

# Inspire. Engage. Impact.



2019 Corporate Social Responsibility Report  
Boost Engagement, LLC





**Anita Emoff | Owner & Chairman**  
**Boost Engagement, LLC**

Anita focuses on strategic oversight and innovation for our brands. Her passions are around keeping the business fresh and relevant, demonstrating our commitment to outstanding customer service, and driving an engaging company culture.

**From the Owner & Chairman**

Boost Engagement, LLC owns and operates three unique brands: Shumsky, Boost Engagement, and Outta the Box Dispensers. All three brands generate engagement through our products and services, sparking new connections while delivering personalized solutions to promote brands and engage employees.

Our people and organizational culture are the drivers behind our organization. We are a family. And what truly makes us a family-run business is the feeling of having these amazing people driving our culture every day!

Our corporate social responsibility reflects what Boost Engagement represents. We strive to be the best partner for our clients and their customers. We take responsibility for our employee's well-being and aspire to improve their lives by driving a positive and healthy culture for the company.

In 2019, we had many achievements, both local and national. We were recognized as the top advertising agency in Dayton, a top woman-owned company, one of Dayton's Healthiest Employers and named as a Top 50 Distributor for the ninth year in a row, in an industry of 20,000+ competitors. A monumental achievement to be consistently recognized in the top 1% of our industry.

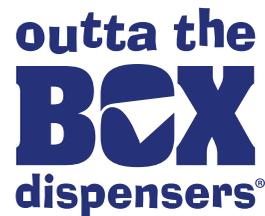
I encourage you to learn more in this report about the positive impact Boost Engagement had in our community, industry, and environment in 2019.

A handwritten signature in cursive script that reads "Anita Emoff".

# Our Brands



**Shumsky**, the founding division of our organization, is your trusted partner for developing and engaging your employees, customers, and prospects with promotional solutions that lead to improved brand awareness and engagement. We provide white glove service to every customer from creative design that help you envision the solutions that best represent your brand, to online stores that make ordering and fulfillment easy and reliable for your employees and your customers.



**Outta the Box Dispensers** engages consumers at just the right moment with eye-catching point of sale displays. Through coupons, contests, offers, recipes or promotions, your brand can connect, communicate and drive customer loyalty and repeat business.



**Boost Engagement** is focused on driving company cultures where employees are engaged. We partner with organizations to create responsive, adaptive employee engagement and recognition programs that build community, heighten morale, and highlight your team's success and performance.



**Together, our company promotes engagement at every step of the employee and customer brand journey.**



**Dawn M. Conway | CEO**  
**Boost Engagement, LLC**

## From the CEO

Thank you for taking the time to read our 2019 corporate social responsibility report and learning about our corporate impact this past year. For 67 years, we have taken our role as a corporate citizen to heart, extending to our customers, employees, and the community. Our mission guides us to discover, develop, and deliver creative solutions for one reason: to differentiate for our customers globally as well as locally in Dayton where we are headquartered. In keeping with our mission, we focus on the environment, leveraging our resources to support various charitable goals, providing donations, on-site employee wellness programs, and paid volunteer time for our employees. We are passionate about utilizing our resources in the Dayton community and beyond to affect change and make a difference.

2019 was a difficult year for Dayton, following the tornadoes and the senseless tragedy that occurred in the Oregon District. However, Dayton has proven itself as a city of strength and resilience. I am very proud of our employees who donated their time and resources, using the additional hours of Volunteer Time Off we provided to support the community. A city came together and wonderful things happened, including our partnership with Lovelight Circle, a non-profit organization established after the Oregon District tragedy, with a mission to make the world a better place.

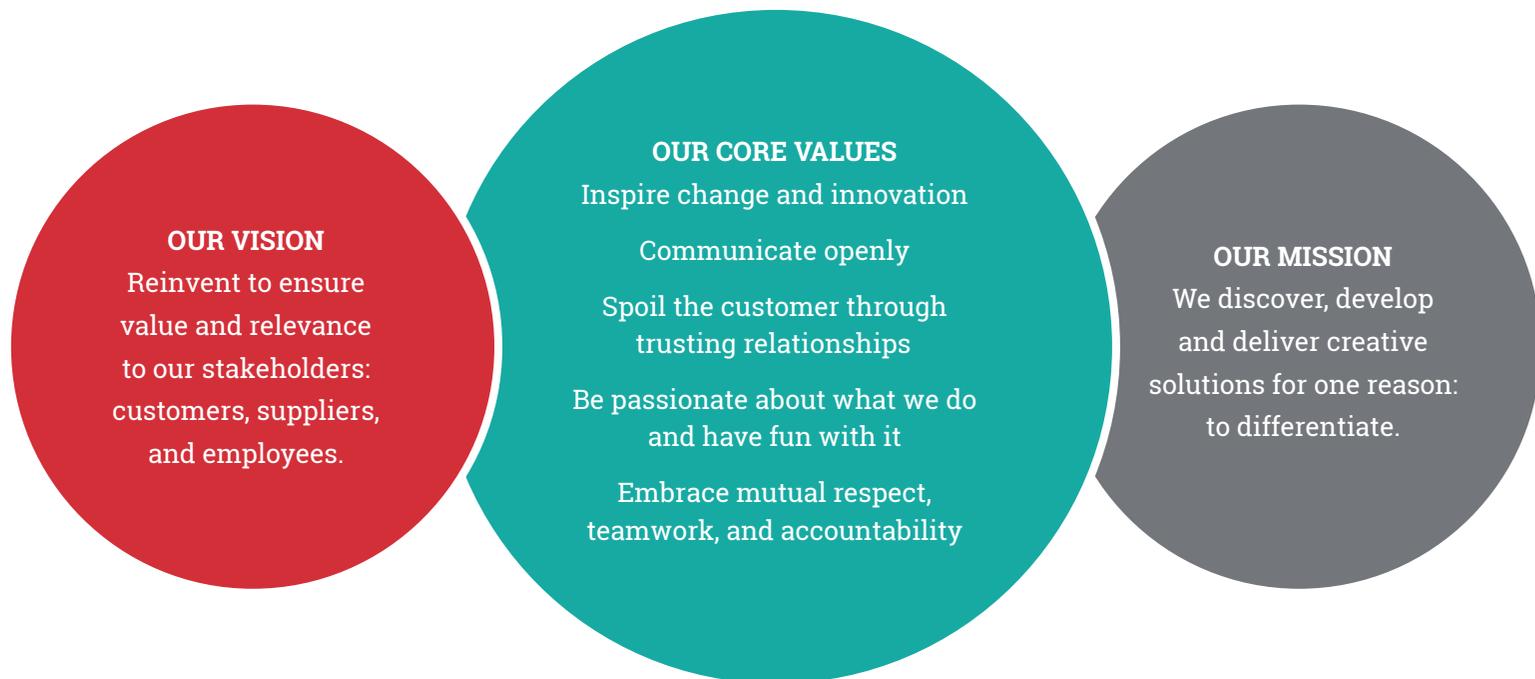
In addition to supporting the local community, Boost Engagement is a member of the Global Business Coalition Against Human Trafficking (GBCAT). GBCAT is comprised of global businesses committed to ending all forms of modern slavery. As a member, we support the effort to eradicate human trafficking by providing best in class tools and information to assist companies of all sizes in driving awareness and monitoring their supply chain. We've implemented a zero-tolerance policy against any form of human trafficking, requiring our suppliers to sign the policy stating their compliance to a safe, ethical, and secure supply chain. Additionally, we are committed to protecting our customers' data through our annual PCI certification—the highest level of commitment in our industry.

Through these commitments, we accomplished much more beyond financial results in 2019. I am thrilled with our team's accomplishments and commitment to making a difference. We continue to drive our organization's culture of innovation, empowering our employees to make a difference in their lives, community, and beyond.



# 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 brands and how we service our customers and engage with our suppliers.



# Corporate Social Responsibility **Highlights**

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**

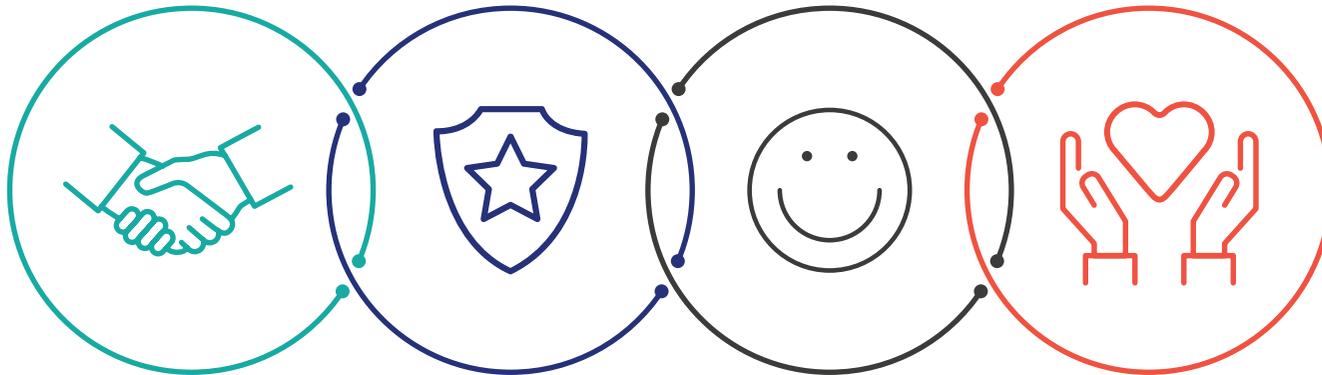
- Protect human rights and data security

**Support employee welfare**

- Encourage health and wellness along with workplace satisfaction for our employees

**Engage in our community**

- Support the needs of others



# Compliance **Statement**

## **At Boost Engagement, LLC, this is our commitment:**

The safety and performance of the products we provide is imperative to protecting your brand. We are committed to providing safe and compliant product. We will ensure all of the items we source and the decorating materials we use are designed and manufactured so any risk of physical harm to you or your customers is reduced or eliminated.

Ongoing updates and changes to safety regulations requires constant attention. For this reason, we attend the annual PPAI Product Responsibility Summit in Washington, D.C. each year. Highly regarded experts from around the world present the latest information on wide ranging topics; from the risks of button cell batteries in children's products to designing safe products for seniors. Modern Slavery and Human trafficking were also discussed, a topic very important to Boost Engagement as we are also members of GBCAT, the Global Business Coalition Against Human Trafficking. (See more about GBCAT in this publication.)

Included in the summit this year was a tour of the CPSC Testing Labs in Rockville, Maryland. Scientists and engineers demonstrated the methods used to determine the safety of many of the items we use in our everyday lives. A valuable and reassuring experience to see the efforts made to ensure the products we use in our homes and workplaces operate as expected and will not result in unexpected harm or injury.

Also, in 2019, Boost Engagement has become among the first in our industry to be working toward achieving QCA Distributor Compliance Certification. This comprehensive certification program acknowledges the distinct needs of the distributor in demonstrating our commitment to our brand clients as first line of defense against bad publicity. Areas of compliance for certification include Product Safety and Regulatory Compliance, Quality, and Social Accountability. We expect our certification to be completed by mid 2020.

These are just a couple examples of the measures we're taking to ensure your brand is protected. We understand the investment you make to build your reputation, and we are here to help you grow, having confidence in the products that represent your company to your employees and your customers.



Build trusting and  
productive relationships:

**Deliver high-quality  
products and services**

## **QUALITY** **CERTIFICATION ALLIANCE**

We are proud to be a part of the QCA mission of responsibility. As members of Quality Certification Alliance (QCA) Distributor Advocacy Council (DAC), we encourage our Sales Team to look first to our QCA Suppliers when sourcing for our customers. All of our suppliers offer safe and compliant products, however, those suppliers that have shown their commitment by achieving QCA Accreditation are ranked at the top of our preferred suppliers.

To further demonstrate our dedication to Brand Protection, Shumsky is in the process of achieving QCA Distributor Compliance Certification. We are among the first in the promotional products industry to undergo this comprehensive program, focusing on Product Safety and Regulatory Compliance, Product Quality, and Social Accountability. In mid 2020, Shumsky will become one of the first QCA Compliance Certified Distributors.

Build trusting and productive relationships:

**Deliver high-quality products and services**

## PEERNET

For over 25 years, Shumsky has been a member of the Peernet Group, comprised of 19 of the promotional industry's most innovative distributors and 40 of the top suppliers. The leadership of Peernet works closely with our supplier partners to ensure all of the products we offer our clients are the best available in terms of value, quality, and safety.

This year, Peernet partnered with product safety experts to compile an updated Product Safety, Quality, and Compliance Manual. This exclusive reference tool offers a wealth of information relative to the promotional products industry and the life cycle of products from point of inception to end of use and disposal.



*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.*

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 attend the annual PPAI Product Responsibility Summit to gain knowledge on recent changes to product safety standards and regulations. Every member of our business development team is required to complete and maintain "Product Safety Aware" status by completing topical webinars and assessments offered by PPAI. We are dedicated to complying with all applicable laws and to conduct business in an ethical and responsible manner.

Operate an ethical and secure workplace:

**Protect human rights and data security**

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



Boost Engagement supports the effort to eradicate human trafficking through our continued participation in GBCAT (Global Business Coalition Against Human Trafficking). In 2018, we kicked off a subcommittee with representatives from companies around the world to provide best in class tools and information to assist companies in identifying and preventing human trafficking in a business or supply chain.

We maintain our policy of Zero Tolerance with every supplier we work with. Every supplier is required to state their compliance to a safe, ethical, and secure supply chain in accordance with our core values and initiatives.



*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.*

For the past six years, we have completed an annual assessment of our facility and practices by an independent Quality Security Assessor and are issued a report on compliance. The report provides details about our environment and assessment methodology and documents our compliance status for each of the PCI DSS requirements.

Support employee welfare:

**Encourage health, wellness  
and engagement**

### **Labor and Human Rights Policy**

Boost Engagement is committed to providing a safe and equitable workplace for all employees. We take every measure to ensure every employee is provided a safe and secure environment. The health and safety of employees and others on company property are of critical concern to Boost Engagement, LLC. The company intends to comply with all health and safety laws applicable to our business.

It is Boost Engagement, LLC policy to prohibit intentional and unintentional harassment of any individual by another person on the basis of any protected classification. The purpose of this policy is not to regulate our employees' personal morality, but to ensure that in the workplace, no one harasses another individual. It is the expectation that all employees of Boost Engagement adhere to this policy.

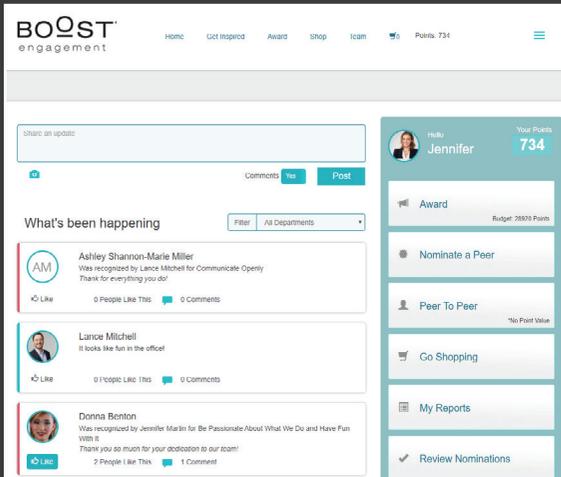


### **Employee Engagement**

In 2019, we continued to utilize WorkTango as our internal communication platform to solicit anonymous employee feedback. Confidential suggestions and comments are addressed directly by our CEO in real-time. WorkTango supports one of our core values: to communicate openly.

Furthermore, we added an active listening pulse every other month to gather more meaningful data. The Active Listening Model consists of a series of currently relevant questions, some of which are derived from the previous pulse's data.

Support employee welfare:  
**Encourage health, wellness  
 and engagement**



**Boost Engagement™**

In an effort to inspire employee engagement and reinforce a positive culture that companies strive to achieve, we provide an integrated rewards and recognition solution that can be leveraged by every employee.

This online program allows employees to nominate and recognize their fellow coworkers for their impact on performance, excellence, work ethic, character, core values, and overall team mindset for a monetary award. We believe recognition from coworkers and peers exceeds any award a manager or supervisor may grant.

In 2019, our Boost Engagement team was also able to deliver on a highly anticipated platform update: the news feed. The news feed feature allows employees to post real-time content, visibility of peer recognitions, the ability to react to content, and overall organizational transparency resulting in a truly interactive and engaging product.

**Health and Wellness**

We recognize the importance of employee health and wellness and were once again recognized by the *Dayton Business Journal* as one of the Healthiest Employers of 2019.

New wellness initiatives of 2019 included:

**Financial Wellness:** We have now partnered with First Financial and The Standard in offering employee financial wellness check-up/check-in seminars.

**Wellness Challenges:** Semi-annual wellness challenges were pushed, focusing on mental, physical, and financial health, food, hydration, fitness, meditation, cleanliness, organization, minimalism, etc., rewarding winners with prizes relating to each challenge.

Support our neighbors:

**Engage in our community  
and ecology**



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 and retain employees of all backgrounds, experiences, ethnicities, and talents.



**Promotional Products Education Foundation (PPEF)**

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.

PPEF is governed by an 18-member Board of Trustees. 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 second generation owner of Shumsky. During her time with the company, she established Shumsky as a Certified Woman-Owned Business, one of the early diversity businesses in the industry. Determined through a competitive application process and chosen by members of the PPEF Foundation, the recipient of the Jayne Emoff Miller Scholarship for the 2019-2020 school year is Kyle Obly of Aurora, Ohio. Kyle is a freshman at Ohio University where he will pursue a Journalism major and double minor in sports management and broadcasting.



*Kyle Obly, Jayne Emoff Miller (right) Scholarship recipient*

Support our neighbors:  
**Engage in our community  
 and ecology**



Lovelight Circle



Helping Hands for Dayton

# #DAYTONSTRONG

Our home went through a lot in 2019, following the tornadoes in May, and the Oregon District tragedy in August.

We supported our community by providing additional hours of Volunteer Time Off (VTO) for our employees. A change to our contributions this year—we invited our customers to volunteer with us. We also entered a partnership with Lovelight Circle, a nonprofit focused on creating more good in the world. Their online store features branded products where 100% of the proceeds go to The Dayton Foundation to make the world a better place.



Thank you to our employees for banding together and volunteering their time and resources to help our city recover!



Support our neighbors:

**Engage in our community  
and ecology**

**Conservation and Recycling**

2019 resulted in overall improvement in our conservation and recycling efforts. Some examples:

- Collected approximately 11,700 pounds of mixed recyclables
- Recycled more than three tons of paper and over 2,700 pounds of steel
- Recycled 33 Hewlett-Packard printer toner cartridges

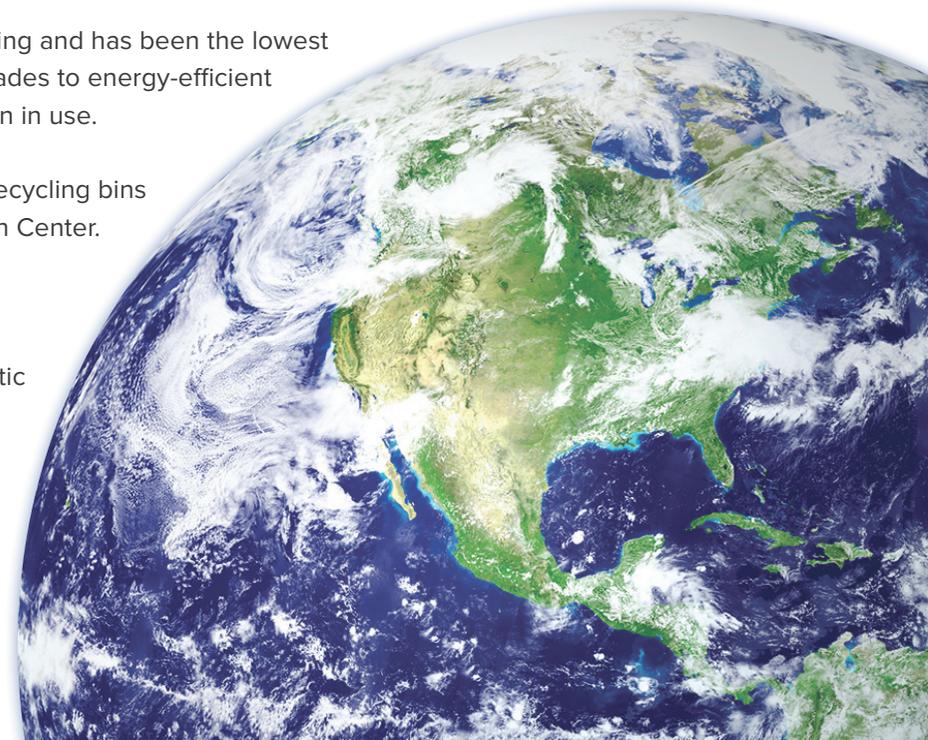
What we recycle:

- Cardboard and paper
- Plastic bottles and jugs
- Glass bottles and jars
- Aluminum, tin, and steel cans
- Batteries
- Steel and sheet metal
- Lighting ballasts

Our electric usage has been declining and has been the lowest in the past three years due to upgrades to energy-efficient equipment, and conscious reduction in use.

Lighting has been retrofitted, and recycling bins have been added in our Distribution Center.

We are evaluating the purchase of personal cutlery for employees to replace single-use, disposable plastic utensils.



Recognized by  
our community

**DAYTON  
BUSINESS JOURNAL**

Boost Engagement was awarded the **#1 spot on the 2019 Top Advertising Agencies list** by the *Dayton Business Journal*.



The *Dayton Business Journal* honored Boost Engagement as a **Family Owned Business of the Year Finalist**.



healthiest **employers**

We were honored to be recognized as **one of Dayton's Healthiest Employers** by the *Dayton Business Journal*.

**DAYTON  
BUSINESS JOURNAL**

In 2019, the *Dayton Business Journal* ranked Boost Engagement **#9 on the Top Woman-Owned companies list**.

Recognized by  
our community



In 2019, we were featured at **#50 on *Promo Marketing Magazine's Top 65 Distributors list***, which ranks the top promotional products distributors in an industry of 20,000+ companies.



**Karen Witt**, Shumsky Sales Team member, was awarded **Best Ad Specialty Rep by the American Advertising Federation**.



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, Chief Operating Officer.



**Barbara Buyers**, Sales Executive at Shumsky, was awarded **Advocate of the Year by WBEC-ORV** for her efforts in corporate diversity.

## Philanthropy

### Supporting Others

In 2019, Boost Engagement provided support in the form of financial and in-kind donations to a number of local and national organizations:

#### Health

**Alzheimer's Association, Miami Valley** ([alz.org/dayton](http://alz.org/dayton))

**American Heart Association** ([heart.org](http://heart.org))

**Atrium Medical Center Foundation** ([premierhealth.com](http://premierhealth.com))

**Community Tissue Services** ([communitytissue.org](http://communitytissue.org))

**Dayton Children's Hospital** ([childrensdayton.org](http://childrensdayton.org))

**Miami Valley Hospital Foundation** ([mvhfoundation.org](http://mvhfoundation.org))

**YMCA of Greater Dayton** ([daytonymca.org](http://daytonymca.org))

#### Education

**Air Camp** ([aircampusa.org](http://aircampusa.org))

**TEDxDayton** ([tedxdayton.com](http://tedxdayton.com))

**University of Dayton** ([udayton.edu](http://udayton.edu))

**Wright State University** ([wright.edu](http://wright.edu))

#### Nonprofit

**The Dayton Foundation** ([daytonfoundation.org](http://daytonfoundation.org))

**Girls On The Run** ([girlsontherun.org](http://girlsontherun.org))

**Jewish Federation of Greater Dayton** ([jewishdayton.org](http://jewishdayton.org))

**LoveLight Circle** ([lovelightcircle.com](http://lovelightcircle.com))

**PPEF Education Foundation** ([ppef.us](http://ppef.us))

#### Community

**The Dayton Collaboratory** ([daytoncollaboratory.org](http://daytoncollaboratory.org))

**Temple Israel** ([tidayton.org](http://tidayton.org))

**WBEC-ORV** ([wbecorv.org](http://wbecorv.org))

Leaps and bounds:  
2019 Initiatives

**High-Quality Products and Services**

Area of Focus	2019 Initiatives	Status
<b>Product Safety</b>	Maintain our ongoing target of zero product-related safety incidents or recalls to ensure that our customers' brands are protected and our products continue to be of the highest quality	
<b>California Prop 65</b>	<ul style="list-style-type: none"> <li>• Maintain Prop 65 compliance training for all employees</li> <li>• Ensure all online company stores and custom promotional products comply with Prop 65 regulations</li> </ul>	
<b>GDPR</b>	<ul style="list-style-type: none"> <li>• GDPR compliance maintained for all online stores</li> <li>• Training provided to all employees in 2018</li> </ul>	
<b>Product Testing</b>	Streamline procedures for third-party product testing and Social Compliance Audits to ensure safe, ethically-manufactured products	
<b>QCA</b>	<ul style="list-style-type: none"> <li>• Active participation in QCA Distributor Advocacy Council</li> <li>• QCA Distributor Certification 2019</li> </ul>	
<b>Customer Experience</b>	Extend our insight gathering practices and continue expansion of our Customer Advisory Board to incorporate customer feedback into our processes, with clear accountability and governance structures	

Leaps and bounds:  
2019 Initiatives

**Protect Human Rights and Data Security**

Area of Focus	2019 Initiatives	Status
<b>Human Rights</b>	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	
<b>PCI Certification</b>	Maintain up-to-date PCI DSS Certification to ensure responsible data protection	

**Encourage Health, Wellness and Workplace Satisfaction for our Employees**

Area of Focus	2019 Initiatives	Status
<b>Increase Employee Satisfaction Rating</b>	Increase employee satisfaction rating to above national average through employee development and enablement programs. 2019 goal: 7.6	
<b>Achieve <i>Great Place to Work</i> Status</b>	Gain “2019 Great Place to Work” recognition through employee surveys and responses to increase recruiting efforts of top talent in the industry	

Pending  Ongoing  Complete 

Leaps and bounds:  
2019 Initiatives

**Encourage Health, Wellness and Workplace Satisfaction for our Employees**

Area of Focus	2019 Initiatives	Status
<b>Diversity and Inclusion</b>	Continue to recruit to increase employee diversity and cultural representation to build a team of employees reflective of the community in which we live	
<b>Volunteering and Giving</b>	<ul style="list-style-type: none"> <li>• Increase VTO (Volunteer Time Off) usage by employees to 90%</li> <li>• Identify and work with organizations that are specifically related to our businesses to encourage entrepreneurial efforts and creativity in our community</li> </ul>	
<b>Health and Safety</b>	Increase participation in on-site wellness programs and activities to ensure we have healthy and productive employees	
<b>Employee Development</b>	<ul style="list-style-type: none"> <li>• Develop career pathing and ongoing development plan framework for all employees</li> <li>• Continue to invest in enablement and training for our employees</li> <li>• Continue to focus on employee productivity by investing in process and system upgrades</li> <li>• Create a strong culture focused on work/life balance</li> </ul>	

Pending  Ongoing  Complete 

2020 Focus:

**Goals and Initiatives**

**High-Quality Products and Services**

**Customer Experience** Extend our insight gathering practices and continue expansion of our Customer Advisory Board to incorporate customer feedback into our processes, with clear accountability and governance structures

**Product Safety** Maintain our ongoing target of zero product-related safety incidents or recalls to ensure that our customers' brands are protected and our products continue to be of the highest quality

**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

2020 Focus:

**Goals and Initiatives**

**Encourage Health, Wellness and Workplace Satisfaction for our Employees**

**Employee  
Development**

- Continue to push our culture of innovation to foster job/remote ownership for our employees
- Continue to invest in training for our employees (formal and informal)
- Continue to invest in process and system upgrades

**Health and Safety**

- Increase participation of internal wellness rewards programs
- Continue finding unique and effective ways to keep our employees active, healthy, and productive

Inspire.  
Engage.  
**Impact.**

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