FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington,	D.C.	20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL OMB Number: Estimated average burden

0.5

hours per response:

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

	d Address of	Reporting Person'								ing Symbol <u>es, Inc.</u> [H	HEES]		(Che	ck all app		ting Pers	. ,	
(Last) C/O H&I	(Fii E EQUIPM		(Middle S, INC	•		3. Date of Earliest Transaction (Month/Day/Year) 03/07/2011							X Director Officer (give below)					Owner r (specify v)
(Street) BATON ROUGE	LA	A	70816		4.	4. If Amendment, Date of Original Filed (Month/Day/Year)							G. Individual or Joint/Group Filing (Check Application) X Form filed by One Reporting Person Form filed by More than One Reporting Person					son
(City)	(St		(Zip)	Non Doriv	ativ	o Soci	uritios /	\ cauii	od I	Disposed o	of or E	Popofic	nially	v Own				
1. Title of Security (Instr. 3)		2. Transaction Date (Month/Day/Year)		2A. Deemed Execution Date,		3. Transaction Code (Instr. 8)					5. Amount of		nt of es ally Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Direct I ndirect I r. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
								Code	V	Amount	(A) or (D)	Price		(Instr. 3				D. DDCE
Common	Stock, par v	value \$0.01		03/07/20	11			S		120,000	D	\$18.5	475	73,	516	I		By BRSE LLC ⁽¹⁾
Common	Stock, par v	value \$0.01		03/08/20	11			S		46,216	D	\$18.2	706	27,	300	I		By BRSE LLC ⁽¹⁾
Common	Stock, par v	value \$0.01												917	,042	Γ)	
Common	Stock, par v	value \$0.01												190	,882	I		By Bruce C. Bruckmann Family 1996 Trust ⁽²⁾
Common	Stock, par v	value \$0.01												73,	344	Ι		By Bruce C. Bruckmann 1999 Gift Trust ⁽³⁾
Common	Stock, par v	value \$0.01												5,9	961	I	. 1	By BCB Family Partners, L.P. ⁽⁴⁾
Common Stock, par value \$0.01											34,148		Ι		By Nancy A. Zweng ⁽⁵⁾			
		Т	able I							sposed of, , convertib				Owned				
1. Title of Derivative Security (Instr. 3)	perivative Conversion Date Execution Date, lecurity or Exercise (Month/Day/Year) if any			ransaction of Code (Instr. Derivative		Expiration Date (Month/Day/Yea		Date	Amount of Securities Underlying Derivative Security (Instr. and 4)		De Se (Ir	Price of erivative ecurity nstr. 5)	ative derivative rity Securities		0. ownership orm: oirect (D) r Indirect) (Instr. 4)	Beneficial Ownership (Instr. 4)		
	of Posnons				Code	· V	(A) (D)	Date Exe	e rcisabl	Expiration Date	Title	Amount or Number of Shares						

- 1. The Reporting Person is a member and manager of BRSE LLC and may be deemed to share beneficial ownership of shares held by BRSE LLC. The Reporting Person expressly disclaims beneficial ownership of any shares held by BRSE LLC that exceed his pecuinary interest therein.
- 2. These shares are held in a trust for the benefit of the Reporting Person's children. The Reporting Person's former spouse is the trustee of the trust. The Reporting Person disclaims beneficial ownership of
- 3. These shares are held in a trust for the benefit of the Reporting Person's children. The Reporting Person is the trustee of the trust. The Reporting Person disclaims beneficial ownership of these shares.
- 4. The Reporting Person may be deemed to share beneficial ownership of shares held by BCB Family Partners, L.P. by virtue of his holding power of attorney for BCB Family Partners, L.P. The Reporting

Person expressly disclaims beneficial ownership of any shares held by BCB Family Partners, L.P.

5. The Reporting Person may be deemed to share beneficial ownership of shares held by Nancy A. Zweng by virtue of his holding power of attorney for Nancy A. Zweng. The Reporting Person expressly disclaims beneficial ownership of any shares held by Nancy A. Zweng.

Remarks:

/s/ W. Scott Bozzell Attorneyin-Fact 03/09/2011

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.