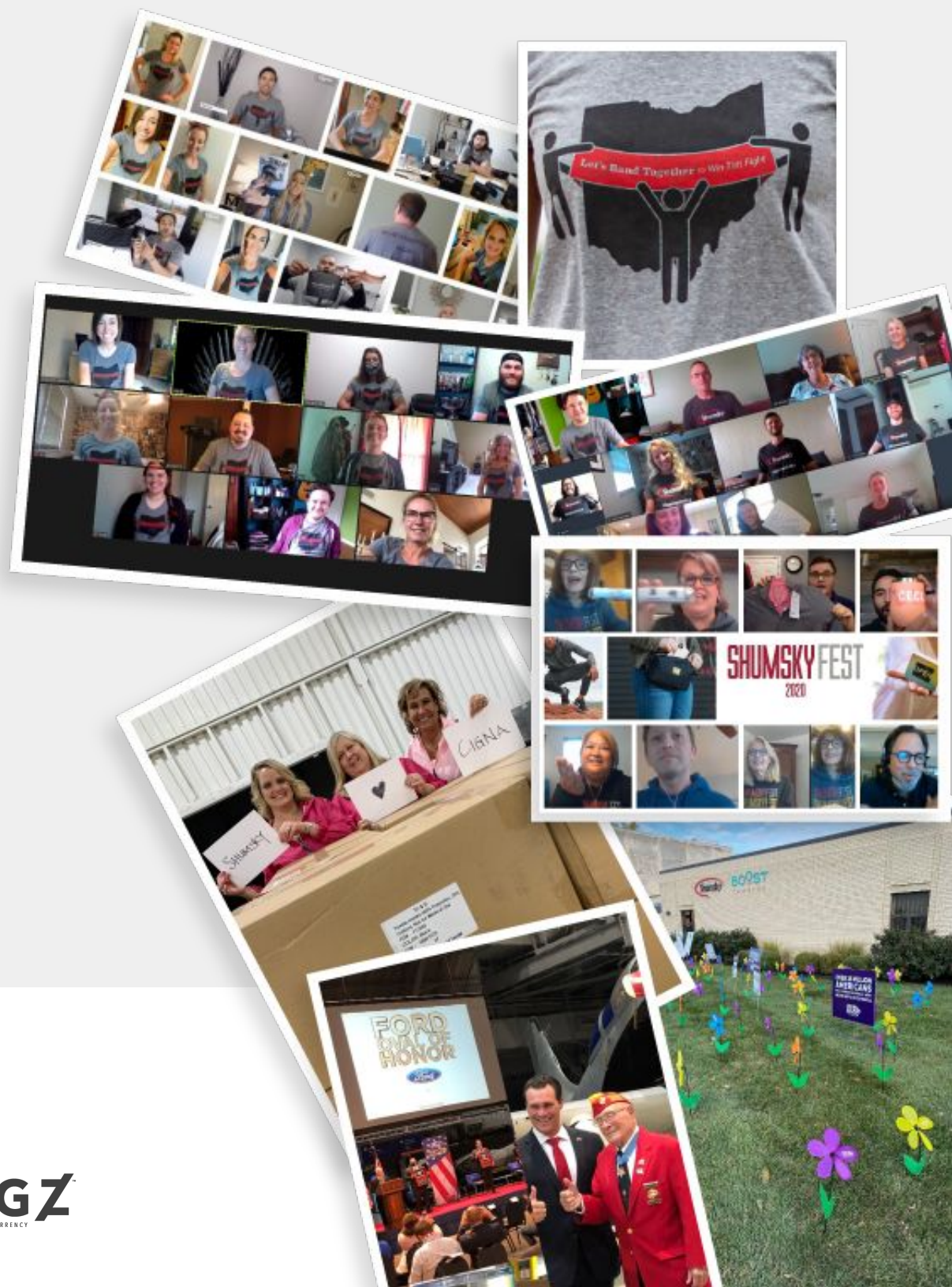


# Inspire. Engage. Impact.



2020 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 four unique brands: Shumsky, Boost Engagement, Outta the Box Dispensers, and Cogz. All four 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 fantastic people driving our culture every day!

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

In 2020, despite the challenges faced from the pandemic and spread of the COVID-19 virus, 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 tenth 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 2020.

# Our Brands



## Brand Engagement

**Shumsky**, our organization's founding division, 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 helps you envision the solutions that best represent your brand to online stores that make ordering and fulfillment easy and reliable for your employees and customers.



## Consumer Engagement

**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.



## Employee Engagement

**Boost Engagement** specializes in delivering employee engagement and recognition programs. 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.



## Employee Engagement

**Cogz™** builds total workforce engagement for small and mid-sized businesses alike with an on-the-spot rewarding vehicle. Cogz combines the qualities of an employee engagement program with a face-to-face rewarding approach and collaborative social news feed.





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

## From the CEO

Thank you for taking the time to read our 2020 corporate social responsibility report and learning about our corporate impact this past year. For 68 years, we have taken our role as a corporate citizen to heart to support our customers, employees, and the Dayton community. Our mission guides us to discover, develop, and deliver creative solutions for one reason: to differentiate for our clients. 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.

2020 has been a challenging year. At the onset of COVID-19, we realized we had a critical role in supporting our clients and community by supplying PPE. We went all-in and shifted our business to PPE in light of the pandemic. By partnering with our existing FDA registered and global supply chain, we moved from selling promotional products to face masks, hospital gowns, and sanitizers to support the fight against COVID-19.

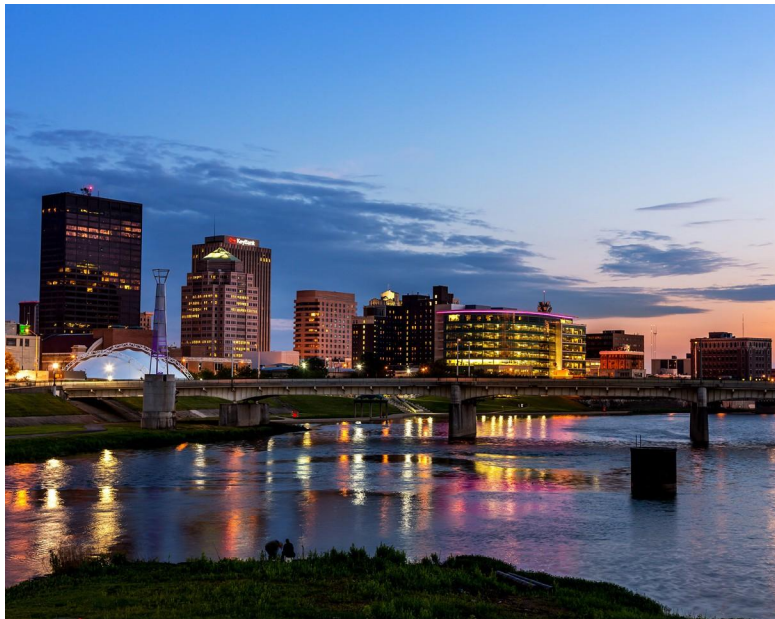
In addition to shifting our business to support our customers and community, Boost Engagement is committed to an ethical supply chain. As a member, we support the effort to eradicate human trafficking by providing best in class tools and information to assist companies of all sizes in driving awareness 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.

While it's unclear what 2021 will bring, we are more determined than ever to make a difference in our community and beyond. By continually improving our products and service offerings, we will continue to focus on keeping businesses connected to their employees, clients and the community.

# Where We Operate

Our headquarters resides 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.

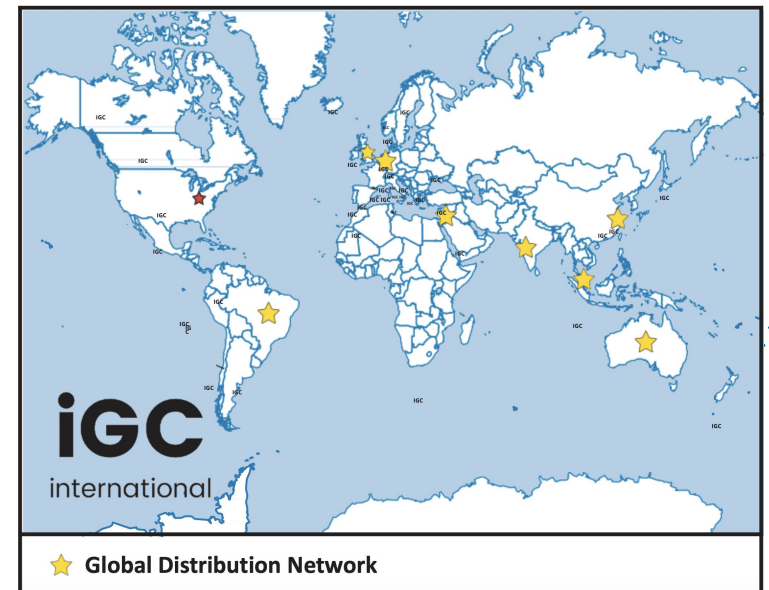
The last six decades of success have allowed us to expand from one central location supporting U.S. customers to a worldwide presence, providing global solutions to customers within top industry segments. We do this through our ownership and leadership in IGC International.



Dayton, Ohio

We are one of only five brand agencies within the United States with ownership in IGC.

***IGC International is a global boutique brand agency for multinational companies to buy promotional items and business gifts. This network consists of 50 partners, covering 45 countries, which guarantees a consistent global approach for our customers with local service. For more information, visit [igc-international.com](http://igc-international.com).***



**Europe**  
28 Members

**North America**  
8 Members

**Latin America**  
5 Members

**Africa**  
1 Member

**Asia**  
10 Members

**Oceania**  
2 Members

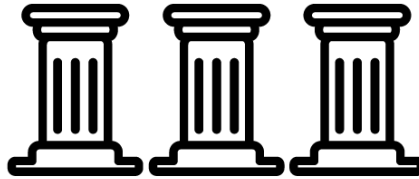
# Vision, Mission and **Core Values**

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.



## **OUR VISION**

Reinvent to ensure value and relevance to our stakeholders: customers, suppliers, and employees.



## **OUR CORE VALUES**

Inspire change and innovation

Communicate openly

Spoil the customer through trusting relationships

Be passionate about what we do and have fun with it

Embrace mutual respect, teamwork, and accountability



## **OUR MISSION**

We discover, develop and deliver creative solutions for one reason: to differentiate.

# Corporate Social Responsibility **Highlights**

Our Core Initiatives anchor to the following:

## **Deliver high-quality and compliant solutions**

- Committed to delivering of high-quality products and services with white glove service and support enhances our customer and supplier relationships
- Invested in rigorous compliance training

## **Operate an ethical and secure workplace**

- Protect human rights and data security

## **Support employee welfare and healthy work-life balance**

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

## **Engage in our diverse community**

- Support the needs of others
- Continue to improve our conservation and recycling efforts



# 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.

We invested along with our PeerNet partners in Compliance Training in 2020 to ensure our to delivery of high-quality products and services.

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**

## PEERNET

For more than 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. In addition to the reference manual, Peernet also developed an online training course, which will be rolling out in Q1 of 2021 and is mandatory for all of our sales personnel to complete.



***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**



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.



### **Hy5 Rewards Employee Recognition Program**

Using the Boost Engagement platform, we've designed our own employee recognition program called Hy5, inspired by our founder, Hy Shumsky. We use the Hy5 platform and social news feed to stay connected, and to encourage and reward our employees to live healthier, more productive lives. With most of our employees working remotely, the social news feed has been an extremely valuable tool for our team members to stay connected and share more about themselves.

The foundations of our Hy5 Rewards program are the core values of our company. These core values reflect our priorities as a culture, and an opportunity for our employees to be rewarded for demonstrating those values.

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.

Our news feed platform allowed us to stay connected in 2020 as the majority of staff worked remotely due to the pandemic. 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 2020.

New wellness initiatives of 2020 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**



### **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 Olivia Mubarek of Sandy Hook, CT. Olivia is a future graduate of Elon University where she will pursue a major in Marketing.



*Olivia Mubarek, Jayne Emoff Miller (left) Scholarship recipient*

Jayne also has a scholarship endowed at **Wright State University Raj Soin College of Business Marketing Department**, which was awarded this year for the first time to Hannah Jones. Michael Emoff, Jayne's son, serves on the board of the Emerging Marketing Leaders (EML) mentoring program at Wright State.

"We celebrated as a family the night we found out I was awarded your scholarship, and since Jayne was a sales and business icon herself, I have high hopes to follow in her footsteps.

Thank you for this scholarship, once again. It truly means the world to my family and I!"

- **Olivia Mubarek**

Support our neighbors:  
Engage in our community  
and ecology



Good Neighbor House



Let's Band Together Event

## #DAYTONSTRONG

2020 was a challenging year for many of us. At the onset of COVID-19, we realized we had an opportunity to help repair the world. Listening to what was going on around us and our customers, specifically those in the healthcare industry, we learned there was a real shortage of Personal Protective Equipment (PPE).

We went all-in on an opportunity to adapt our business to PPE for the greater good. Leveraging our existing FDA registered and global supply chain, we were able to move from selling promotional products to face masks, hospital gowns, and sanitizers to support the fight against COVID-19.

In April, we designed a fundraising campaign called 'Let's Band Together to Win This Fight' that provided businesses with an opportunity to purchase branded t-shirts and silicone bands with proceeds going to a local non-profit's COVID fund.

On June 18th, we hosted our Let's Band Together Virtual Event, where we invited our customers and other industry professionals to join us virtually. For every individual who attended, we partnered with a leading promotional product supplier, **HPG Brands**, to donate face masks to a local charity on their behalf.

In November, we had the honor of supporting the Ford Oval of Honor program, held at the Air Force Museum in Dayton, OH. Four local veterans were honored for their service in the "War on Terror."

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

### **Conservation and Recycling**

2020 resulted in an overall improvement in our conservation and recycling efforts.

Some examples:

- Collected approximately 11,700 pounds of mixed recyclables (likely about one-third to half as much recycled in 2020 due to fewer employees onsite)
- Recycled about 1 ton of paper, 4,620 pounds of steel, and 257 pounds of copper
- Recycled 12 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 four years due to upgrades to energy-efficient equipment, and conscious reduction in use.

Employee activities such as having a guest speaker discuss recycling and having an Earth Day trash cleanup in our area were postponed due to COVID-19.



Recognized by  
our community

## DAYTON BUSINESS JOURNAL

- Boost Engagement was awarded the **#1 spot on the 2020 Top Advertising Agencies list** by the *Dayton Business Journal*.
- **#7 on the 2020 Top Woman-Owned Companies list.**
- **#36 on the Family-Owned Companies list.**
- Anita Emoff, Chairman, **Bizwomen Power 50** list.



The *Dayton Business Journal* honored Boost Engagement as a **Woman-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.



## 2020 Top 50 Distributors

In 2020, we were featured at **#45 on Promo Marketing Magazine's Top 50 Distributors list**, which ranks the top promotional products distributors in an industry of 20,000+ companies.



## Certifications & Memberships



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.

**Anita Emoff, Chairman, serves on the WBENC board.**



Boost Engagement is also a member of the **Women's Business Enterprise Council - Ohio River Valley**. WBEC ORV is an organization for women business owners interested in promoting, developing and maintaining business relationships with other women business owners, major corporations and governmental agencies. Anita Emoff, Chairman, serves on the WBEC ORV steering committee.

Boost Engagement LLC **received the 2020 WBE B2B Award**

## Philanthropy

“Boost Engagement set the bar during the COVID crisis in community leadership. They led in our community by being the ELITE partner at our highest level of Walk sponsorship given. This gift allowed us to lead confidently through very difficult times, encourage others to be a part and still contribute, and ultimately led to the Dayton Walk being highly successful in our community...despite the pandemic.”

- **Eric VanVlymen, Alzheimer's Association, Miami Valley**

### Supporting Others

In 2020, 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))

**Atrium Medical Center Foundation**

([premierhealth.com](http://premierhealth.com))

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

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

#### Education

**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))

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

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

**Illinois Holocaust Museum and Education Center** ([ilholocaustmuseum.org](http://ilholocaustmuseum.org))

#### Community

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

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



**YMCA, San Diego** ([heart.org](http://heart.org))

## Leaps and bounds: 2020 Initiatives

2020 was a challenging year. While it's unclear what 2021 will bring, we are more determined than ever to make a difference in the Dayton community and beyond. By continually improving our products and service offerings, we will continue to focus on keeping businesses connected to their employees, clients and the community.



The following pages outline the progress of our 2020 organizational goals and initiatives, as well as our 2021 publicly stated goals.

### High-Quality Products and Services



Area of Focus	2020 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>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: 2020 Initiatives

### Protect Human Rights and Data Security

Area of Focus	2020 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	2020 Initiatives	Status
<b>Health and Safety</b>	<ul style="list-style-type: none"> <li>• Increase participation of internal wellness rewards programs</li> <li>• Continue finding unique and effective ways to keep our employees active, healthy, and productive.</li> </ul>	
<b>Employee Development</b>	<ul style="list-style-type: none"> <li>• Create a strong culture focused on constant innovation and job ownership</li> <li>• Continue to invest in training for our employees (both formal and informal)</li> <li>• Continue to invest in process and system upgrades</li> </ul>	



## 2021 Focus:

**Goals and Initiatives****High-Quality Products and Services****Customer Experience**

Maintain our focus on implementing best practices and incorporating customer insights (via customer surveys) to improve our overall customer experience. Meet or exceed 2020 results (4.5 CSAT and 58% NPS)

Execute two (2) Customer Advisory Board meetings to continue gathering feedback on our processes and ways to improve their experience. Meeting alignment results should meet or exceed. 4.75/5

**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

100% of preferred suppliers must be in compliance with and sign our Zero Tolerance Policy

**Technology**

- Maintain up-to-date PCI DSS Certification to ensure responsible data protection
- Enhance our annual PCI employee training to include cybersecurity awareness training
- Meet or exceed our online uptime at 99%

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

- Utilizing partners to further employee training and development specific to our industry, including 100% certification of sourcing team members in our Product and Compliance training course
- Continue to develop a Culture of innovation to assess necessary adaptation and new opportunities presented in 2020

Inspire.  
Engage.  
**Impact.**

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