



HIRSHFIELD'S HERALD

v.12 FEBRUARY 15, 2024

Number 12! Time flies when you're having fun! We took a moment to review the last year of newsletters– WOW! We've learned so much about the people of our company. Please keep sending in your events, projects and stories – we love them!



Talking with Sarah Kleinhesselink is like chatting with a friend who just gets you. She's well-suited for her role as Sioux City's Window Treatment Specialist, acting as a friendly and knowledgeable guide through a process that can be overwhelming to customers. She's naturally curious, thinks dimensionally and focuses on providing window treatments that fit the customer's vision, budget and functional needs. "Every time she works with a new customer she uses it as a learning opportunity." says Steve Tapper, "some might treat their work as just another consult, but Sara approaches it as a way to hone her skills." Sara's background, while unexpected, is in line with the creativity needed for her position. She was a dental technician, painting ceramic crowns and transforming smiles. Her Fine Arts/English degree taught her to be resourceful, to plan out according to the process and included color theory and dimensional thinking via an emphasis on sculpture. She joined the Sioux City store before Hirshfield's announced the acquisition noting that a job working with textiles & color sounded interesting. She loves perusing the sample

[READ MORE on SP](#)

CORE VALUES

Spotlight



Customer Experience

Trust

Innovation

Ownership

Welcome New Hires: Bethany Delgadillo – Sioux City, Ronald Zimmerman – Chaska
Xavier Herrera – Fargo, John McElmury – Bemidji, Matt Krause - Uptown

EVERYBODY LOVES FAYEMOND

**head on over to
SharePoint to read
Faye's Fun Facts!**



Faye Vroman has been delighting Hirshfield's customers for over 28 years. She was hired BC (before computers) in 1987 by Mike Weber and Jim Thun at the old offices above the Hennepin store in Minneapolis. She started at the Lake Street location and during her career has served customers at West St Paul, both Woodbury locations and is now at the H in Wayzata. As she likes to joke, she started her career... [READ MORE on SP](#)



UPCOMING
EVENTS

Scan Here



SIoux CITY

meet the team:

Pictured Left to Right:

Paige N. - 1 yrs

Sara K. - 2 yrs

Steve T., Mgr. - 1.5 yrs

Bethany D. - 2 mos



BUZZWORD *Culture*

Steve Tapper, store manager in Sioux City, inherited a legacy culture from the former store owner. Read about how he shifted the culture to one his team would create and embrace. [READ MORE on SP](#)



**WELCOME
lil' buddy!**

Proud mom, Amelia Busch (Aero) gave birth to a beautiful baby boy, Arleigh, last month!

Hirshfield's

**FOR
THE
WIN**

PROJECTS • ADVICE

COLLABORATION

Project: Metal Beams at a Creamery in Albany, MN

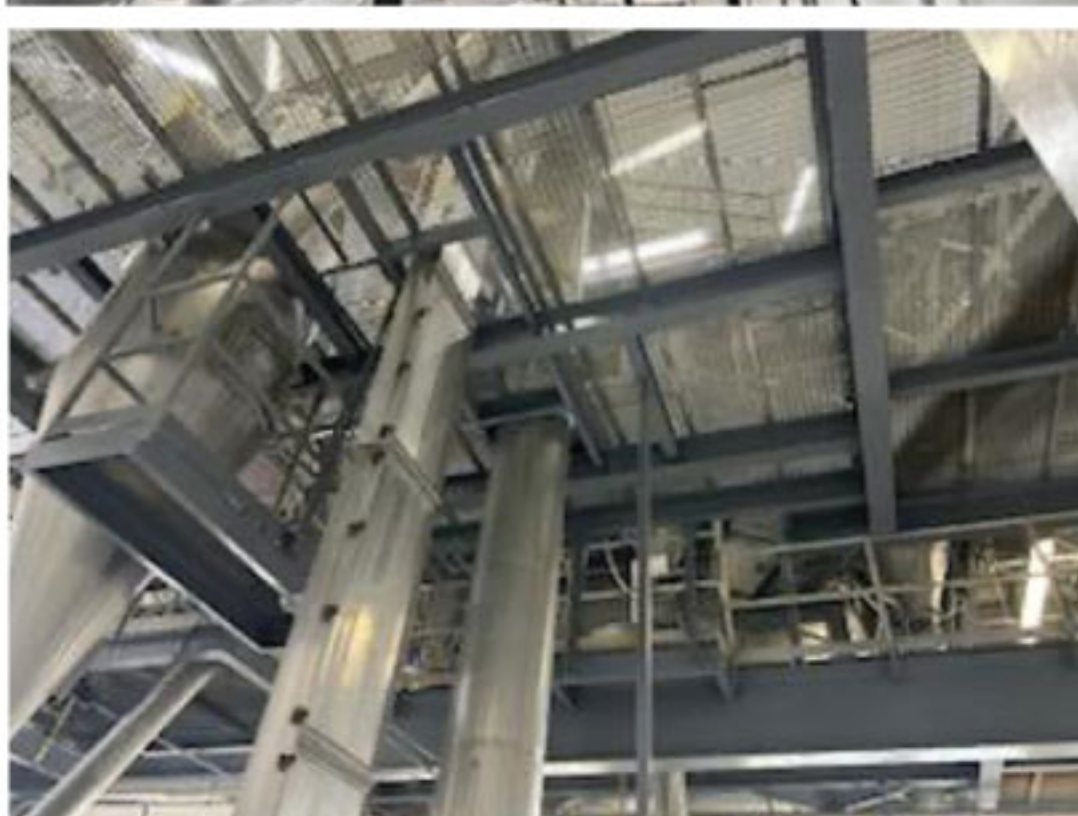
Sales Rep: Rod Wimberly

Painting Contractor: High Performance Coatings

Servicing Store: Monticello (thanks DC for storing product)

Product: 2 coats of Rust-Oleum Noxyde, 1 coat of Rust-Oleum 9800

Details: Monticello had a great December, due in part to a large purchase by High Performance Coatings to paint metal beams in the shaker room of a creamery in Albany, MN. Rod Wimberly, Blake Ellers & his team and the warehouse crew including Steve Handeland and Corey Jensen all teamed up to order, store and provide 72 5-gallon pails of Rust-Oleum's 360 Elastomeric Noxyde and 144 gallons of Rust-Oleum 9800 Series Epoxy. This product system works well on non-flaky rusted surfaces and prevents further rusting. Blake's team and Rod have taken care of the unique projects High Performance Coatings does, finding them the right products for their jobs. **Great team effort!**



Project: Lake Harriet Band Shell

Servicing Store: Monticello

Product: Cabot Semi-Transparent stain

Details: The Lake Harriet Bandshell in Minneapolis is getting a make-over and the Monticello team tinted 500 gallons of Cabot Semi-Transparent stain for the project. The bandshell was originally stained a soft blue-gray but switched to a beige in 2004. Minneapolis residents petitioned for a change back to blue and got their wish. The city is replacing all of the cedar shakes and will be staining them using a dipping method (shingles are dipped into the stain and left to drip dry) with the beautiful blue created by our team! Nice work Blake, Zach, Wayne & Dane!



Blake Eller (Mgr) - 10 yrs
Zach Ekstedt - 8 yrs
Wayne Poirier 6 yrs
Dane Kassulke - 1 yr



Blaine Borchardt - Accounting
Sheila Clark - Warehouse
Janis Underwood - Aero
Edward Picon - SAH
Mark Franz - Sales
Manual Bunay Gonzalez - HPM
Cole Bothern - HPM
Brian Weishaar - Tea

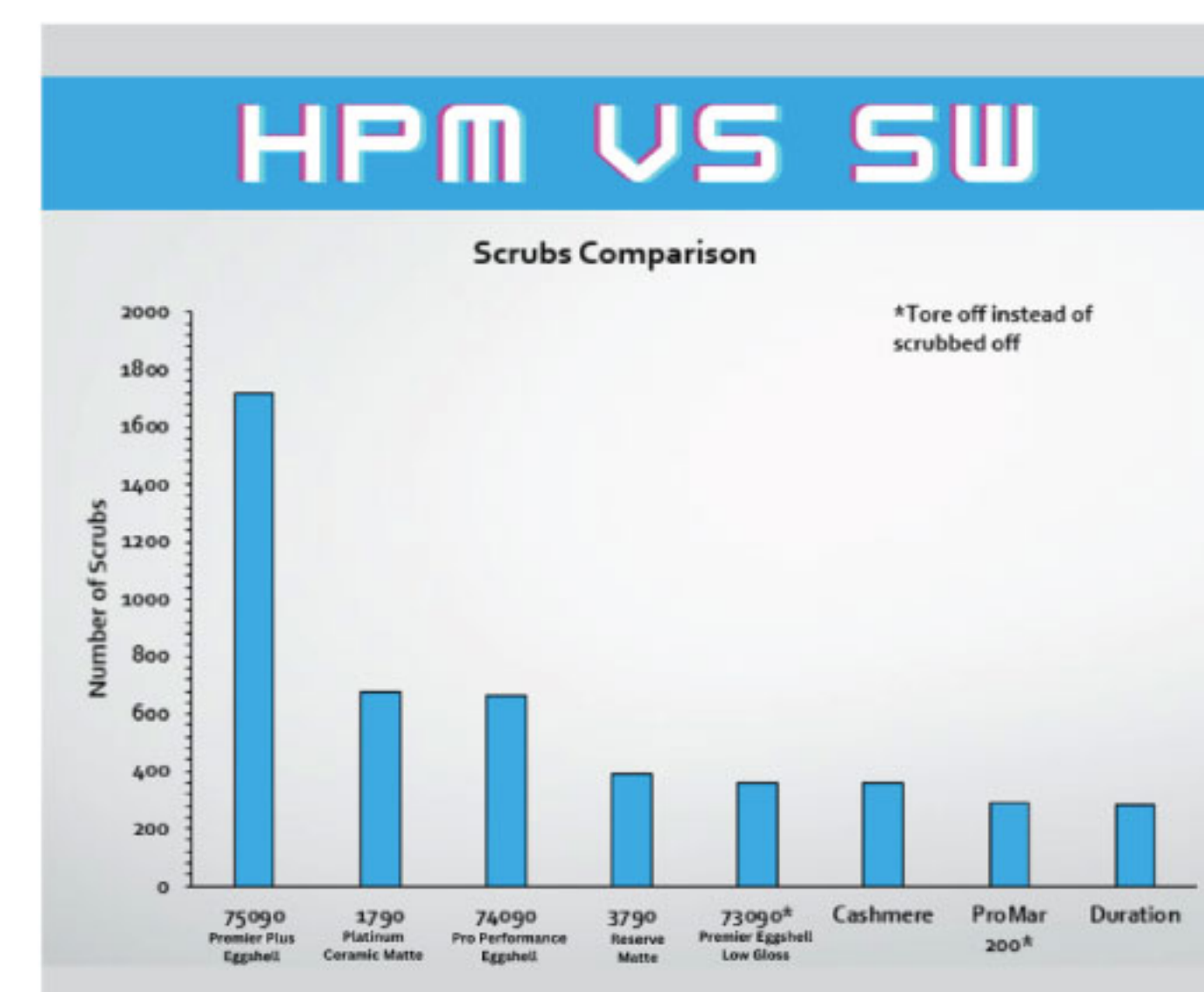
Tim Boettcher - Sales
Jerry Serbus - Bemidji
Robert Lindall - Eau Claire
Teri Moger - Rochester
Kristi Miltenberger - Minot
Michelle Morris - Edina
Jeffrey Lewis - Baxter
Alan Strom - Alexandria

ANNIVERSARIES

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

Hans Hirshfields: C.E.O. - 37
Nancy Kane: Rosedale - 22
Chris Monyhan: Outside Sales - 21
Rory Leach: MPLS - 15
Calvin Hendricks: Outside Sales - 15
Mitch Coffin: St Cloud - 13
Jeffrey Kask: Savage - 7
Steven Albertson: Aero - 4
Carina Nypen: Aero - 4
Lucas Summey: Tea - 4
Susie Burke: Aero - 4
Amelia Busch: Aero - 4
Janis Underwood: Aero - 4
Patricia Peterson: Aero - 4
Nancy Mattison: Aero - 4
Nicole Dominic: Aero - 4
Cynthia Holm: Aero - 4
March Cayson: Fargo - 4
Patricia Murphy: Aero - 4
Debbie Miller: Aero - 4
Kelly Mattson: Aero - 4
Darius Lopez: Warehouse - 3
Thomas Scherer: Blaine - 2
Jeffrey Carr: Apple Valley - 2
David Gerber: West St Paul - 2
Dominick Heint: Plymouth - 1
Delcie Roberts: Baxter - 1
Marcy Plucker: Aero - 1

*Congratulations
are in order!*



DURABILITY
PREMIER PLUS EGGSHELL
vs... the other guys

CHECK OUT THE DEETS ON SHAREPOINT