

AWARENESS IS POWER®

Insights for Business

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SUCCESS THROUGH INSIGHT!

Healthcare Savings Accounts (HSAs)

For employees that have high deductible insurance plans, a health care savings account can be a good way to cover out of pocket expenses. HSAs free up employees from the worry of not being able to afford medical expenses when they occur.

Understanding who qualifies for a health care savings account and the benefits it will bring to an employee is important.

Savings Account: A health care savings account (HSA) is an account where money is deposited directly from your paycheck pre-tax. This type of account is established to cover out of pocket medical expenses. These expenses will include hospital stays, medicine that has a prescription, and doctor visits. Monies that are withdrawn from the account for non-medical expenses and unqualified purchases will be treated much like an IRA account.

You will pay the tax penalty at the time of withdrawal. It is suggested that these accounts be used only for medical expenses because the penalties are very high.

Continued on page two – Savings Accounts

INSIDE THIS ISSUE

1. *Healthcare Savings Accounts*
2. *Senior Executives Challenges in 2014*
3. *How to Reinforce Positive Thinking*
4. *One Minute Ideas*
5. *Exceptional Leaders... Celebrate Successes*

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Are Health Savings Accounts the right choice for you or your employees?

Senior Executives Challenges In 2014

With 2014 well on its way, CEO's will have some challenges to overcome. Passive decision making will not resolve these concerns. Many sleepless nights are ahead for these individuals as they commit to making the right decisions. There is no doubt that the CEO's of companies large and small have similar difficult problems to solve. Most companies will have to take into consideration the following issues for this

year:

Marketing: With each passing year, new and innovative ways of reaching the masses in marketing are being implemented in companies across the globe. CEO's have limited moneys to fund these campaigns, and deciding which methods best suit their target markets prove to be challenging. For businesses that have been hit hard by recession, finding the money to create effective marketing strategies is difficult. However, without proper marketing, these companies don't stand a chance to become as profitable as they need to be. It is a vicious cycle that is hard to break. Often times, CEO's have to make budget cuts in other areas to fund these marketing strategies, leaving the company vulnerable to being understaffed or in other areas.

Hiring or Downsizing: As CEO's move throughout this year, evaluating the past year's sales will clue them in as to whether they need to increase jobs or eliminate positions. This is a tough call to make as it directly affects people's lives, along with the health of the company.

Continued on page two – Challenges

Continued from page one – **Savings Accounts**

However, all qualified purchases of medical expenses are not subject to tax liability going in or coming out of the account. This makes these accounts very valuable.



Who Qualifies: In order to open an HAS, an individual must already have a high deductible health plan (HDHP). The healthcare plan's main difference is that the deductibles are high, and the premiums are usually lower. Since the premiums are lower, you will pay out a greater amount of money for visits and hospital stays.

Benefits: Having an HSA combined with an HDHP can have huge benefits for employees. Selecting a lower premium for insurance and using the extra money you would spend in premiums allows you to save cash that can be used for medical expenses. If you are putting all of your money toward health insurance premiums, you will still have to produce money for co-pays and other out of pocket expenses. If you have a year where you don't use much of your insurance benefits, your high premiums go to waste. Instead, investing in an HSA account will give you cash on hand for when those unexpected medical expenses arise.

Why People Select HSAs:

- ✓ To save money for future health care expenses
- ✓ To save money on taxes
- ✓ It's the most affordable choice for health insurance
- ✓ Makes people more conscious of the amount of money they spend on health care

Together, employees and their employers should discuss whether or not going with a high deductible health care plan combined with a health care savings account will benefit the employee. Selecting this option may give the employee some piece of mind when medical expenses arise. ♦

If you have any questions about this article, or how we can help you with your current team building, performance, leadership strategy, and / or hiring needs, contact us today!

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Continued from page one – **Challenges**

While the economy is on the uptick, it may not be enough for CEO's to justify all positions within the company. Jobs may have to be eliminated or promotions may be limited. On the flip side, some companies may have the joy of expanding and hiring more personnel. These are the kind of decisions that haunt CEO's while they lay awake at night contemplating the outcome of their choices.

Employee Benefits: There have been monumental changes in health care reform in 2013. CEO's will have to figure out exactly how these laws affect their employees. Offering assistance in providing health insurance will be a great way of attracting employees. Also, combining health insurance coverage with other benefits will improve employees' attitudes and motivation. CEO's have difficult decisions to make in keeping good people working for them.

With these difficult business decisions to make, CEO's will have to take aggressive measures to ensure they are making the best choices. There is no doubt that leaders will have to make heart wrenching decisions this year. But, well 'thought-out' decisions are what will catapult their companies to greater heights. ♦

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Bayley & Bender
Celebrating 25 years!



How To Reinforce Positive Thinking

Make a positive to-do list every morning! Before you begin your day, make a positive to-do list that accentuates your goals for the day. For example, if you need to make a call to a client, do not simply write "call client" on your list. Instead, write the task in a positive manner, such as "call Mr. Williams and close the deal".

By writing out the task in an affirmative manner with a concrete positive outcome attached, your brain will be influenced to think of the task as completed and positive instead of as pending and open for failure.

You can also use the wording of each task to promote action. By being specific in your terms, you can turn a vague objective like "rework sales letter" into an action-orientated goal such as "rewrite the second paragraph of the sales letter to include two new benefits and change the deadline for membership to promote immediate ordering".

The goal of this type of to-do list is to positively influence your attitude and outlook for the day while strengthening your belief in desirable outcomes in order to keep motivation and focus high.

And, although it may seem silly, be sure to apply this same technique to your personal to-do list. Not only will this habit give you plenty of opportunities to practice your positive thinking skills, but it will also help you keep your energy and positive attitude up while you complete the necessary and sometimes mundane tasks of everyday life. ♦

If you have any questions about how we can help you with your business/ goal planning or developing a positive 'to-do' list, contact us today!

~ From the e-book "A New Better You", written by our associate Gary Sorrell, Sorrell Associates, LLC. All rights reserved worldwide.

"The trouble with most people is that they think with their hopes or fears or wishes rather than with their minds."

~ Will Durant

Tips On Diversity

Diversity is defined as having differences. These differences may range from personal preferences such as being a vegetarian to physical limitations such as limited vision or hearing. Yet, a recent national survey suggests that most define diversity as either having racial or cultural differences. To embrace a more global definition of diversity, try incorporating these ideas in your corporate culture:

- Keep an open mind to all individuals and their ideas
- Respect all individual differences
- Become proactive in meeting the diverse needs of others ♦

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ADVANCED SYSTEMS



One Minute Ideas

New Tax Guide Helps People With Their 2013 Taxes

WASHINGTON — Taxpayers can get the most out of various tax benefits and get a jump on preparing their 2013 federal income tax returns by consulting a newly revised comprehensive tax guide now available on IRS.gov.

[Publication 17](#), Your Federal Income Tax, features details on taking advantage of a wide range of tax-saving opportunities, such as the American Opportunity Tax Credit for parents and college students, and the Child Tax Credit and Earned Income Tax Credit for low- and moderate-income workers. It also features a rundown on [tax changes](#) for 2013 including information on revised tax rates and new limits on various tax benefits for some taxpayers. The guide also provides thousands of interactive links to help taxpayers get answers to their questions.

In addition, the Internal Revenue Service is offering taxpayers a number of instructional YouTube videos to help prepare their taxes for the upcoming filing season, which began on Jan. 31. ♦

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Exceptional Leaders...Celebrate Successes

Highly ambitious and energized leaders can overlook the need for others to celebrate and acknowledge success. Everyone has exhausted themselves to get to the top of the mountain and the leader instantly points to the next mountain to climb. This can be de-motivating, causing employees to be less than enthusiastic about working on the next big thing.

Celebrating means doing something special, either with an individual or with a group. It means taking the time away from the task of doing in order to acknowledge the success publicly. This could be a simple lunch or a huge party.

Exceptional Leaders know that to keep others consistently motivated, they must take the time to celebrate.



Thought Provoker

- ✓ What have the people in your organization done lately that deserves to be celebrated?
- ✓ Do you have employee celebrations when they put in an extra effort?
- ✓ In looking at your goals for yourself and others, have you determined how you are going to celebrate reaching them? Have you told others what that celebration looks like?

Exceptional Leaders are cheerleaders for others and they celebrate successes. ♦

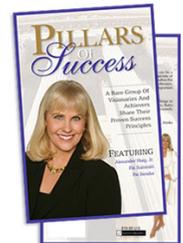
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Pillars of Success. Don't miss this book! It's a Great Gift for your team, family, friends, or co-workers. Call Janine to order 301-439-8317 or click on the image for more information!

PILLARS OF SUCCESS

It's no secret that success is something everyone wants. The process can be a mystery and *Pillars Of Success* is a book all about revealing success secrets of several of the most prosperous people in business today.

Contributing author Pat Bender has an **Awareness Is Power®** process. "The more aware you are," she says, "the more aware you'll become." You will learn the three important things leaders and successful people have in common.



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PERSONAL EXCELLENCE SEMINAR



Personal Excellence Seminar: May 7-9, 2014

This three-day course allows you to focus on every aspect of your professional and personal life, to build on your strengths and bring out the best in yourself and those around you. **The seminar provides you with the tools to raise your game and take the rest of the team with you!** The benefits are both personal and professional:

- The SEVEN KEYS to professional and personal success • The daily Mental Laws to help you achieve your goals •
- Setting your professional and personal goals in life • Visualize, implement and achieve your goals • Learn how to reduce stress in all areas of your life • See and develop the strengths in yourself and others •

CONTACT BAYLEY & BENDER FOR MORE INFORMATION TO BRING THIS OR ANY OTHER SEMINAR TO YOUR ORGANIZATION!

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