



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 Corbin learned that an outdated product was specified for park buildings for the State of MN and he took on the challenging of updating the spec to Benjamin Moore's Woodlux.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



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



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