

P O W E R E D B Y  
**PURPOSE**

*Firespring 2019 Yearbook and Annual Benefit Report*



[firespring.com](https://firespring.com)

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*Firespring 2019 Yearbook and Annual Benefit Report*

*by Jay Wilkinson and Firespring*



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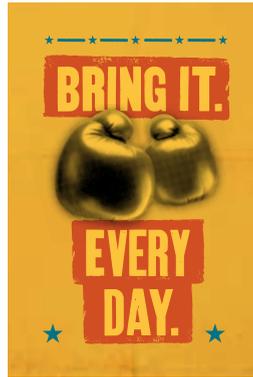
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When people hear the term “company culture,” they typically think of workplace perks. At Firespring, we have a hangout area with couches, a game room that includes shuffleboard, free beer and soda in the break room and a huge slide for a quick, easy and ridiculously fun way to get from one floor to the next. It’s all pretty cool.

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 accident.

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

#### **We discovered our values.**

Roy Disney said, “Once your values are clear, decisions are easy.” We have proven this to be true. At Firespring, we discovered and committed to three specific values:

-  **Bring it. Every day.**
-  **Have each other’s back.**
-  **Give a shit.**

Our values are simple, short and powerful. We didn’t choose them as much as they chose us. Every team member in our company has internalized them. They are distinguishable in that they don’t sound like every other company. We can, and indeed do, obsess over them.

#### **We hire to our values.**

Once we learned what our values are, it became easy to bring people on board who readily embrace them. At Firespring, we hire for culture fit first, and skill set second. Why? Because you can’t change people after you’ve hired them. You can train them, you can educate them, you can help them develop skills, but you can’t fundamentally change them.

#### **We live our values.**

We go to great lengths to ensure that every team member understands what it means to live our values. One way we deliver on this promise is through our volunteer policy. We require full-time team members to volunteer eight hours every month for causes that align with their personal values. Giving back is in our DNA.

Creating a dynamic culture is a journey, not a destination. 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.



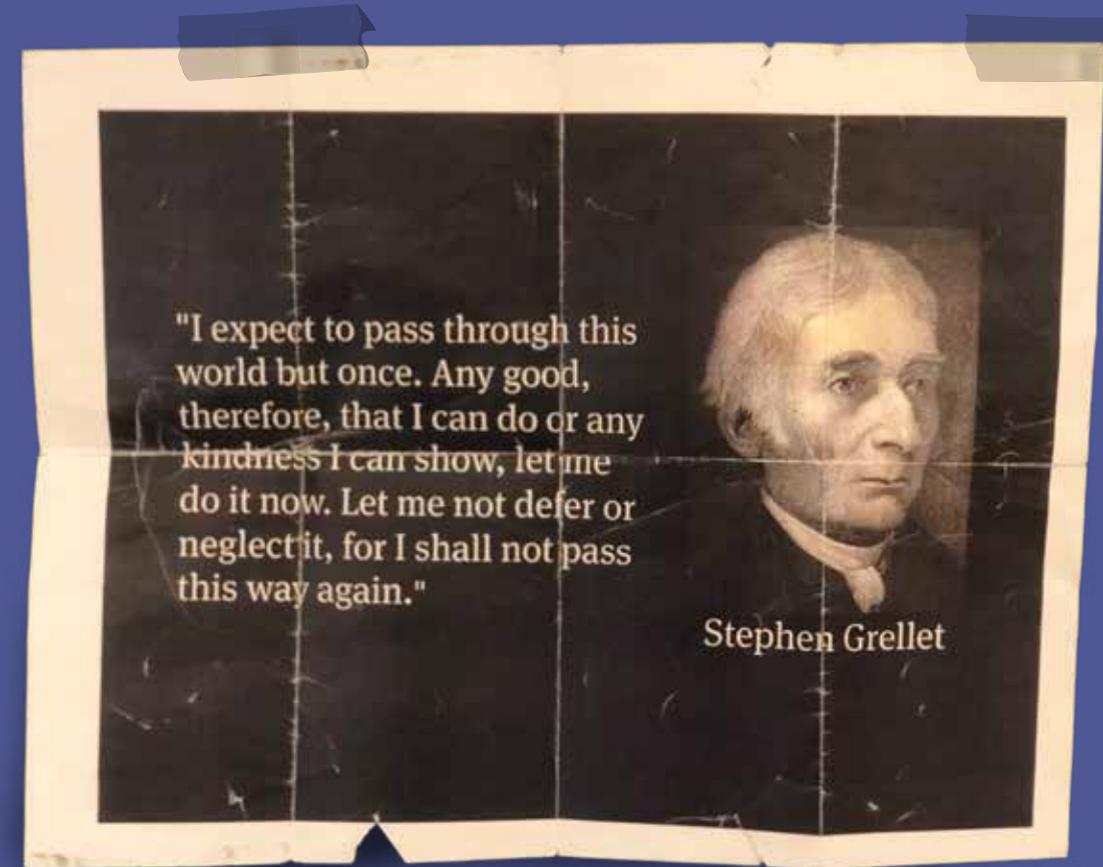
At the end of my sophomore year of high school, I was elected to serve on my student council. Our advisor said that in order to serve on the council during the following year, we were required to attend “leadership class.” The thought of being pinned down in a classroom being lectured on “how to be a leader” was the last thing I wanted to do with a week of my summer, but I had to fulfill my obligation. I signed up a 4-day summer leadership camp facilitated by the Nebraska Association of Student Councils.

Thank God I did, because the experience changed the direction of my life. I arrived as a self-centered kid with a closed mind and a limited view of the world. My volunteer staff leaders immersed me in hands-on, experiential activities that actually turned out to be fun and thought-provoking. I learned who I was for the first time, and I went home re-wired as a servant leader with an open mind and a desire to make a difference in my school and community. I learned that age, ethnicity and gender don’t define a person. That every soul is unique and valuable. Most importantly, I now believed that it’s possible for one person to make a difference. The leader of my small group gave me permission to take a sign (see photo) off of the wall and take it home with me.

On the long drive back home, I made a commitment to myself that I would one day form a company that focused on doing more good in the world. I have now been on the volunteer staff for the workshop for more than 30 years (we changed our name to Launch Leadership in 2013) and consider the week that I get to guide 12 wide-eyed students through the process of self-discovery at Workshop to be the highlight of every summer.

Every business day I get to come to work at a special place that truly embodies the sentiment in Stephen Grellet’s words written more than 100 years ago—the same ones which inspired a younger me. Do more good and do it now. You will not pass this way again.

Jay Wilkinson  
Founder of Firespring



## 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 Corporation 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 3,200.

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 35 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 2019 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 2019.”*

### **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](https://firespring.com).

# 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 us, 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.



\*\* 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 Certified B Corps, Total B Impact Scores will not equal the sum of the sub-scores since each reflects a median score.

2019 Overall Impact Score <i>Updated every 3 years.</i>	Firespring <b>115 pts</b>	B Corps*** <b>97 pts****</b>	Ordinary Businesses** <b>52 pts****</b>
<b>Governance</b>	<b>22.9</b>	<b>14</b>	<b>6</b>
Mission & Engagement	3.6	+	+
Corporate Accountability	1.8	10	3
Ethics	1.6	+	+
Transparency	5.5	4	3
<b>+ Mission Locked</b>	<b>10.0</b>	<b>+</b>	<b>+</b>
<b>Workers</b>	<b>25.6</b>	<b>26</b>	<b>20</b>
Compensation, Benefits & Training	13.2	17	15
Worker Ownership	4.5	3	1
Management & Worker Communication	3.2	+	+
Job Flexibility/Corporate Culture	3.3	+	+
N/A Points	1.2	+	+
<b>Community</b>	<b>50.6</b>	<b>44</b>	<b>15</b>
Job Creation	1.3	2	1
Diversity & Inclusion	3.5	3	1
Civic Engagement & Giving	12.4	5	2
Local Involvement	10.5	6	3
Suppliers, Distributors & Product	1.0	4	2
<b>+ Designed to Give</b>	<b>21.8</b>	<b>+</b>	<b>+</b>
<b>Environment</b>	<b>6.2</b>	<b>13</b>	<b>6</b>
Land, Office, Plant	3.7	5	3
Inputs	1.3	3	1
Outputs	0.6	1	1
N/A Points	0.3	3	0
<b>Customers</b>	<b>9.6</b>	<b>18</b>	<b>5</b>
<b>+ Support for Underserved/ Purpose Driven Enterprises</b>	<b>7.7</b>	<b>+</b>	<b>+</b>
<b>+ Serving in Need Populations</b>	<b>1.8</b>	<b>+</b>	<b>+</b>

# 2019 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.

## 2019 Results

- Profits:** \$421,962 donated to nonprofits.
- Products:** \$2,107,781 in-kind donations of products and services.
- People:** 12,321 hours donated to causes we care about.

**Total Power of 3 Financial Impact in 2019: \$2,893,947**





## Giving back 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 (see pages 4 and 5).

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 give back to the community in any way they'd like. In 2019, our team members volunteered **12,321** hours to local organizations, which equates to a financial impact of **\$364,204**.

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.

# Sharing is caring.

We have some pretty cool digs, and we're all about spreading the love. That's why we allow nonprofit organizations and our clients to use our space for their events free of charge.



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

—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.”

—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!”

—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!”

—UNL - CEHS Business Team

“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.”

—Big Brothers Big Sisters



## Firestarter

Every day at 11:11 a.m., it's time to stop, drop and roll (or slide, as some prefer) down to the Firepit for our daily all-team meeting where good news, values, better ways and big wins permeate the air.

Everyone stands for 11 minutes while the day's "fire chief" leads us through a quick agenda of recognizing those who are giving a shit and having backs; important announcements; a quick status update of each team's projects and goals; and a list of "risks and challenges" for the day. At the end, one team member leads us in a rousing cheer to send us back to our desks, ready to live our best lives and take on the rest of the day. It's an important 11 minutes that keeps us in the know, on top of projects, aware of potential obstacles and always, always supporting each other.

# 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 Firespringer 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 levels.

The F became a thing in 2012 when Firespring moved in to its new Lincoln headquarters. When the logo sign in the lobby was damaged and a new one had to be installed, the "F" was salvaged and turned into a traveling trophy, passed from one team member to another. Along the way, a couple of 'Springers have added some flair with a chain and gold foil.

## 2019 F Recipients

### Nicole Swanson

*from 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.

### Allison Stuefer

*from Nicole Swanson*

She gives a shit about SBF, about her coworkers and her family. She is always looking to help out and make Firespring a better place.

### Trina Wolf

*from Allison Stuefer*

She's been riding solo as QA for two separate teams for around a year now. She's got a massive wealth of SBF knowledge in her brain and knows the applications front and back. I literally can't do my job without her, every single day. And because she keeps me sane.

### Shanna Harris

*from 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.

### Erin Soper

*from 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.

### Geoff Hogeland

*from Erin Soper*

I'm giving the F to Geoff Hoegland. Over the years I've worked with him, every interaction has been met with kindness and respect. And I've seen that he truly wants and fights for the best product for our clients. Recently, he's been extremely flexible to new processes and taken it upon himself to help the marketing team by gathering information on how our work has impacted clients and prospects without being asked. Not only do I know he has Firespring's backs, but he also has each of our clients' and prospects' backs as well. This F is well deserved. Congratulations, Geoff.

### Andrew Tuzson

*from Geoff Hogeland*

Andrew has been great to work with since day 1. He has been available to jump on client calls, attend client meetings with me and help out with proposals. He has made website proposals so much easier for me to sell. I just appreciate his willingness to always have my back.

### Luke Shinn

*from Andrew Tuzson*

Luke has gone out of his way from day one to make myself and the Evol crew feel like a member of the family. He always has an amazing attitude—the dude is a shining beacon of positivity. He also goes out of his way to offer help to anyone who needs it. He's a solid human.

### Molly Coke

*from Luke Shinn*

Molly can't wait to tell us about big wins but she will also tell us about losses. She calls you on your shit, and brings a high energy level and focus into the workplace.

### Lindsay Kelly

*from Molly Coke*

Lindsay is the ultimate back haver and get shit done-er! She cares deeply about our clients and is always thinking through how decisions and communications will affect them. She also has a keen pulse on the temperature of our team members, always finding ways to ensure each individual is positioned for success. Her desire for excellence and her tenacious execution makes her a joy to work alongside!

### Michaela Koch

*from Lindsay Kelly*

I'm going to give it to someone that embodies all of our values. I spent my first 7 years at Firespring supporting our VersaDoc™ tool for PrinterPresence. I may be a little bit of a control freak, so when I was moving into a new position and handing my clients over to someone, it had to be someone that I trusted and I just knew she was the one. From day one she just got it and VersaDoc™ can be a little complicated at first (and still is to some). Over the years, she has been an advocate of VersaDoc™, always aiming to make it better for our clients. And to our clients, she just has a way of connecting with them and building those relationships that make them feel supported. She did take an "extended vacation," but Firespring is VERY LUCKY to have her back. And while she isn't physically in the office, that doesn't stand in her way of taking the bull by the horns. Recently, I have been working closely with the VersaDoc™ team and engineering to make some enhancements and rejuvenate the tool. I am always impressed with her knowledge and the way she handles herself. I had asked the team to reach out to clients to get new testimonials and benefit statements that we can use, she acted immediately. While she is in Cincinnati, this is WAY overdue. So, Michaela Koch, this F is for you.

## Deb Helmick

from *Michaela Koch*

On any given week the VersaDoc™ team is 4 women strong. We are small but mighty. Some weeks are crazier than others, but together the 4 of us handle all of our clients' variable data needs. Last week, because of spring break, we were a 2 woman team but managed to complete 14 new documents and a whopping 76 edits! None of this could have been done without Deb Helmick, who literally did all of those edits and documents on her own, totally unphased and without complaint. Every day I'm lucky to work beside incredible women, but last week especially I'm thankful for Deb.

## Kevin Kline

from *Deb Helmick*

This weeks "F" goes to Kevin Kline. Working on 2nd shift printing you don't always get a chance to see firsthand how he lives Firespring's core values. Kevin focuses on the details so clients are delivered quality printing and he is always willing to pitch in to help meet deadlines. Kevin Kline joined the team through the Jacob North merger almost 2.5 years ago and stepped right in to lead the 2nd shift team. His experience and leadership has helped boost productivity and quality for the team. He has had the team's back countless times, from working weekends and taking on new equipment to making 2:00 a.m. deliveries to the railroad.

## Keith Johnson

from *Kevin Kline*

He always brings it and gives a shit, but the main reason is he has Omaha's back. When production gets behind he will go there to help get back on schedule. Not only does he put in the extra time to travel to Omaha, he changes his hours from 2nd shift to 1st shift.

## Amanda Russell

from *Keith Johnson*

Because Amanda is always working late to complete jobs, sometimes it's like she's part of 2nd shift too. She's the only one in her department, so it seems she's always working hard, long hours to get shit done.

## Sue Johnson

from *Amanda Russell*

I've chosen to give the F to someone who went way above and beyond having my back, Sue Johnson. Sue was integral in my ability to turn a large project on a short timeline. She came back to work at 9 p.m. on a Friday night to reset a file for me, then left and came back with dinner for me. She was there for me in a work capacity and a personal capacity, and she truly had my back, regardless of the inconvenience for her. Sue has been instrumental in bringing my Culture Club alter egos to life, The Fresh Printcess and Printcess Vinyl Leia, and has helped me with a few personal projects as well. She always asks questions to make sure she is setting a file up the way I want them, and follows up after. Sue has a heart of gold, is a values-living goldmine and 100% deserves this golden F.

## Tim Meader

from *Sue Johnson*

This person is someone I think is highly deserving of the F. They go above and beyond to make sure their client is happy. They don't hesitate to call clients to clear up any questions we have about a job. They bend over backwards to make sure the client is happy. It's no wonder that his clients are SOO loyal to him because: He brings it every day. He strives for the best product for every client. He cares deeply for the company and ALWAYS has everyone's back here at Firespring. I want to give the F to Tim Meader!

## Angie Nelson

from *Tim Meader*

Angie was a huge help in getting us the information we needed to design some signage for a client who gave us no content or design direction. Angie went to the client's website and online chatted with someone there to get the information we needed to start on the design. She obviously nailed it because we had a proof for the client to look at in 2 days and there were just a few changes to the signage after the first proof. It was like magic.

## Travis Gueret

from *Angie Nelson*

Travis is a true team player and innovator. He cares just as much about his print crew as he does the entire Firespring family, and he's so well versed in the world of Firespring print that hearing him talk about our capabilities is as impressive as it is inspiring. After one tour with him, there's no doubt in my mind that he loves his roles and lives our mission every day.

## Tracie Alles

from *Travis Gueret*

I choose Tracie for having the team's and our clients' back. She has always been a great team player and always looking out for the client and making sure they have the best possible experience.

## Ky Veney

from *Tracie Alles*

This F is for Ky on the client success team. Not many other departments get the opportunity to work with support, there's a lot of talent and a lot of heart so I wanted to take this chance to shine a spotlight on Ky. 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. School's out, and a classic school assignment my kids and I'm sure everyone has done, is to write an acrostic poem. An acrostic poem is when you use a word, typically your name, and each line begins with a letter in your name. To celebrate your one year anniversary coming up, I wrote you an acrostic poem. My acrostic poem for Ky: K is for Kindred, you feel like family. Y is for Yay KY!

## Gary Pohlmeier

from *Ky Veney*

He is a master consultant. He's always improving his already impressive skill set. He's a leader and an anchor for our team. You can talk to him about anything from the latest Marvel movie to the newest development in corporate email. He's just as comfortable talking shop as he is chilling out and having a beer. He goes above and beyond the Firespring values by encouraging and cultivating those values in others. He's just a cool cat.

## Jennie Martin

from *Gary Pohlmeier*

I chose Jennie because she's been instrumental in helping the company move forward. She's not only been assisting my team for years but several other teams at Firespring. Jennie's skill set and knowledge, plus the willingness to educate us on solutions and best practices keeps our clients moving forward as well.

## Dylan Mathews

from *Jennie Martin*

While this person works behind the scenes, the work they do has a direct impact on the perception of Firespring's products and lets us continue our outstanding support. His most recent contribution gives power to our support team to generate notifications in the Springboard interface targeting our clients with either product-wide or account specific alerts (all without assistance from engineering). This new feature deployed on Tuesday and we begun using it the same day to communicate better our VersaDoc™ clients. Dylan, thank you for diligently working to release new impactful features and continuing to cleanup our component code with bug fixes that often go unrecognized.

## Paul Kubitschek

from *Dylan Mathews*

First off, I understand the rules of who you are and aren't allowed to give the F to, but rules are meant to be broken. That's why this F is going to Paul Kubitschek. 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 willing F getter.

## Jeff Norris

from *Paul Kubitschek*

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.

## Cindy Stratton

from *Jeff Norris*

I gave the F to Cindy, because is dependable and hard working. She is always willing to go the extra mile and get the job done.

## Bruce Coufal

from *Cindy Stratton*

Bruce took care of a lot of insurance issues for me and in a very quick time. He always does things with a smile and never complains and is never grumpy. Bruce is an all around great guy and is a huge asset for Firespring!

## Graham Little

from *Bruce Coufal*

Graham does a great job of explaining IT issues without making one feel like he is talking down to you. Also, he has a great attitude when you work with him.

## Jen Bruhl

from *Graham Little*

Jen is always so good-natured about everything that makes its way to her desk. Even when grouching 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.

## Amanda Wettlaufer

from *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.

## Madi Gifford

from *Amanda Wettlaufer*

This week, the F is going to someone who deals with many clients every day. Both on the phone and in person. She goes the extra mile with each one of them. Asking how they are doing or giving them a compliment. Her positive attitude is an inspiration to me. And I'm happy she's part of the Firespring family. I'm happy to give this F to Madi Gifford!

## AJ McFarland

from *Madi Gifford*

I gave the F to AJ because he is kind and respectful, doesn't allude to the fact that I don't know much about technology and goes beyond my initial request to make sure I'm ready to work efficiently!

## Bob Stratton

from *AJ McFarland*

He is always going around fixing the things we take for granted, like the soda machine or restocking the fridge with Mountain Dew and doesn't get enough thanks. So the F is my to say Fthanks!

## Carol Huls

from *Bob Stratton*

I gave the F to Carol because she has done so much for the company and being a great mentor.

## Dustin Behrens

from *Carol Huls*

Dustin has been my buddy for so many years and he has always kind and patient. We faced a lot of changes through the years most good and some challenging but he always works very diligently to help lead our company to ensure a bright future for all of us.

**Kevin Thomas***from 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.

**Emily Lowe***from Kevin Thomas*

I gave the F to Emily because she truly lives our values every day. During the entire time we've used EOS Traction, Emily has never missed a rock. Most of her rocks are meaty and time intensive. She gets shit done at an impressive clip. On top of that, Emily has managed one of the largest teams in the company, without complaint. And, most recently, learned an entirely new business line (Creative), and made marked improvements to process and communication. Emily is a great culture fit as well. She is an active participant in nearly all company functions, all while "momming" her ass off.

**John Dietrich***from Emily Lowe*

Expert in the biz, he cares deeply about what comes off his press. The fact that he has to 'tape up' to do his thing shows the dedication, blood, sweat and tears he puts into his craft. His attention to detail and hitting just the right color on jobs shows his passion! He is a great friend, proud grandpa and one mean guitar player.

**Josh Meyer***from John Dietrich*

I'm picking Josh Meyer for the F award. 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.

**Stella Salas-Correa***from Josh Meyer*

I gave Stella the F because I feel like she is rarely seen, but this place is always clean. Always with a smile on her face when I do happen to catch her. I want her to know that I appreciate the effort that she puts into her job.

**Jason Bush***from Stella Salas-Correa*

I gave Jason the F because he comes in every morning at about 5:30 a.m. and fills the soda and ice for us with no complaints. I just felt he is what Firespring is all about. He gives a shit, brings it every day and has everyone's back.

**Mike Keiser***from Jason Bush*

Mike consistently brings it every day, his knowledge of the systems he works with is incredible and he helps the team to move forward with their goals. When he isn't sure about something, he does the research to add to his skill set. I've gotten to see him work during the hack-a-thon projects, and the results produced were top notch. He definitely has the back of his teammates and all of Firespring.

**Wendy Shuman***from 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.

**Karly Neuberger***from Wendy Shuman*

I don't get to work w/ her often but she is always willing to be my guinea pig and try new things in Salesforce. She gives wonderful, detailed feedback. She is not afraid to dig into new projects and try new things. She's been in her role less than a

year but is always helping her teammates with training and giving advice. She's great with clients and has a good attitude. She doesn't let a difficult call affect her. She's always smiling and has an awesome attitude. She makes me and everyone around her happy.

**CJ O'Hara***from Karly Neuberger*

I gave the F to CJ for going above and beyond and being patient with me for asking many questions that are probably really simple to understand in his world, but not so much for me.

**Kasey Sendgraff***from CJ O'Hara*

Whether it's a recruiting event, culture event, your first day or any other day, it would be difficult to find someone who represents Firespring's culture and Firespring's values better than Kasey Sendgraff. I am lucky to call Kasey my coworker, and even luckier to call her a friend.

**Samee Callahan***from Kasey Sendgraff*

Samee is eager and ready to take on any project she's given. I constantly hear about the stellar work she does and how impressed everyone is. She is a warm presence here. Always has a smile on her face and ready to welcome anyone that crosses her path.

**Lucas Fahrer***from 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.

**Mikaela Shybut***from Lucas Fahrer*

This week, the F is going to someone who excels in back-having. She has been learning a new role but has still been juggling some projects that carried over from her previous position. Even while learning her new position, she worked on a pretty sizeable client project that was months in the making and just wrapped this week. She helped keep us on track, was awesome with the client and helped make sure we had everything we needed to get the job done—we couldn't have pulled it off without you! Mikaela Shybut, you are a back-haver of the highest order and the winner of the F.

**Alec McChesney***from Mikaela Shybut*

This person has lived our values since they started earlier this year. This person has been a true back haver to not only our clients but our Firespring fam. He's always available for our clients' calls as well as getting put into quick meetings. He is a giver of shit in everything he does. Whether it's working into the late hours of the day or being invested in conversations with his team, he brings it every day and he has amazing energy that is infectious to anyone that talks to him.



# Values Hall of Fame

## 2019 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 Firespring peeps for achieving this honor!



**Nicole Swanson** *Marketing Coordinator*

**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** *Accountant*

**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.”





**Erin Soper** *Director of Client Services*

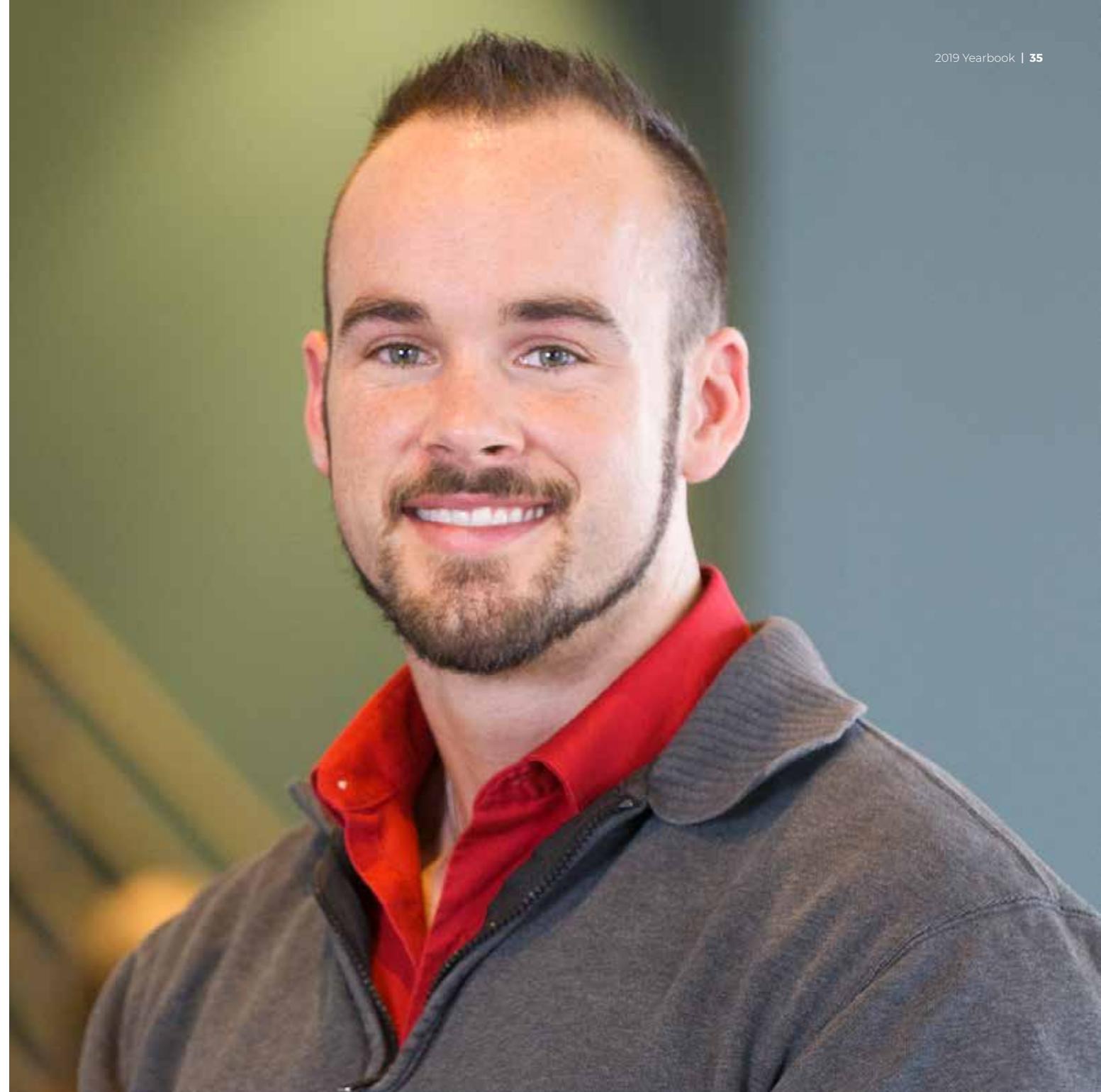
**INDUCTED BY SHANNA HARRIS**

“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.”

**Greg Wyatt** *Data and Digital Print Supervisor*

**INDUCTED BY RYAN HENKEL**

“Greg is consistently on the board for living the company values from his fellow team members. He always looks to find better ways for our clients’ projects and has everyone’s back.”





## **Ky Veney** *Client Success Consultant*

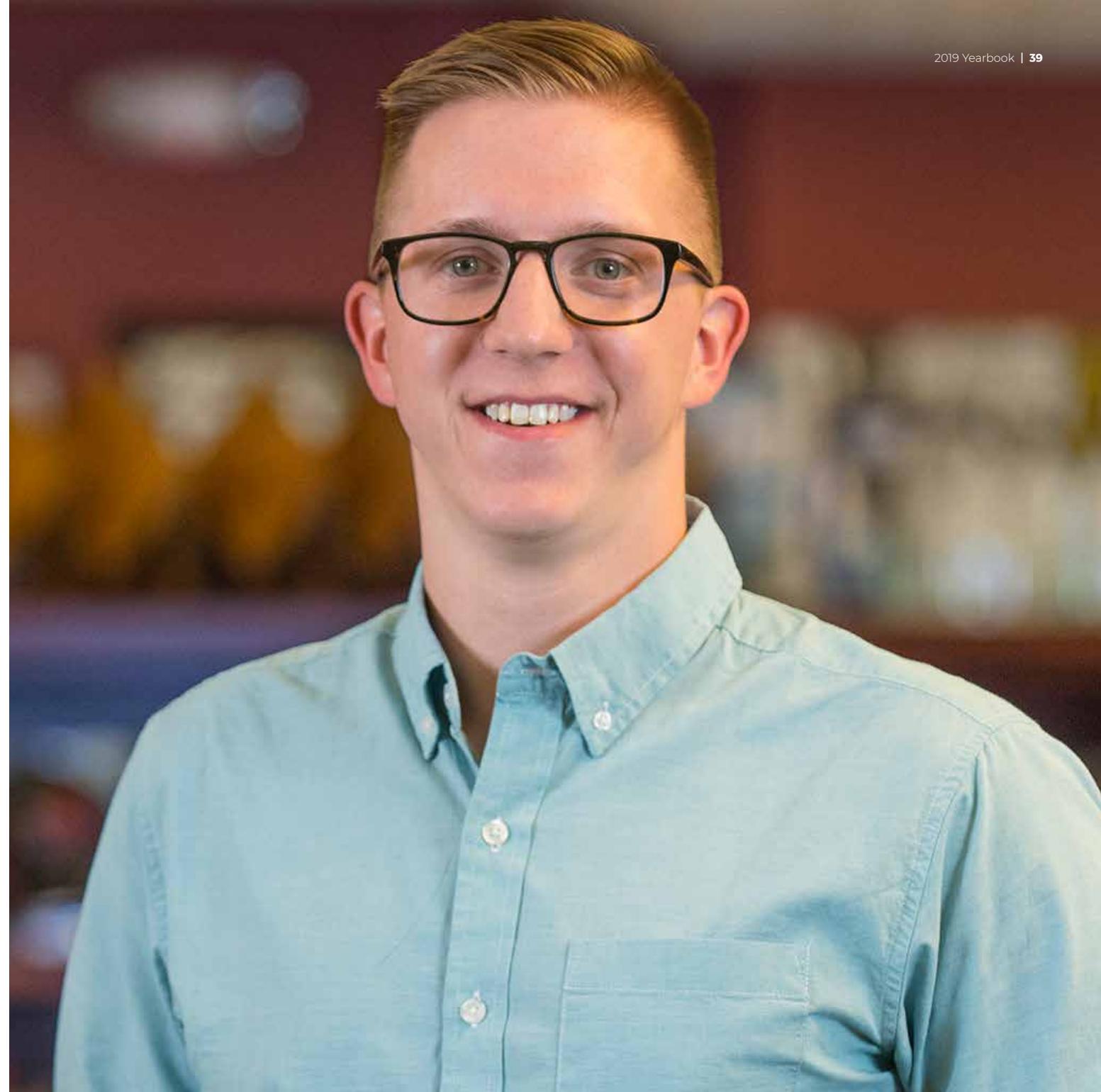
### **INDUCTED BY TRACIE ALLES**

“This F is for Ky on the client success team. Not many other departments get the opportunity to work with support, there’s a lot of talent and a lot of heart so I wanted to take this chance to shine a spotlight on Ky. 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. School’s out, and a classic school assignment my kids and I’m sure everyone has done, is to write an acrostic poem. An acrostic poem is when you use a word, typically your name, and each line begins with a letter in your name. To celebrate your one year anniversary coming up, I wrote you an acrostic poem. My acrostic poem for Ky: K is for Kindred, you feel like family. Y is for Yay KY!”

## **Paul Kubitschek** *Software Engineer*

### **INDUCTED BY DYLAN MATHEWS**

“First off, I understand the rules of who you are and aren’t allowed to give the F to, but rules are meant to be broken. That’s why this F is going to Paul Kubitschek. 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 willing F getter.”





**Jeff Norris** *Properties/Construction Manager*

**INDUCTED BY PAUL KUBITSCHEK**

“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.”

**Doug Carmicheal** *Machine Operator*

INDUCTED BY GREG WYATT

“Doug is a person who will always have your back. He will step up and fill a void as needed, from bindery to mailing to shipping or delivery, he will have you covered.”





## **Jen Bruhl** *Senior Accountant*

### **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.”

**Amanda Wettlaufer** *Account Manager*

**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.”





**Kevin Thomas** *Chief Operating Officer*

**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.”

**Nicole Skovsende** *Account Manager*

**INDUCTED BY RYAN HENKEL**

“Nicole has put a fun and positive impression on Firespring since the day that she started. She brings it every day with a can-do attitude and a healthy appetite to learn and help our clients grow.”





## **Josh Meyer** *Lead Komori Operator*

### **INDUCTED BY JOHN DIETRICH**

“I’m picking Josh Meyer for the F award. 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.”

## **Lucas Fahrer** *Copywriter*

**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 Schuman** *Salesforce & Database Administrator*

**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.”

## **Danita Bell** *Mailing Operator*

### **INDUCTED BY CHARLIE MCINTOSH**

“Always bringing an inspiring attitude to work, she always welcomes new challenges and will have your back. She started and grasped the knowledge she needed in addition to the vast experience she brought with her and brought it every day. Her willingness to do what it took to get Firespring mailing through the fourth quarter proves that she really does give a shit.”



## 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.



### 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.



### 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.



### 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.



### 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.



### 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.

## 2017 Values Hall of Fame Inductees



### Emily Kucera

INDUCTED BY ADAM BROWN

Emily is a wonderful representative of Firespring and one of the first faces our clients see. We couldn't ask for a better first impression!



### Brad Penner

INDUCTED BY NICK MAESTAS

Brad Penner exemplifies how life as a Firespringer should be. Hard working, teaching, listening and caring. He's a model example of our core values.



### Lindsay Kelly

INDUCTED BY JENNIE MARTIN

I've worked with Lindsay for a really long time and she is one of the best project coordinators that I know. She manages multiple projects and is always on top of things. She has given an unbiased view of many different integration options for the PrinterPresence vision team to evaluate the future direction of our product. Lindsay brings critical thinking about client needs and viability of each option.



### Andrew Newton

INDUCTED BY MOLLY MCCABE

Andrew deserves the F for consistently living all of our values. He has the support team's back by working tirelessly to update and improve our tools. He strives to make our SaaS product the best it can be for our clients. Total back-haver. On top of that, he also went over and above on the Give to Lincoln Day project this year.



### Val Stehilk

INDUCTED BY CHAD SCRIBNER

Val is always improving processes at Firespring. She exceeds expectations when given an assignment. She keeps the client's needs at the forefront of her decision making. She is a servant-leader who always has her team's back.



### Melissa Ward

INDUCTED BY JAYMEE JARVIS

About half of the websites I build are designed by her and they are some of my favorite designs to work on. First: they're beautiful, secondly: her PSDs are so fresh and clean, and thirdly: Melissa is a very thoughtful designer. She designs everything with purpose and it's clear that the client's experience is always at the top of her mind. She's passionate about each of her designs and remains involved with the build process all the way up until the client goes live.



### Sharri Gregg

INDUCTED BY SARA NELSON

Sharri's one of the most caring and positive people I've ever met. The one client we've shared couldn't say enough nice things about her.



### Amanda Russell

INDUCTED BY JEN BRUHL

I chose Amanda because she is basically a one-woman crew; she is always in her "cave" so very few people see how much she does, which is a LOT.



### Ronni Lanham

INDUCTED BY TRINA WOLF

Ronni goes above and beyond every day, giving many shits and having all of our backs! She makes sure the job is done and it's done right.



### Brophy Ringdahl

INDUCTED BY RONNI LANHAM

Brophy always has my back. Whenever I need something quick, he's there. He's the man!



### Hannah Bauer

INDUCTED BY ANGIE KUBICEK

Hannah has her team members' and clients' backs each day regardless if it is her responsibility or not.



### Dylan Urias

INDUCTED BY SUE JOHNSON

Dylan always has my back on every project we work on together. He goes above and beyond to get me the information I need. Dylan consistently shows his appreciation for the work I do for him and is always very professional and polite. He lives the Firespring values every day.



# Culture Club

At Firespring, we believe that work 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 work in an environment that feeds you—rather than depletes you—of energy?

Our Culture Club is the group of the men and women who have been chosen to represent their teams when planning initiatives, events and activities. *(Told you we were serious about having fun.)*

## LINCOLN *(pictured left to right)*

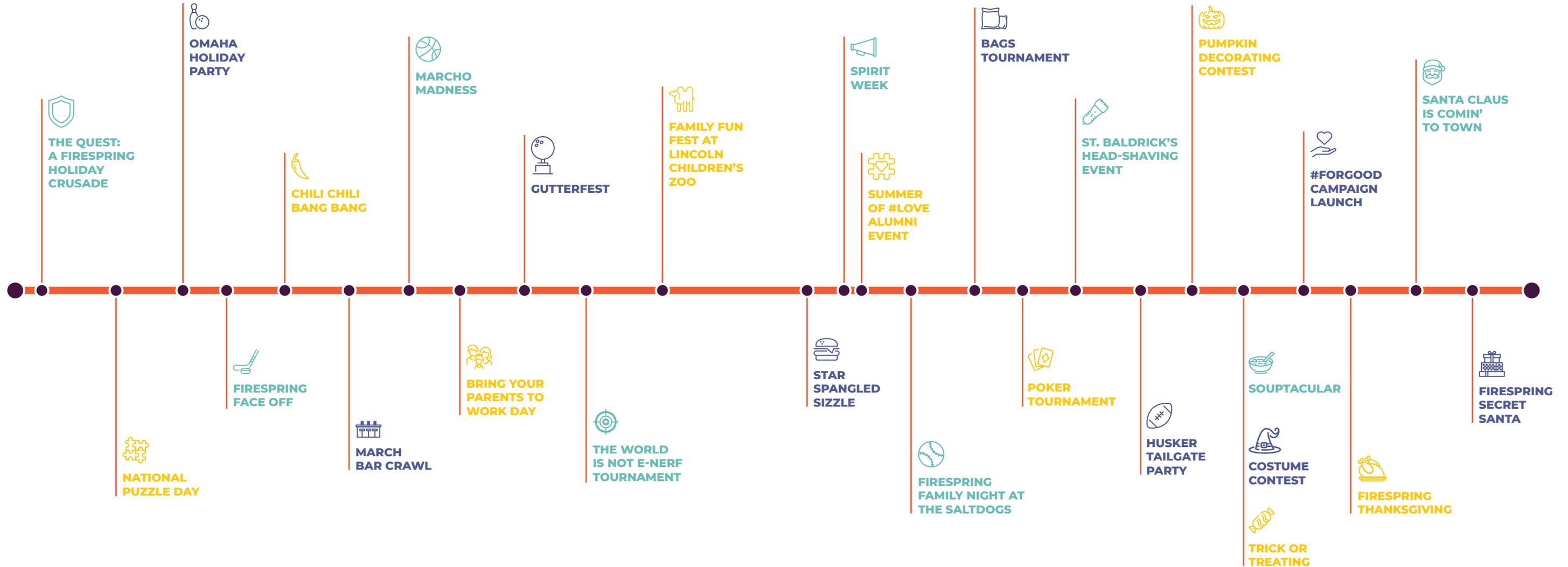
- Brophy Ringdahl
- Paige Whitaker
- Amanda Russell
- Sharri Gregg
- Ronni Lanham

- Molly Kincaid
- Lindsay Kelly
- Kasey Sendgraff
- Dakotah Hicks
- DJ Dirksen

## Omaha *(pictured left to right)*

- Nicole Skovsende
- Cindy Hernandez
- Katie Wilson
- Iain West

# 2019 Events





## The Quest: A Firespring Holiday Crusade

We kicked off 2019 with a better-late-than-never holiday celebration which was less “merry” and more, er, “harried.” Culture Club split us into teams, and we raced each other in an Amazing Chase-style competition, battling in four categories: Belly, Brawn, Bravo and Brains. Challenges along the race included building LEGO structures and eating cookies, so we basically threw a party for our inner 8-year-olds. It was a nice change from wearing Spanx and uncomfortable sport coats (not that there’s anything wrong with that).

**1st place: Daenerys and Her Dragons**

**2nd place: Slyspringers**

**3rd place: Pompous Assets**





## National Puzzle Day

Our team got it together (literally) in February with two 1,000-piece puzzles that were placed in the Firepit for people to assemble at their leisure. We celebrated National Puzzle Day by watching scenes from Star Wars and Justice League come to life as we connected each piece together, confirming that teamwork does, indeed, make the dream work.

## Omaha Holiday Party

Time for some ballin'! The team at our Omaha location kicked the New Year off right with a trip to a local bowling alley with their partners and kids in tow. They knocked down some pins and a few brewskies, and celebrated a job well done in 2019, while looking toward the future with 2020 vision. (2020 vision . . . snicker. We love bad dad jokes.)





## 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 invited, and even if you're not a hockey fan, there's beer and brawling to enjoy—plus we get our own section, so we can protect each other from the occasional flying puck and drunk ex-hockey players who want to pick a fight. (Not that we've seen either. But we're prepared if we do.)



## 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 end of a cold Nebraska winter, a warm bowl of chili can be your biggest comfort. Introducing “Chili Chili Bang Bang,” a new event that brought dozens of slow cookers, instant pots and potential heartburn to the halls of Firespring. We even handed out awards. After we popped our Tums.

**1st place: Ronni Lanham - Green Chile Chicken Chili**

**2nd place: Renee Howe - Zing Zang Chili**

**3rd place: Paul Kubitschek - Sweet & Spicy**





## March Bar Crawl

In March, when it feels like the ground will never thaw and springtime is a pipe dream, SAD can set in, and we can all use a little pick-me-up. So, the Culture Club planned a month-long bar crawl. Each Friday during March, the team bellied up to the “bar” (as in, the kitchen bar) for a treat to lift their spirits and propel them on to the warmer months ahead. We started the month with breakfast and ended it with beer, wine and cheese, and it was the perfect way to carry us to April.

**March 1: Breakfast bar with mimosas**

**March 8: Hot chocolate and candy bar**

**March 15: Dessert bar**

**March 22: Nacho bar**

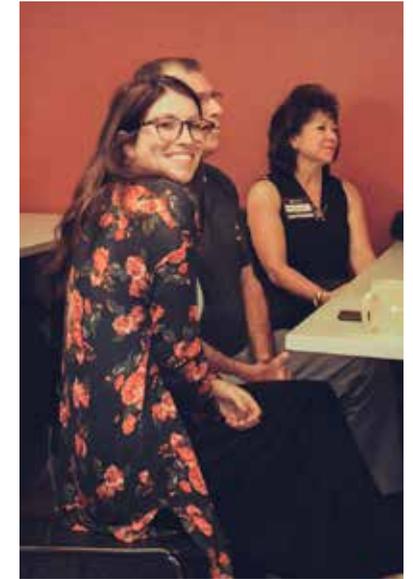
**March 29: Beer, wine and cheese tasting**



## Marcho Madness

We recognize that college basketball becomes the biggest distraction for most workplaces in March, so we embraced the event with our own spin on it called Marcho Madness (we're creative like that). To participate, you didn't have to be a basketball aficionado or know anything about hooping; it was all about the brackets, baby, and we encouraged everyone to participate, even if it meant building a bracket of your favorite uniforms or mascots. We offered 10 Gs for anyone who got a perfect bracket (yeah, right), and some bennies for other less impressive but still cool feats.





## Bring Your Parents to Work Day

In an effort to dispel the myth that we all just ride a slide and drink beer for work, we invited our moms and pops to see what it's like to be a Firespringer for a day—and to confirm that they did, in fact, raise intelligent, competent adults. We celebrated Bring Your Parents to Work Day by giving them an insider's view of Firespring with Jay's culture tour, the Firestarter, a team lunch, some job shadowing and a fun activity in their offspring's department.

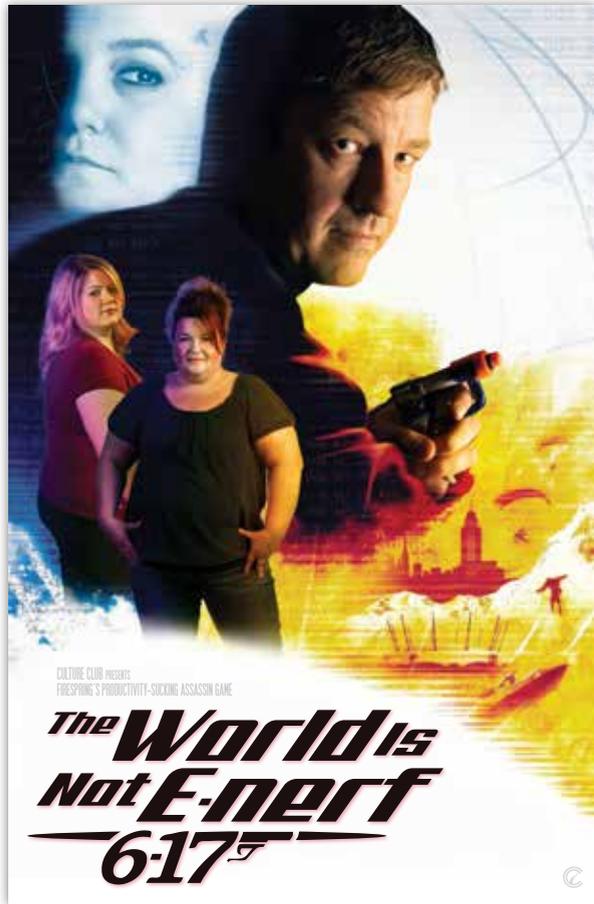




## Gutterfest

This is the one night of the year we encourage our team members to get their minds in the gutter. We're suckers for good, friendly competition among our team members, so every year for Gutterfest, we dig out our fave bowling shirts and roll on down to a local bowling alley. Bowlers split into teams and take to the alleys to vie for coveted awards, including Best Team, Best Game, Best Male, Best Female and (everyone's favorite) Worst Bowler.





## The World is Not E-Nerf Tournament

*The mission, if you so choose: “Assassinate” your assigned target with a Nerf dart with your company-issued Nerf gun and be the last spy remaining to claim the grand prize.*

To be clear, we do not condone violence and most of us are more lovers than fighters. But we do love a good Nerf war, sans injuries or malice. This all-in-fun competition gives every participant a target that they have to hit with a Nerf dart, in the office and during work hours. We take “having fun at work” to a whole new level. Several ground rules are laid down because, contrary to popular belief, not all is fair in war—at least, not on our campus. In the end, Firespringers Nikkee Stubbendeck and Molly Kincaid had an epic showdown, and Nikkee emerged the winner, winner, chicken dinner.



## Family Fun Fest at Lincoln Children’s Zoo

Rated G for “Get (Your Kids),” our annual Family Fun Fest is all about, well, families and fun (hence the creative event name). We mix things up every year to keep it fresh, but this particular fun fest had us all heading to the Lincoln Children’s Zoo to visit their new expansion. We had the place all to ourselves from 6–8 p.m. with unlimited train rides and a chance to feed the giraffes.





## Star Spangled Sizzle

Nothing says the Third of July like a good old barbecue—except for maybe the Fourth. But nobody was going to show up for work that day, so we went with the next best thing. We celebrated our independence with grilled burgers and dogs out on the patio, compliments of Firespring, while team members added sides and desserts to round out the lunch menu.



## Spirit Week

“We’ve got spirit, yes we do! We’ve got spirit, how ‘bout you?” Turns out, Firespringers have a whole bunch of spirit, and they channeled it all during one wacky week in July when we asked everyone to bring their most creative selves to work and don the appropriate gear on these days:

**Mad Men Monday**  
(Just the wardrobe, not the social hierarchy.)

**Tacky Tourist Tuesday**  
(Fanny pack: check. Multiple cameras: check.)

**Wacky Hair Wednesday**  
(BYOH: Bring Your Own Hairspray).

**Team Spirit Thursday**  
(Show your pride for pro, college or high school.)

**Far Out Fashion Friday**  
(Tie dye everything.)





## Summer of #Love Alumni Event

Once a Firespringer, always a Firespringer—at least, in spirit. Every year in July, we invite both current and former team members to mix and mingle over food and drinks on the patio at Firespring's Lincoln HQ. This year, we got groovy with a 60s-inspired hippie theme for our Summer of #Love event. We hired a band featuring our very own Brandon Rakes and surprised everyone with live T-shirt printing so all partygoers could leave with their own customized #love shirt. Righteous.





## Firespring Family Night at the Saltdogs

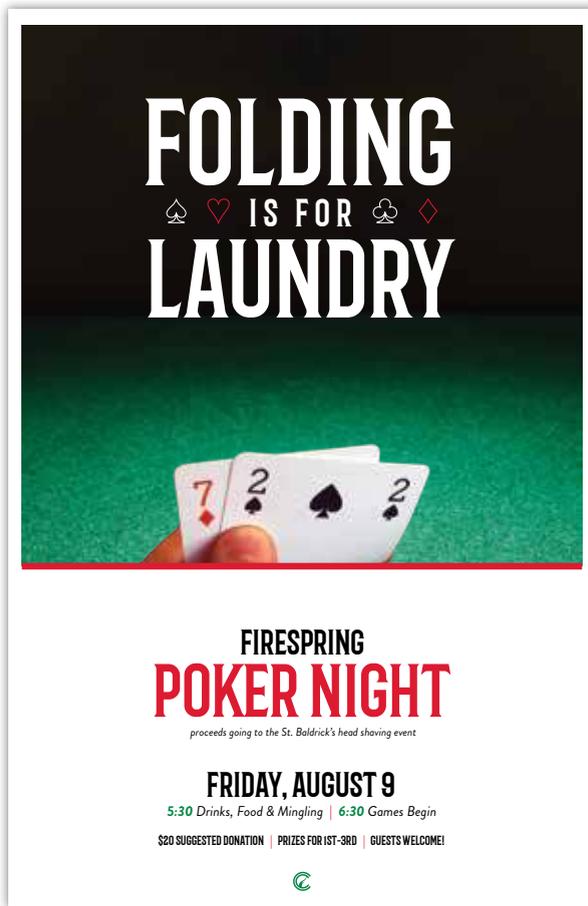
And then there was that time we all went to the dogs. The Saltdogs, that is—where we treated our families to an evening of good old American fun. Baseball, peanuts and Cracker Jacks, hot dogs, the occasional pop fly and selfies with the mascot: doesn't get better than that on a warm summer evening in July. **'Murica.**



## Bags Tournament

Starting on August 5 and lasting until October 28, 39 teams of two competed in a double elimination cornhole tourney. At the end (finally, whew), the winning team of Paul Kubitschek and Dylan Mathews took home a trophy and b(r)agging rights. It may have taken us a while to get 'er done, but on the bright side, we all upped our cornhole game, which boosted many of us to the top of several tailgating invite lists.





**FOLDING  
IS FOR  
LAUNDRY**

♠️ ♥️ ♣️ ♦️



**FIRESRING  
POKER NIGHT**  
proceeds going to the St. Baldrick's head shaving event

**FRIDAY, AUGUST 9**  
5:30 Drinks, Food & Mingling | 6:30 Games Begin

\$20 SUGGESTED DONATION | PRIZES FOR 1ST-3RD | GUESTS WELCOME!



## Poker Tournament

Most of us are not professional gamers from Vegas (well, none, to be honest), but we'll pull up to the table and go all in any day if it means raising money for one of our favorite nonprofits, St. Baldrick's. Firespring Poker Open is an annual event we host right at our Lincoln headquarters, which is open to everyone, Firespringers and friends alike. This year, we had 30 people throw their chips in, and all donations went to St. Baldrick's head-shaving event in September.



## St. Baldrick's Head-Shaving Event

**\$20,230.** That's the number of dolla, dolla bills we raised for childhood cancer research at our 10th annual head-shaving event, hosted at The Mill Telegraph District, for St. Baldrick's Foundation. September is Childhood Cancer Awareness Month, and each year we recruit a number of volunteers who are willing to shave their heads in solidarity with kids who have cancer. We got 47 brave souls to submit to the clippers this year, who in turn solicited donations from friends and family for support (shout-out to Wendi Jensen, who raised the most at \$1,587). Bald is always beautiful, but on this particular night, it was also life-changing.





## Husker Tailgate Party

Nothing calls for a party more than when the Huskers open their Big Ten season, so we took note of that date, tapped our greatest grill masters and got fired up (literally) for a tailgate party on the day of the Husker-Illinois game. Culture Club provided the burgers and dogs, Firespringers filled in the tailgate menu with appies, sides and desserts and we cheered on the Scarlet and Cream together.



## Pumpkin Decorating Contest

During pumpkin-spice-everything season, there's really only one thing to do after you've stood in line for overpriced lattes and fancy coffee drinks: Decorate a pumpkin. We put the call out for all team members to BYOP and tap into their inner artist during this family-friendly event. They could carve, paint, draw, glue—whatever their creative little hearts desired—and Culture Club provided many of the supplies for the participants. Michaela Koch's pumpkin took home the prize, and the rest of us cleaned up glitter for the next three weeks.





## Souptacular

Arguably the favorite 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. We saw 25 soups and dozens of sides and desserts this year, and sampled as many as we could in mini 3 oz cups. The soups are strictly judged by team members who vote on their favorites. The winning soup gets bragging rights and the Golden Crockpot for a full year.

**Gold: Wendy Schuman's Chicken Cordon Bleu**

**Silver: Sarah Robbins's Buffalo Chicken Soup**

**Bronze: Kasey Sendgraff's Taco Soup**

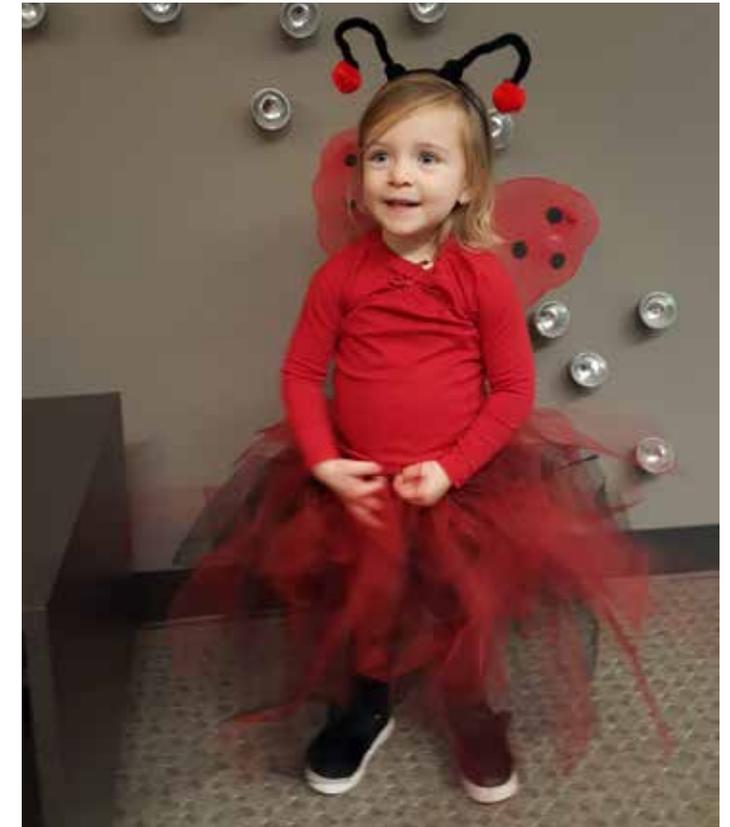




## Halloween Costume Contest

We're not a competitive bunch, but . . . wait a minute. Yes, we are—at least during Halloween. In addition to our beloved annual Halloween-themed soup competition, Souptacular, we also hosted a costume contest and invited everyone to participate with their most creative and creepiest garb. Firespringers showed up and showed out, and we have the pictures (and prizes) to prove it.

We also invited our costume-clad kiddos to trick-or-treat around the office (*because there's no such thing as too much candy*).





## #ForGood Campaign Launch

To end the year on an impactful note, we invited team members (and many of our clients) to join an initiative to do something #ForGood. We gave cash to Firespring employees and mailed gift cards to select clients and prospects, encouraging everyone to use the money for an act of kindness or #love, hoping that many small acts would lead to a large impact. This campaign was inspired by a moment in 2011 after our CEO, Jay, had lost his mother and honored her memory by handing out cash to everyone at Firespring, asking them to do something kind for someone they loved—no strings attached.

Some used their #ForGood money to help a friend or family member in need, while others pooled their cash to make a larger donation at a local shelter or organization. The coolest part: reading all the stories at [myreasontogive.com](https://myreasontogive.com) where everyone—employees, clients and prospects alike—could post pictures and tell how they paid the money forward.





## Firespring Thanksgiving

Turkey and potatoes provided, team members bring their favorite sides and desserts to share, and we all sit at one big family table for our annual Thanksgiving lunch on the Thursday before the actual holiday. The table has become crooked like a maze after years of growth, but still—it's one table. And like most families, we've developed some weird traditions, like the one where we lie under the table for our afternoon naps (or laughs) while we digest. We do make it back to our desks eventually, but let's be honest—usually in a food coma.





## Santa Claus is Comin' to Town

Ho, ho, ho, it's time to treat—or terrorize?—our miniature Firespringers to a visit from Santa! That's right, we invited the jolly ol' Mr. Claus to our office so moms and dads could plant their wee ones on Santa's lap and either: a) get an adorable Christmas card photo, b) give their kids a meet-and-greet with the big man himself, or c) try to convince their littlest ones that he's not Scary Claus. For some families, it involved a little of all three, and we have the classic pictures to prove it.



## Firespring's Secret Santa

In keeping with our culture of giving and #love (which we try to live out both internally and externally), all Firespringers were invited to participate in our first ever Secret Santa gift exchange. The rules were simple: Fill out a survey about your favorite things; stick with a price limit of \$20; give your gift(s) between December 16 and 20; and be sneaky like Santa so as not to give away your identity. We capped off the week with a holiday FAC, which ushered many of us into our holiday breaks and the last few weeks of (gulp) the decade.





## We #love team swag.

*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 styles for every season. We be stylin' year round.*

**Learn more at** [firespring.com](https://firespring.com)



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