inventory is usually dead-on accurate, so we asked Dave about his team's secrets:

SUPER SLEUTHING: Find discrepancies when you place your HF and BM orders. For example: If the suggested order notes 15 gallons of Reserve and your max is 20, it means you should have 5 gallons on your shelves. If a quick check reveals anything other than 5 gallons on the shelf, it's time for a Decor history search for the discrepancy. Common causes of the difference include ringing errors, not expensing a mistint, a will-call without a hold ticket – errors that happen because we're human and sometimes moving really fast. It's much easier to track down issues when you're reviewing the info weekly.

RANDOM CYCLE COUNTS – Dave mixes in Team Building Fun Days with random cycle counts and stock rotation during downtimes, usually about once a month. They keep a special eye on lacquers and make sure the counts are good on seasonal products.

Keeping a tidy inventory, each week, ensures we have what we need, not only for our Blaine customers, but for other stores and sales reps who rely on the inventory to be accurate in order to best serve their customers. Great work Blaine team!

ACCURATE INVENTORY BUILDS CUSTOMER TRUST.



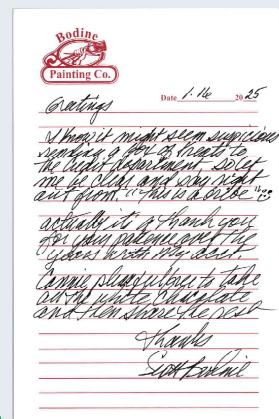
meet the team: CORPORATE ACCOUNTING

Pictured Left to Right:

Blaine Borchardt– Accounts Payable
Griffin Schmidt – HPM Accounting
Dana Steenberg – Controller
Gabby Betzler – Credit
Connie Frisk – Credit
John Werner– Accounting Manager

It is VERY rare that customers are thanking our credit team let alone sending us a gift. But this year, Bodine Painting sent a TON of chocolate to our credit team along with this sweet Thank You note.

Read on SP →



"Scott has been an extremely loyal Hirshfield's/Lathrop's customer for as long as I can remember - back to at least the early 90's!" says, Steve Gifford. "Very nice guy with a kind & detailed crew."



CORE VALUES Spotlight

Customer
Experience
Innovation
Trust
Ownership

fast & to the point

01 DUPLICATE DECOR ACCOUNTS: To avoid creating duplicate ColorClub accounts, search by customer phone, name and address before creating a new account. Thanks to all of you, we are updating 80+ accounts and adding 150+ new color club accounts each week! This helps us connect to our customers via email!

02 PROS PONDERING PAINT: Ever wonder why painters wear white? Learn about that and so much more as two industry pros, including our very own Chris Monyhan, discuss all things paint on their YouTube channel. Scan here to check them out ----->



03 PICKLEBALL COURT PAINT: Ya you betcha we have a product for pickleball courts: Benjamin Moore's INSL-X TRU FLEX. Available colors: Green, Red, Blue and Dark Green. Game On!



04 CORBIN SCHREINER'S 26 YEARS WITH HIRSHFIELD'S: Whoops! We forgot to include Corbin's noteworthy anniversary in our January issue! Our apologies Corbin and thank you for 26 years!



news



I spy
with my
little eye...

A LOCAL LEGEND!

We have a star in our midst! In a previous life, Lyle Jackson from the H in Roseville worked with Dayton's as a Holiday Show Costume Designer for their eighth floor auditorium animated shows that many Twin Cities kids attended.

In 1996 Jack Edwards, Director of Costumes for the Guthrie Theatre teamed up with Lyle's company, Tulle & Dye, to sew the costumes he was designing for Dayton's shows. When Jack retired, Lyle began designing as well as creating the costumes for several shows including "A Day in the Life of an Elf" which ran from 2008-2016.

A documentary called "Remember The Magic" (link below) recently aired and in it, you will learn just how involved Lyle was with these annual shows. You'll also notice that a character resembles Lyle himself! That's because while deciding to add characters to the show, a NY executive directed the team to sculpt the elf after Lyle!

Scan
here to
watch!



The photo shows Lyle with his elf twin that his sister bought for him when the store had a sale prior to closing. How cool is that? Thanks Lyle for sharing your story with us!



ANNIVERSARIES

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

Hans Hirshfield - CEO - 38
Nancy Kane - Roseville - 23
John Werner - Accounting - 22
Chris Monahan - Sales - 22
Calvin Hendricks - Sales - 16
Rory Leach - MPLS CSC - 16
Mitch Coffin - St Cloud - 14
Jeffrey Kask - Savage - 8
Marc Cayson - Fargo - 5
Lucas Summey - Tea - 5
Amelia Busch - Aero - 5
Janis Underwood - Aero - 5
Patricia Peterson - Aero - 5
Susan Burke - Aero - 5
Carina Nypen - Aero - 5
Deborah Miller - Aero - 5
Kelly Mattson - Aero - 5
Nicole Dominic - Aero - 5
Cynthia Holm - Aero - 5
Patricia Murphy - Aero - 5
Darius Lopez - Warehouse - 4
Jeffrey Carr - Apple Valley - 3
Dominick Heinl - Plymouth - 2

Congratulations

Location LOVE



A special thank you goes out to Rodger Dahlager, MG manager, for always sharing the love with our social media posts! Thanks Radge!

Alan Strom - Alexandria
Blaine Borchardt - Accounting
Brian Weishaar - Tea
Cole Bothern - HPM
Edward Picon - Shop at Home
Janis Underwood - Aero
Jeff Lewis - Baxter
Jerome Serbus - Bemidji

Jesse Begordis - Savage
Kristi Miltenberger - Minot
Manuel Bunay Gonzalez
Mark Eernisse - HPM
Michelle Morris - Edina
Robert Lindall - Eau Claire
Sheila Clark - Warehouse
Teri Moger - Rochester
Tim Boettcher - Sales



PROJECTS • ADVICE
COLLABORATION

PROJECT: Como Zoo Fountain
PAINTER: City of St Paul, Parks & Rec
SALES REP: Corbin Schreiner
SERVICING STORE: Maplewood
PRODUCT: Rustoleum 9100 with Immersion Activator
DETAILS: The City of St Paul works with Corbin to purchase products for their schools, bridges, parks, fleet services, public works and the famous Como Zoo! Painting the fountain required a specific activator to ensure the final coating would perform when submerged in water.

It sure helps to have a guy who knows a thing or two about how to paint unusual surfaces – nice work Corbin!



Como Fountain 12-3-24 before picture.

Finished 12-5-24 9100 Epoxy
Immersion Activator.

SHOP at HOME
referral
\$PIFF

when you refer a customer to our Window Treatment Shop at Home Team and they close the sale.

