

MN-Based Heartland America Among 'Top Workplaces' for 2nd Year in a Row

The catalog and online retailer earned the honor in 2021 and is proud to again be named among the 'Top Workplaces' for 2022 by the Star Tribune newspaper.

WE DID IT AGAIN!

Heartland America is a Star
Tribune Top Workplace for
two years and counting!

A photograph of the Heartland America building, a modern structure with a large sign that reads "HEARTLAND AMERICA". The building is white with red accents. The image is partially obscured by a blue graphic overlay on the left side.

HEARTLAND
AMERICA

Minneapolis, Minnesota Jul 20, 2022 ([IssueWire.com](https://www.issuewire.com)) - For the second year in a row, Minnesota-based retailer Heartland America has been named among the Top Workplaces for 2022 by the *Star Tribune* newspaper.

[Top Workplaces](#) recognizes Minnesota businesses based on employee opinions around company engagement, employee satisfaction, and organizational health.

Heartland America's mission of providing quality goods at affordable prices has remained the same since its start in 1985. Now a world-class catalog and internet company providing quality products at value prices, Heartland is proud of the large selection and low prices that have made the company famous.

Heartland's free, mail-order catalogs are welcome arrivals in mailboxes all over the country and its state-of-the-art website was named by [Newsweek](#) as one of the Best Online Shops in 2021.

The company's mission is simple, but important: "to **delight** our customers and club members through product, price, and service."

CEO Kendra Reichenau—who joined the company in 2021—said with ever-growing competition in eCommerce, customers are resonating with the company's emphasis on exceptional customer service and great product value for every order, every call, and every email.

Reichenau said Heartland's employees all have a passion for providing the customer with the best shopping experience possible.

"Many of our employees have been here for years, even decades, so we believe in investing in personal growth for each of our employees, giving them the tools they need to excel at their jobs, with education and great leadership," Reichenau said.

For Heartland—with a warehouse and headquarters on the border of Chaska and Chanhassen—work-life balance is also a priority, CTO Mike Siegler said. Siegler, a Minnesota native, joined the company in April 2022.

"We know the importance of keeping a healthy balance between the two. So that's why you'll see dogs like our mascot Frankie at work, a really creative and welcoming office environment and flexibility with a hybrid schedule that many employees have now come to expect. Those are all some of the things that we're seeing help foster that positive environment," Siegler said.

About [Heartland America](#)

Heartland America is an online retailer of electronics, hardware, housewares, jewelry, computers, and gifts. The company opened its doors back in 1985 with a mission of providing quality goods at affordable prices. Since its founding, Heartland America has grown to become a world-class catalog and digital company providing high-quality products at value prices to customers across the country.

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Source : Heartland America

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