



HIRSHFIELD'S HERALD

Issue #23, JAN 15, 2025

New Year, New Energy! We're focusing on Hirshfield's INCREDIBLE line-up of products! Unlike the competition, we offer a ton of options for our customers - check out our lacquer line-up and get some tips from our Core Values section to help customers understand all of their options.



CORE VALUES Spotlight

OWNERSHIP

"All of our core values have equal importance, depending on what you're trying to do," says Steve Gifford. Meeting new customers starts with one in particular for Steve: Ownership. "He really does the research," says Ron Opheim, "he's organized and knows his customer even before they meet. He's the model that we would like to have on how to gain new business."



What's his secret? "It's about knowing as much as you can about who you're talking to," says Steve. His preparation includes checking out their websites & social media, learning about the markets they serve and the types of projects they do. When talking with them Steve suggests, "being prepared and confident in what you're presenting, being proud of what you're doing and playing off of Hirshfield's many strengths." He also notes the importance of being flexible during your conversations to focus on the customer's specific needs and helping them understand how Hirshfield's fits into their business.

Gaining business with new customers is an ongoing conversation, but it starts with taking ownership of the relationship to facilitate it's growth. The next time you're about to connect with a new customer, GET TO KNOW ALL ABOUT THEM!

Customer
Experience
Innovation
Trust
Ownership

**"You want
fries with
that? "**



The iconic fast food question can apply to our industry, too, making sure our customers have all they need to be successful.

Ask about their projects, suggest the right tools and explain processes that work with the paint they are purchasing.

**Their Success =
Our Success!**

GUEST CHECK			
SERVER	TABLE	GUEST	CHECK NUMBER
Primer			✓
Brushes			✓
Rollers			✓
Supersize me:			✓
Window Treatments			
TAX			
TOTAL			

meet the team:
SIoux FALLS



Tristan Hamilton - St Mgr - 2 yrs

Russell Miller - 6 months

Another Dynamic Duo!!



Alex Albright - Minot
Bethany Delgadillo - Sioux City
Blake Eller - Sales
Brandon Dorsey - HPM
Connie Frisk - Accounting
Dana Steenberg - Accounting
David Hairgrove - Baxter
Derek Stormoen - Minnetonka
Eric Christopherson - MPLS CSC

Eva Quist - HR
Faye Vroman - Minnetonka
Hans Hirshfield - Owner
Jim Hagen - District Manager
Jon Nelson - Eden Prairie
Joseph Schaber - Purchasing
Marsha Keppel - Marketing
Nancy Kane - Roseville
Nicole Dominic - Aero

Paul Grandahl - HPM
Peter Vacha - Fargo
Phil Schneider - West St Paul
Rob Gunnare - Sales
Scott Wilbanks - Shop at Home
Tom Hinnenkamp - HPM
Tyler Groninga - Hudson
Wendy Doornink - Corporate
Zachary Ekstedt - Monticello



UPCOMING EVENTS

**Scan Here
for MORE!**



ANNIVERSARIES

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

Mike Weber - President - 40
Phil Schneider - West St Paul - 28
Rob Gunnare - Sales - 25
Eric Christopherson - MPLS CSC - 19
Robert Lindall - Eau Claire - 17
Robert Nordstrom - Baxter - 13
Nicholas Pfenning - Bismarck - 12
Megan Bauer - Apple Valley - 6
Robert Meggs - Plymouth - 5
Lance Wilson - Blaine - 3
Tom Hinnenkamp - HPM - 2
James All - Apple Valley - 2
Ronald Zimmerman - Chaska - 1
John McElmury - Bemidji - 1

Congratulations

**Alejandro Whipple - Savage
Javharie Ross - Monticello
Durrell Howard - Lakeville
Josue Nevarez - Baxter
Travis Gilson - Baxter
Alexander Belling - Minnetonka**



FOR THE WIN

COLLABORATION
PROJECTS • ADVICE

PROJECT: Switching Lacquer Products in Large Cabinet Shop
PAINTER: Steve's Woodworking Inc (SWI)
SERVICING STORE: Baxter
SALES REPS: Blake Eller / Ron Opheim
PRODUCT: Chemcraft Conversion Varnish

DETAILS: SWI saved time & money by shifting from Axalta pre-cat to Chemcraft conversion varnish. With Chemcraft, SWI only needs to apply 2 coats to their cabinetry instead of 3. The conversion varnish is also more durable which requires a lot less touch-up and re-made doors from their service team. Although the price per gallon is higher, the overall cost to switch saved SWI dollars.

Many people put in extra work to make the change including Bill Coffin, Garrett Larson, Felicia Moddes & Ron Opheim. They first assessed SWI's ability to work effectively with the conversion varnish and provided them with a MVP pump to simplify the catalyzation process. They also had confidence in the ability of Mark Swoish, sales rep for Chemcraft, to support Hirshfield's and SWI with the switch. That support included Mark's helping our team meticulously match SWI's standard colors including an infinity of sprayouts.

Although the switch was time-consuming and detailed, the end result is a happy customer who can more efficiently create high-quality finished cabinetry for their customers.

WELL DONE TEAM!



Speaking of winning...

Hirshfield's

**LACQUER
LINE-UP!**

**UV COATINGS
CONVERSION VARNISHES
PRE-CAT LACQUERS
2K URETHANES**



No matter the applicator's ability or their desired price point, we have a wood coating that will work for them. Our bench is deep with products that have the right sheen and durability for each job.

Bonus? Our product reps, sales team and store staff are THE BEST IN THE BUSINESS in their ability to support our customers. We're hands-on, provide excellent color matching, can consult on -site, provide color consulting and have several contractor-only locations. This makes us the GO TO teammate for our customers!



Players



Chemcraft®
A Great Finish is Only the Beginning



**ALL
IN THE
FAMILY**



Love is in the air! Our latest episode of **All in the Family Hirshfield's Edition** is the love story of Vic Haukaas and Tyler Groninga, presented here in Vic's words!

"Tyler and I had a series of near-misses over the course of almost five years, frequently crossing paths without actually meeting. We worked, socialized, and attended events in the same circles, yet our paths never converged until we both ended up working together in the Menards Paint Department. Despite spending 50 hours a week together at work, we still chose to spend our free time together. That was six years ago. As we grew together, both personally and professionally, our values shifted. While I focused on customer service and teamwork, Tyler sought to make a greater impact. After exploring our options, I found a new opportunity at Hirshfield's and soon after, Tyler joined Hudson. We both felt a strong connection to our new company, much like the instant connection we felt when we first met. Hirshfield's offers a cozy knowledge-first space to pursue paint coatings, and that helps keep things exciting (which is so important in retail!). As a couple We're now planning our wedding, tentatively set for next October ☐"

These two lovebirds have been a wonderful addition to our Hirshfield's family and we're looking forward to many years with them!

