

April 2010  
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# Hedabls Headlines

EMPLOYEE NEWSLETTER

## Anniversary & New Employees

We have one multiple of five work anniversary this month. **John Dannenberg** of BENCO Equipment in Bismarck celebrates five years on April 11. Congratulations, John.

We also have four new employees to welcome this month.

**KASEY JOHNSTON** – Kasey is new at the counter in our Detroit Lakes stores. From Detroit Lakes, he has two brothers and a son, and he's about to get married. Kasey enjoys softball and playing guitar and piano.

**BRANDON BARTH** – Brandon is new at the PB&E counter in our Bismarck store. From Mandan, he has one sister. Brandon enjoys playing pool and Frisbee golf.

**ERICK BUCK ELK** – Erick is new at the counter in our Dickinson store. Originally from Culbertson, MT, he has one daughter. Erick says he's "into sports—anything sports. Hunting, fishing, anything outdoors. Basketball, football. Actually, anything sports."

**KELSEY FIDDLER** – Kelsey is new at the counter in our Dickinson store. Originally from Bismarck, she has two sisters. Kelsey likes to design and make her own clothes, and she enjoys fishing.

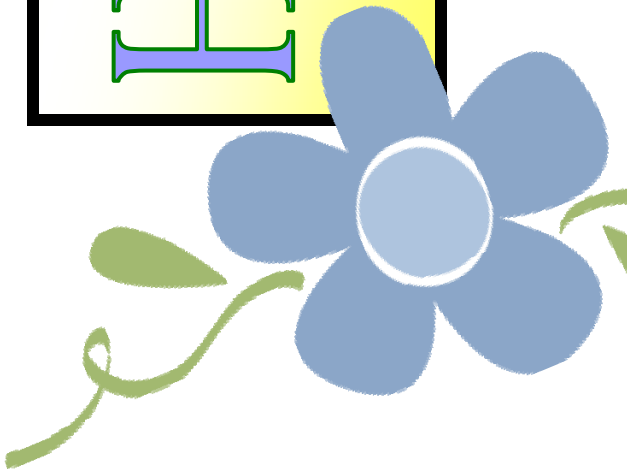
## HD-TV: the Winner In Wellness Drawing

And the winner is....the HD-TV!

As you read in last month's newsletter, Peggy Weigel was the winner in our Wellness Plan drawing of all those who are making use of the Health Risk Assessment through [www.MyHealthCenter.com](http://www.MyHealthCenter.com). And she chose the HD-TV over the Wii system. Congratulations, Peggy!

Peggy's name was drawn by Larry Bosch at Headquarters on March 2. Peggy's husband Jerry is a service technician at BENCO Equipment in Bismarck.

The picture was taken on Saturday, March 13, at Best Buy in Bismarck.



# Health Insurance Issues

By Dick Hedahl

It is time for our annual enrollment for the Hedahls Benefits Plan. The schedule for the Asset Management Group to meet with all of us at our stores is in the chart on page 3. The enrollment includes all of the Wellness features as well as our health and supplemental insurances. This year the enrollment will be much like years past. The new Health Care Law will change our benefits plan in many ways, but not until next year. Our Wellness program has been a feature of the plan for many years. At this time we are able to continue the Wellness Plan. At first, the major change in our health insurance will be a few specific changes in benefits that have been mandated by the new law. We expect these changes to increase the cost of insurance in the future.

Later there will be additional requirements. Harold and I have met with Blue Cross / Blue Shield of ND to make sure we are in compliance with the new law. As we move into the fu-

ture, we will continue to talk with BCBSND to make sure we are complying with the mandated changes. I will give you more information as it becomes available.

This year our rates are going up. For the 2010-2011 plan year, the rates will be \$785 for a Family Plan, \$569 for a single with dependant plan, and \$389 for a Single Plan. That is a rate increase of approximately 6%. This is a smaller increase than we had last year. And these rates are substantially below comparable insurance outside of our plan. Our Hedahls Self-Insurance and Wellness program is still offering us good benefits and lower costs than rates available outside of our plan. Our co-insurance and co-pay amounts for the upcoming plan year will remain the same as the current year. We do expect to see larger increases in the future when the new mandates kick in. But for now, we are still operating mostly under the old rules.

## Health Screening Tests

As we look toward ending our Flex Plan year, you should be thinking of early prevention screening tests for blood pressure, cholesterol, blood sugar, and cancer.

Not only can screening tests help detect many health problems before they become serious, these tests can also earn you \$25 for each test annually, for you and/or your spouse. If you've had any or all of these tests since July 1, 2009, submit proof to Darlene Birney at Headquarters.

There's a convenient form online that you can print off and have your doctor's office fill out. The form is available through our web site at [www.Hedahls.com](http://www.Hedahls.com). You'll find the form by clicking **Employees**, then **Wellness and Benefits Program Page**, then **Screening Tests Sheets**. And if you forget to bring a form with you, it's even accessible at your health-care facility if they have internet and a printer.

If you participated in one of our health fairs last fall, you may have completed health screening tests for blood pressure, blood sugar, or cholesterol. Darlene has that list of participants, so you are good to go. Just get a cancer screening to complete your set.

Remember, we don't need to see your results – that's between you and your healthcare professional – we just need to know that you've had the screening tests. If you haven't had any health screening tests, maybe you need to set something up before the end of June. When you have any tests, just ask for written confirmation.



# Benefits Plan Sign-up

Included here is the complete schedule of sign-up sessions for our employee benefit plan. We strongly encourage those employees who are married to arrange to have their spouses attend the sign-up too. While our current Wellness Plan does not include the lifestyle factors for spouses, there's still lots to consider here that can affect the whole family – insurance, investments, and reimbursement accounts.

You'll get a packet of information prior to your session, outlining and summarizing your benefits choices. People from Asset Management Group, American Funds, and others will be there to help you, but please read over the information in the packet before coming to your session.

Also you should make sure you use all of the money in your reimbursement accounts by June 30. If you have questions, call Dick Hedahl or Harold Larson at Headquarters.

Flex Plan Sign-Up Schedule is at right.

## Health Risk Assessment

Even though the drawing is passed (Yeah! For Peggy and Jerry), we are all reminded that the Health Risk Assessment is still available online for you to take and make use of in your personal health program. This service is for all Employees and their spouses, fulltime or part-time.

Complete instructions for accessing and signing up for the HRA are given in the January 2010 newsletter, available to you on the Hedahls web site at [www.Hedahls.com](http://www.Hedahls.com). That newsletter even includes instructions on how to set up a free email account if you don't have one.

Likewise the financial assistance for health club membership is still available for employees and spouses, but what you may not realize is that you can choose to do that monthly if that fits your life better. It does not have to be a yearlong commitment.

If your health club is not participating in this program, they can get signed up by calling the National Independent Health Club Association at 1-866-484-9173. And if you prefer not to join a health club or if there is not a participating health club in your area, you can still earn points toward awards and gift cards by tracking and self-reporting your wellness participation online. Up to \$250 per year is available to be earned through their points system.



### Aberdeen

Thursday, May 20, 7:30 am CDT

### Beulah

Friday, June 4, 8:00 am MDT

### Bismarck

Tuesday, June 1, 8-5:00 CDT

### Bismarck

Wednesday, June 2, 8-5:00 CDT

### Bismarck

Thursday, June 3, 5-8:00 CDT

### Carrington

Tuesday, June 8, 1:30 pm CDT

### Crosby

Friday, June 4, 2:30 pm CDT

### Detroit Lakes

Thursday, May 27, 11:30 am CDT

### Dickinson

Tuesday, May 18, 7:30 am MDT

### Fargo

Thursday, June 10, 9:00 am CDT

### Fergus Falls

Thursday, May 27, 8:00 am CDT

### Glendive

Monday, May 17, 3:30 pm MDT

### Hettinger

Tuesday, May 18, 11:00 am MDT

### Linton

Tuesday, June 8, 10:00 am CDT

### Mandan

Thursday, June 3, 4:00 pm CDT

### Milbank

Wednesday, May 26, 9:30 am CDT

### Minot

Monday, May 17, 7:30 am CDT

### Rapid City

Tuesday, May 18, 4:30 pm MDT

### Redfield

Wednesday, May 19, 4:30 pm CDT

### Shakopee

Friday, June 11, 8:00 am CDT

### Sidney

Monday, May 17, 1:00 pm MDT

### Sisseton

Thursday, May 20, 3:00 pm CDT

### Watertown

Wednesday, May 19, 1:00 pm CDT

### Webster

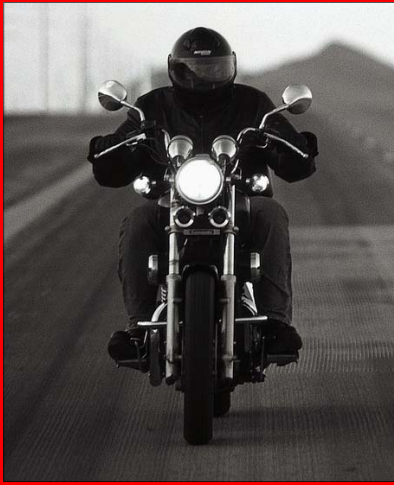
Thursday, May 20, 1:30 pm CDT

### Williston

Monday, May 17, 11:30 am MDT

### Yankton

Wednesday, May 19, 7:30 am CDT



## 4th Annual Hedahls Fun Run

Saturday, July 17

*This year's route has  
yet to be determined.*



# SALES TOOLS

IDEAS FOR BETTER SELLING:

## Cereal Math and the Smart Shopper

Recently I was at Target, and as I walked through the aisles, I noticed they had my favorite cereal, Raisin Bran Crunch, on sale. I stopped and as I started picking up a box, I noticed they had two different sizes and they were both on sale.

If you want to have some fun, look at this and try to decide which one you would buy without using a calculator.

Ok, ready? First choice is buy 4 boxes for \$2.99 a box and receive a free \$5.00 Target gift card. These boxes were 25.2 ounces each.

Second choice is buy 4 boxes for \$10.00 and receive a free \$5.00 Target gift card. These boxes were 18.5 ounces each.

Ok, work it out in your head and pick one, then after you have made your choice, go to the Hedahls Intranet and look under Sales Files for the Cereal Math Answer. Hope you had some fun with this. Thanks, Dale

## *DVD Players Hit the Sales Trail*

More and more of the products we sell now have informational or training videos associated with them. This sort of visual medium can really help customers see the possibilities and benefits of a product, and these videos can be a valuable tool in helping our sales staff connect with customers.

Recently we had a product called Redi Fix from PTE, and we sold 104 company-wide at \$28 each. Here's the interesting thing. Gary Markel from our Mandan store sold 46 of the 104. That's roughly 45% of the total sales sold by only one person. How did he do it? Well, he took his personal portable DVD player from home and showed all his customers the DVD that we sent out to each store. He said it was like shooting ducks in a pond after that: show them the DVD

and write the order. Just that simple.

So Hedahls has invested in Phillips 7" DVD players for the outside sales staff. Then when outside sales is done with a certain product, set it up at the counter, and show the product DVD in the store.

We'll also be making better use of training and informational videos on our website. Our new ePART web connection is almost ready for customers to use. One of its features is that it will have links to videos of various products available from Hedahls. We will also be able to add videos to our Intranet for in-store use.

Oh, and one more thing. Take the DVD on Rapid Fix and show it to all your customers. Let's see if someone can beat Gary Markel's record of 46! Thanks, Dale.