



# HIRSHFIELD'S HERALD

S2:E5 JUNE 15, 2024

Sweet 16! Our busy season is upon us and we're moving fast to meet the needs of our customers. Remember our customers come to us for ALL of the value we provide, so take the time to give each customer your full attention and the great advice they've come to expect from us.



UPCOMING EVENTS

Scan Here



It just takes one decision to change the future....and a bit of tenacity and teamwork too. Corbin Schreiner decided to change a product spec and the result was future sales to a happy customer. Corbin learned that an outdated product was specified for park buildings for the State of MN and he took on the challenging of updating the spec to Benjamin Moore's Woodlux. "Getting a spec updated is like pulling teeth", notes Mike Adochio, whom Corbin connected with due to his expertise at writing submittals (proposals to change the specs). Most don't want to go through the effort and expense to change. Therefore it took a lot of teamwork to get the new product approved including Mike's quick and efficient work to create a submittal, Corbin's extra effort to match the colors and sheens (including tracking down a park ranger to get access to buildings) and the Apple Valley H creating samples (they have a relationship with the painter, Northstar Commercial Finishes). The combined efforts means we will be providing Northstar with Woodlux for the next several years!



Products Used: Roof: Benjamin Moore Woodlux translucent Oil color is Cedar 591-40; Siding: Benjamin Moore WB Solid Acrylic Stain 694-4X; Frames: HP29 DTM Acrylic Semi-Gloss.

CORE VALUES

Spotlight



READ MORE on SP

Customer Experience • Innovation • Trust • Ownership



read all about it:

ILVA WB SELF SEAL

Find out why this coating is a great option for customers with automated spray-painting lines and more.

CHECK IT OUT on SP



## meet the team: FARGO



- Jon Rognlie - Retired to PT in April of 2024 - 15 years
- Allison Beyer - 1 yr, Carter Klukken - 1 yr
- Jaykob Guest - 3 months, Pete Vacha - Store Mgr - 7 yrs
- Marc Cayson - 4 yrs
- Curt Raab - Retired to PT in 2023 - 15 Years
- Brady Meers - 3 yrs
- Dan Knudsvig - Sales Rep - 5 yrs

ON THE MOVE!



## Giving Back

Hirshfield's recently had an opportunity to provide floor coatings for Hope Farm School, a faith-based organization that aids in the development of inner-city youth. Aaron Grossinger provided the application knowledge for the novice painter, helping them to improve their skills and provide a beautiful new floor for the school. Well done Aaron & the team at Maplewood for providing the Rustoleum 9100 and UL80 Clear coatings for this project.

The H in Edina is on the Move, but not too far! In July, the new store will be located just couple of doors down - in the same Yorktown mall!

# Hirshfield's

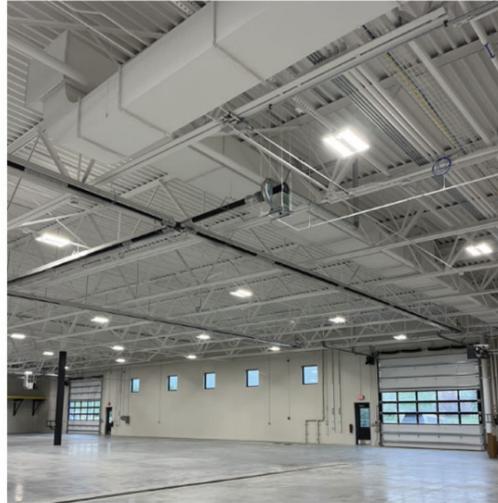


## FOR THE WIN

PROJECTS • ADVICE

COLLABORATION

**Project:** Detroit Lakes Public Works  
**Painter:** High Performance Coatings  
**Sales Rep:** Rod Wimberly / Tim Boettcher  
**Product:** Primer: H's MHB, Walls: Premier Low-Sheen & Semi-Gloss, Ceiling: Dryfall  
**Servicing Store:** Detroit Lakes  
**Details:** This was a 500+ Gallon project! The painter was happy with the scheduling and delivery provided by the Detroit Lakes team. Thanks for the photo Tim!



Belinda Dietrich - Lakeville  
 Cameron Pitts - Eden Prairie  
 Carter Klukken - Fargo  
 Casey Morrison - Edina  
 Corey Sellman - Purchasing  
 Dane Kassulke - Monticello  
 Daniel Trehey - St Cloud  
 David Anson - HPM  
 Dennis Homan - Hopkins  
 Hunter Feik - Eden Prairie  
 Jacob Ewald - Roseville  
 James Weinacht - Maple Grove  
 Jaykob Guest - Fargo  
 Joseph Fletty - Eau Claire  
 Kristina Odegard - Chaska  
 Matt Bradley - Plymouth  
 Matt Ciaciura - Shop at Home  
 Michael Doroff - Maplewood  
 Mike Snesrud - Ramsey  
 Nico Harrington - Uptown  
 Richard Ward - Rochester  
 Roy Johnson - West St Paul  
 Ryan Blomquist - Lakeville  
 Sam Hirshfield - Corporate  
 Steven Handeland - Warehouse  
 Timothy Kjos - Hudson

## ALL IN THE FAMILY



Rodney (Rod) & Rodney Wimberly Jr. are a father/son duo that has been a part of the H's family for over 24 years. Rod started in 1997 and Rodney joined just 3 years later. Rod noted that he had multiple jobs including selling vending machines in CA, before joining our Twin Cities' sales team. "It's pretty cool that I found a home at Hirshfield's", says Rod, "it says a lot about the company." His son, Rodney, is an expert on color matching in our Blaine CSC location. He got his start at the Mpls. CSC and noted that a mentor (Jerry) showed him the ropes of stain & color matching and he found that the process came easy to him. "Rodney is good with stains and woods and knows a lot more than I do." notes Rod.

[HEAD OVER TO SP TO READ MORE](#)

## SUPER COOL ART

The H in Detroit Lakes and Tim Boettcher provided artist Thomas Dambo with approx 30 gallons TWP Clear to seal his many trolls, which are being installed around Detroit Lakes.

[Get a link to the news article on SHARE POINT](#)



## ANNIVERSARIES

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

Bill Coffin - District Manager - 29  
 Mary Betterman - Wayzata - 28  
 Mike Truax - Sales - 27  
 Matthew Bradley - 25  
 Rodney Wimberly Jr. - Blaine - 24  
 David Thomsen - Blaine - 24  
 Jeffrey Lewis - Baxter - 23  
 Ron Opheim - Sales - 23  
 Faye Vroman - Wayzata - 21  
 Aaron Grossinger - Sales - 21  
 Nick Benson - Wayzata - 20  
 Jess Coffin - Sales - 18  
 Heidi Woelfle - Roseville - 10  
 Blake Eller - Sales - 10  
 Heath Hinz - District Manager - 8  
 Jared Hennen - Lakeville - 8  
 Joshua Snyder - Minot - 7  
 Todd Benesh - Maple Grove - 7  
 Hugo Picon Alvarado - Shop at Home - 4  
 Joshua Leon - West St Paul - 3  
 Lyle Jackson - Roseville - 3  
 Carson Ketterl - Detroit Lakes - 2  
 Ronald Buck - HPM - 2  
 Edward Picon - Shop at Home - 1  
 Tiberius Schnack - Sioux Falls - 1  
 Darryl Murphy - Maple Grove - 1

*Congratulations*