



HIRSHFIELD'S HERALD

S2:E6 JULY 15, 2024

17! At Hirshfield's, it's more than the quality paints and stains that makes us the best in town— IT'S OUR PEOPLE. WE CARE. WE KNOW HOW TO LISTEN. We are our best resource for expert advice. So many of our team have decades of industry service; thousands of years collectively. Don't hesitate to partner with your coworkers for success!



UPCOMING
EVENTS

Scan Here



PROJECTS • ADVICE

COLLABORATION

Project: Metal Roof

Painter: Cesars Painting

Sales Rep: Rod Wimberly

Product: Rustoleum Universal Commercial Latex Primer and Custom-tinted ROC Acrylic DTM Topcoat.

Servicing Store: Minneapolis CSC

Details: Understanding who your customer is and which products best suit their needs, skillset and/or budget is what sets Hirshfield's apart. It comes from building great relationships and gaining our customer's trust. Rod, Eric and the Minneapolis CSC team had a couple of options to choose from on this project and provided an easy-to-apply, economical option for their customer. They suggested Rustoleum's Universal Commercial Latex Primer and custom-tinted ROC Acrylic DTM top coat. The result is a durable finish that worked well for the painter and their customer.



**21 years
of Service**



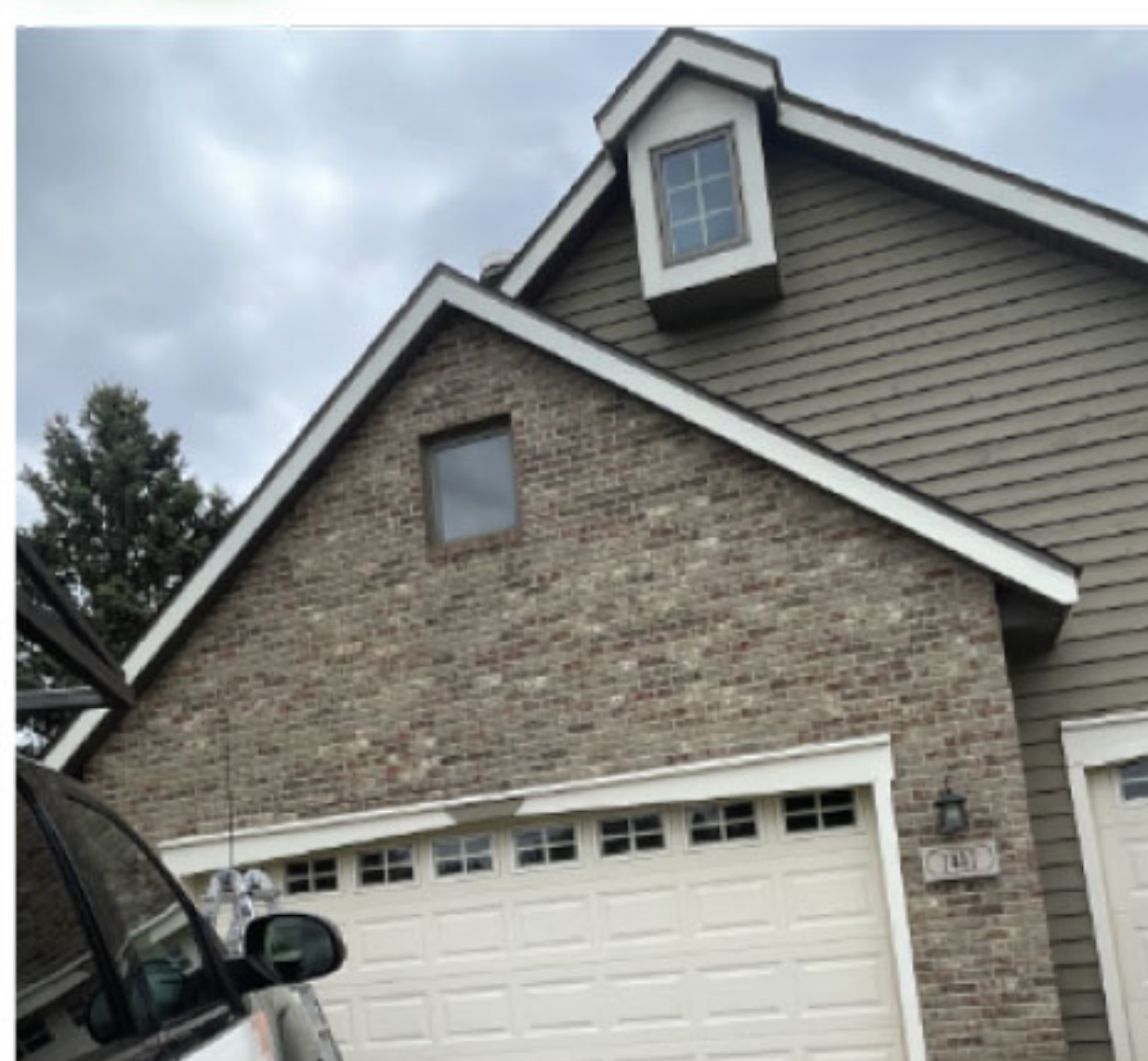
HAPPY Retirement, PETE!

Pete entered his well-deserved retirement on June 28th. Pete started his career in 1995 at the H in Ridgedale and moved into the Assistant Manager role in 1996. In 1997 Pete became the store Manager at the Minneapolis CSC until 1999. After a short time away from... [READ MORE on SP](#)

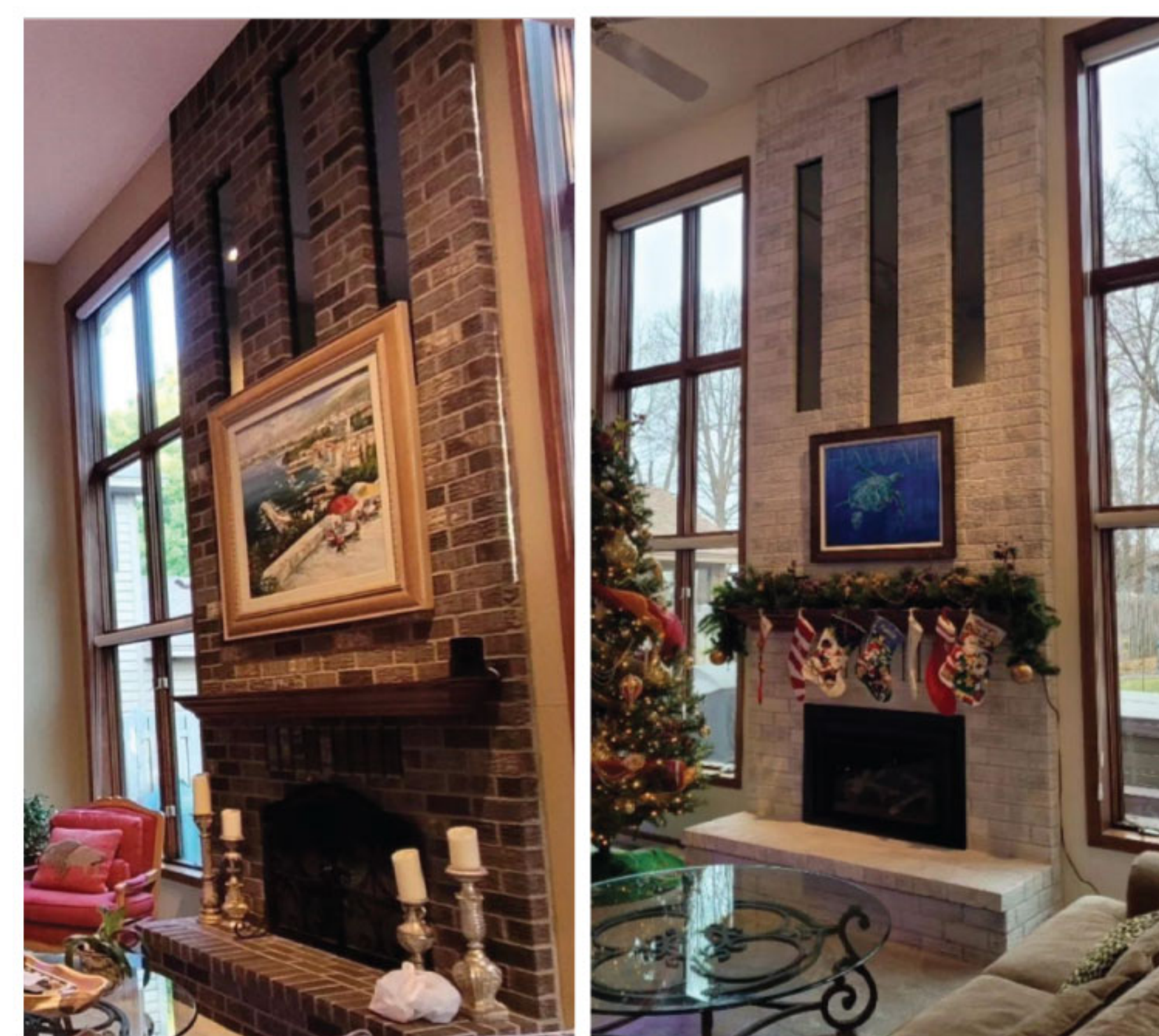
meet the team: MAPLE GROVE



Pictured Left to Right:
Rodger Dahlager, Store Mgr. - 33 years
Jim Weinacht, Asst. Mgr. - 24 years
Jacob Jensen - 1 year
Michael Scheveck - 2 years
Missing: Marlene Irwin - 3 years



Painter: CDM Painting Sales Rep:
Kent Zylstra



Product Spotlight



Painter: Becker
Home Finishes
Sales Rep:
Mark Franz
Color Consultant:
Carrie Bourland



Hirshfield's

"Punk rock and pro wrestling are two fringe disciplines that intersect at multiple points on the cultural ladder. In both cases, it's not something you do, it's something you are, a vocation rather than a job."

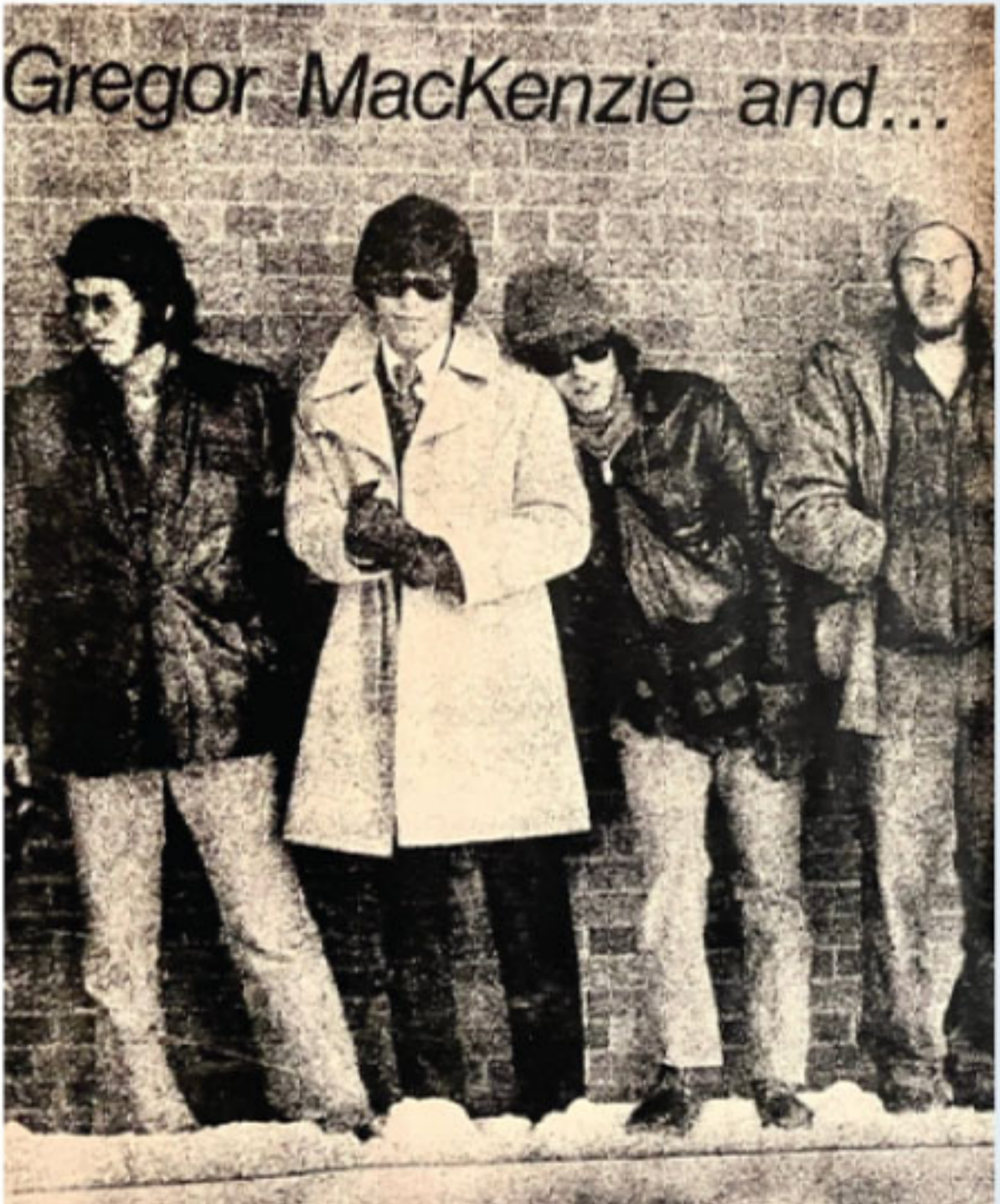
- Jack Morrell/whatculture.com in an article about a sub-sub-sub genre: Wrestling Punk Rock.



Meet: JEFF LIEN Celebrating 50+ Years with Hirshfield's

Jeff Lien's job is Hirshfield's Marketing Manager, but his vocation is a bass player, something that becomes evident as the telling of his 50+ years at Hirshfield's quickly turns to his musical life which, oddly enough, includes punk rock and wrestling. More on that in a minute.

Music may rest in his soul, but paint is certainly in Jeff's blood. His grandfather was a sign painter. Jeff's dad, Milt Lien, had a long career at Hirshfield's. After WWII, Milt was hired as city salesman, then manager of the first suburban store in Richfield (later moving to new location in Edina), and finally as Manager of Store Operations, retiring from Hirshfield's in 1987. Like Milt, Jeff plans on retiring from Hirshfield's sometime this year.



Gregor MacKenzie and... Jeff worked at the Edina store evenings and summers while studying advertising at the School of Journalism at the University of Minnesota. "Wallpaper was in big demand in the 70s. It was a challenge just keeping up with cutting samples, pulling books, and writing orders."



READ so much MORE about Jeff on SP.



Before & After Color Consulting by: Carrie Bourland



FUN FACT

150 new Color Club customers added each week!

Alexander Blank - Plymouth
Mackenzie Allen - Wayzata
Ashley Kloehn - Uptown
Bill Coffin - District Manager
Blake Kraemer - Baxter
Brett True - Hopkins
Caden Heinle - Detroit Lakes
Chester Haagsman - IT
Cole Bauer - Uptown
Cory Beaty - Savage
Daniel Vega - Edina
Daniel Vetter - HPM
Darius Lopez - Warehouse
David Thomsen - Blaine
DeAndre Tinnel - HPM
Deborah Miller - Aero
Holden Steverak - Sioux Falls
Jackson Lynch - Alexandria
Jacob Jensen - Maple Grove
Jameson Stoffel - Rosedale
Joshua Peterson - Bismarck
Kent Zylstra - Sales
Marylane Murphy - Eau Claire
Mike Weber - President
Patricia Peterson - Aero
Ronald Zimmermann - Chaska
Sara Kleinhesselink - Sioux City
Shannon Scarrella - Shop at Home
Vic Haukaas - Woodbury
William Faber - Eden Prairie

ANNIVERSARIES

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

Thomas Schoening - Edina - 32
Ashley Kloehn - Uptown - 22
Curtis Raab - Fargo - 15
Joseph Fletty - Eau Claire - 5
Marilyn Serbus - Bemidji - 5
William Faber - Eden Prairie - 4
Jin Choi - Mpls. CSC - 3
Anika Monroe - Aero - 3
Helen Simmers - Shop at Home - 2
Blake Weber - St Cloud - 2
Nico Harrington - Uptown - 1
Nathan Nelson - Alexandria - 1

Congratulations

COLOR CORNER



Which colors inspire you? Send us your pictures of how you've used color in your home and we'll feature them in the newsletter! Here's Jon Nelson's family room painted in Benjamin Moore's 1575 "Rainy Afternoon" - a super on-trend deep neutral with a hint of color that works beautifully with both the BM "Chantilly Lace" and the naturally-stained trim. Lovely!

SHARE YOUR COLORS

