



2022 CSR REPORT

# Inspire. Engage. IMPACT.

2022 CORPORATE SOCIAL RESPONSIBILITY REPORT BOOST  
ENGAGEMENT, LLC





**ANITA EMOFF**

**CHAIRMAN | CO-OWNER**

**From the Owner & Chairman**

Boost Engagement, LLC owns and operates four unique brands: Shumsky, Boost Engagement®, Coinz™, and Outta the Box. These four brands are drivers of engagement. Through our solutions, we create strong connections and relationships while delivering long-lasting personalized products to communicate brands and engage employees and stakeholders.

Our Corporate Social Responsibility reflects our company values. We strive to be the best partner for our customers and create meaningful connections and relationships. In addition, we focus on our employees as we aspire to improve their lives by driving a positive and engaging culture. We are an innovative workplace with a passion for what we do. Our workplace culture is a collaborative and organic outcome of our people, and the mesh of unique personalities is key to our success. Being a family-owned business, we are proud to see this sentiment reflected in our close-knit team, who rely on one another through respect, accountability, and teamwork.

Through our commitment to serving our employees, customers, partners, and community, we have had the opportunity to adapt and grow to the ever-changing environment around us. Our team continues to go above and beyond through the trials COVID-19 has brought to our industry. In addition, our team continues to provide white-glove service and produce customized solutions for our customers today.

I would like to thank you for taking the time to read our 2022 Corporate Social Responsibility report. As we have done this year, our organization always strives to positively impact our community, industry, and environment. We will continue to make these strides of continuous improvement and impact in the years to come.

## From the CEO

Thank you for taking the time to read our 2022 Corporate Social Responsibility Report to learn more about our impact on the environment and community around us. For 70 years we have taken our role as a corporate citizen to heart. We embodied our mission of being a differentiator to our clients by focusing on our role as a company in protecting the environment while also leveraging our resources to support various charitable goals, providing donations, encouraging employee wellness programs, while also providing paid volunteer time for our team. We are dedicated and passionate about utilizing our resources in the Dayton Community and beyond to affect change and make a difference.

2022 has been a challenging year. COVID continued to pose challenges in our industry including global supply chain shortages, shipping delays, and the competition for talent all contributed to a delayed recovery. Despite these challenges, our team remained engaged and shifted from supplying PPE products back to our core business of delivering employee and customer engagement solutions through branded merchandise and our proprietary Boost rewards and recognition platforms.

Employee wellness has always been at the core of our business. In 2022 our organization saw the need and opportunity to further push initiatives surrounding physical health, mental wellness, fiscal responsibility, and more. I am proud we were once again recognized as one of the region's Healthiest Employers by the Dayton Business Journal and also in the top 10 Healthiest Employers in the state of Ohio!

As you will see in our report we are committed to conservation and recycling, a safe and ethical supply chain protecting human rights, as well as securing our customers' data through our annual PCI certification—the highest level of commitment in our industry.

We will continue to innovate, adapt, and grow based on what is happening in the world around us. We will always look to improve our product and service offerings to address the needs of our employees, clients, and the community with a focus on keeping businesses connected to their own employees, customers, and community.



**DAWN CONWAY**

**CEO | PRESIDENT**

# BOOSTING CULTURE. IT'S WHAT WE DO.



**BOOST**  
engagement™

**Shumsky**™

**BOOST**  
**COINZ**™

**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.

**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.

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



Dayton, OHIO

# 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.

# Global Operations

---

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).**

GLOBAL - IGC



# Our 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 stakeholders, including how we engage with customers and our supplier partners.

## 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 high-quality products and services with white glove service and support that enhances our customer and supplier relationships
- Invested in rigorous compliance training
- Ethical Supply Chain

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

- Protect human rights and data security

### **Support and invest in employee welfare and a healthy work-life balance**

- Encourage health and wellness along with ensuring our employees feel valued

### **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:

We are committed to sourcing responsibly to provide safe, compliant, high-quality products to promote your brand and corporate culture. We deliver brand value through our supplier partnerships, best practices and processes, sustainable purchasing, and give-back opportunities. We are your brand ambassadors, and our team strives to provide creative, safe items with meaning.

**Compliance:** We continue to strategize with our supplier and client partners to improve the livelihood of those who manufacture our products and lessen the environmental impact of the manufacturing process. We ensure the products and decoration materials are safe - mitigating any risk or physical harm to you and your end users. Third-party testing is reviewed by our VP of Supplier Relations, who works closely with our supplier partners to ensure procured products meet Federal and State safety requirements.

**Sustainability:** Now more than ever before, our supplier partners are offering a wide range of sustainable, recycled, eco-friendly manufactured items. Top merchandise categories including apparel, bags, technology, writing instruments, and business accessories cover a range of price points and sustainable materials making it easier for your company to select sustainable items that support your corporate goals. Item branding indicates materials used and specific recycling impact, with some items made with zero waste.

**Brands that Give Back:** Our clients are in touch with their community, global environmental and human outreach programs, and initiatives. Through our supplier partnerships, we can support your corporate responsibility goals by presenting creative product solutions that offer a goodwill aspect from delivering clean water to those in need to, empowering communities, educating, protecting ecosystems, and feeding those in need.



**We are committed to growing a forest through ForestNation to support our corporate responsibility goals further. Our 2023 initiative will sprout and grow as we partner with our clients to create sustainable livelihoods and positively impact the climate and our planet – simply by planting trees promote reforestation.**



Build trusting and  
productive  
relationships:  
**Deliver high-quality  
products and  
services**

# PEERNET

Peernet is a strategic alliance of promotional product distributors, working together to provide the most advanced technology, product decoration, fulfillment, and service to their expansive network of clients. For more than 25 years, Boost Engagement has been a member of the Peernet Group. Our Chief Vision Officer and VP of Supplier Relations are members of the Peernet Supplier Task Force, which is responsible for identifying new supplier partners that enhance the comprehensive merchandise assortment and sourcing exclusive products we can offer our clients. 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.



**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**



Global Business Coalition  
Against Human Trafficking

We continue to participate in the Global Business Coalition Against Human Trafficking. Whose mission is to leverage the business community to prevent and eventually eradicate human trafficking and support survivors.

Every supplier whom we work with is required to sign a Zero Tolerance policy, which states their compliance with 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.

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

## Labor and Human Rights Policy

Boost Engagement, LLC 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, which has been an even more important focus throughout the pandemic. The company complies with all health and safety laws applicable to our business.

Furthermore, it is Boost Engagement, LLC's 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 LLC adhere to this policy.



### 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. Additionally, the newsfeed feature allows employees to post real-time content while providing visibility of peer recognitions, the ability to react to content, and overall organizational transparency resulting in a truly interactive and engaging product.

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



### Hy5 Rewards Employee Recognition Program

Using the Boost Engagement® platform, we've designed our own employee rewards and 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. With many of our employees working in a hybrid remote/in-office environment, the platform has been an extremely valuable tool for our team members to stay connected and engaged.

The foundation of our Hy5 program, as indicated, is based around the core values of our company. The core values reflect our priorities as an organization and an opportunity for our employees are rewarded and recognized for demonstrating these values.

Using the platform is a great way to recognize our Rockstars!

# Support our neighbors: Engage in our community and ecology

“I will do my best to live up to the legacy, leadership, and philanthropic expectations that come with this honor.”

**Emma Harmon**



## 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, LLC 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 2020-2021 school year is Emma Harmon of West Point, GA. Emma is a future graduate of the University of Georgia where she will pursue a major in Dentistry.



Emma Harmon (Right) , Jayne Emoff Miller Scholarship recipient

Jayne also has a scholarship endowed at **Wright State University Raj Sooin College of Business Marketing Department**, which was awarded this year to Gabrielle Degood who is studying Marketing and Entrepreneurship. Michael Emoff, Jayne's son, serves on the board of the Emerging Marketing Leaders (EML) mentoring program at Wright State.

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

## Conservation and Recycling

2022 resulted in a sustained level of commitment to our conservation and recycling program.

Some examples:

- Collected approximately 16,500 pounds of mixed recyclables
- Recycled close to 2 tons of paper and 960 pounds of steel
- Recycled 14 printer toner cartridges

What we recycle:

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

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

# Recognized by our community



- Boost Engagement, LLC was awarded the **#1 spot on the 2021 Top Advertising Agencies list** by the Dayton Business Journal.
- Awarded **#6 on the 2021 Top Women-Owned Companies** list.
- Awarded **#40 on the Family-Owned Companies** list.
- Anita Emoff, Chairman, **2021 Bizwomen Power 50** list.
- Anita Emoff was also inducted into the **40 under 40 Hall of Fame**.



The Dayton Business Journal honored Boost Engagement, LLC as a **2021 Family-Owned Business of the Year Finalist**.



We are once again honored to be recognized as one of **2021 Dayton's Healthiest Employers** by the Dayton Business Journal. We also claimed the **#8 spot on 2021 Healthiest Employers in Ohio!**



In 2021, we were featured at **#55 on Promo Marketing Magazine's Top Distributors list**, which ranks the top promotional products distributors in an industry of 20,000+ companies.



# Certifications & Memberships



Boost Engagement, LLC 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, LLC top executives include Anita Emoff, Chairman and Dawn Conway, CEO.



JOIN FORCES. SUCCEED TOGETHER.

Boost Engagement, LLC 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.

# Philanthropy

“Thank you again for your generous [donation] to the cause and enabling us to talk about your gift with others to inspire them to be generous as well. A local foundation recently committed a \$5000 donation in response to your challenge gift, and we’ve had other successes too.

Thanks!”

**- Jennie, Alzheimer's Association, Miami Valley**

## Supporting Others

In 2021, Boost Engagement, LLC provided support in the form of financial and in-kind donations to a number of local and national organizations:

### Community

- Air Camp ([www.aircampusa.org](http://www.aircampusa.org))
- Arts Gala: Wright State University Liberal Arts College
- Daybreak ([www.daybreakdayton.org](http://www.daybreakdayton.org))
- Dayton Air Show ([www.daytonairshow.com](http://www.daytonairshow.com))
- Temple Israel ([tidayton.org](http://tidayton.org))
- WBEC-ORV ([wbecorv.org](http://wbecorv.org))
- YMCA, Dayton ([www.daytonymca.org](http://www.daytonymca.org))
- YMCA, San Diego ([heart.org](http://heart.org))

### Nonprofit

- The Dayton Foundation ([daytonfoundation.org](http://daytonfoundation.org))
- Jewish Federation of Greater Dayton ([jewishdayton.org](http://jewishdayton.org))
- Tour de Gem: The Dayton Cycling Classic
- PPEF Education Foundation ([ppef.us](http://ppef.us))
- Illinois Holocaust Museum and Education Center ([ilholocaustmuseum.org](http://ilholocaustmuseum.org))

### Health

- Alzheimer's Association, Miami Valley ([alz.org/dayton](http://alz.org/dayton))
- American Heart Association ([www.heart.org](http://www.heart.org))
- Atrium Medical Center Foundation ([premierhealth.com](http://premierhealth.com))
- Brigid's Path ([www.brigidspath.org](http://www.brigidspath.org))
- 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))

# Leaps and Bounds: 2022 Initiatives

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 2022 organizational goals and initiatives, as well as our 2022 publicly stated goals.



## High-Quality Products and Services

Area of Focus	2022 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>	Our Customer Advisory Board and Net Promoter Score activities were suspended in 2022 due to the ongoing COVID-19 pandemic.	



Ongoing  Complete 

# Leaps and Bounds: 2022 Initiatives

## Protect Human Rights and Data Security

Area of Focus	2022 Initiatives	Status
Human Rights	100% of preferred suppliers must be in compliance with and sign our Zero Tolerance Policy	
Data Security	<ul style="list-style-type: none"> <li>•Maintain up-to-date PCI DSS Certification to ensure responsible data protection</li> <li>•Enhance our annual PCI employee training to include cybersecurity awareness training</li> <li>•Meet or exceed our online uptime at 99%</li> </ul>	

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

Area of Focus	2022 Initiatives	Status
Health and Wellness	<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>	
Employee Development	<ul style="list-style-type: none"> <li>•Utilizing partners to further employee training and development specific to our industry, including 100% certification of training team members in our Product and Compliance courses</li> <li>•Continue to develop a Culture of innovation to assess necessary adaptation and new opportunities presented in 2020</li> </ul>	

Ongoing  Complete 

# 2022 Focus: Goals and Initiatives

## High-Quality Products and Services

### Customer Experience

Resume customer feedback activities:

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

Enhance Rewards & Recognition Platforms to increase employee satisfaction and better support the customer journey **and begin offering a SAAS version of our solutions.**

**Expand** integration of our Ecommerce and ERP platforms with PromoStandards to help better streamline the order and order management processes.

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

### Employee Development

Utilizing our new, partner-coordinated LMS to introduce new employees to our company and industry during onboarding while training existing employees on the most up-to-date industry trends and tactics.



# Inspire. Engage. IMPACT.

Boost Engagement, LLC Headquarters  
811 E. Fourth Street  
Dayton, Ohio 45402  
(800) 223-2203  
[boostengagementllc.com](http://boostengagementllc.com)

© 2022 Boost Engagement, LLC. All rights reserved.

