

POWERED BY PURPOSE

Firespring 2020 Yearbook and Annual Benefit Report

Socially Distanced Edition



POWERED BY
PURPOSE

Firespring 2020 Yearbook and Annual Benefit Report

Socially Distanced Edition

P O W E R E D B Y
PURPOSE

Firespring 2020 Yearbook and Annual Benefit Report

by Jay Wilkinson and Firespring



Published by
Do More Good Publishing
Lincoln, Nebraska
domoregoodpublishing.com

First printed edition May 2021

Copyright © 2021 by Jay Wilkinson, Firespring and Do More Good Publishing

All rights reserved by the author and by Do More Good Publishing

Because this book is our creation (and we're proud of our work), please don't reproduce or copy it. That means no photocopying or recording, information browsing, storage or retrieval system. If for some reason you're really wanting to do any of those things, you're welcome to ask our permission in writing and we'll gladly chat with you!

ISBN

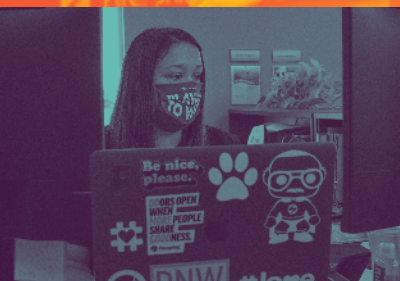
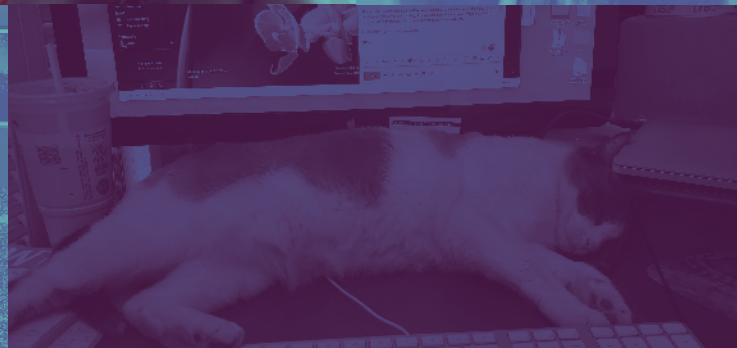
978-0-9973708-8-1 (Powered by Purpose - The Firespring 2021 Yearbook paperback 5/10/2021)

978-0-9973708-9-8 (Powered by Purpose - The Firespring 2021 Yearbook eBook 5/10/2021)

Printed in the United States of America by



Lincoln, Nebraska



Contents

2	Introduction	30	2020 F Recipients
4	Planting the Seed	36	2020 Values Hall of Fame
8	Adapting for 2020	70	2019 Values Hall of Fame
12	Impact Report	72	2018 Values Hall of Fame
14	Certified B Corporations	74	Successes
18	2020 Power of 3	76	Culture Club
19	UN Global Compact	78	2020 Events
20	Community	98	Living that Pandemic Life
26	Sharing is Caring	104	Team Swag
28	Firestarter		

36

2020 Values Hall of Fame

Shannon Wilkinson | 38

Alex McCollister | 40

Tyler Fowler | 42

Nate McKean | 44

Alec McChensey | 46

Sarah Robbins | 48

Joe Ebmeier | 50

Rhonda Halligan | 52

Brophy Ringdahl | 54

Allison Mellick | 56

Matt Heigel | 58

Tom Thiesfeld | 60

Katie Wilson | 62

Tyler Milligan | 64

Jacque Alexander | 66

Jared Cloudt | 68

78

2020 Events

Holiday Party | 80

Firespring Face Off | 82

Chili Chili Bang Bang | 83

First Virtual Event | 84

Online FAC | 85

Ignite Lincoln | 86

Labor Day Grill Out | 87

St. Baldrick's
Head-Shaving Event | 88

FAC Series | 90

Lunch in the Office | 90

Pumpkin
Decorating Contest | 91

Souptacular | 92

Among Us | 94

Secret Santa | 96

Holiday Movie Trivia | 97



When people hear the term “company culture,” they often think “workplace perks.” Firespringers unapologetically love their perks. At our global headquarters in Lincoln, Nebraska, we’ve created a fun environment. We built a spacious hangout area with couches, a mini spa, a pool table and shuffleboard in a space we call the Firepit. We offer free beer and soda in the break room. We installed a huge slide in the middle of the building for a quick and easy (and ridiculously fun) way to get from one floor to the next. It’s all pretty awesome.

But those perks have nothing to do with our culture.

Culture is not about slides or toys or cool stuff; it’s about people who are aligned with one another and focused on making an impact with shared goals and values. And great cultures do not happen by default.

At Firespring, we’ve crafted a vibrant culture that attracts top talent and passionate employees and have been able to sustain it for decades. We won’t say it was easy or that it happened overnight, but it did involve these three simple steps:

We defined our values.



Bring it. Every day.



Have each other’s back.



Give a shit.

Excuse our language on the third, but when we expressed it that way, people really rallied around the sentiment because (and this is important) they know exactly what it means. Our team members have embraced these values because they make sense, they resonate and people can identify how to tangibly live them out.

We hire to our values.

Once we established our values, we brought people on board who readily embraced them. At Firespring, we hire first for culture fit, and second for skill set. Why? Because we can't change people after we've hired them. We can train them, we can educate them, we can help them develop skills—but we can't fundamentally change them.

We live our values.

Supporting our community is a non-negotiable at Firespring. We require each team member to spend a portion of their work hours each month volunteering for a cause of their choice. This is a tangible way we embrace our third value, and we are constantly looking for opportunities to make an impact; volunteering is never a one-and-done deal. It's embedded in our DNA.

Creating a dynamic culture cannot be accomplished overnight; it's an evolving process that requires consistent attention, care and evaluation. In the end, the efforts are worth it because we'll not only have improved the lives of our team members, but we'll have furthered our impact on the world and advanced the causes we so passionately champion. That, after all, is what we're here for.

WE LEVERAGE OUR
PEOPLE,
PRODUCTS
& PROFIT — **TO DO —**
MORE
GOOD

Power of 3

1% of our Profits

(topline revenue donated to nonprofits)

2% of our Products

(in-kind products and services)

3% of our People

(team members volunteer 1 day per month)

The Firespring Promise

Our People

We value people above profit. If we take great care of our people, our people will take great care of our clients.

Our Clients

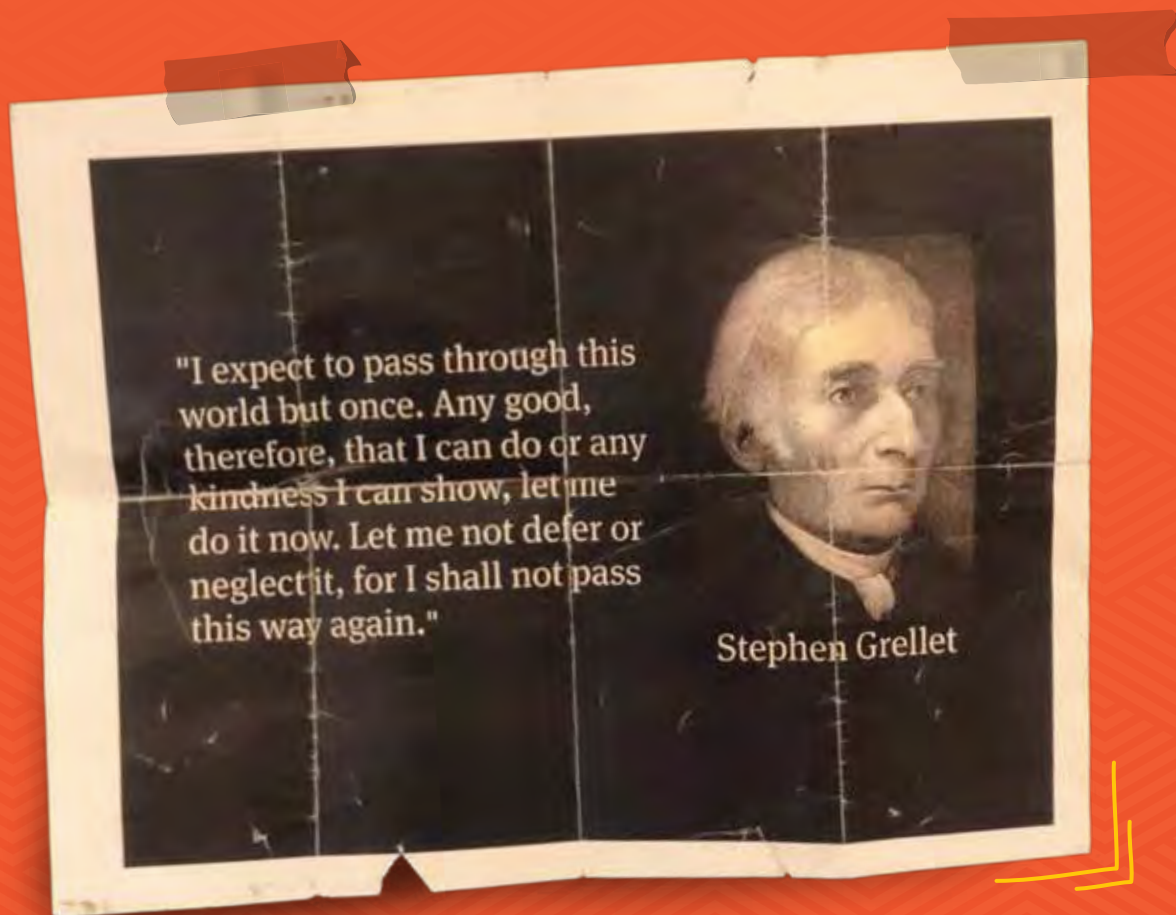
We are obsessed with our clients' success. Each and every client has the capacity to change the world. The more clients we have, the more impact we make.

Our Philosophy

We work with purpose and we live our values. We believe in fixing what's broken and cultivating what works. We are invested in the power of transparency. We are aligned in our words and actions. We make and keep big promises.



A Letter from Jay





At the end of my sophomore year of high school, I was elected to serve on my student council. In order to participate on the council the following year, I was required to attend “leadership class.”

The thought of being pinned down in a classroom to learn “how to be a leader” was the last thing I wanted to do with a week of my summer—but I reluctantly signed up for a summer leadership camp facilitated by Launch Leadership.

That experience changed the direction of my life.

With the help of the volunteer staff and four days of hands-on, experiential activities, I learned who I was for the first time. I went back home re-wired as a servant leader with an open mind and a passion to be a difference-maker in my school and community. On that long drive home, I dreamed about one day forming a company with the mission to do more good in the world. In 1992, I started a printing business that later became Firespring, and I’ve been fortunate to lead a team of difference-makers ever since.

During this time, we’ve had challenges, like any company: growing pains, fits and

starts, defining and refining our values, gaining and losing key clients. Normal challenges that any business faces. Then 2020 ushered in a global pandemic, and we were met with one of our biggest trials yet—but it was different this time.

I spent the first few weeks of the pandemic stressed out about plummeting revenues and worrying about what might happen to the incredible people who are the lifeblood of Firespring. Coming into March, we’d had a yearlong streak of escalating revenues, and our team engagement scores were on the rise. Then all of the sudden, we had to send the majority of our team home and figure out how to maintain both our team connection and vibrant culture remotely.

In order to weather the brewing storm, our Leadership Team hatched a plan to avoid massive layoffs, supported by 100% of our managers, and asked everyone to help shoulder the pain. We initiated significant, across-the-board pay cuts for all of our salaried team members and reduced hours for everyone else. This action, combined with aid from the CARES Act, gave us the financial buffer we needed.

But there was still something missing. As a Certified B Corporation® and one of the founding partners of the Do More Good® Movement, Firespring exists for a greater purpose than to maximize shareholder profit. We crave substance and meaning and want to do work that elevates our communities. And somewhere in the midst of agonizing over our company's declining revenue, our employees' compensation and the well-being of our society at large, we got a call from an old friend.

GivingTuesday created the International Day of Giving held on the first Tuesday after Thanksgiving every year—we have been a supporter and partner of theirs since GivingTuesday's inception in 2012. They asked us and several other partners to help support a new initiative called #GivingTuesdayNow, created to provide emergency assistance to nonprofits in the face of COVID-19.

Our team rallied behind this opportunity to make a meaningful impact by creating the #Nonprofit Matching-Fund Initiative. From our separate home offices, we connected in ways we otherwise may not have, and we got outside ourselves in order to pour time, energy and resources into others who needed us. Through this initiative, we embraced our meaning and our mission, and

we rode the waves of the pandemic and all its uncertainty fueled by our “why” instead of our “what.” Ultimately, the initiative raised several million dollars for more than 2,000 nonprofits across the country who needed help.

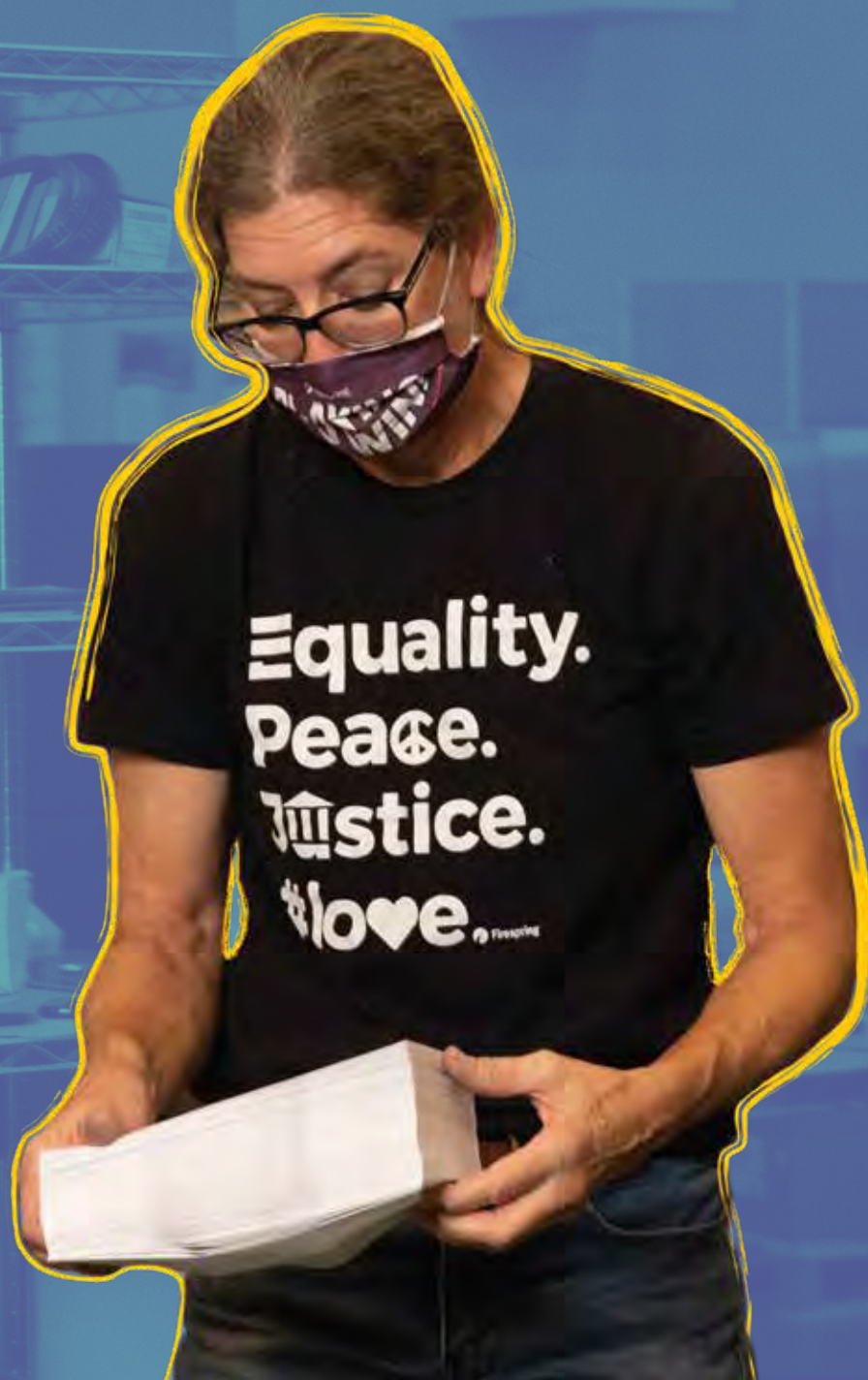
The rest of the year remained challenging as we mostly continued to work from home and navigate the twists and turns of an unpredictable global pandemic. But rather than looking at 2020 as a dark period for our company, I see it as a time when we got to be a shining light on a hill. Was it hard? Incredibly. Challenging? Undoubtedly. Rewarding? Immeasurably. Our company endured another trial, and we emerged from the fire even stronger.

Every day, I'm thankful that I get to lead this special company that truly embodies the sentiment in Stephen Grellet's words written more than 100 years ago—the very words that inspired me that summer in high school when my life changed for good.

Do more good and do it now. You will not pass this way again.



Jay Wilkinson
Founder of Firespring



Adapting for 2020:

How We Pivoted During the Pandemic



Like every other company, Firespring was thrown a major curveball in March 2020 when shutdown orders were implemented across the country due to the unfolding global pandemic. Team members were sent to work from home, our offices were closed to everyone but the most essential workers and we individually hunkered down while trying to remain connected as a team.

Our kids became our new “coworkers,” and four-legged family members began attending Zoom meetings. We learned to create home offices out of dining room tables and guest bedrooms. We relied on Zoom meetings, Slack messages, FaceTime and old-school phone calls to stay connected and collaborative. And through all the twists and turns, ups and downs—and relentless unpredictability—we let these five principles guide our way.

We will put our own mask on first.

This pandemic was not our first rodeo. We knew going in that the health and well-being of the company had to be our top priority. Our Leadership Team made tough but necessary decisions to ensure that Firespring would emerge from the pandemic as unscathed as possible.

We will take responsibility.

COVID-19 may have canceled many things, but it did not cancel our mission, nor the number of clients who depended on us to do our jobs so that they could survive their own challenges. We made no excuses. We took our responsibility to help them achieve success very seriously in spite of our own difficulties and challenges. Our message to them: “We’re here for you, as always.”

We kept firing on all cylinders, even as the country shut down.



We will be relentlessly transparent.

This is a commitment that Jay and the Leadership Team made to the entire team—that whether the news was good or, well, not so good, they would keep everyone updated and informed about the honest state of the company and the path forward. Our Leadership Team told team members what they needed to know, what they didn't know—and when they'd come back to share what they didn't know before.

We will stay true to our values.

It's said that integrity is doing the right thing when nobody's watching. As many of us found ourselves working in more siloed environments without the accountability of typical office interactions—and during a distracting, high-stress event—we dug deep to be sure we continued to work with integrity and according to our values: to bring it every day, have each other's back and to give a shit.

We will play to win.

Firespring's goal wasn't just to survive the pandemic; it was to thrive in spite of it. We worked our butts off to drive sales during a tough economic downturn, aggressively promote new marketing programs and packages for our clients and provide the products and services that companies and nonprofits needed as the world was turning upside down and business was anything but usual.

Office safety measures we took to protect against COVID-19:

- More disinfecting of high-surface areas.
- Dialed back thermostats in unoccupied spaces.
- Removed tables and chairs from the break room to allow for social distancing.
- Closed some entrances in order to funnel essential workers through entrances with thermometers and hand sanitizer.
- Closed all of the small conference rooms that didn't allow for social distancing.
- Switched to hospital-grade cleaning products.

Pandemic by the Numbers



131 team members worked from home.



Nearly **5,500** ounces of hand sanitizer distributed (for ourselves and clients).



122 monitors went with them.



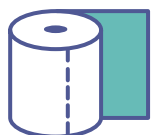
700+ masks were ordered.



34 headsets and **13** webcams were purchased.



60% decline in complimentary soft drinks



1,942 rolls of toilet paper saved.



3,596 fewer pints of beer.



*"Saved"=not used in the office.
We didn't hoard.*

“I remember trying to buy alcohol wipes for the conference rooms, and the price went from \$45 to \$79, and then went out of stock in the span of an hour.”

—**Graham Little**, Network & System Administrator

“I’ve been a remote worker for Firespring for 10 years and while I love my job, it’s easy to feel like the odd man out when you’re not in the office. So, while 2020 was hard, it was also nice to be able to share that WFH experience with everyone else. All of the sudden, most Firespringers were like me, relying on Slack, Google Meet and Zoom to stay connected.”

—**Lisa Thompson** Senior Copywriter

“When the building was mostly empty, every day I had the feeling like I was working on the weekend. I have to admit, it was nice to essentially have the building to myself, and after awhile, it became the norm.”

—**Brophy Ringdahl**, Print Design Director

“At the beginning, it was almost exciting to see people leave, thinking that two weeks away from the office would make this go away. Then it became obvious we were in it for the long haul. Firespringers would stop in to grab things to make their work from home setup more comfortable, and getting to see familiar faces made it feel less like we were living in a plague. Now, when seeing people in the office, it feels almost weird.”

—**Mikaela Shybut**, Account Manager

“I was incredibly proud of how quickly our teams adjusted to adapt to COVID. Not only did our IT team ensure many had the ability to work from home, many of our team members needed to find solutions so they could continue working from our buildings. Our print production teams had to completely overhaul their normal schedules and routines to keep working. Masks, social distancing, sanitizing before and after using equipment and spreading out work shifts became the new way of working.”

—**Kevin Thomas**, COO

Firespring B Impact Report

Firespring is proud to be Nebraska's first Certified B Corporation®. By voluntarily meeting rigorous standards of transparency, accountability and performance, B Corps™ distinguish ourselves by offering a positive vision of a better way to do business. The B Impact Assessment is a tool that keeps Firespring accountable to our B Corp commitment, which requires that our directors and officers consider the interests of all stakeholders, not just shareholders, when making decisions.

To be clear, our Certified B Corp status is more than just a label or badge; the principles and values it represents define our culture and fuel our growth. We recognize that our social and environmental impact are just as important as bottom-line profitability. But make no mistake about it: We know that the more profit we make, the more good we can do—so we believe in growth and prosperity.

Certified



Corporation

** Median score of Ordinary Businesses that have completed the B Impact Assessment (BIA).

*** Median scores of all Certified B Corporations that have received a minimum certified score of 80 on the BIA.

**** For Ordinary Businesses and B Corps, Total B Impact Scores will not equal the sum of the sub-scores since each reflects a median score.

2020 Overall Impact Score

Updated every 3 years.

Firespring
125.1 pts

B Corps***
97 pts****

Ordinary Businesses**
52 pts****

Governance	19.5	14	6
Mission & Engagement	3.3	+	+
Transparency	6.2	4	3
+ Mission Locked	10.0	+	+
Workers	29.6	26	20
Financial Security	10.6	17	15
Health, Wellness & Safety	6.8	3	1
Career Development	5.9	+	+
Engagement & Satisfaction	6.2	+	+
Community	53.0	44	15
Diversity, Equity & Inclusion	6.7	2	1
Economic Impact	9.1	3	1
Civic Engagement & Giving	11.5	5	2
Supply Chain Management	0.0	6	3
N/A Points	3.7	4	2
+ Designed to Give	21.8	+	+
Environment	4.8	13	6
Environmental Management	0.8	5	3
Air & Climate	0.6	3	1
Water	0.5	1	1
Land & Life	2.5	+	+
N/A Points	0.3	3	0
Customers	18.0	18	5
Customer Stewardship	2.8	+	+
+ Support for Underserved/ Purpose Driven Enterprises	7.2	+	+
+ Serving in Need Populations	7.9	+	+

What is a Certified B Corporation?

B Corporation certification (also known as B Lab® certification or B Corp certification) is a private certification issued to for-profit companies by B Lab, a global nonprofit organization with offices in the United States, Europe, Canada, Australia, New Zealand and a partnership in Latin America with Sistema B. To be granted and to preserve certification, companies must receive a minimum score on an online assessment for “social and environmental performance,” and satisfy the requirement that the company integrate B Lab commitments to stakeholders into company governing documents. Companies must re-certify every three years to retain their B Corp status.

Firespring’s B Corp Journey:

Firespring became the first company in Nebraska to achieve B Corp certification in July 2014. At the time, there were slightly more than 1,000 Certified B Corporations worldwide. Today there are more than 3,500.

Becoming a Certified B Corporation introduced Firespring to a community of like-minded businesses from diverse industries, countries and cultures. We are companies who advocate, educate and inspire—each other and the world—to do better. And we proudly carry the flag for this community of leaders as we work together toward a single unifying goal: using business as a force for good.

What is a Benefit Corporation and how is it different than a Certified B Corporation?

Benefit corporation is a legal status conferred by state law in the United States whereas B Lab certification is issued by a private organization and has no legislative framework. B Lab certification is not needed to obtain benefit corporation status. Legislation for the passage of this corporate legal status has been passed in 38 states, including Nebraska.

A benefit corporation voluntarily meets the highest standards of corporate purpose, accountability and transparency. Benefit corporations have a corporate purpose to create a material positive impact on society and the environment, have expanded the fiduciary duty of their directors to include consideration of stakeholder interests and are required to report on their overall social and environmental performance.

Firespring's Benefit Corporation Journey:

Firespring, Inc. became the first legally incorporated benefit corporation in the state of Nebraska having filed on the date that the Nebraska Benefit Corporation Act became effective on July 18, 2014.

Benefits of Becoming a Certified B Corporation and Benefit Corporation

A community of leaders with shared values. The strength of the B Corp community—and the sense of being part of something bigger than our individual business—is one of the most deeply fulfilling aspects of B Corp certification.

Protecting Firespring's mission for the long term. B Corps, in addition to meeting rigorous standards of social and environmental performance, amend our governing documents to be more supportive of maintaining their social and environmental mission over time.

Identifying areas for improvement. B Corp certification is an independent, rigorous, third-party standard that evaluates every aspect of our business—from how we treat our team members, to our community involvement, to our overall effect on the environment. We believe this will help us continue to create social, environmental and financial value.

Attracting and retaining top talent. Many studies have shown that the best people want to work for a company with a larger purpose. B Corp certification helps us signal to prospective and existing team members that we are committed to using business as a force for good.

Building collective voice. Many of the movements taking place around the globe—from clean tech, microfinance and sustainable agriculture to the buy local and cooperative ownership movements—are manifestations of the same idea: how to use business for good. The B Corporation organizes and amplifies the voices of this diverse marketplace behind the power of a unifying brand.

Firespring Board of Directors 2020 Benefit Corporation Act Statement

The board of directors of Firespring, Inc. prepared the following statement pursuant to the requirements of Nebraska Rev. Stat. 21-401 to 414, otherwise known as the Nebraska Benefit Corporation Act:

“It is the opinion of the board of directors of Firespring, Inc. that the benefit corporation succeeded in pursuing its general public benefit purpose in all material respects for the calendar year 2020.”

Firespring, Inc. Board of Directors:

Jay Wilkinson, *Chairman and Benefit Officer*

Dustin Behrens, *Secretary and Treasurer*

Tawnya Starr

Stu Rafos

Gilbert Wilkinson

Firespring, Inc. has facilities in Lincoln and Omaha, Nebraska, and Council Bluffs, Iowa. Its corporate address is 1201 Infinity Court, Lincoln, NE 68512. More details about Firespring, Inc. and how our B Corp certification impacts team members, customers, communities and the environment can be found at firespring.com.

2020 Power of 3

Minimum Target

1% of Profits

2% of Products

3% of People

Firespring is committed to leveraging our people, products and profit to do more good. We care deeply and work side by side across teams to bring it every day and make a positive mark on the world.

As a purpose-driven organization that truly walks the talk, Firespring understands the unique challenges and responsibilities nonprofits and businesses face and embraces high levels of accountability and transparency. We pride ourselves on being great stewards to the community through our Power of 3 program.

2020 Results

Profits: \$453,412 donated to nonprofits.

Products: \$2,142,837 in-kind donations of products and services.

People: \$238,500 hours donated to causes we care about.

Total Power of 3 Financial Impact in 2020: **\$2,834,749**

Firespring Joined the UN Global Compact



The United Nations Global Compact initiative is a voluntary leadership platform for the development, implementation and disclosure of responsible business practices. We joined thousands of other global companies that are committed to taking responsible business action to create a world we all want to live in. This is in line with our commitment to leverage our people, products and profit to do more good as well as our status as a Certified B Corporation. To us, our social and environmental impact are just as important as bottom-line profitability.

Launched in 2000, the UN Global Compact is the largest corporate sustainability initiative in the world, with more than 9,500 companies and 3,000 non-business signatories based in over 160 countries and more than 70 local networks. It's a call to companies everywhere to align their operations and strategies with 10 universally accepted principles in the areas of human rights, labor, environment and anti-corruption, and to take action in support of UN goals and issues embodied in the Sustainable Development Goals (SDGs).



Supporting Our Community is in Our DNA

Community service has been part of the Firespring story from day one. The very foundation of our company was built on the concept of kindness and servant leadership.

We've known from the beginning that if we wanted community impact to be a pillar of Firespring's culture, we would need to hire and inspire team members willing to make community service a meaningful part of their lives. So, instead of pulling out our checkbook and matching donations, we urged people to get out into the world, roll up their sleeves and get their hands dirty, if need be. The result? They began sharing stories of doing more good, connecting with one another and becoming happier individuals not only at work, but overall.

Today, every team member gets one paid day off each month to volunteer in the community in any way they'd like. In 2020, our team members volunteered over **6,110** hours to local organizations, which equates to a financial impact of **\$238,500**.

By both supporting our team members' ability to volunteer and holding them accountable, we've created meaningful change in our community and in our people.

Giving as a Team

Sometimes we get together and pool our time, talent and energy to make a bigger impact than we could alone.

Giving as Individuals

Other times, we follow our personal passions to places where we can pour our lives into organizations or causes that have captured our individual hearts.

#ForGood Campaign

At the end of 2019, we invited many of our clients to pay it forward and do something #ForGood in their communities.

To kick this off, we gave each Firespring team member cash and empowered them to use it for an act of kindness. We filmed segments to show examples of our team members spreading love in unique ways to inspire others.

Next, we sent a direct mail piece to 250 clients and prospects that included a \$20 custom-designed Visa gift card, encouraging them to do the same. We asked that they share their story on a landing page and on social channels using the hashtag #ForGood.

The objective was to demonstrate that small acts of kindness can snowball into a movement reaching beyond our own community where people are inspired to give back to theirs.

NUMBERS IMPACT:

40% took action

\$4,020 injected into the community #ForGood

50 likes per Instagram post

18,875 Twitter reach

46,000 Facebook impressions

9.4% Facebook engagement



#Nonprofit Matching-Fund Initiative 2020

From May 5–26, Firespring collaborated with Nonprofit Hub and the Do More Good® Movement to create the #Nonprofit Matching-Fund Initiative in order to help unite and heal communities everywhere. Using Givesource, we created a giving platform to unite nonprofits, businesses and donors all across the country to start a movement of healing and generosity.

NUMBERS IMPACT:

2,000 nonprofits participated

15,057 donations were made

Total raised: **\$2,439,149.52**

Equality Campaign

In the summer of 2020, we collaborated to create and sell yard signs and T-shirts in response to George Floyd's death and the ensuing protests around the country and donated the proceeds to Just Do Business, a division of the Do More Good® Movement.

NUMBERS IMPACT:

448 signs **204** shirts

*Even a pandemic could
not cancel our mission.*



Our Big Three

As part of our Power of 3 program, we give 1% of our profit to nonprofits. In order to maximize our impact, we are hyper-focused on providing substantial support to the following three organizations.



Foundry Community: Firespring pledged over \$1 million in 2015 to create a community space that now serves as home base for hundreds of nonprofit organizations. Through coworking, coffee and community, the Foundry has become ground zero for Lincoln's robust nonprofit sector.



Do More Good® Movement: Founded in 2018, the Do More Good® Movement was created to educate, empower and amplify companies and business leaders doing more good. The organization's signature event is the ROI of Why conference held every year. In 2020, Just Do Business was launched as a new division of DMG to educate and inspire Nebraska business leaders to take action on economic inclusion for Black residents across the state.



Launch Leadership: This organization designed to empower young leaders to transform their communities and change the world is the one Jay mentions in his letter at the beginning. Their 59-year-running flagship leadership experience, Summer Leadership Workshop, is powered entirely by volunteer staff members and hosted on Doane University's campus. The program serves thousands of students entering grades 6-12 from all over the country.

Sharing is caring.

We have some pretty cool digs, and we're all about sharing the **#love**. That's why we allow nonprofit organizations and our clients to use our space for their events free of charge (when we're not locked down during a global pandemic, of course). During most of 2020, we weren't able to extend our hospitality due to safety precautions, but we're looking forward to welcoming friends again once our building opens back up.



“Your staff was very helpful in explaining everything prior to the event.”

—Sue Knickman
Educational Services Unit 4

“We were VERY impressed with the entire process. Thank you so much for allowing us to utilize your space. Everything about the process and everyone we dealt with at Firespring was awesome. Definitely a great experience.”

—Leslie Galloway
NE Department of Education
Office of Special Education

“You guys were absolutely AWESOME!!! Thank you so very much for letting us use your facility!! It was perfect!”

—Tonia Nantkes
Victim Advocacy Grants
(NE Crime Commission)

“Thank you for providing the space, allowing us to visit during your 11:11 meeting and going down the slide. A great service to the community!”

—Dori Smidt
UNL, CEHS

“BBBSL is extremely grateful to use the space at Firespring. The staff and facility were all amazing and it allowed our matches to have an exceptional time. Thank you all for what you did. We look forward to sharing our experience with our network and coming back soon! A special thanks to Madi G. and her team.”

—Mario Racicot
Big Brothers Big Sisters



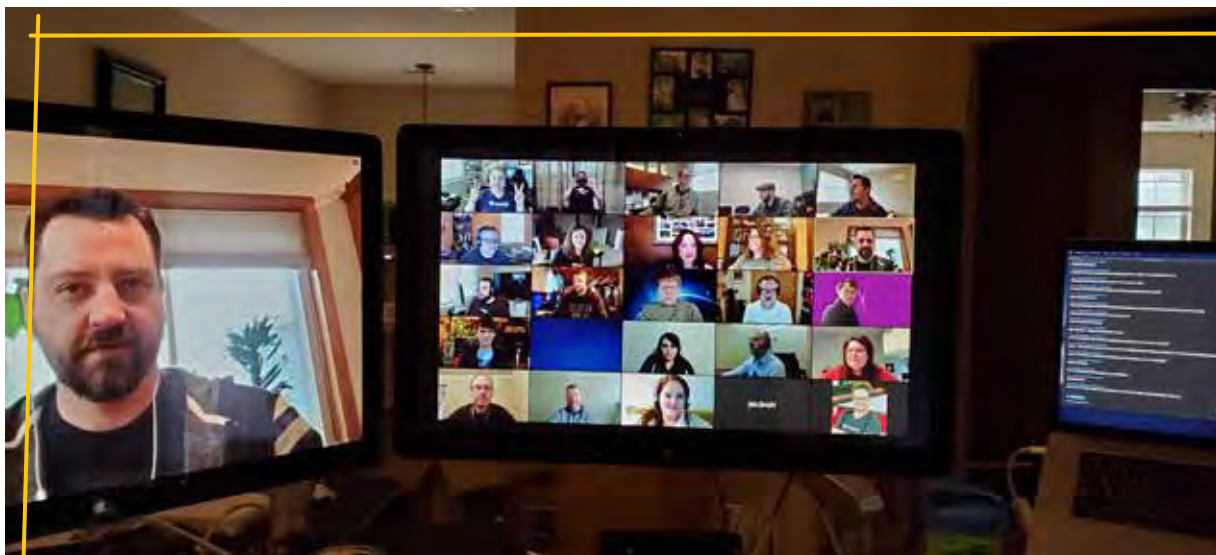
We Kept the Fire(*starter*) Burning

Every day at 11:11, we stop, drop and roll down to the Firepit for our daily all-team meeting where good news, values, better ways and big wins permeate the air.

Oh, wait—that was up until March 16. That’s when we slowed our roll, set up shop at our individual homes and gathered each day via Zoom for our daily Firestarter. Instead of sliding downstairs from our desks, we slid down the hallway, from the bedroom to our makeshift home offices in order to touch base, update goals and virtually high-five one another.

We followed our typical Firestarter meeting structure with a daily “fire chief” leading us through an 11-minute agenda of recognizing those living our values, quick status updates on weekly goals, “risks and challenges” and a rousing cheer to cap things off. Quite on-brand for 2020, though, we also made modifications, including a monthly extended Firestarter with more time for communication and news.

COVID-19 updates. Jay periodically shared the latest about stay-at-home orders, viral spread, safety precautions and anything else helpful for keeping ourselves and our families protected.



Tawnya's Health Minute. Tawnya stepped in during each of our extended Firestarters to share tips and insights about how to stay healthy during the pandemic, often focusing on mental health and how to deal with the stress and anxiety of living through COVID-19.

Q&A sessions. In true Firespring fashion, the Leadership Team regularly opened the floor (er, the Zoom call) to questions to keep communication lines open and give team members a place to get answers during what was a topsy turvy, unpredictable year.

Surveys for feedback. Didn't have what you needed to work from home? Not a fan of how the company was handling things? Had a "better way" idea or suggestion? Regular surveys gave Firespringers a way to get their thoughts and ideas to leadership anonymously.

GRZY 1111 AM. Entering into a Zoom meeting a minute or two early can create an uncomfortable situation where you wonder, "Should I stay on mute? Should I turn off my camera? Should I talk? What's the proper Zoom etiquette?!" Enter Aaron Grauer, one of Firespring's music aficionados, who stepped in as our Firestarter DJ to serve up pre-meeting tunes and wash away the anxiety.

In short, we adapted, and the Firestarter kept us connected, even as we remained apart.

Giving an F[!]

Going a few levels beyond our most colloquial value (to) give a shit (and flirting with the limits of HR compliance), giving an F recognizes a Firespring who's gone above and beyond the day-to-day shit-giving that's expected of all of us and delivered at the very highest level.

It became a thing in 2012 when Firespring had just moved into its current location and we were installing a new lobby sign. Through a series of events, we acquired an extra F (without the “irespring”). Instead of tossing it in the trash, we turned it into a traveling trophy, passed from one team member to another who deserved extra recognition. Along the way, we added flair with a chain and gold foil, and today the Golden F is a coveted award within the Firespring family—given ceremoniously each week to a favored fellow team member. (One man's trash is indeed another man's treasure.)



2020 F Recipients

Alex Wilkason

from Alec McChesney

Alex Wilkason brings it every day and she always has my back. Without a doubt, I can count on her in any situation, and she always is prepared, which allows me to do my job to the best of my abilities. And you can't put a price on that.

AJ McFarland

from Alex Wilkason

A silent assassin. Someone who moves swiftly. Someone who values our greatest asset of time. Someone who rehomes us. Who reboots us. Who even keeps us up-to-date, even when we ignore all the pop-ups. Today I pass on this F to AJ, Thank you for always being available and making our lives simpler. And as always, living our core values each and every day.

Sharri Gregg

from AJ McFarland

I chose her because she's one of the nicest team members I know. Patient, understanding and always willing to do a little more so people can stress a little less!

Val Stehlik

from Sharri Gregg

Although I don't get to work with Val directly, I did have the honor of being teamed up with her at my first managers meeting. She brought a lot of great ideas to the table that helped me think outside of the support world and connected the dots to how other teams work. Val is constantly being put on the board and I only hear high praise surrounding her. She's a true asset to Firespring.

Molly Coke

from Val Stehlik

I gave Molly the F to recognize the time she has been freely giving to others so they may benefit from her knowledge and insights into our individual strengths. She has been helping me and many other

team members understand how we can better leverage our own strengths as well as identify ways we can find better alignment with the strengths of those we work closely with. Molly enthusiastically helps others and brings her positive attitude to everything she does, every day.

Carlos Bowman

from Molly Coke

The F is going to a guy who lives and breathes the #love spirit in a soulful way. He looks at issues both with logic and in an inclusive way with an understanding that there are always multiple perspectives that we need to consider. His first question is not who is right and who is wrong, but how can we come together to make it better for all parties involved. More and more, I'm finding myself saying, let's bring Carlos into this conversation because he always brings a fresh lens and a can-do attitude that we're all in this together. Carlos, this F's for you!

Julie Hull

from Carlos Bowman

The person receiving the F is someone who I wind up seeing eye to eye with most times when we work together. I can see how much she cares about her work and our success as a company. She possesses a lot of the traits that I value—hard working, accountable, high attention to detail and is good at seeing issues from the perspective from all parties involved to solve them in the best way possible.

Shannon Wilkinson

from Julie Hull

When I got the F last week, I made a spreadsheet, like I do, of everyone who's ever gotten the F and cross-checked it against our entire company and was shocked to find several deserving individuals who have not received it before especially because of their impact and integration in everything we do. So today I am giving the F to someone who,

in my opinion, is the ultimate best at representing Firespring in what we want the world to see and how we want to make them feel. Their thoughtfulness, creativity, empathy and strong attention to detail carry through in their own work and anything they collaborate with others on. Their long tenure at Firespring has given them perspective you can't buy. They do more than catch grammar errors. They infuse our voice and brand into our work and into our work environment and I trust them more than anyone else at Firespring to always consider who our audience is and speak up if something's off. So this is for you, Shannon!

Troy Jensen

from Shannon Wilkinson

I met this Firespringer before Firespring was born. Back then he awed (and actually slightly intimidated) me with his skill to "webmaster" and "code stuff" on this new thing they called the internet. This person gave an F about my professional development 19 years ago by encouraging me to come work for this new little spinoff company (after a dozen lunches and maybe twice that number of cocktails, I said yes). And he continues to give an F about me and Firespring as a whole today. He works and leads with intention and thoughtfulness. We're so lucky that he is in a role that positions him to put all of his skill and brainpower toward the good of our company. Coming back to his roots is a gift to Firespring. Troy Jensen, I am honored to pass along the golden F to you!

Jeff Ray

from Troy Jensen

He's always looking to find a better way. Whether helping me with WordPress development, offering our product engineers a different perspective on what we are building for our clients or pitching in to build a time-tracking system for the Firespring team.

Tyler Fowle

from Jeff Ray

Tyler is a great example of finding a better way. When faced with time intensive manual tasks, Tyler worked with others to create scripts and automations to make those tasks take seconds. Many of his tools are still in use today even though he has moved teams. His work and initiative is still paying dividends.

Alex McCollister

from Tyler Fowle

Alex has such vast knowledge and experience with new tech products, tools and services. Always willing to have a quick chat about a workflow or process. No doubt he has been working hard to keep all of us working during this time. I'd like to give the F to Alex McCollister.

Alec McChesney

from Alex McCollister

As usual, I think there are many people deserving of this recognition, but I hate it when you're watching, like, the Academy Awards or the Grammys and the academy gets cute and picks something unexpected. I'm not gonna do that, I'm going with the clear frontrunner here. Before I met Alec and only knew him by his name, I lovingly called him my country music star alter ego. Having seen how he has improvised during the pandemic, I would have to hazard a guess that he would probably be pretty good at being a country music star too, if he tried. Lucky for us, he's using his aptitude for new strategic opportunities and novel community outreach that has really made an impact for Firespring. IT has gotten more than enough recognition for our efforts in this extremely unique situation. There are a lot of people who could not do what I do, and I will be the first to say that without a doubt I could not do what Alec does and I'm glad you're on our side, man. Keep it up!

Angie Kubicek

from Alec McChesney

Angie shows up every day. During this time of crisis, she has been a steady source of inspiration and encouragement for our team and myself on a daily basis. She comes up with new ideas and is constantly finding a better way.

Sarah Robbins

from Angie Kubicek

Sarah is always willing to jump in to help team members find a better way to provide solutions to our clients as well as enhance our internal processes. She's been a great partner as we bring the company toward One Firespring.

Anita Epp

from Sarah Robbins

I'd like to give the F to Anita Epp. Anita is a quiet workhorse; she's small but mighty. She is thorough, asks great questions and has great suggestions for how to do something better that will help the client in the long run (even if the client doesn't know it). I appreciate her sense of urgency with projects and for bringing it every day. Thank you Anita!

Jennie Martin

from Anita Epp

I've been here a year, and a lot has changed in that year. So I'd like to give this to Jennie Martin—my first boss at Firespring, the one who took a chance and hired me, and gave me the room to learn and helped me foster my strengths. Jennie is incredibly loyal. She has your back. When I have a question, she never just gives me the short answer, but takes extra time to help me understand the bigger picture. She has eyes like a hawk that see every flaw in the sites we build, which has been invaluable to my team as we've been navigating new roles. She cares about the quality of our product, and ultimately she cares that our clients are getting the solutions they need. She is

always bringing a perspective that I would have never considered otherwise. Her experience is priceless. I appreciate her to pieces. Jennie, this F is for you.

Justin Matthews

from Jennie Martin

Justin has worked quietly behind the scenes on a content importer project that makes our setup work for new clients much more efficient. Now he is diving into a WCAG website scanner project to better help our clients identify and fix accessibility issues with their web content. He diligently works through stories and quickly becomes proficient in the technologies needed to do the job well. Thanks for bringing it, Justin!

Joe Ebmeier

from Justin Matthews

Last week, I got the opportunity to work with a developer outside of my intern project team. He not only helped me finish what I was working on, but he took the time to explain it in depth so I could understand it. I'm extremely thankful to him and everyone who has helped me learn on the job at Firespring. For that reason I am giving the F to Joe Ebmeier. Thank you, Joe.

DJ Dirksen

from Joe Ebmeier

DJ is someone I can always bounce ideas off of, and he gives me really useful feedback. He is someone who takes things off my plate instead of piling them on. He is a fantastic head of Culture Club and contributes to making Firespring a great place to work.

Annie Olsen

from DJ Dirksen

The last few weeks, Annie has been running the envelope press solo, and that press has not seen a slow down. Thank you Annie for always having your team's back and giving a shit.

Lori Evers

from Annie Olsen

I appreciate Lori's happy personality, attention to detail and the extra effort she puts into the job ticket descriptions.

Andy Turner

from Lori Evers

I think Andy plays a very large and valuable role in our mailing services. He is always patient in answering questions and accurate with his work on mailing lists and postal paperwork. I think we often take for granted just how good he is at his job, so I want to recognize him by giving him the F.

Jeff Norris

from Andy Turner

I really appreciate everything he does to keep us safe and comfortable at work. I feel reassured that when it is time to return to the building, I know he will have everything ready and all the supplies available that we need to stay safe.

Charlie McIntosh

from Jeff Norris

Charlie has really helped me this last quarter as my boots on the ground in Omaha. I can always count on him to give me accurate feedback and in many cases he is able to find a fix until we can get it fully operational. He does this while always maintaining a smile and a positive attitude. Charlie has a wealth of knowledge in numerous areas, and we are lucky to have him on board.

Rhonda Halligan

from Charle McIntosh

Rhonda always has everyone's back. She will always help others first and put her own duties on hold. She is always coming in on her days off and getting necessary things done for the day and leaves before most even get up and ready for work. She does a great job in getting supplies

ordered as we need them and goes out on her own time and picks up the pop for the cooler to keep it stocked. She is friendly to all that enter, and has a kind spirit toward all.

Jen Bruhl

from Rhonda Halligan

Jen is always ready to help if you need it, she always has the answers or solutions to problems relating to Enterprise. She cares deeply about things being done correctly. She embodies our core values.

Justin Case

from Jen Bruhl

I am giving the F to Justin Case—every time I am down in the print area he is there and working on something different, which shows a wide range of skills with the different machines and products as well as a dedication to showing up to get sh*t done.

Bob Stratton

from Justin Case

You can count on Bob to always be around the building, making things better. True to form, when a bolt broke on the bindery equipment this week, Bob was right there to fix it up. Thanks Bob!

Matt Heigel

from Bob Stratton

Matt is a dynamo, making paper fly in and out of machines, like a "Tasmanian devil on speed." He really gives a \$#!+ about our clients and their projects. Thank you, Matt!

Troy Otto

from Matt Heigel

I'm grateful for how Troy keeps everything in bindery running smoothly. If he's not on the cutter, he's working away with another piece of equipment. Thanks Troy—be sure to take a break!

Mike Wallace

from Troy Otto

Mike always makes sure everything is correct on a project before printing begins. He really cares about what he can do to save time and money for clients and for Firespring. Thanks, Mike!

Brophy Ringdahl

from Mike Wallace

Brophy always has a software trick to share, constantly bringing solutions. Thanks for having everyone's back, Brophy!

Dylan Matthews

from Brophy Ringdahl

Dylan has gone on the board multiple times for his engineering work and I'm recognizing him especially for stepping up during the #GivingTuesdayNow project!

Allison Mellick

from Dylan Matthews

One of the few people I get to work with cross-team, I appreciate how Allison has helped build processes and has had my back throughout recent Giving Day projects and events.

Adam Brown

from Allison Mellick

Adam Brown deserves the F for helping me out with Giving Days and ensuring I and the Client Success team understand all the new features, as well as providing important man bun progress updates. Way to go, Adam!

Andy Robbins

from Adam Brown

Thanks, Andy, for your leadership of the IT team and the way you have fostered a great culture in that helpful group. Andy has amazing knowledge, always participates in activities and truly embodies what it means to be a Firespringer!

Jason Wilkinson

from Andy Robbins

The person receiving the F today is likely to publicly point out that I'm breaking the rules by giving the F to someone in my department. The F goes to someone who we all rely on at Firespring, in one way or another. The fact that he's never received the F before is a testament to his role as a servant leader in our company—having our backs sometimes without recognition. He's been bringing it every day for as long as anyone around here and becomes an expert at whatever we need him to do. The F today goes to my boss Jason Wilkinson.

Josh Meyer

from Jason Wilkinson

I've been watching from afar (not in a creepy way), and have been impressed seeing Josh move and grow into his new role. Josh stepped away from a role he was excelling in, and took on a new role as OMA production manager, where he is now kicking ass. Congratulations, Josh!

Katie Wilson

from Josh Meyer

I have always enjoyed working with her. She has unique, big stuff coming through and has been great to work with, always making sure she's clear on what she needs to tell the client. Great work, Katie!

Jared Cloudt

from Katie Wilson

I'm in constant awe of Jared and the work he does for clients. So talented and efficient, the great way he does his job makes it possible for me to do my job even better. Thanks, Jared!

Michelle Bartee

from Jared Cloudt

He appreciates all that Michelle does for him, clients and Firespring as a whole. She truly gives a sh*t and has everyone's backs. Thanks, Michelle!

Ali Brehmer

from Michelle Bartee

Ali is an incredible asset to all of the AMs in Omaha and is the epitome of our core values! Way to go, Ali!

Janet Wurtz

from Ali Brehmer

Janet never hesitates to lend me a hand and always checks in on me, both personally and professionally. She has been one of my best resources and I appreciate all of her help!

Patti Wenzel

from Janet Wurtz

Patti steps up for the team, puts in jobs for people who are out. She has a history in print and her input in L10s is super valuable. On a personal level, she'd give you the shirt off her back (unless it's a Nike polo). Good to know. Thanks, Patti!

Tyler Milligan

from Patti Wenzel

Tyler Milligan consistently and thoughtfully takes care of so many things. He has been working in the building since the pandemic started and keeps the safety of the drivers top of mind. Thank You, Tyler!

Tim Meader

from Tyler Milligan

He always goes the extra mile for all of his clients. His many years in the print world are invaluable as he really understands all aspects, including the importance of making sure we have enough M&M's to give to clients!

Sue Johnson

from Tim Meader

This F goes to Sue [Susie-in-Design] Johnson. I appreciate how you've had my back by following up on proofs to ensure nothing gets left behind!

Zach Hastreiter

from Sue Johnson

In his two years here, Zach has been a strong cheerleader for automated orders and has developed a deep understanding of mailings. He has been coming into the office consistently during the pandemic. Clients love him. And he is always trying to find a better way. Way to go, Zach!

Ashley Kumpula

from Zach Hastreiter

Ash-Bot is an individual that really lives Firespring's values each and every day. She truly has everyone's back and most importantly our client's back. I work hand-in-hand with her on some accounts, and she makes everything run smoothly and I really appreciate that.

Samantha Biel

from Ashley Kumpula

I'm giving the F to the extremely talented and amazing Samantha Biel. She has been a trooper, even since her team scaled down to just her. Also, you're my favorite show choir nerd!

Jacque Alexander

from Samantha Biel

Always on her game, thinking ahead, anticipating issues before they happen, Jacque gives her all for our clients. She is always so positive and quick thinking; working with her brings out the best in everyone!



Values Hall of Fame

2020 INDUCTEES

At Firespring HQ in Lincoln, everyone who receives the coveted F is considered for the Firespring Values Hall of Fame. At our other locations, team members are nominated by their peers for the prestigious HOF. No matter where they're located, however, these individuals are the embodiment of our Firespring culture. It's like the winningest you can get—and as shit-givingly back-having as we are, we are also notoriously competitive, so winning. is. everything.

Congrats to all of these Firespringers for achieving this honor.



Shannon Wilkinson *Brand Manager*

INDUCTED BY JULIE HULL

“When I got the F last week, I made a spreadsheet, like I do, of everyone who’s ever gotten the F and cross-checked it against our entire company and was shocked to find several deserving individuals who have not received it before especially because of their impact and integration in everything we do. So today I am giving the F to someone who, in my opinion, is the ultimate best at representing Firespring in what we want the world to see and how we want to make them feel. Their thoughtfulness, creativity, empathy and strong attention to detail carry through in their own work and anything they collaborate with others on. Their long tenure at Firespring has given them perspective you can’t buy. They do more than catch grammar errors. They infuse our voice and brand into our work and into our work environment and I trust them more than anyone else at Firespring to always consider who our audience is and speak up if something’s off. So this is for you, Shannon!”

Alex McCollister Systems Administrator

INDUCTED BY TYLER FOWLE

“Alex has such vast knowledge and experience with new tech products, tools and services. Always willing to have a quick chat about a workflow or process. No doubt he has been working hard to keep all of us working during this time. I’d like to give the F to Alex McCollister.”





Tyler Fowle Front-End Engineer

INDUCTED BY SHANNA HARRIS

“Tyler is a great example of finding a better way. When faced with time intensive manual tasks, Tyler worked with others to create scripts and automations to make those tasks take seconds. Many of his tools are still in use today even though he has moved teams. His work and initiative is still paying dividends.”

Nate McKean *Digital Print Specialist*

INDUCTED BY OMAHA CULTURE CLUB

“Culture Club would like to induct Nate McKean into the Values Hall of Fame. Nate is the definition of what a Firespring employee should be. He gives a shit every day no matter what he is working on. He constantly has everyone's back and is looking out for the company. No one can say that he doesn't bring it every day. Firespring is lucky to have a hard worker like Nate as part of our family!”





Alec McChesney Marketing Strategist

INDUCTED BY ALEX MCCOLLISTER

“As usual, I think there are many people deserving of this recognition, but I hate it when you’re watching, like, the Academy Awards or the Grammys and the academy gets cute and picks something unexpected. I’m not gonna do that, I’m going with the clear frontrunner here. Before I met Alec and only knew him by his name, I lovingly called him my country music star alter ego. Having seen how he has improvised during the pandemic, I would have to hazard a guess that he would probably be pretty good at being a country music star too, if he tried. Lucky for us, he’s using his aptitude for new strategic opportunities and novel community outreach that has really made an impact for Firespring. IT has gotten more than enough recognition for our efforts in this extremely unique situation. There are a lot of people who could not do what I do, and I will be the first to say that without a doubt I could not do what Alec does and I’m glad you’re on our side, man. Keep it up!”

Sarah Robbins *Director of Client Onboarding*

INDUCTED BY ANGIE KUBICEK

“Sarah is always willing to jump in to help team members find a better way to provide solutions to our clients as well as enhance our internal processes. She’s been a great partner as we bring the company toward One Firespring.”





Joe Ebmeier *DevOps Engineer*

INDUCTED BY JUSTIN MATTHEWS

“Last week, I got the opportunity to work with a developer outside of my intern project team. He not only helped me finish what I was working on, but he took the time to explain it in depth so I could understand it. I’m extremely thankful to him and everyone who has helped me learn on the job at Firespring. For that reason I am giving the F to Joe Ebmeier. Thank you, Joe.”

Rhonda Halligan *Office Manager*

INDUCTED BY CHARLIE MCINTOSH

“Rhonda always has everyone’s back. She will always help others first and put her own duties on hold. She is always coming in on her days off and getting necessary things done for the day and leaves before most even get up and ready for work. She does a great job in getting supplies ordered as we need them and goes out on her own time and picks up the pop for the cooler to keep it stocked. She is friendly to all that enter, and has a kind spirit toward all.”





Brophy Ringdahl *Print Design Director*



INDUCTED BY MIKE WALLACE

“Brophy always has a software trick to share, constantly bringing solutions. Thanks for having everyone’s back, Brophy!”

Allison Mellick *Client Relations & Resource Specialist*

INDUCTED BY DYLAN MATTHEWS

“One of the few people I get to work with cross-team, I appreciate how Allison has helped build processes and has had my back throughout recent Giving Day projects and events.”





Matt Heigel *Digital Print Specialist*

INDUCTED BY BOB STRATTON

“Matt is a dynamo, making paper fly in and out of machines, like a ‘Tasmanian devil on speed.’ He really gives a \$#!+ about our clients and their projects. Thank you, Matt!”

Tom Thiesfeld Delivery Representative

INDUCTED BY LORI EVERS

“He is so deserving! Tom Thiesfeld has spent decades delivering what the customer ordered and represents our company so well. Clients look forward to, and often comment, on his warm, genuine personality that makes them feel like they are the most important stop of the day.”





Katie Wilson Account Services Manager

INDUCTED BY JOSH MEYER

“I have always enjoyed working with her. She has unique, big stuff coming through and has been great to work with, always making sure she’s clear on what she needs to tell the client. Great work, Katie!”

Tyler Milligan *Shipping & Fulfillment Supervisor*

INDUCTED BY PATTI WENZEL

“Tyler Milligan consistently and thoughtfully takes care of so many things. He has been working in the building since the pandemic started and keeps the safety of the drivers top of mind. Thank You, Tyler!”





Jacque Alexander Senior Account Manager

INDUCTED BY SAMANTHA BIEL

“Always on her game, thinking ahead, anticipating issues before they happen, Jacque gives her all for our clients. She is always so positive and quick thinking; working with her brings out the best in everyone!”

Jared Cloudt *Senior Print Designer*

INDUCTED BY KATIE WILSON

"I'm in constant awe of Jared and the work he does for clients. So talented and efficient, the great way he does his job makes it possible for me to do my job even better. Thanks, Jared!"



2019 Values Hall of Fame Inductees



Nicole Swanson

INDUCTED BY TOPPER YOAKUM

I gave the F to Nicole for making sure I wasn't completely overwhelmed by all the things when I first started at Firespring. She constantly checked on my workload to make sure I didn't have too much or too little to do. And made sure I was set up for success on projects.



Shanna Harris

INDUCTED BY TRINA WOLF

Shanna lives all our values, each and every day. She does many things, for all of us, and it's usually before many of us are even out of bed. You might not even see her, because she's like a ninja, but we see the results of all her hard work. That's bringing it, giving a s#t and having all our backs.



Jen Bruhl

INDUCTED BY GRAHAM LITTLE

Jen is always so good-natured about everything that makes its way to her desk. Even when grousing together about Enterprise issues, she always remains positive, looking for ways to fix the problem and make things better. When she puts in an IT ticket, it's after she's already tried remedies on her own, talked with vendor support and has solutions in mind. She has a good eye for scams, phishing and other threats that the accounting team faces, and takes quick action. In short, she is one of the bring-iest team members each and every day.



Ky Veney

INDUCTED BY TRACIE ALLES

He represents all the Firespring values. He hasn't even been here a year yet. June will be a year. But you would think he's been here much longer than that, he's made such a great impact on the team and on our clients. On the phone all day, he'll answer questions about anything related to your website or about your email or about the weather in Nebraska. You would hear a friendly and positive voice whether you're his first caller of the day or his last after a long day. There's a lot to know in his role and he does not shy away from anything unfamiliar or challenging. He seeks out the info about it so he can deliver a confident and credible answer.



Paul Kubitschek

INDUCTED BY DYLAN MATTHEWS

In the background Paul has been learning new programming languages focused around data and studying/implementing data that could positively impact Firespring. Striving to keep going above and beyond, Paul has started to dabble in TensorFlow (a machine learning service provided by AWS). From what might seem like the smallest detail to larger broader ideas, Paul has tediously been hammering data into models to try and find data driven conclusions. Seeing how many hours he puts into this work and knowing the struggles that probably happened along the road I think Paul is a more than deserving F getter.



Jeff Norris

INDUCTED BY PAUL KUBITSCHKEK

Jeff goes above and beyond in providing money-saving solutions for Firespring. In the spirit of the F, most people don't get to see his work in action, but it truly has an impact on everyone here.



Kevin Thomas

INDUCTED BY DUSTIN BEHRENS

I gave KT the F because of the way he handles the day-to-day pressures of being the company's COO. Despite the many trials and tribulations that can come up with any company, he always maintains a positive 'we can get through this' attitude and is there by your side to help.



Lucas Fahrer

INDUCTED BY SAMEE CALLAHAN

Lucas deserves the F for his thoughtfulness in not only his work but every interaction he has, his courage to take on challenging situations and his ability to conquer said challenges with grace. He's taken on a lot in the last few months and has stayed strong through it all.



Wendy Shuman

INDUCTED BY MIKE KEISER

Wendy is always willing to help answer questions and offer her expertise. We reliably throw things at her with short deadlines and very little information and she always comes through for us.



Erin Soper

INDUCTED BY SHANNA HARRIS

I would like to award this freshly sanitized F to Erin Soper. I do not work directly with Erin, but even so, I can tell that she cares about Firespring and is engaged in her work. I also know Firespring values kindness and that is something that Erin is equipped with and I have really appreciated her kindness in my time working here.



Amanda Wettlaufer

INDUCTED BY JEN BRUHL

She's always on top of her work, whether an internal job or something for a client, and does it with a good attitude.



Josh Meyer

INDUCTED BY JOHN DIETRICH

Josh is a great pressman. He pays close attention to detail and works hard to make sure the jobs on the Komori are up to the standards that represent Firespring. I met Josh when we were still Cornerstone downtown. He was a second pressman at Jacob North and hadn't been in the business very long but his ability and knowledge were closer to a seasoned press operator. Firespring found a diamond in the rough. What I appreciate the most is his demeanor in the press room. Printing can be pretty stressful at times and people tend to complain. Josh brings a calm in the midst of the storm.

2018 Values Hall of Fame Inductees



Sarah Lundak

INDUCTED BY NINA REINICK

Sarah is a machine when it comes to helping out our clients and helping out her Firespring team! I appreciate that she is always willing to help investigate an issue, answer a question (or five) and follow up to make sure all is good—and our clients are equally as thankful for the work she does. She's conquering multiple roles and having backs all at the same time. Cheers to you, Sarah! Dilly Dilly!



Tania-Marie Bonkiewicz

INDUCTED BY TYLER FOWLE

Tania-Marie is nice, kind and she really cares about our clients. She always approaches every situation with a positive attitude.



Carol Huls

INDUCTED BY KASEY SENDGRAFF

Carol consistently gives a shit about her fellow team members, her work and Firespring. She is always warm and welcoming to anyone who asks her for help.



Josh Gregg

INDUCTED BY AARON GRAUER

He wears many hats at Firespring while remaining deeply empathetic to the personal and professional well-being of not only his family and this company, but every employee here.



Annie Olson

INDUCTED BY TAYLOR HAMMICK

Annie lives our values every day and is always willing to assist others. Everyone on the production team will say Annie has had their back.



Taylor Hammack

INDUCTED BY ROB SETTELL

Taylor is a team member who will give his all to any task he may be assigned and treat them all with the same level of importance.



Sharri Gregg

INDUCTED BY NICOLE SWANSON

She is consistently on the board for living our values. Her smile is contagious and she works hard to keep Firespring a great place to work and work with.



Nick Shybut

INDUCTED BY LUKE SHINN

Nick is relentless with his customer service and team-building skills. He does an excellent job of being positive and setting the tone for his team.



Julia Kerrigan

INDUCTED BY KASEY SENDGRAFF

Julia has shown immense thoughtfulness for her fellow team members and clients. She is a pleasure to be around and always has your back.



Angie Nelson

INDUCTED BY LAUREN SIMONSEN

She creates stellar work with a positive attitude, even under the tightest deadlines. Also, her name wasn't on the list and I thought it was well deserved.



Molly Kincaid

INDUCTED BY ANGIE NELSON

Molly lives above and beyond our values by supporting every No Limits job role under the shared Firespring/No Limits umbrella and as a hard-working Culture Club champion.



Dakotah Hicks

INDUCTED BY JEFF LONG

Dakotah is a design rock star living Firespring's values daily. Through the fall she took on a huge workload and her quality of work never wavered.



Sometimes you can find us in the news.

Firespring Highlighted as One of America's Small Giants by Forbes

As more than 30 million American small businesses grappled with the effects of the global coronavirus pandemic, Forbes' fifth annual Small Giants list highlighted 25 privately owned companies whose commitment to greatness over growth has enabled them to best serve their customers, employees and communities, all while maintaining profitability. We were honored to make the list.

Firespring Receives Real Leaders Top 100 Award

Everything we do at Firespring is fueled by our mission to do more good, and we were honored that Firespring was chosen for the 2020 Real Leaders Top 100 Award for the second consecutive year. Real Leaders 100 is the first ranking of positive impact companies across the globe and acknowledges the top companies that are "leveraging the engine of capitalism for greater profit and greater good." Firespring's mission goes beyond increasing its bottom line to using its people, products and profit to do more good and create positive impact—something our founder, Jay, envisioned from the day the company opened its doors.

Printing News Names Firespring #1 in List of Top 100 Shops

For the second year in a row, Firespring was named the #1 Top Shop in a list of small commercial printers by Printing News. "We were really happy with how 2019 went for us," Jay said in a Printing News article. "We didn't have as steep a growth as we'd had in previous years, but we shored up a lot of aspects of our business, especially in marketing services, in the branding, design and strategy work we do for our clients."

B Lab™ Recognizes Firespring as Best for the World Honoree

For the third year in a row, Firespring was recognized by B Lab in three categories: Community, Governance and Changemaker. Every year, B Lab honors the top-performing B Corps creating the greatest impact through their businesses. Honorees are recognized for having the highest environmental, community, customer, worker and overall impact by earning a score in the top 10% on the B Impact Assessment, as well as a list recognizing B Corps with the greatest impact improvement (the changemakers).

Firespring Culture Club

At Firespring, we believe that a workplace should be a fun place. The average adult spends more of their waking hours at work than anywhere else. Why wouldn't you want to do your job in an environment that inspires and energizes you rather one that feels like . . . well, work.

Our Culture Club is a group of men and women chosen to help create and nurture the type of workplace we all want to be a part of. They come together to represent their teams when planning initiatives, events and activities on behalf of Firespring. (We take having fun very seriously.)

CULTURE CLUB REPRESENTATIVES

DJ Dirksen

Nicole Skovsende

Samee Callahan

Lindsay Kelly

Brophy Ringdahl

Ali Brehmer

Mikaela Shybut

Kasey Sendgraff

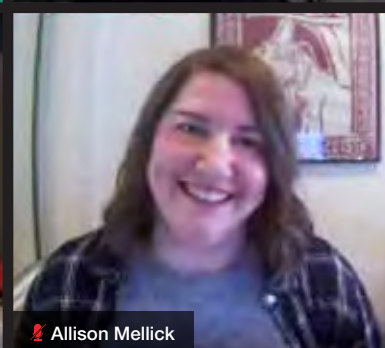
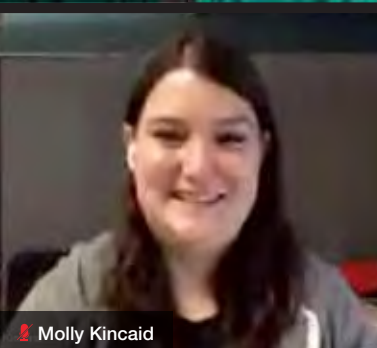
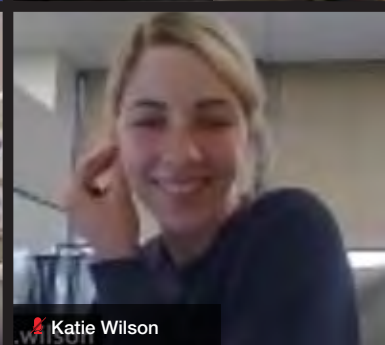
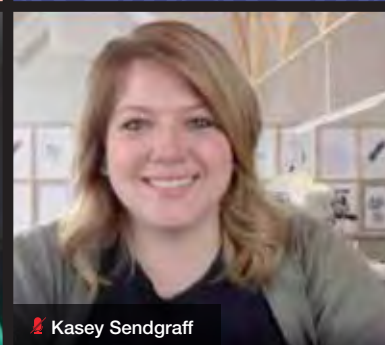
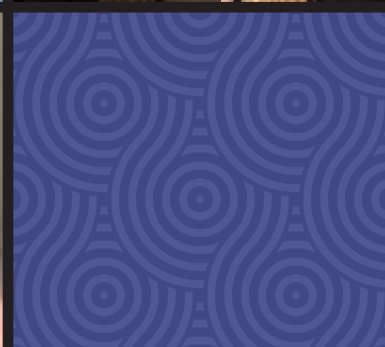
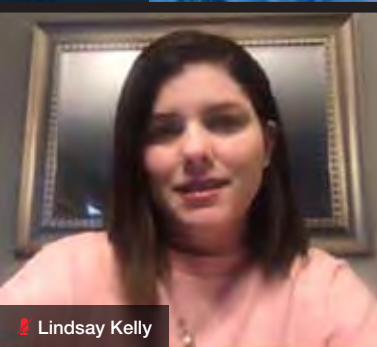
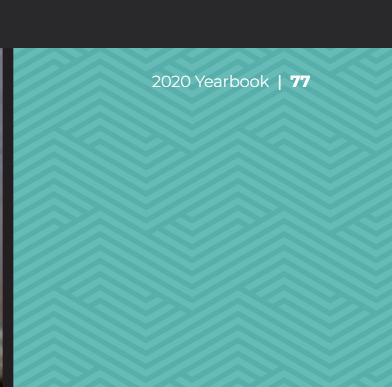
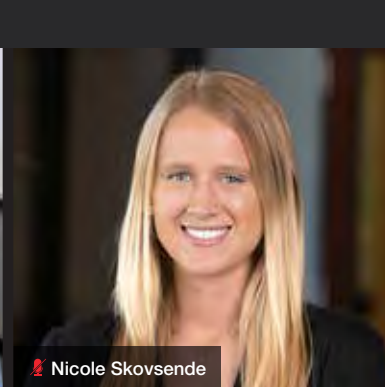
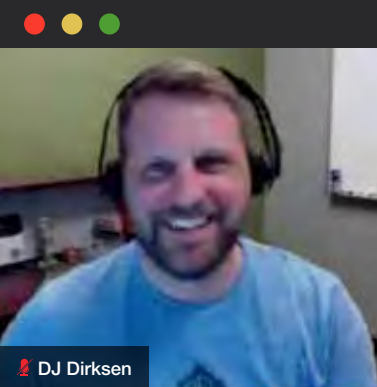
Katie Wilson

Ronni Lanham

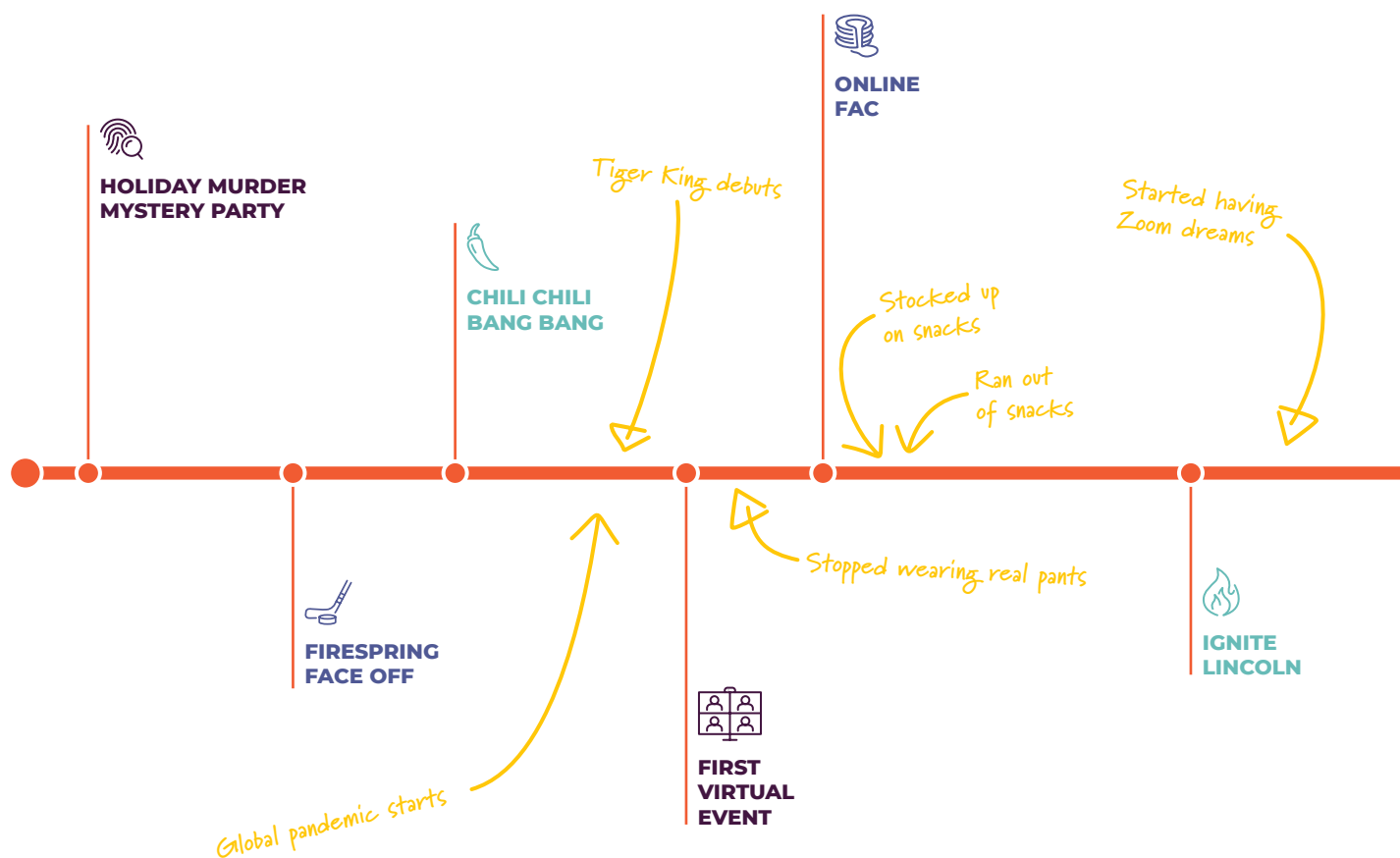
Molly Kincaid

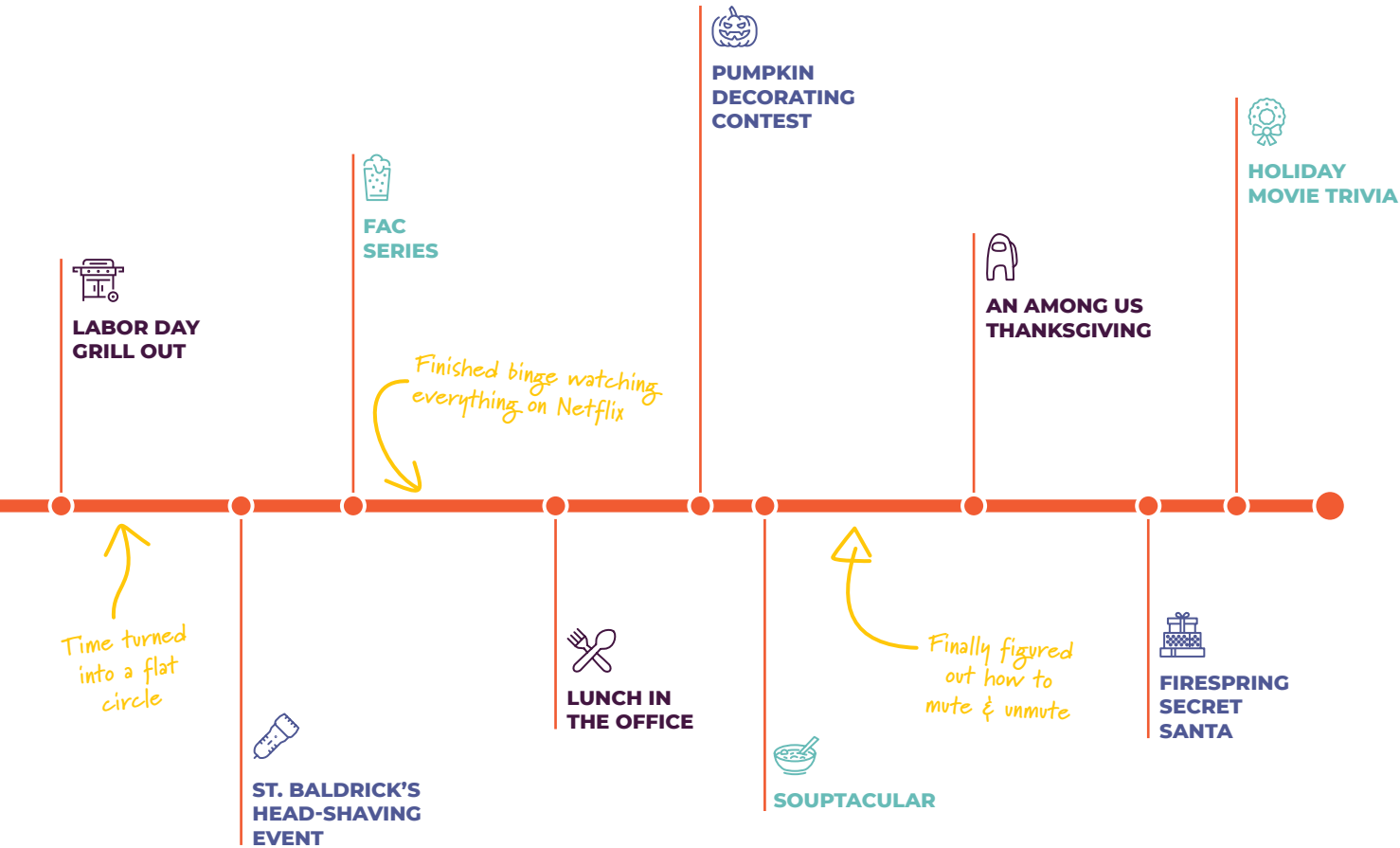
Allison Mellick

Paige Whitaker



2020 Events







Holiday Murder Mystery Party

We kicked off the year with a better-late-than-never holiday “who-done-it” party: “A Little Party Never Killed Nobody.” Members of Culture Club and the Leadership Team played characters from the infamous game of Clue, and Firespringers put on their detective hats to solve the murder of “Mr. Boddy.” Once the crime was solved, we turned to what we’re really good at—dinner, drinks, mingling and music.







Firespring Face Off

This annual event is all about the ice, ice, baby, when we head to the Ice Box together to cheer on Lincoln's hockey team, the Lincoln Stars. Plus-ones are welcome, and even the non-hockey fans enjoy the vibe and the beer and brawling—plus we get our own section, so we can protect each other from the occasional flying puck.





Chili Chili Bang Bang:

A National Chili Day Celebration

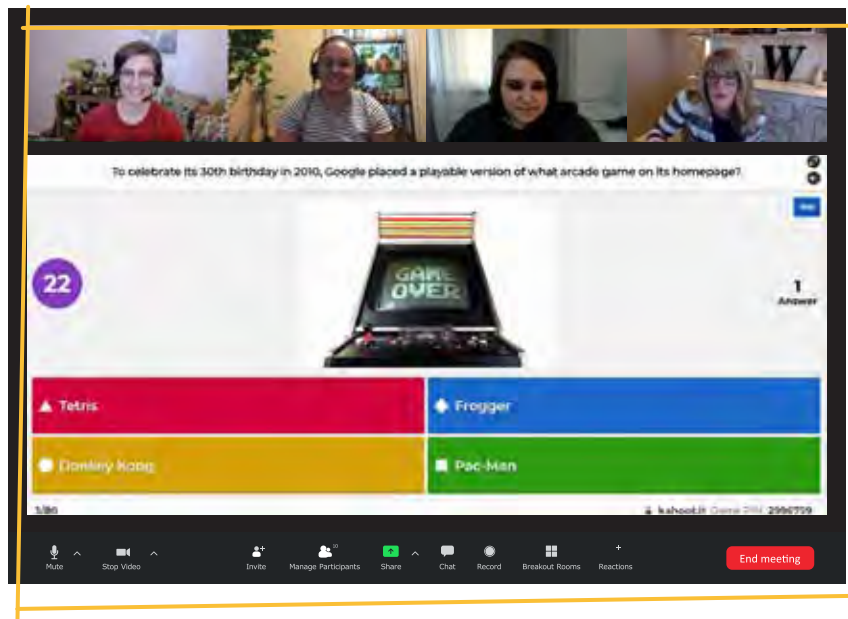
“It is the official opinion of the International Chili Society that chili is not and should not be considered a soup.” So, it became the official opinion of the Firespring Culture Club that chili deserves its own special celebration, because when you’re sloshing through the second half of a cold Nebraska winter, a warm bowl of chili can be your biggest comfort. We brought in dozens of slow cookers, instant pots and potential heartburn to the halls of Firespring. We even handed out awards. After we popped some Tums.

1st place: Tawnya Starr

2nd place: Wendy Schuman

3rd place: Graham Little



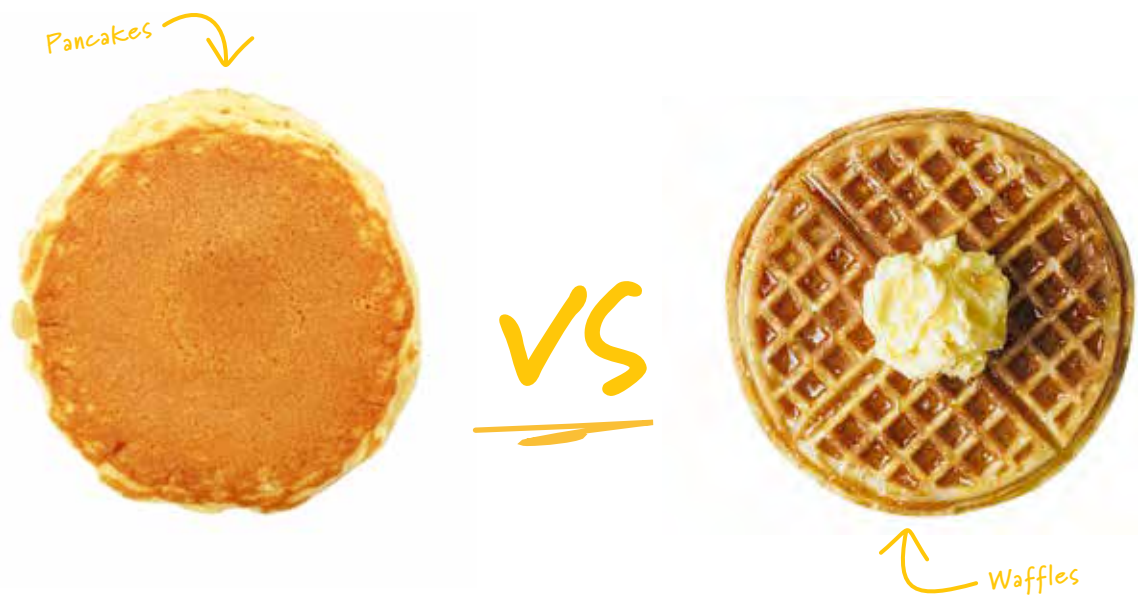


Hint: Turn the
Firespring logo
sideways.

First Virtual Event Featuring Trivia

The pandemic was in full swing and work-from-home orders were in effect at this point, so the question became, “How do we stay connected when we have to stay apart?” The answer: Trivia! We all took the lunch hour to hop on a Zoom event and test our trivia knowledge—our first company-wide virtual event where we learned that it was indeed possible to infuse a little fun into our long days inside.





Online FAC

Three months into the pandemic, many of us found ourselves contemplating the more profound questions about life—like, “Pancakes or waffles?” This breakfast food conundrum brought us all together via Zoom for an FAC where we determined answers to questions like which syrup-friendly favorite should win and which should be banished from brunches forever.





Ignite Lincoln

Ignite is a global event organized by volunteers where participants get five minutes to talk about their ideas, opinions, personal and professional passions, with the help of just 20 slides—and in 2020, Ignite Lincoln went virtual. The event raised \$14,251 in total for several local nonprofits. Firespring has been an Ignite Lincoln sponsor since the beginning and helped contribute to the Lincoln match fund, which raised \$11,655 that was awarded to nonprofits based on the number of donations they received through the Ignite Lincoln website in August. Nonprofits included Community Crops, ACLU of Nebraska, Legal Aid of Nebraska, Clyde Malone Community Center and Just Do Business.





Labor Day Grill Out

More than six months into the pandemic, many of us were starved for human connection that didn't involve a screen. So, Culture Club wrangled up some grub to throw on the grill, and everyone was invited to the Lincoln office's patio for a COVID-safe, socially distanced potluck. "Six feet apart" and "mask up" had become common mantras at this point. With precautions in place, many of us saw each other in person for the first time since March.





#quarantinehaircut

St. Baldrick's Head-shaving Event

COVID-19 had a major impact on nonprofits, not the least of which was our beloved client, St. Baldrick's Foundation. Due to event cancellations, the organization was down \$12 million for the year by September, which is Childhood Cancer Awareness Month and the month when we typically throw a big head-shaving bash and solicit donations for St. Baldrick's.

While we couldn't invite the general public to participate like usual, we did host a virtual and more low-key, socially distanced event on our patio, and safely shaved the heads of 13 brave souls. With three teams in total, we raised **\$12,009**.





FAC Series

Pre-pandemic, FACs were a pretty run-of-the-mill thing around the office, whether it meant grabbing a beer in the break room after work, or heading to a local brewery or bar. By October 2020, they felt on par with a class reunion or annual family vacation—they were a BIG deal. So, before the autumn turned to winter, we hosted a few onsite outdoor FACs to bring Firespringers together in person, just like old times. But six feet apart. Masked up. With sanitizer in our back pockets.

Lunch in the Office

“Baby steps back to normal.” That’s how we began to think in the fall of 2020. The virus was still spreading, but it did seem that the curve was flattening, so we cautiously invited team members to come in at lunchtime for a quick bite to eat with coworkers—just to be sure that everyone could still communicate without the aid of a screen and a ring light. Plus, it was an opportunity to wear something other than yoga pants or joggers. (Though, if we’re honest, those had become our new work clothes . . . when we actually made it out of our pajama pants.)





Pumpkin Decorating Contest

COVID-19 could not cancel our pumpkin-decorating contest, which was easy to do safely from the comfort of our own homes. Carvers and creators fashioned their pumpkins into works of art, and 'Springers voted on their favorite decorated gourds. Congrats to Storm Mellick who won for her "Stranger Things" pumpkin—a fitting theme for 2020.



Soup tacular at Home

2020 COO

CHICKEN CORDON BLEU SOUP

INGREDIENTS

butter	1/2 cup
white onion, diced	1/2
garlic clove, minced	1
flour	1/2 cup
chicken broth	2 cups
half-and-half	1 (8 oz pkg)
ground chicken, salted	1 1/2 cup
shredded Swiss cheese	2 cups
cooked chicken	1 cup
shredded ham	

INSTRUCTIONS

1. In a large pot, melt the butter on low heat and add the diced onion. Cook onion in butter until onion is soft, about 2-3 minutes. Add the garlic and cook for 30 seconds. Add the flour and cook for one minute.
2. Slowly whisk in the chicken broth and half-and-half. Add the ground chicken and stir until combined. Stir in Swiss cheese until melted. Stir in the chicken and ham until heating through. Serve.

NOTES

You can substitute half cream and half milk for the half-and-half.



From the kitchen of
Wendy Sullivan
2019 Good Women

Make it Wendy style

1. Use a whole onion.
2. Use 2 cups of Swiss cheese.
3. Use about 1 clove of garlic.
4. Add 1/2 lb. of trimmed bacon.

BUFFALO CHICKEN SOUP

INGREDIENTS

olive oil	1 tablespoon
butter	1 tablespoon
medium onion, chopped	1/2
celery, chopped small	2 stalks
medium carrots, peeled and chopped small	2
flour	1/2 cup
dry ranch dressing	1/2 (1/2 cup)
Frank's Red Hot Original Sauce	1/2 (1/2 cup)
chicken breast	1 lb
cream cheese, softened	1/2 (8 oz pkg)
salt and pepper, to taste	
garlic (optional) - minced blue cheese, chopped onions	

INSTRUCTIONS

1. Add the oil and butter to a pot over medium-high heat. Sauté the onion, celery, and carrot for about 7 minutes.
2. Stir in the flour and ranch dressing, followed by the chicken broth and Frank's Red Hot.
3. Add the chicken breasts to the pot to cook for 10 minutes. Increase the heat to high and bring the soup to a boil. Once it's boiling, reduce the heat to the soup is simmering. Let it cook for 12 minutes.
4. Take the chicken out of the pot and place it on a cutting board. Meanwhile, add the cream cheese to the soup. Cut up the chicken. It should be mostly cooked, but if it's not quite done yet, that's fine. The soup may need to give the cream cheese a helping hand with your spoon. Add the cut-up chicken into the soup once the cream cheese is melted.
5. If the chicken wasn't quite cooked, let it cook for a few more minutes. Season the soup with salt and pepper as needed. Serve and garnish as desired.



From the kitchen of
Sarah Rabbitt
2020 School Winner



"They guys,
you ready
to let the
dogs out?"

Souptacular

Arguably the most popular Firespring event of the year, this longstanding Halloween tradition is a potluck soup lunch (which has morphed into a vicious-but-delicious competition) that sends Firespringers to the kitchen to perfect their favorite soup recipe each October. This year's Souptacular went virtual, because if anything will take a while to safely return after a global pandemic, it's a buffet. Team members joined the event via Zoom with their favorite bowl of soup, we created the first ever Souptacular cookbook—and we all looked ahead to when we'll once again gather to eat 25 different soups out of mini 3 oz. cups.



This is what tradition looks like.



An Among Us Thanksgiving

"We want to be AMONG US, but we can't be AMONG US, so we're gonna play AMONG US."

If you know, you know. Firespringers gathered virtually for a fun afternoon of playing the mobile game, Among Us, in lieu of our traditional Thanksgiving gathering that would typically have all of us seated around one (very) long table. For the essential workers in the office, Culture Club did provide a Thanksgiving feast for lunch, thanking them once again for their sacrifices for showing up masked, sanitized and in person.







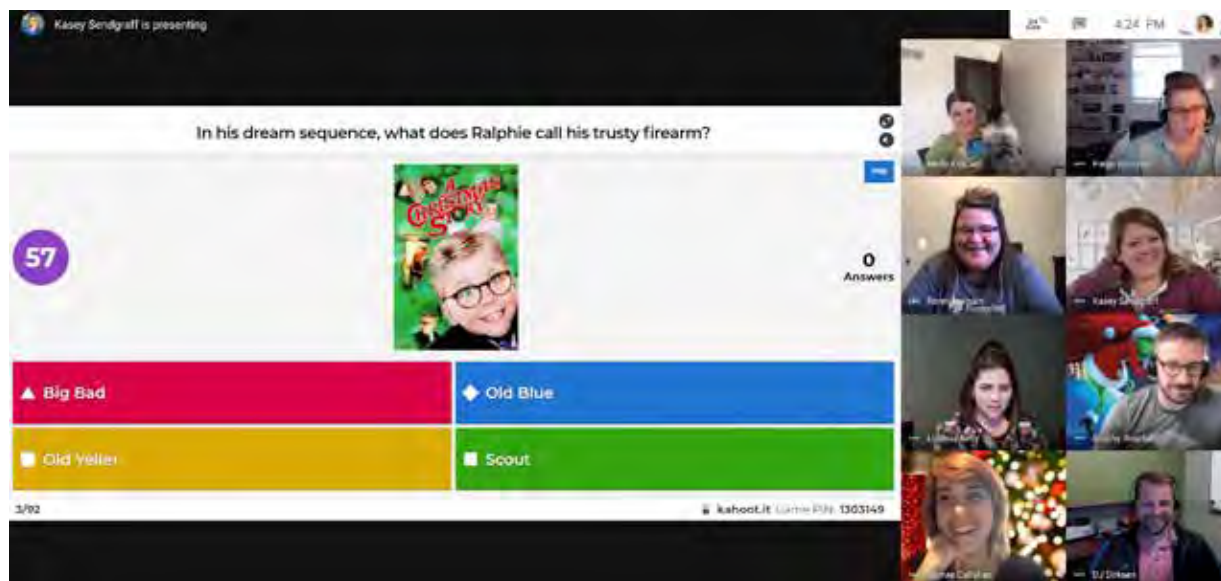
Secret Santa

How's a global pandemic gonna stop us from drawing names and sending sweet anonymous gifts to each for a weeklong Secret Santa event?

Answer: It didn't! We may have relied on digital gift cards, FedEx and UPS a little more than usual since we couldn't drop things off as easily, but we rocked a week of socially distanced Secret Santa like no other.

Of course, 2020 had to stick its nose in our business, and a cross-country shipment of Amigo's famed salsa exploded en route from Lincoln to California . . . but no humans or animals were harmed and we have a fun story, so we'll still call this a win.





Holiday Movie Trivia

Since we couldn't gather in person for a company holiday shindig this year, we took to the digital airwaves (well, Zoom . . . again) to test each other's knowledge of holiday movies, all donned in our ugliest sweaters and festive apparel.

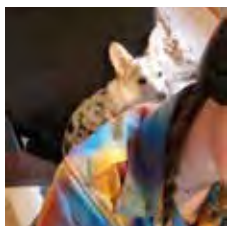




Living That Pandemic

Life

Sometimes, WFH can feel more like WTF (if you know, you know), but in typical Firespring fashion, we embraced the opportunity to find better ways and big wins, even from our individual home workspaces.

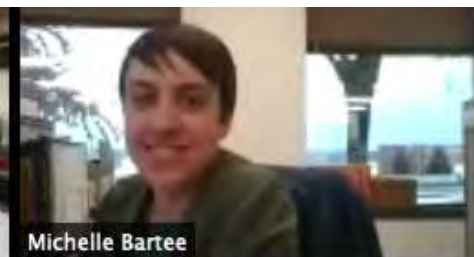
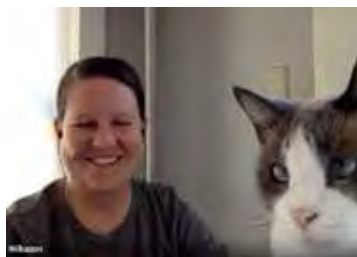
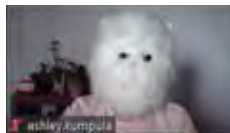


We scheduled team touch bases and found creative ways to work together, even as we worked remotely.

We got innovative with our home “offices” and worked with new “coworkers” (who were considerably more needy, especially at lunch and naptime).

We bonded with our furry four-legged family members, likely convincing them that this is their new life and setting them up for a rude awakening when we return to the office.

Intentional twinning



Accidental twinning

We created new Slack channels to replace our break room conversations and catch-ups (which weren't nearly as fun, to be honest, but better than nothing).

Sometimes, we flubbed and floundered on Zoom and Google Meet, which provided the comedic relief we all needed.

Shout-out to our print team and essential workers who continued to do their jobs in the office as needed. We have big *#love* for our team members who put their health on the line.



#love



Pandemic Living by the Numbers



14 new pets added to the pets of Firespring during the pandemic.



40 pieces of gym equipment at home.



47 pets at home as of Dec 2020 who are enjoying spending more time with their hoomans.



0, the lowest # of steps in a day (although this was after KT's ankle surgery).





We #love to rep our brand.

We've got spirit, yes we do! We've got spirit, how 'bout you? When you're a member of a winning team, the first thing you do after you pop the champagne in the locker room is put on a shirt that says you're a part of it. We typically forgo the bubbly in favor of a cold brew and we don't have a locker room. But we love our swag, baby, and we're not ashamed to show our team pride with a variety of wearables and gadgets emblazoned with our name and logo. We even have a store where team members can shop for the swaggiest swag with gear for every season. We be stylin' year round.

Learn more at



firespring.com





We're the ones
with the slide!







LINCOLN

1201 Infinity Court
Lincoln, NE 68512
402.437.0000

OMAHA

1515 South 75th Street, Suite 100
Omaha, NE 68124
402.930.0000

COUNCIL BLUFFS

295 West Broadway
Council Bluffs, IA 51503
712.322.2679

Nebraska's
First B Corp™

