

Yarnell~Hoffer

HARDWARE NEWS

Yarnell-Hoffer Hardware News

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WELCOME to our expanded newsletter

For those of you who have never read our newsletter, please take a few minutes to read this one as a sample of what we're all about. You will also receive special sales information, new product highlights and in the near future, how-to clinic registration. We will be sending out seven newsletters this year full of great home improvement tips and specials so if you did not receive the newsletter last year, please come by and sign up. This will be one of the only mass mailings we will be doing, so don't miss out.

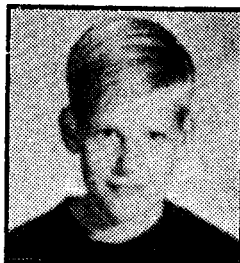
ONE MORE THING -- Please complete the questionnaire inside for us. It will help us to serve you better, and if you bring in a completed questionnaire, we'll give you 10% off anything in the store that's not already on sale! **We hope you enjoy Yarnell-Hoffer Hardware News.**

Yarnell and Hoffer 30 years ago

Let's see, 30 years ago was about right around March of 1961. There's not much to write about then since Craig was 3 and I was only 2. Needless to say, we didn't know each other then, and probably a good thing. I've put up with Craig for about 21 years. I'd hate to think what ten previous years would have done for either one of us. I was a happy toddler in Huntsville, Alabama, while my dad was building spaceships and Craig was a happy toddler in Chapel Hill while his dad was in graduate school for Public Health. Craig's dad was in the service so when I asked him where he was in 1961 it took him about 5 minutes to come up with the right town. We had a choice of South Carolina, California or Guam. Not much exciting was happening for us then except for Craig being tormented by his older brother and me waiting for my mommy to have that watermelon she had in her tummy (soon to be my little brother that I could torment).

Yarnell and Hoffer 20 years ago

Well, by this time, Craig had traveled halfway



Mike Hoffer
1972 Phillips
Jr. High School

around the world and back and I had moved to Chapel Hill from Alabama for my dad to go to graduate school. We had both joined Boy Scouts in the fall of 1970. I was 11 and Craig was 12. We joined Boy Scout troop 39 (which,



Craig Yarnell
1972 Phillips
Jr. High School

by the way, is the oldest troop in the nation) and I didn't like Craig very much. He was a real bully in those days because he was bigger than most of us and he always used to beat me up. That all changed a few years later and we became friends. We both went through Scouts (which, by the way, was the best thing that we ever did) and earned the rank of Eagle Scout. Beside this paragraph, you will see what we each looked like in 1972 when we were in seventh grade. (Doesn't Craig look like someone who would beat up on unsuspecting kids like me?) As the 1970s went by, Craig had a slight growth problem. All of us grew and Craig just stayed the same. Now it was a different story. Craig was suddenly shorter than everyone else and for some reason he didn't want to beat up on any of us little kids anymore. Craig must have grown at least another five inches since the

seventh grade to his current height. Of course, he has told me to mention the fact that I was quite a roly-poly youngster who ate a few too many pop tarts (I remember chocolate iced were my favorite- especially on camping trips over an open fire). One winter night in 1976, Craig was frozen in his little trailer he lived in on Homestead Rd. I went over in

the morning to wake him up for school and had to pry his door open with a crowbar. I invited him to spend the night at my house and I guess he didn't understand how long one night was because he left two years later. Anyway, we were best friends by the mid 1970s and on our way to a career in home improvements and hardware.

Yarnell-Hoffer Enterprises 10 years ago

The spring of 1981 was quite a year for both of us. I was about to graduate from Carolina with a degree in Business Administration and Craig had been to Alamance Community College and received a commercial heating license, which turned out to be invaluable to us. Throughout my college career Craig built up our home improvement business and worked in it full time. In 1981 I went full time and we launched a full-scale company that stressed top quality work with a personalized touch. Many of you who know us remember how we started; with a 1967 Buick Special and a car top carrier and a Black & Decker circular saw. In the early years, we worked with a lot of you who are Realtors by inspecting houses or repairing homes ready for sale.

By 1981, we both knew that we wanted to

someday open a hardware store and felt like practical home improvement experience would help us in the hardware business and would support us until we got started. Times were not always easy for us though. In the winter of 1981, we almost ended our partnership. We got to the point that we wouldn't even talk to each other during the day even when we were working on the same job. I'll never forget the letter Craig wrote me one weekend when I went to see my parents who were living in Ohio. He said he didn't know if we could make it together and if we couldn't settle our differences we should split up (sounds like a soap opera, doesn't it?). Well, needless to say we got our act together and went full steam ahead. four years later, in the fall of 1985, Yarnell-Hoffer Hardware was born.

Yarnell-Hoffer Hardware in the present

It's hard to believe we've been here almost six years, but it's true I must say it's been the most exciting six years of our lives. We love the hardware business. As some of you have read in past newsletters, there are lots of behind the scenes work that goes on here that requires some long hours, but our bosses, you our customer, make our job worthwhile.

It's nice to know we have helped you solve your problem or helped you with that special project you're working on. We pride ourselves on the fact that our customer service is the best in town. All of our salesmen have excellent working knowledge on anything about hardware and if they don't, they

can always find someone here who does.

Since we opened, Craig and I have expanded our potential work force. I have two girls (Lindsey at 4 1/2 and Leah at 2) striving to be future workers and Craig has one boy (Michael at 8 months) wanting to follow in his Daddy's footsteps. Some of you may have already seen Lindsey helping out at the register telling you to "have a nice day". I guess in the future we won't have to worry about having enough help.

We're excited about the 90s. Please come by whenever you need some hardware, you'll be glad you did.

Free Parking

We know that the parking lot out front seems to be too full to find a parking space sometimes, so

please feel free to park around the back of the store. We have about seven spaces for your use.