



Inspire. Engage. Improve.



Boost Engagement®
2017 Corporate Social Responsibility Report



Anita Emoff
Chairman, Boost Engagement®



Boost Engagement owns and operates four distinct brands:

Shumsky, Boost Rewards, Shumsky Therapeutic Pillows and Outta the Box Dispensers. All four brands create enhanced engagement through products and services which empower and spark new connections, establish and build solid awareness and focus on personalized moments that get people and brands noticed.

In 2017, *Inc.* Magazine ranked Boost Engagement #3,976 of the top 5,000 fastest-growing companies in the nation. The companies on the list represent the finest and most successful small and mid-sized businesses. We're honored to be included in the company of these flourishing companies that put people first. We, here at Boost Engagement, believe "you do well by doing good."

“ you do well
by doing good.”

Our Chairman of Boost Engagement, Anita Emoff, had this to say about our inclusion on the list: "It is an honor to be included in this year's list with so many other successful growing businesses. We credit our company's growth to our team and their focus on scalability and continuous improvement for our business. Our drive to exceed expectations for our clients over the past 65 years has helped bring us to where we are today."

Our Brands



Shumsky is the brand you know and your trusted partner for developing and engaging your employees, customers and prospects with branded promotional solutions that lead to improved awareness, understanding and interaction. We provide every customer white glove service with capabilities that include creative services to help you best represent your brand to online stores that make ordering and fulfillment easy and reliable for your employees and your customers.



Boost Rewards solutions focus on driving an employee-engaged culture. Boost works with organizations to create responsive, adaptive employee engagement and recognition programs. These programs build community, heighten morale and highlight your team's success and performance.



Therapeutic Pillows works with health care professionals who provide our pillows to engage patients throughout the surgical process. Prior to surgery, the pillows are used to increase a patient's understanding regarding their medical procedure. Post surgery, the pillows are used by the patient to improve comfort throughout their recovery process.



Outta the Box Dispensers engages consumers at just the right moment with eye-catching point of sale displays in-store or at the gas pump, with your brand. The intent is to connect, communicate and drive customer loyalty through contests, coupons, offers, recipes and surveys leading to repeat business.



Dawn M. Conway
CEO, Boost Engagement®

A Message from our CEO:

It just takes one individual, one company or one policy change to make a difference. At Boost Engagement, our mission is to discover, develop, and deliver creative solutions for one reason... to differentiate! This goes beyond our four walls outside to our community where we make a difference through our donations, paid time off for our employees to volunteer and providing our employees on-site wellness programs.



committed to giving back.

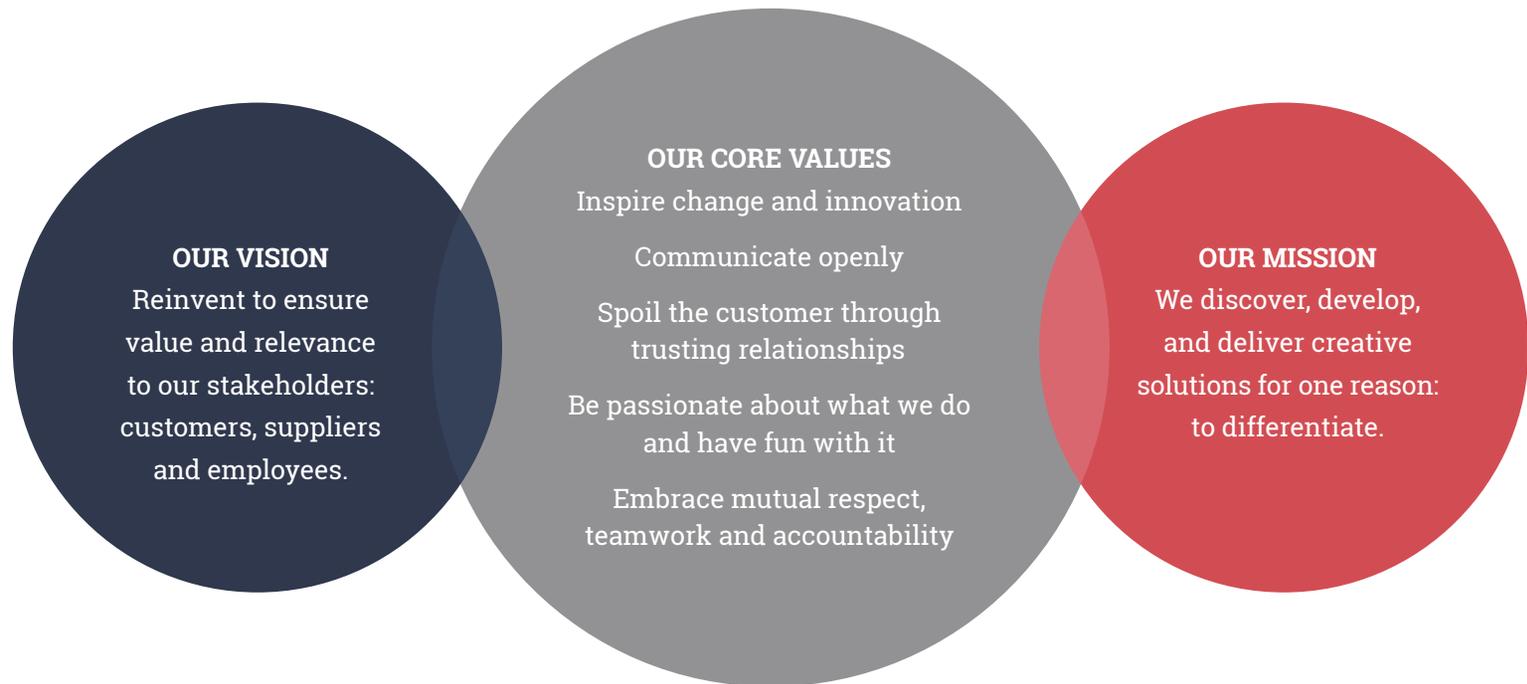
As the founding member and co-chair of the Global Business Coalition Against Human Trafficking (GBCAT), protecting human rights is practiced at Boost Engagement through the following: a zero tolerance policy for any form of human trafficking that must be signed by all suppliers, processes that protect our customer data that are validated through our annual PCI certification status and our annual Code of Business Conduct training and certification taken by all employees promoting ethical behavior.

Our policies and business practices reflect our commitment to diversity, human rights, giving back, data security and behaving ethically. Our *2017 Corporate Social Responsibility Report* is a look back at what we accomplished beyond what we sell.

I am very proud of our team and the difference they have made! It reinforces that each and everyone of us have a role to play and it just takes ONE to make a difference!

Vision, Mission and **Core Values**

Our Vision, Mission and Core Values represent who we are as a company. Every employee is critical to the success of our organization. Our values are an extension of our brand and how we service our customers, engage with our vendors and with our suppliers.



Where We **Operate**

Our headquarters reside in Dayton, Ohio, which has long been recognized as a hub for innovation and entrepreneurship in the northeast region of the country. We've been based here since 1953.

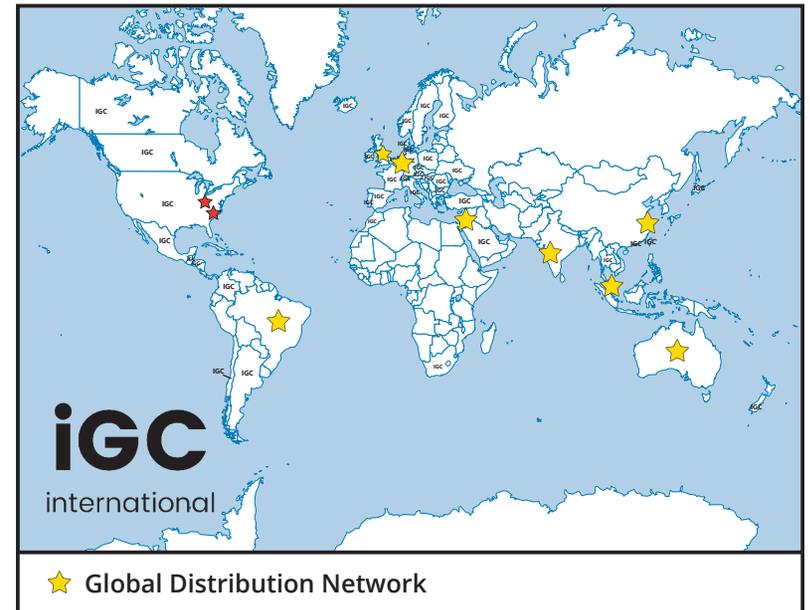
The last six decades of success have allowed us to expand from one central location supporting U.S. customers to a worldwide presence providing global solutions to customers within top industry segments. We do this through our ownership and leadership in IGC International.

We are one of only six promotional companies within the United States with ownership in IGC International. We're privileged to have this honor and responsibility.

IGC International is a global contract partner for multi-national companies to buy promotional items and business gifts. This network consists of 52 partners, covering 46 countries, which guarantees a consistent global approach for our customers with local service.



Dayton, Ohio



Europe
29 Members

North America
8 Members

Latin America
5 Members

Africa
1 Member

Asia
11 Members

Oceania
2 Members

Corporate Social Responsibility **Highlights in 2017**

Our Core Initiatives anchor to the following:

Build trusting and productive relationships

- Deliver high-quality products and services with white glove service and support

Operate an ethical and secure workplace

- Protect human rights and data security

Support employee welfare

- Encourage health, fitness and workplace satisfaction for our employees

Engage in our community

- Supporting the needs of others



Build trusting and productive relationships

Deliver high-quality products and services



Robert Steffek
Director, Global Products



At Boost Engagement, we understand that customer loyalty depends jointly on our reputation to produce the best quality. Our commitment is to deliver creative and innovative solutions that are safe and compliant at fair prices. We pride ourselves in providing our customers with unparalleled white glove service and on-time delivery which only furthers our mission to exceed customer expectations.

2017 was a pivotal year in expanding our quality through updating our supplier approval process. This improvement enabled us to expand our reach by partnering with only the most reliable, ethical and responsible manufacturers in the promotional products industry.

We rank each of our suppliers against the same standards of Product Safety, Social Compliance, Diversity, Order Accuracy, Delivery and Problem Resolution. Our exhaustive assessment program ensures that we only partner with the best and most dependable suppliers in the industry.

In order to uphold our quality standards to the highest level, we require every sales team member to complete our annual product and safety courses and assessments to ensure adherence to industry standards.

Build trusting and productive relationships

Deliver high-quality products and services



“We are thrilled to have Boost Engagement (Shumsky) support QCA as a founding company of our Distributor Advocacy Council. Throughout their tenure on the council, they have taken ardent steps in continuing to grow and strengthen their responsible sourcing program.”

Tim Brown, Executive Director, Operations
QCA (Quality Certification Alliance)

Boost Engagement and Shumsky are committed to providing our clients with safe, responsible promotional products and solutions. Our dedication to product safety and compliance are evident by our partnership with the Quality Certification Alliance (QCA) and our founding membership in the Distributor Advocacy Council (DAC) which has been a compelling catalyst. Shumsky is proud to be a part of the QCA's mission of responsibility.

In 2017, we invited QCA to present at our end-user partner event, *Shumsky Style*. Tim Brown, Executive Director, Operations at QCA addressed the attendees and highlighted the important role product safety and social compliance play in brand protection.



Build trusting and productive relationships

Deliver high-quality products and services

For 23 years, we have been a member of the Peernet Group. Formed in 1993, the Peernet Group is comprised of the industry's best distributors and suppliers in the promotional products industry.

With member buying power at over \$350 million and over 400 sales team members nationwide, Peernet ambassadors are constantly engaged with their clients, looking for and sharing information on innovative products, new decoration styles and creative packaging options. These are all provided by suppliers who are vetted against the highest standards of social compliance and product safety.

Peernet members work together to identify the latest and most innovative solutions by attending promotional products expos. Our strong relationship within this network grants us an unparalleled ability to deliver premier solutions across every category. Since Peernet's supply chain is approached by entrepreneurs and retail suppliers on a regular basis, all members receive exclusive access to unique products and technologies that are new to the market.

The logo for Peernet, featuring the word "PEERNET" in a bold, sans-serif font. The letters "PEER" are blue and "NET" are green.

Boost Engagement operates an ethical and secure workplace: Protect human rights and data security



GBCAT (Global Business Coalition Against Human Trafficking): Formed in 2010, GBCAT's mission is to harness the power of business across all sectors to prevent and reduce modern slavery, and support victims and survivors through collaboration, guidance and shared resources.

We've joined together with other companies in the fight against human trafficking. And because we believe so strongly in the protection of all individuals around the world from exploitation, we require every supplier to provide Boost Engagement with a signed "Zero Tolerance" document stating their compliance to a safe, ethical and secure supply chain in accordance with our core values and initiatives.



PPAI is the trusted leading association in the promotional products industry delivering essential knowledge, resources and community to ensure the success of its members, those who manufacture, import and resell promotional products and the promotional products industry itself.

Boost Engagement is an inaugural member of PPAI. We believe we can't just meet the expectations of our customers and consumers, but must surpass them. In order to accomplish our goal of being the best, we have adopted standards of safety, quality and integrity in not only our products and services but also for the rights of individuals and environmental protection. We are dedicated to complying with all applicable laws and to conduct business in an ethical and responsible manner.

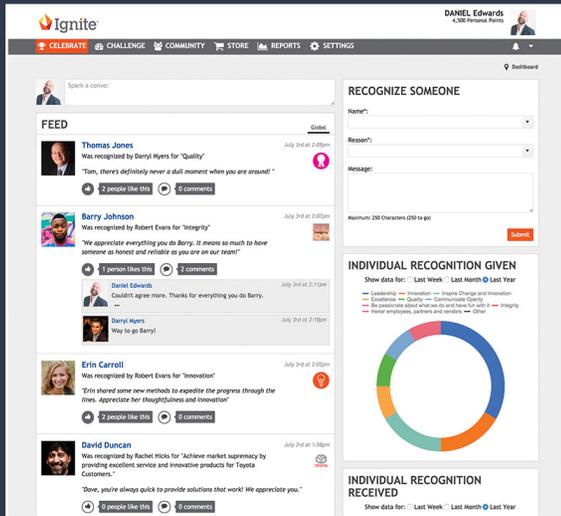


PCI Certified: The PCI Security Standards Council is a global open body formed to develop, enhance, disseminate and assist with understanding the security standards set forth for payment account security.

Each year, we undergo an annual assessment of our facility and practices by an independent Quality Security Assessor and are issued a report on compliance. The report on compliance provides details about our environment and assessment methodology and documents our compliance status for each of the PCI Data Security Standard (DSS) requirements.

As mentioned earlier, the rights and security of all people is our priority. To show our commitment to the ethics and safety of our products, suppliers and customers, we've adopted and implemented standards of safety, quality and integrity of our products and processes.

Support employee welfare:
Encourage health, fitness
and engagement



Ignite by Boost Rewards™: In an effort to inspire employee engagement and reinforce a positive culture that companies strive to achieve, we provide an integrated rewards and recognition program that can be leveraged not only by managers, but by every employee. The Ignite by Boost Rewards initiative starts and ends with the employees.

This online program allows employees to nominate and recognize their fellow coworkers for their impact on performance, excellence, work ethic, character and overall team mindset for a monetary award.

We're honored to say that we've awarded over \$18,000 to our employees in recognition of their achievements and outstanding work. We believe that recognizing results openly from coworkers and peers has proven to exceed any award a manager or supervisor may grant.



Health and Fitness: Here at Boost Engagement we focus on innovative ways to enhance well-being. We provided several wellness initiatives in 2017 that included the following:

- **Wellness Wednesdays:** We host team wellness walks and provide fresh fruit delivery for our employees.
- **On-Site Nurse:** Once a month we provide a Registered Nurse to consult with employees regarding their health questions free of charge.
- **Employee Assistance Program (EAP):** We provide a confidential service that is free of charge 24/7 to those employees who find themselves burdened with work-related stress, are in stressful life transitions or are facing personal challenges.



Employee Engagement: In 2017, we continued to use TINYpulse as our communication platform for transparency and real-time feedback. Confidential suggestions and comments are collected and addressed directly by our CEO. These responses are then communicated as follow-up and actionable items in our quarterly town hall meetings. On average, 75% of employees use TINYpulse to offer suggestions or measure satisfaction in our workplace.

In 2016, when asked "How happy are you at work?" our overall average rating per employee was 6.2 on a scale of 1-10. In 2017, the response to that question improved to 7.4. An overall industry benchmark is 7.5, which we are striving to achieve in 2018!

Support employee welfare:
Encourage health, fitness
and engagement



Diversity: Here at Boost Engagement, we seek to foster an atmosphere of inclusion, mutual respect and a desire to learn from each other and from our diverse clients, suppliers and vendors.

We continuously seek to recruit, promote and retain employees of all backgrounds, experiences, ethnicities and talents.



Promotional Products Education Foundation: PPEF is an educational, charitable, nonprofit organization that awards college scholarships to students who have a parent working in the promotional products industry or who are working for a company in the industry.

The PPEF is governed by an 18-member Board of Trustees, including our Chairman, Anita Emoff. The trustees are volunteers from the promotional products industry and many are active volunteers giving their time and talents to various industry committees and organizations.

The Jayne Emoff Miller Scholarship: Boost Engagement is the proud sponsor of the Jayne Emoff Miller scholarship. Jayne Emoff Miller was the former and second-generation owner of Shumsky Promotional. During her time with the company, she established Shumsky as a certified Woman-Owned Business, one of the early diversity businesses in the industry.

The recipient of the Jayne Emoff Miller Scholarship for the 2017–2018 school year is Carmen Huang, of Quincy, MA. Carmen is a future graduate of Brandeis University, with majors in Business and Economics and a minor in East Asian Studies.



*Carmen Huang,
scholarship recipient*

Engage in our
community and ecology



Thank you Boost Engagement, for giving me VTO so that I can give time back to my community that otherwise I would have to take as paid time off. I appreciate your consideration and giving me time to do what I love best: help others!"

– Boost Engagement Employee



Volunteer Time Off (VTO): We provide a special benefit for our employees of eight hours per year to contribute their time within their local community. We're pleased to say that 2017 was a big year for us, in which our employees donated over 500 hours to assist with various organizations including the Foodbank Dayton, House of Bread, local schools and churches and various animal shelters and clinics.

Culture Committee: We created a Culture Committee consisting of passionate employees who focus on creating a fun culture. A few of the initiatives we were privileged to be a part of were:

- Hurricane Harvey Relief
- School supply drive for local school districts
- Foodbank volunteers
- Thanksgiving canned food drive
- Coat drive
- Holiday gift sponsors for Wounded Warrior Project families
- Holiday gift sponsors for local and impoverished families in need

We collected over \$120,000 of contributions to these communities and organizations. We are grateful for these opportunities and look forward to helping many more in 2018!





Caring For Our Environment: Engaging with our local communities is only the beginning of a new, worldwide initiative to build a healthy and sustainable planet.

We're proud to announce that we've completed a Green Business Audit conducted by the Institute for Green Business Certification. To take it one step further, we're engaging with businesses in our community to meet all requirements to join the Dayton Regional Green (DRG) in 2018. DRG is a leadership collaborative committed to enhancing the quality of life and environmental assets of the Dayton region by growing our economy, protecting a healthy environment and promoting social responsibility.

In 2017, Boost Engagement:

- Collected over six tons of recyclable materials
- Recycled more than two tons of paper
- Recycled 3,000 pounds of scrap metal and construction materials
- Installed new HVAC systems to reduce energy consumption
- Donated used office furniture, supplies and resources to local charities as an initiative to give back
- Earned our Green Business Certification

We look forward to doing even more in 2018!



Recognized by the world



2017 marked our **fifth appearance in *Promo Magazine's Top 50 Distributors list***, which ranks promotional product distributors by annual revenue.



Boost Engagement is a proud **WBENC Certified Women's Business Enterprise**. This world-class certification validates that a business is majority-owned, controlled, operated and managed by a woman or women. Boost Engagement top executives include Anita Emoff, Chairman, Dawn Conway, CEO, and Juli Clark, COO.



In 2017, Boost Engagement was ranked **#3,976 by *Inc. Magazine* as one of the nation's fastest-growing private companies**. The list represents a unique look at the most successful companies within the American economy's most dynamic segment: its independent small and mid-sized businesses.



Boost Engagement was awarded the **#1 spot on the 2017 Top Advertising Agencies list** by the Dayton Business Journal.

In 2017, the Dayton Business Journal ranked Boost Engagement **#9 on the Top Woman-Owned companies list**.

Recognized by the world



Our VP of Business Development, Jill Albers, was featured at **#44 on this year's Power 50 list**, as compiled by ASI (Advertising Specialty Institute). This impressive list of promotional industry VIPs profiled Albers, a Shumsky employee since 2010, who quickly established herself as a top young executive in the industry.



Our company has been ranked by the **Women President's Organization on the 50 Fastest Women-Owned/Led Companies list** five times in the past six years, most notably at the #7 spot. This prestigious list ranks companies across the globe.



Our company is certified through **The Institute for Green Business Certification.**

Boost Engagement has provided support in the form of financial and in-kind donations to a number of local and national organizations. In 2017, approximately \$120,000 was provided to these and other organizations:

- **Robert Wood Foundation** (rwjf.org)
- **Levitt Pavilion – Dayton** (levittdayton.org)
- **National Justice Association** (ncja.org)
- **Alzheimer’s Association, Miami Valley** (alz.org/dayton)
- **Comfort Keepers** (comfortkeepers.com)
- **Hurricane Harvey Relief**
- **Rubi Girls – Dayton** (rubigirls.com)
- **American Heart Association – Dayton Chapter** (heart.org)
- **Miami Valley Hospital Foundation – Clemens Cancer Challenge** (mvhfoundation.org/events/clemens-cancer-challenge)

Leaps and bounds:
2017 Initiatives

High Quality Products and Services

Area of Focus	2017 Initiatives	Status
Product Safety and Compliance	<ul style="list-style-type: none"> • Rolled out Product Safety and Compliance program • 100% employee participation • 100% sales team members have completed product and safety awareness courses • New hire on-boarding requirement 	■
Eco-Vadis CSR Ranking	<ul style="list-style-type: none"> • Silver Status achieved through Eco-Vadis 2017 • Complete plan to achieve Gold in 2018 	■
QCA Distributor Advisory Council – Education	<ul style="list-style-type: none"> • Began Phase 1 of Customer Education on product safety and supply chain security to all internal employees • Launched our approach to Tier 1 customers at our annual customer event with intent to communicate more broadly in 2018 	■
Supplier Dashboard	<ul style="list-style-type: none"> • Suppliers ranked on compliance, service, quality and industry standard code of conduct guidelines 	■

Pending In Progress Complete

Leaps and bounds:
2017 Initiatives

Managing Sustainability

Area of Focus	2017 Initiatives	Status
Develop our Five-Year Strategy and Sustainability Plan	<ul style="list-style-type: none">• Refine our strategy (Vision, Strategy, Execution and Metrics) leveraging Predictable Success framework• Set measurable targets and KPIs• Improve how we capture and analyze data• Formalize stakeholder engagement processes• Increase employee engagement through sustainability activities• Improve transparency in our reporting	
Awards and Recognition	<ul style="list-style-type: none">• Maintain or improve how we are viewed in external benchmarks of sustainability and corporate responsibility practice	

Pending In Progress  Complete 

Leaps and bounds:
2017 Initiatives

Protect Human Rights and Data Security

Area of Focus	2017 Initiatives	Status
Code Of Conduct	• Adopt and adhere to PPAI Code of Conduct	■
PCI Certification	• Complete all requirements to achieve PCI DSS Certification	■
GBCAT	• Member of the Global Business Coalition Against Human Trafficking	■
Zero Tolerance	• Required of all suppliers to do business with Boost Engagement	■

Pending In Progress Complete

Leaps and bounds:
2017 Initiatives

Encourage Health, Fitness and Workplace Satisfaction for our Employees

Area of Focus	2017 Initiatives	Status
Health and Fitness	<ul style="list-style-type: none"> Wellness Wednesday Walks, Fresh Fruit Wednesdays On-Site Nurse: one-to-one consultations EAP: Employee Assistance Program 	■
Ignite Employee Recognition	<ul style="list-style-type: none"> Online social recognition Rewards allocated in 2017 in excess of \$18,000 	■
TINYpulse	<ul style="list-style-type: none"> Communication and measurement of employee workplace satisfaction Employee approval ranking Improved from 6.2 to 7.4 	■

Pending In Progress Complete

High Quality Products and Services

- Product Safety** • Maintain our ongoing target of zero product related safety incidents or recalls so that our customers brands are protected and our products continue to be of the highest quality
- California Prop 65** • Ensure all avenues of distribution are up-to-date on revised 2018 California Prop 65 Requirements by August 2018
• Online stores, custom and no-touch e-Commerce
- Product Testing** • Streamline procedures for third-party product testing to improve efficiency and record keeping
- QCA** • Recruit minimum of one supplier to enroll in QCA Certification process so that we increase the selection of suppliers that are committed to safe and ethical manufacturing and supply chain security
- Customer Experience** • Extend our insight gathering practices and launch our Customer Advisory Board to incorporate customer feedback into our processes, with clear accountability and governance structures

Protect Human Rights and Data Security

Human Rights • Continue to embed our Code of Conduct and Zero Tolerance policies into every aspect of our business to ensure our brand partners are provided ethically sourced products

PCI Certification • Maintain up-to-date PCI DSS Certification to ensure responsible data protection

Encourage Health, Fitness and Workplace Satisfaction for our Employees

Increase Employee Satisfaction Rating • Increase employee satisfaction rating to above national average through employee development and enablement programs. 2018 Goal: 7.6

Achieve “Great Place to Work” Status • Gain “2018 Great Place to Work” recognition through employee surveys and responses, to increase recruiting efforts of top talent in the industry

Diversity and Inclusion • Continue to recruit to increase employee diversity and cultural representation to build a team of employees reflective of the community in which we live

Encourage Health, Fitness and Workplace Satisfaction for our Employees

Volunteering and Giving

- Increase VTO (Volunteer Time Off) usage by employees to 90%
- Identify and work with organizations that are specifically related to our businesses to encourage entrepreneurial efforts and creativity in our community

Health and Safety

- Increase participation in on-site wellness programs and activities to ensure we have a healthy and productive team

Employee Satisfaction

- Develop career pathing and ongoing development plan framework for all employees
- Invest in enablement and training for our employees
- Focus on employee productivity by investing in process and system upgrades
- Create a strong culture focused on work/life balance priorities

Inspire. Engage. Improve.

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boost engagement®

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