



POWERED BY PURPOSE

FIRESPRING 2025 BENEFIT REPORT AND 2024 YEARBOOK

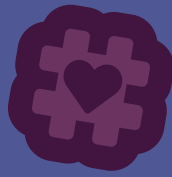


Firespring®

Certified



Corporation



POWERED BY PURPOSE

FIRESPRING 2025 BENEFIT REPORT AND 2024 YEARBOOK





POWERED BY PURPOSE

FIRESPRING 2025 BENEFIT REPORT AND 2024 YEARBOOK



by Jay Wilkinson and Firespring



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

First printed edition March 2025

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ISBN

979-8-9881275-4-3 (Firespring Powered by Purpose - 2025 Benefit Report and 2024 Yearbook 3/2/2025)

979-8-9881275-5-0 (Firespring Powered by Purpose - 2025 Benefit Report and 2024 Yearbook 3/2/2025)

Printed in the United States of America by



Lincoln, Nebraska



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If the walls at Firespring HQ could talk, you'd hear about more than work.

They'd tell you about break room shenanigans and how we like to unwind over a beer on Friday afternoons. Or the 1,000s of shuffleboard and pool games we've challenged each other to over the years.

They'd talk about our (Unofficial) Bike Club and the closet full of bikes for team members to borrow or the barbecues and tailgate parties we've hosted on our patio.

You'd undoubtedly hear about the hundreds of people who've slipped down our slide to get from upstairs to down (a highlight for visitors and guests)—and about our alumni events in July, when former Firespringers are invited to come and catch up with the current team.

You'd most certainly hear about Souptacular, Firespring Thanksgivings and the White Elephant Exchange, three heralded holiday traditions that date back to the early days.

Perks are abundant outside our hallowed halls as well: birthday gift cards, holiday parties, family activities, bowling tournaments, discounted Lied Center events—and the ever-popular trivia challenges over Zoom, so our remote employees can feel connected. Plus, team members love our hybrid work policy and the freedom to use work hours for volunteer opportunities, providing flexibility for busy schedules.

Firespring has long been known for its coveted employee extras.

But all these perks that we love so much aren't really what make Firespring tick.

Our passion for our work is not about slides or free beer or cool events. What makes us special is our people—individuals who are deeply aligned with each other and driven by a shared commitment to make a positive impact individually and collectively.

The perks may be fun and attractive, but it's our shared values and alignment about what really matters that makes us stay—or for some who have left, eventually return. We call them Boomerangers, and they return for a reason.

At Firespring, we've cultivated a culture that attracts passionate individuals who want to work for something bigger than themselves. For 32 years, we've weathered ups and downs, always maintaining a strong sense of connection and an unwavering commitment to do good. While the journey hasn't always been easy, it has been fulfilling and impactful—not only for us, but also for the 50,000+ businesses and nonprofits we've partnered with.

Here's how we've made it work and fostered growth and evolution for over three decades now:

We live our values, which do not waver.



Bring it. Every day.



Have each other's back.



Give a shit.



Call us edgy on that last one, but there's a reason we made our values clear and understandable: More than just flowery words on a page, our values direct how we live and how we work.

We hire according to our values.

When we built our values, we made sure to hire people who embody them. We hire first for culture fit and second for skills. Why? Because skills can be taught, but core values can't.

Thanks to our hybrid model, we've expanded our hiring pool (and team) beyond Nebraska, attracting talent from all over. In fact, we have team members working in 9 different states, plus Mexico and the Philippines! Our IT team has worked hard to make sure that our technology and systems are robust enough to support remote work, so Firepringers can work securely from anywhere.

We live our values every day.

Giving back to our community is non-negotiable at Firespring. Every team member is required to volunteer a portion of their work hours each month for a cause that matters to them. It's just one way we live out our third value about giving a shit. Volunteering isn't a once-a-year event—it's woven into the fabric of our company. We are always looking for new ways to care more and make a difference.

Building a dynamic, values-driven culture doesn't happen overnight. It's a continuous effort that requires intentionality and care. But the payoff is huge. By nurturing a culture that's grounded in shared values, we improve the lives of our team and amplify our impact on the world.

And that, after all, is what we're here for.

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

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.

Nebraska's
First B Corp™



 Firespring

DO
WORK



A Letter from Jay



At the beginning of 2024, I officially transitioned out of my role as CEO of Firespring, a position I have been honored to hold for over three decades. It has been the privilege of my life to lead this extraordinary organization. Firespring has always been more than a company to me; it is a community of purpose-driven individuals dedicated to making a difference in the world. Stepping into the roles of founder and chairman, I am both excited and comforted to pass the torch to Troy Jensen, our new CEO, and to continue working alongside Kevin Thomas, our COO, whose leadership and commitment have been integral to Firespring's success. I trust them implicitly to be exceptional stewards of our mission.

Reflecting on Firespring's journey over the past year fills me with immense pride. Our team has continued to embody our core values, striving every day to find a better way, lift each other up and create meaningful impact in the community. This year's annual benefit report and yearbook highlights not only the incredible work we do for our clients and community but also the people behind it—the heart and soul of Firespring.

One of the traditions I cherish most is celebrating our Values Hall of Fame inductees. These individuals exemplify what it means to live and breathe the principles that Firespring was built upon: integrity, humility, perseverance and a deep commitment to serving others. Their dedication inspires all of us to reach higher and dig deeper in our efforts to make Firespring a force for good.

Our commitment to giving back remains steadfast. This year alone, we've supported countless nonprofit organizations, contributed thousands of hours of volunteer work, and furthered our mission to amplify causes that uplift humanity.

These efforts reflect the promise I made to myself as a teenager driving home from a summer leadership camp—to one day build a company that would make a difference in the world. Firespring has fulfilled that promise in ways I could have never imagined.

Of course, our journey has not been without its challenges. The transition from a founder-led organization to one guided by a new generation of leaders is no small feat. But it's also a testament to the resilience, adaptability and shared purpose of our team. Firespring's mission has always been bigger than any one person, and I am confident that the foundation we have built will sustain and propel us forward for decades to come.

As I step into this new chapter, my gratitude for the Firespring team, our partners and our community is boundless. Thank you for continuing to believe in our mission and for being part of this journey. Together, we're not just running a business; we're building a legacy of good.

Jay Wilkinson
 Founder & Chairman of Firespring

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





"I am on the best team at Firespring. We care about each other, both personally and professionally. There is no place I'd rather be but Firespring. #love"

— **Ashley Frevert**
Account Coordinator



"We have a great group of people who truly do live our values every day. At the end of the day, what we do does make a difference for our clients. Whether you've been here a few months or many years, your opinion is heard and valued. I've been recognized for doing good work more in the last year than my entire time at other agencies, and having your name put on the board during Firestarter by a coworker is one of the best feelings ever. No more Sunday night blues/scaries for me!"

— **Jane Byram**
Media Planner/Buyer



"Firespring has created an environment where I can be my true self at work. There's no pressure to put on some professional, nose high in the sky facade. I can be authentically me. That's modeled through our leadership, staff and culture. In my opinion, it's the most valuable asset Firespring has. They allow people to be authentic and true to themselves... They embrace it! That oozes out in everything we do: our work, client interactions, etc. I think that's why our culture is a constant conversation point. Simply put, it is contagious."

— **Dylan Adams**
Creative Director



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 themselves 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 Corporation 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.

2024 Overall Impact Score

Updated every 3 years. Last certification in 2023.

Firespring
128.4 pts

B Corps***
80 pts****

Ordinary Businesses**
50.9 pts****

Governance

23.3

14

6

Mission & Engagement

5.3

+

+

Transparency

8.0

4

3

+ Mission Locked

10.0

+

+

Workers

30.3

26

20

Financial Security

10.8

17

15

Health, Wellness & Safety

4.5

3

1

Career Development

6.7

+

+

Engagement & Satisfaction

8.1

+

+

Community

54.3

44

15

Diversity, Equity & Inclusion

7.6

2

1

Economic Impact

5.8

3

1

Civic Engagement & Giving

11.5

5

2

Supply Chain Management

0.0

6

3

+ Designed to Give

26.8

+

+

Environment

9.3

13

6

Environmental Management

4.9

5

3

Air & Climate

0.9

3

1

Water

0.5

1

1

Land & Life

3.0

+

+

Customers

11.0

18

5

Customer Stewardship

2.8

+

+

+ Support for Underserved/
Purpose Driven Enterprises

8.1

+

+

Scan to
learn more



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 10,000.

Becoming a Certified B Corporation connected 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.

What is a benefit corporation?

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 37 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, precise, 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 2024 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 2024.”

Firespring, Inc. Board of Directors:

Jay Wilkinson, *Chairman and Benefit Officer*

Tawnya Starr, *Vice Chair*

Dustin Behrens, *Secretary and Treasurer*

Molly Coke

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.

2024 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.

2024 Results

Profits: \$407,293 (1.4%) donated to nonprofits.

Products: \$1,707,557 (5.8%) in-kind donations of products and services.

People: \$313,796 (3.9%) donated to causes we care about.

Total Power of 3 Financial Impact in 2024: **\$2.4 Million**

Firespring is a Member of 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 20,000 companies 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).



Giving Back Has Changed Us For Good

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 people willing to serve. So, instead of simply matching donations and literally just "mailing it in," we urged our team members to get out into the world, roll up their sleeves and get their hands dirty.

This cool thing happened: They began sharing stories of doing good, making a difference, connecting with one another and becoming happier individuals not only at work, but overall.

Today, Firespring team members get one paid day off a month to volunteer in the community in any way they'd like—whether it's in person, virtually or both.

In 2024, our team members volunteered over 10,161 hours to nonprofit organizations.

By supporting our team members' ability to volunteer—and holding them accountable—we've created meaningful change in our community and our people. And most importantly, we've impacted the lives of thousands of people for good.

10,161 HOURS

TEAMING UP TO GIVE BACK

Sometimes we get together and pool our time, talent and energy to make a bigger impact than we could alone, like during Lincoln's Pride Parade, Boo at the Zoo and our annual St. Baldrick's head-shaving event to raise money for childhood cancer.

Lincoln's Star City Pride Parade

Firespring is all about showing #love and support to everyone, and we're always thrilled to celebrate the LGBTQIA+ community at the Star City Pride Parade each June. This year, the phrase "don't rain on my parade" became an unfortunate reality when thunderstorms rolled in and cut the Star City Pride Events Festival short. We endured the storm with our (thankfully) waterproof stickers for as long as we could! Supporting the LGBTQIA+ community is one of our top priorities, come rain or shine.





St. Baldrick's Head-Shaving Event

On September 29, we hosted our 15th annual "Shave A Life" event for St. Baldrick's Foundation at The Mill Telegraph. This is an exciting event where brave shavees, volunteers and supporters gather to raise money for childhood cancer research. **Over the past 15 years, we've generated more than \$250,000 for St. Baldrick's, a longtime Firespring client based in California.** The success of this event is driven by those willing to part with their hair, at least temporarily, and the people willing to donate. Our shavees volunteer to go bald to stand in solidarity with kids who have cancer. At this beloved event, bald truly is beautiful.

St. Baldrick's Foundation is a volunteer-driven charity committed to funding the most promising research to find cures for childhood cancers, funding more grants than any organization except the U.S. government.

2024 Numbers

Total Raised: **\$16,076**

Total Shavees: **14**

Top 3 Fundraisers:

Troy Jensen **\$2,548.30**

Brophy Ringdahl **\$1,543.10**

Ashley Frevert **\$1,443.54**





Boo at the Zoo

One of Lincoln Children's Zoo's longest-standing and most popular traditions, Boo at the Zoo is Lincoln's largest trick-or-treat event. This year, 11 Firespringers raised the ruff in some "pawsitively" precious Bluey costumes and had a doggone good time handing out treats to over 11,000 trick-or-treaters. This was our 12th year participating in this fundraiser, which directly supports the zoo and its animals.

Fun fact: Lincoln Children's Zoo has been a Firespring client (for both print and website services) for 13 years.

2024 Numbers

Trick-or-treaters: **11,280**

Attendees: **22,000**
over 5 days and nights

FOLLOWING OUR PASSIONS

Of course, we all have our own unique interests, gifts and abilities, so when we're not joining forces to make an impact together, we get to go where our hearts lead to lend a hand. Some of the local nonprofits our team members volunteer for include People's City Mission, Tabitha Meals on Wheels, Make-A-Wish, Girls on the Run, Nebraska Community Blood Bank, TeamMates, Mercy Meals, Orphan Grain Train, Food Bank of Lincoln, Ten Thousand Villages, The Hub and many more.





GIVE A
\$#!T



The 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 (shout out Bagels & Joe) and community, the Foundry has become ground zero for Lincoln's robust nonprofit sector. More than financial support, we also roll up our sleeves and get our hands dirty (literally) to show some TLC to the Foundry building when necessary. Last October, a few dozen of us spent a day cleaning and tidying the place up.

The logo for Do More Good Movement consists of the words "DO MORE GOOD" stacked above "MOVEMENT" in bold, white, sans-serif capital letters, all contained within a white rectangular border.

Do More Good® Movement: Founded in 2019, 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 spring. In April 2024, more than 700 people from all over the world attended the event.

The logo for Launch features the word "LAUNCH" in large, bold, white, sans-serif capital letters.

Launch Leadership: Designed to empower young leaders to transform their communities and change the world, this organization is the one that Firespring's founder, Jay, credits with putting him on the path of servant leadership. Their flagship leadership experience, Summer Leadership Workshop, is powered entirely by volunteer staff members and hosted on Doane University's campus. The program serves more than 500 students entering grades 6–12 every summer.

Firespring

+ Do More Good[®] Movement

= A Greater Force for Good

Founded in 2019, 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 spring. Thousands of people from all 50 states and several countries have attended this inspiring annual event.

WELCOME TO
THE MIDDLE
EVERYWHERE

GOOD
.COM



*“We firmly believe
that a rising tide
lifts all boats.
Our goal is to be
that tide.”*

—Jay Wilkinson





The **WHY** Behind the Do More Good[®] Movement

The Do More Good[®] Movement exists to empower business leaders with the tools, mindsets and stories needed to create purpose-driven organizations. By sharing transformative insights, inspiring case studies and actionable strategies, we illuminate what it means to lead with purpose and foster meaningful impact.

We are witnessing a seismic shift in the business landscape—the most profound transformation since the digital revolution and the industrial age. Businesses that fail to evolve their practices to serve all stakeholders—not just shareholders—are at significant risk of obsolescence within the next 5–7 years. Today’s consumers demand more from the brands they support, and employees are drawn to workplaces that align with higher values and contribute to the greater good.

The Do More Good[®] Movement acts as a catalyst, inspiring businesses to embrace purpose and prioritize social responsibility. In an era defined by transparency, accountability and conscious leadership, businesses must identify, articulate and embody their core purpose—their “why.”

This shift toward purpose-driven practices not only reshapes expectations but also drives long-term success. Organizations that live their “why” build deeper trust, loyalty and resilience, while those that resist this evolution risk fading into irrelevance.

At its heart, the Do More Good[®] Movement champions a “Main Street” approach to capitalism—one focused on solving real-world problems, creating meaningful work and cultivating authentic connections with customers, employees and communities. By embracing these values, businesses unlock the potential for collective growth, enabling people and communities to thrive together.

“Make Yourself at Home”

That’s our message to any nonprofit that would like to use our office space to host an event—we’re happy to open it up, free of charge, for orgs that could benefit. It might sound cliché, but we do believe that sharing is caring. We help nonprofits by providing a space that doesn’t eat up their budget, so they can use their limited dollars on other expenses. They love the space, and we love knowing it’s being used for good. Win-win.

SHARING
IS
CARING



"Just a quick follow up to thank Firespring for the use of your facilities to host our All Staff meeting. We brought in employees from all across the state, and the consensus was, 'It's a wonderful space!' Room rentals for our meetings can be very expensive, and saving those dollars for other needs is a huge gift that Firespring has afforded us."

— **Ethan Herb**
Operations
Owens Educational Services, Inc.

"Thank you for your efforts to secure space for us. I want you to know that we appreciate your dedication. The service and support that Firespring offers nonprofit organizations like ours are truly valuable."

— **Jeramie Beahm**
Director
I Belong, Inc.

**Shout-out to our managers of first impressions,
Jayden and Sara, who roll out the red carpet to guests.**

So Nice They Said Yes Twice

We call them **Boomerangers**—team members who leave Firespring and later find their way back. Some say they missed their work or their coworkers, others longed to be part of our purpose-driven culture again. Whatever the reason, we welcome them back with open arms and happily induct them into our unofficial Boomerang Club. In 2024, we had a whopping 13 Boomerangers on our team! Why did they all return? Here's what drew them back.



"I first came to Firespring via a merger, and I could tell right away there was a great energy—something special. When I left to take another opportunity, I always felt something was missing. I'm excited to boomerang back and enjoy that energy, the laughs, the friendships and doing more good."



Mike Losee
Director of Client Solutions

"I knew when I came back to Firespring in a client-facing role that it would be a rewarding opportunity to work with local clients and nonprofit organizations that are grateful for our help in achieving their goals and living out their missions to do more good."



Megan Guenther
Account Manager

"I had a lifelong goal to dedicate the best years of my career to developing talented people who are mission-driven, personally and professionally. So, for me, this is a dream come true! Firespring is a place where people can try new things, learn, take risks, challenge the norms and be part of the success of 6,000+ clients, right here in the Heartland. I am proud and happy to be a boomeranger!"



Kelly Medwick
Chief Client Experience Officer

"I originally left Firespring because I was looking to change course on my career and expand my opportunities to learn. Over time, I started to miss the collaboration of team members, but mostly I felt the strong desire to engage in bigger business visions and meaningful goals, which is what I loved most about working at Firespring. I attended the first "ROI of Why" conference from the Do More Good Movement where I listened to Jay and other purpose-driven leaders speak about the intersection of professional work and personal impact. I quickly realized I wanted to find my way back to Firespring."



Troy Jensen
Chief Executive Officer

"Firespring just feels like the right place to be. The culture and the way we communicate and care about each other, our customers and the world around us. They've always believed in me, and I want to return that consideration."



Jeff Murphy
Vice President of IT

"Coming back to Firespring was so healing for my mental health. I was so unhappy where I was."



Donna Salas-Correa
IT Help Desk Technician

"I came back to Firespring because Travis asked me to and to once again work with John Dietrich and the remaining AlphaGraphics OIGers."



Alison Burgett
Bindery Operator

"I wanted to come back to Firespring because I appreciate our company culture, am passionate about our mission and the work we do, and because of the people! Our company is made up of people who are incredibly smart, kind, genuine, unique and create a sense of belonging that I think is rare in the workplace."



Julia Kerrigan
Director of Retention Marketing

"Boomerangers bring something truly special to Firespring. Their decision to return speaks volumes about the culture, mission and relationships we've built together. They remind us of the deep sense of belonging we aim to create and reinforce how meaningful our work can be when it aligns with purpose. It's an honor to welcome back people who choose to make Firespring part of their story—not just once, but twice."



Jay Wilkinson
Firespring Founder

The Firestarter: A Daily Display of Values

Every workday, we gather in person and online for our daily Firestarter—an 11-minute standup at 11:11 a.m. when positive sparks fly and good news, better ways and big wins permeate the air. In fact, you could say this daily standup is a microcosm of our three values, which you can see on full display during these short but impactful 11 minutes.

We bring it. Every day. Indeed we do. Our Firestarter is a non-negotiable, stop-what-you're-doing type of gathering—a Monday-Friday staple in every Firespringer's schedule. For this brief time, we exist as one team, celebrating milestones, giving well-deserved shout-outs and highlighting notable accomplishments.

We have each other's backs. In a company our size, it can be easy to get tunnel vision and just focus on our own tasks at hand. To keep everyone in the know, a member from each team gives a quick status update of their squad's goals for that week (clearly spelled out on the Firestarter board).

This serves two important purposes: It gives insight into what everyone is working on, and it holds us accountable for our own work. Plus, it gives us a chance to identify ways we can support each other (thus the back-having).

We give a shit. After status updates, we address risks, challenges or anything that might create a hiccup in the week ahead. Why? Because we know that an open line of communication is one way to care for each other. The best way to accomplish our mission and serve our clients is by giving a shit about each other, all working together toward common goals.

To wrap up, we end on a note of unison. To outsiders, our cheer might seem silly or extraneous, but to us, it's a unifier. It might be funny or educational or inspirational—it might even be as easy as, "Do work!" Whatever the flavor of that day's cheer, it's a moment that's akin to putting our hands together in a huddle and saying, "Go team!" When we're unified, we're a formidable force for good.

HAVE EACH OTHER'S BACK



GIVE A \$#!T



BRING IT. EVERY DAY.

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 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, passing 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.)



2024 F Recipients

Sue Johnson

from Sally Grandick

Sally Grandick gave the F to Sue Johnson. The past two years have brought on design projects for them to work on together, and it's been fun. Sally is always excited to work with Sue.

Janet Wurtz

from Sue Johnson

Sue Johnson awarded the F to Janet Wurtz. Janet is always living the Firespring values and is quick to respond to any inquiries. Best of all—she's funny! Janet can be heard across the room having interesting conversations that you can't help but join.

Maddie Leblanc

from Janet Wurtz

Janet Wurtz presented the F to Maddie Leblanc. Maddie lives the Firespring values daily, and Janet always enjoys talking with Maddie. Her smile always brightens the room.

Robert Leslie

from Maddie Leblanc

Maddie Leblanc gave this week's F to Robert Leslie. Even though Maddie doesn't get to work with Robert often, his contagious joy and genuine care for Firespring and our clients don't go unnoticed. He's the epitome of Firespring's core values—and she doesn't think you can see Robert and not crack a smile. His light, positivity and passion are evident even from afar. Whether he's serving by singing at church or supporting our clients, he truly does good and brings it every day.

Jennie Martin

from Robert Leslie

Robert Leslie gave the F to Jennie Martin. Jennie is an amazing individual who lives all the values, is truly a wizard and always finds a better way.

Jesse Vadnais

from Jennie Martin

Jennie Martin awarded the F to Jesse Vadnais. Jesse has taken on the challenge of “find a better way” to heart. He isn't afraid to ask why and pushes for deep group discussions to explore all potential options. Jennie believes he truly cares about our clients and improving the Springboard for them. He welcomes all opinions, and she has never felt like her voice wasn't heard. Jesse has relit the fire and excitement for our products by dedicating his time and efforts to listening and interacting with our teams and clients.

Jason Morehead

from Jesse Vadnais

Jesse Vadnais presented the F to Jason Morehead—even though he mentioned anybody he works with deserves the F. Jason truly cares about the product and our clients. Jesse appreciates that Jason pushes him to do better.

Jaymee Jarvis

from Jason Morehead

Jason Morehead gave the F to Jaymee Jarvis. Jaymee does great work and has great ideas for improving both the Springboard and front end. Jason's glad she's back on the team!

Joe Ebmeier

from Jaymee Jarvis

This week, the F went from Jaymee Jarvis to Joe Ebmeier. Jaymee was thankful for all the hard work he put into bringing the FED and engineering teams together. His effort made everyone more efficient.

Hayli Kent

from Joe Ebmeier

Joe Ebmeier awarded the F to Hayli Kent. Hayli doesn't seek the spotlight, but her work certainly sets her apart. On the SBF team, Hayli is expanding accessibility and always finding better ways as she works to improve end-user experiences. On the webdev team, she has tackled legacy WordPress sites with dedication and skill. She's always looking for new ways to expand her knowledge and bolster her skills. Joe recognized that her accomplishments on both teams are invaluable.

Paige Craft

from Hayli Kent

Hayli Kent presented the F to Paige Craft. Paige is someone who actively promotes a diverse and inclusive environment. Hayli believes that Paige always finds ideas for improvements while taking in everyone's thoughts and needs, and has so much passion for her work.

Megan Guenther

from Paige Craft

Paige Craft gave the F to Megan Guenther. Paige has been working with Megan a lot the last few weeks and has been loving it! Megan is always living the values.

Brophy Ringdahl

from Megan Guenther

Megan Guenther gave this week's F to Brophy Ringdahl. Megan has had the opportunity to work closer with him and appreciates the new ideas and talent he brings along with his tenure at Firespring.

Travis Gueret

from Brophy Ringdahl

Brophy gave the F to Travis Gueret. Brophy recognized Travis as a fearless leader and that, despite the usual chaos, the "Right and On Time" rate is ridiculous, in a good way.

Jay Patel

from Travis Gueret

Travis Gueret gave the F to Jay Patel. As a new website user, Travis has gotten to work with Jay and loves the energy he has with his team. Jay is a positive guy.

Sarah Robbins

from Jay Patel

Jay Patel awarded the F to Sarah Robbins. Sarah has a lot of knowledge about our products. Jay appreciates that anytime he goes to her with a question, she puts her detective hat on to find answers.

Allison Mellick

from Sarah Robbins

Sarah Robbins presented the F to Allison Mellick. Allison embodies living the values. She is always quietly working on lots of projects that have a great impact on our clients. Allison is also a ton of fun and does great work with Culture Club.

Kasey Sendgraff

from Allison Mellick

Allison Mellick gave the F to Kasey Sendgraff. Kasey is a constant back-haver, and she is always finding a better way. She is quick to lend a helping hand or a listening ear, and she truly cares about making Firespring a better place. Allison says Kasey is the Gretchen Wieners to her Janis Ian!

Adam Shafer

from Kasey Sendgraff

Kasey Sendgraff gave this week's F to Adam Shafer. Adam may not always be in the spotlight, but his contributions are noticed and appreciated. He was one of Kasey's earliest hires that she helped recruit—as a software engineering intern almost 8 years ago. His team members say that Adam exemplifies what it means to be a team player by always being ready to jump into projects and help the SBF team however he can. He's willing to step out of his comfort zone to learn new things.

Ron Gallagher

from Adam Shafer

This week, the F went from Adam Shafer to Ron Gallagher. Adam believes Ron is like a Swiss army knife—he's someone with many skills. Ron does great work on both large and small projects.

Adam Brown

from Ron Gallagher

Ron Gallagher awarded the F to Adam Brown. Adams wears a lot of hats and is a great person to talk to about a great number of things. Ron was glad it worked out that Adam was in person to receive his award.

Aaron Grauer

from Adam Brown

Adam Brown presented the F to Aaron Grauer. Adam appreciates Aaron in many ways, especially how he brings it every day and always maintains his super chill attitude. 10 years in, Adam enjoys working with Aaron just as much as he did on day one.

Molly McCabe

from Aaron Grauer

Aaron Grauer gave the F to Molly McCabe. Aaron appreciates Molly as his lighthouse in the rough seas of Salesforce. He poetically described how much he appreciates working with her.

Megan Shoemaker

from Molly McCabe

This week, the F went from Molly McCabe to Megan Shoemaker. There's a saying "High tide lifts all boats" and Molly believes that Megan lifts up everyone on the team. She appreciates Megan, and how everything she does, she does with an artistic eye. Onboarding will miss her.

Jeff Norris

from Megan Shoemaker

Megan Shoemaker gave the F to Jeff Norris. Jeff is the definition of a good friend. Before she knew Jeff, she had a flat tire in the parking lot, which he fixed before she even knew it was flat. Jeff cares about his coworkers and works his ass off to keep our facilities in working order.

Josh Barnett

from Jeff Norris

Jeff Norris presented the F to Josh Barnett. Jeff appreciates all the hard work Josh puts in as they have had more opportunities to work together recently.

Craig McCoy

from Josh Barnett

Josh Barnett awarded the F to Craig McCoy. From day one, Josh has appreciated working with Craig on all things AWS and more.

Justin Magee

from Craig McCoy

This week, the F went from Craig McCoy to Justin Magee. Craig appreciates working with Justin and that he never gives up on a problem until he finds a solution.

Joshua Clark

from Justin Magee

Justin Magee gave the F to Joshua Clark. Joshua always brings new ideas for process improvement. Justin appreciates that he's all around great to work with.

Claire Maly

from Joshua Clark

Joshua Clark gave this week's F to Claire Maly. Recently, Claire has taken on more responsibility. She's always knowledgeable and has a good understanding of how to solve issues. Josh appreciates that she is always helpful.

Sara Beaudoin

from Claire Maly

Claire Maly awarded the F to Sara Beaudoin. Sara is an amazing back-haver and is always ready to help and answer questions—plus she has the cutest puppy.

Kristin Docherty

from Sara Beaudoin

Sara Beaudoin presented the F to Kristin Docherty. Sara appreciates that Kristin will always stop by the front desk to say “hi”. Kristin goes above and beyond for clients and you can always hear her smile through the phone.

Nick Shybut

from Kristin Docherty

Kristin Docherty gave the F to Nick Shybut. Nick is “Firespring personified” and Kristin appreciates how he has always believed in her. She believes Nick is leaving big shoes to fill.

Gary Pohlmeier

from Nick Shybut

This week, the F went from Nick Shybut to Gary Pohlmeier. Nick reflected on his time at Firespring and recognized Gary for consistently living the values and being an incredible teacher to all over his 23 years. Nick doesn't want you to take his word for it, just check out how our clients have described Gary: patient, helpful, friendly and tech-savvy—he fixed an issue even the client's IT team couldn't solve.

DJ Dirksen

from Gary Pohlmeier

Gary Pohlmeier gave this week's F to DJ Dirksen. Gary appreciates having worked with DJ in the past. DJ is a key contributor for SBF, a great Culture Club leader and of course, does a great job opening the keg!

Lindsay Kelly

from DJ Dirksen

DJ Dirksen awarded the F to Lindsay Kelly. Lindsay embodies all our core values—giving a shit about our team members, products and clients. She always has our backs and brings it every day. Lindsay is always looking for better ways while also helping drive our marketing strategy.

Nina Reinick

from Lindsay Kelly

Lindsay Kelly presented the F to Nina Reinick. Lindsay loves to work with Nina! She is always respectful, never defensive and continually stretches herself to be better.

Chessa Clay

from Nina Reinick

Nina Reinick gave the F to Chessa Clay. Nina is happy to be able to work with her over the past few years. Chessa is a great representation of Firespring and always has a wonderful, can-do attitude.

Rhonda Halligan

from Chessa Clay

This week, the F went from Chessa Clay to Rhonda Halligan. Anyone who interacts with Rhonda can attest to her positivity. Rhonda is always willing to help, no matter the situation. Chessa appreciates that Rhonda always has her back.

Sean White

from Rhonda Halligan

Rhonda Halligan gave this week's F to Sean White. Rhonda is glad Sean is a Firespring Boomeranger! He has everyone's back in Omaha and throughout Firespring.

Kassie Templeton

from Sean White

Sean White awarded the F to Kassie “with a K” Templeton. Sean appreciates how helpful she has been, even as she’s getting ready to become a mom.

Steve Champ

from Kassie Templeton

Kassie Templeton presented the F to Steve Champ. Steve has been helping her out a ton lately and she appreciates that he always goes the extra mile.

Tom Hanus

from Steve Champ

This week, the F went from Steve Champ to Tom Hanus. Tom is our ‘in house’ fabricator, and always the guy to find a solution to a problem. Recently, he fabricated an air bar to help the full-size sheets deliver better from the KM1 on the UV coater. Just one of the many things he has built or modified to help us work more efficiently!

Darcy Lijoodi

from Tom Hanus

Tom Hanus gave the F to Darcy Lijoodi. Tom appreciates all of Darcy’s work and care toward Print Production and the people she works with.

Nate McKean

from Darcy Lijoodi

Darcy Lijoodi gave this week’s F to Nate McKean. Nate has a keen eye for finding issues and is great at alerting everyone to get the job done right and how best to proceed. Darcy appreciates that he always has everyone’s back and puts work first, even if he’s having a bad day.

Deb Brazau

from Nate McKean

Nate McKean awarded the F to Deb Brazau. He appreciates her quality checks on tickets before they go to the production floor and her willingness to help with any artwork file issues. Deb always has the back of her fellow Firespringers.

Danita Bell

from Deb Brazau

Deb Brazau presented the F to Danita Bell. Deb appreciates that Danita is hardworking and a pleasure to work with every day.

Charlie McIntosh

from Danita Bell

Danita Bell gave the F to Charlie McIntosh. He has been a huge help and Danita really appreciates everything he does.

Alexis Ritzdorf

from Charlie McIntosh

This week, the F went from Charlie McIntosh to Alexis Ritzdorf. Charlie appreciates that Alexis is very involved with the work orders she takes in and asks questions if she doesn’t know the processes the customer is asking for. Alexis is a caring and a give-a-shit type of person, that really is an asset to the Firespring family.

Nicole Lanspa

from Alexis Ritzdorf

Alexis Ritzdorf gave this week’s F to Nicole Lanspa. Nicole has Alexis’s back and quickly jumps in to help out. Alexis appreciates that Nicole absolutely and whole-heartedly gives a shit about her work. She is extremely organized, detail-oriented and cares deeply about the work she produces. Alexis would describe Nicole as consistent. Time-after-time, she produces fantastic work and offers great suggestions to give clients the best possible end product.

Josh Chmiel

from Nicole Lanspa

Nicole Lanspa awarded the F to Josh Chmiel. Nicole appreciates how much Josh cares about Firespring. In his role, he always strives to be better, which challenges the designers to be better. Josh expertly and patiently answers any questions someone might have about VDP.



VALUES HALL OF FAME 2024 INDUCTEES

HAVE EACH
OTHER'S BACK

EVERY DAY. BRING IT.

GIVE A
\$#!T

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, 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 these Firespringers for achieving this honor.



Annie Olsen

Bindery Operator

Firespring



INDUCTED BY SHANE THOMPSON

"Annie always has a smile on her face that brightens the day. She is a diligent worker and gives a shit."



A woman with long dark hair is shown in a bindery, using a pair of scissors to cut a piece of paper. She is wearing a dark jacket. In the foreground, another person's hands are visible, holding a stack of white paper. The background is slightly blurred, showing other people and equipment in the bindery.

Q: What brought you to Firespring?

A: I work in bindery. I was working for Harold Klein at Boomers when Firespring acquired the business, and we were lucky enough to become Firespringers.

Q: What is your favorite project that you've worked on?

A: Some of my favorite projects to work on are trying to keep up with all the big holiday orders at the end of the year. I also really enjoy running the cutters. It's good exercise and can be really good therapy.

Q: What is your favorite Firespring memory?

A: My favorite Firespring memory was moving from Boomers into our new building. It was so clean and spacious. It was a lot of fun figuring out where everything fit in and watching the Komori get put together in the building. I've never seen anything like that up close before. It was super cool.



Phil Cunningham

Director of Sales



INDUCTED BY NICOLE SWANSON

“Phil is much more than a salesperson as he lives all the Firespring values. He cares about the team, prospects and clients—while getting lots of oxygen in his plant-filled office.”





Q: What do you enjoy most about your job?

A: The problem-solving and getting into the details for a particular organization and uncovering something that can delight them or make their life easier. That's what I've always been excited about doing here, and I still get to do it every day.

Q: How do you connect with prospects and clients?

A: When I'm asking a question, I genuinely ask them, "How do you want people to engage with you?" Or, "Why has that been so frustrating?" So, there's a lot of creativity that comes about, and I get to be myself and talk through it with them.

Q: What is your favorite thing about Lincoln?

A: I love Lincoln as both a city and a town. It's not a big city, but it's also not a little town in just about the right way.



Nicole Swanson

Marketing Coordinator



INDUCTED BY TRACIE ALLES

“Nicole gives a shit about work, her fellow team members and volunteer hours. She even changes up her cube decor for different seasons and holidays, adding some cheer to the office!”





Q: How have you grown at Firespring?

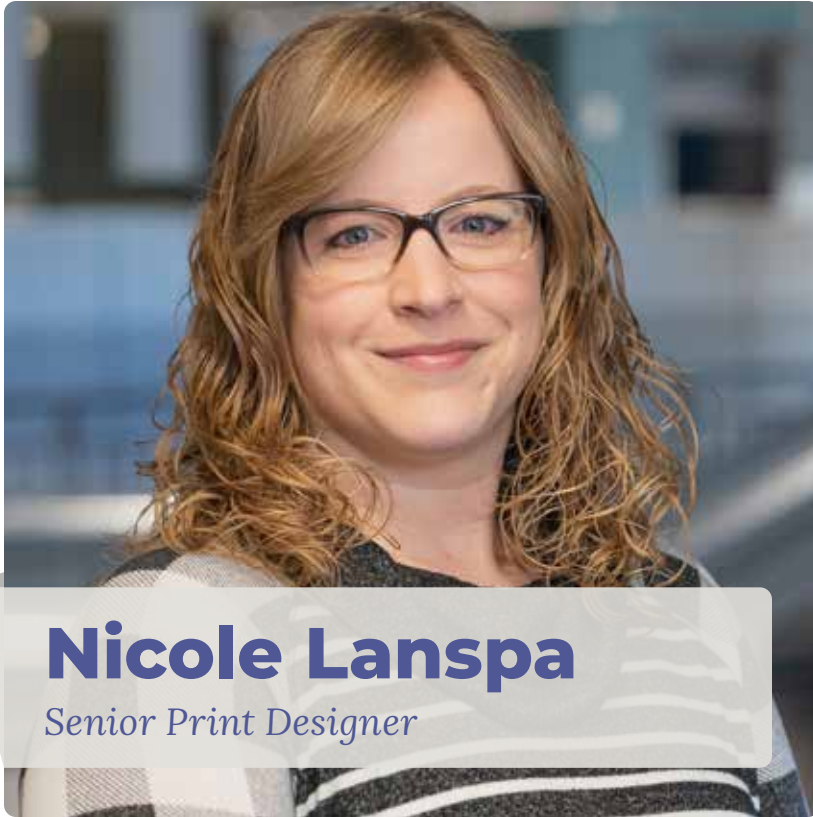
A: I personally have grown a ton. I've had a lot of different positions here, and it's made me grow with all of the things that I can do—things like learning new software, managing different personalities and different people. So it's been a lot of fun and a lot of growth.

Q: What do you enjoy most about your job?

A: Probably the biggest way I get to express myself is by helping with creative projects. When we have kickoff meetings and we're working on creative and things like that, I get to help a little bit and push the boundaries when it comes to content, the creative messaging and a little bit on design.

Q: What is your favorite thing about Lincoln?

A: My favorite thing about Lincoln is that it's actually just a big small town. I know it sounds kind of cliché and cheesy, but I run into people I know all the time.



Nicole Lanspa

Senior Print Designer



INDUCTED BY ALEXIS RITZDORF

"Nicole absolutely and wholeheartedly gives a shit about her work. She is extremely organized, detail-oriented and cares deeply about the work she produces."





Q: How have you grown at Firespring?

A: I've gained a lot of confidence in my design skills. They've really matured in the past few years, and it's just given me a lot of confidence in my personal life as well. It's a great feeling.

Q: What do you enjoy most about your job?

A: Being a designer is special to me. I get to put my own personal touch on people's projects. I do my best to make things better for them so that they can accomplish what they mean to with their product. I just like knowing I can leave at the end of the day feeling proud about what I did.

Q: What is your favorite thing about Omaha?

A: My favorite thing about being in Omaha is the Old Market. It's a really fun area to walk around, hang out and have dinner. I also love the lakes around town and the bike trails. It's a great way to spend a day.



Brophy Ringdahl

Senior Print Design Director



INDUCTED BY MEGAN GUENTHER

"I've had the opportunity to work closer with Brophy and appreciate the new ideas and talent he brings along with his tenure at Firespring."



Brrrrrrophy



Q: What is your favorite project that you've worked on?

A: Not necessarily my favorite, but one of the more memorable projects was putting a streaker on the side of a van during our Crazy for Cornerstone campaign. I still can't believe we did it.

Q: What do you enjoy doing in your free time?

A: I have a little screen printing setup that I use to make custom shirts. It's pretty messy and inefficient, but it's fun. I like having a somewhat permanent outlet for some creativity.

Q: What brought you to Firespring?

A: I started my Firespring career downtown at Cornerstone doing print design and prepress. Those roles still fill the majority of my day. I then signed a life contract with Kevin so I would not have to pay for beer the rest of my working days.



Maddie Leblanc

Associate Creative Director



INDUCTED BY JANET WURTZ

"Maddie lives the Firespring values daily, and I always enjoy talking with her. She's got a smile that always brightens the room."





Q: What is your favorite project that you've worked on?

A: One of my most memorable projects was the Lincoln Airport and Runza social media collaboration. From brainstorming to filming and editing, it was super entertaining to showcase Runza Rex enjoying LNK's amenities. Using trending audios, we created a fun, relatable campaign that connected with the local audience.

Q: What do you enjoy most about your job?

A: What I love most about my job is the opportunity to collaborate with incredibly talented creatives and others across Firespring every day. Whether we're brainstorming ideas for an upcoming video campaign, designing client assets or developing social media content, it's inspiring to see concepts come to life from start to finish.

Q: What brought you to Firespring?

A: When I joined Firespring, I was inspired to use our monthly volunteer hours to become a TeamMates mentor, and I've been meeting with my mentee for two years now. It's pretty dang cool to be in a workplace that wants you to give back on company time.



Jaymee Jarvis

FDP Web Developer L3



INDUCTED BY JASON MOREHEAD

"Jaymee does great work and has great ideas for improving both the Springboard and front end. I'm glad she's back on the team!"





Q: What brought you to Firespring?

A: Firespring looked like a really good place to work. I was working in hotel sales, but knew that I had a little bit more of a creative, introverted side and needed to make a career switch. Firespring was a place where I could start making an impact immediately on the sales team, but ultimately find a more appropriate space for me to grow.

Q: What do you enjoy most about your job?

A: When people ask me what I do for a living or what Firespring does, I notice that I feel proud to answer that question because I feel like we're having a positive impact. I know I've had roles before where I feel a little bit more dismissive when answering that, and it feels good to be proud of what you do.

Q: What do you enjoy doing in your free time?

A: Outside of work I do a lot of yoga, I sketch and paint portraits, I like to hike and camp with my kids (there are tons of beautiful spots where I live in Tennessee), and my latest obsession has been photography.



Rhonda Halligan

Office Manager



INDUCTED BY CHESSA CLAY

"Anyone who interacts with Rhonda can attest to her positivity. Rhonda is always willing to help, no matter the situation. I appreciate that Rhonda always has my back."



Q: What brought you to Firespring?

A: I came with Mail Marketing and United Enterprises when Firespring acquired them. I'll be here 20 years in January.

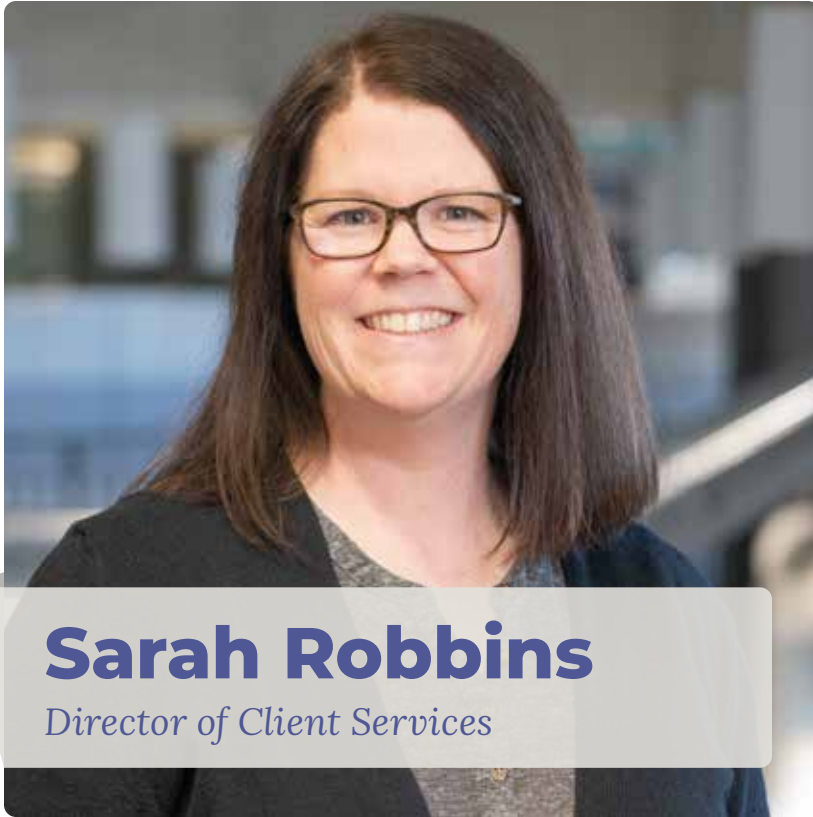
Q: What is your favorite Firespring memory?

A: We have a good time when we do special events, like the shuffleboard tournament. Everybody has a lot of fun with that and birthdays. Anytime somebody has a baby, we have a shower for them. It's been nice that we bring it and have everybody's back.

Q: What do you enjoy most about your job?

A: I love my job and I love the people I work with. It's not hard to be motivated when you're happy to do what you do.





Sarah Robbins

Director of Client Services



INDUCTED BY JAY PATEL

"Sarah has a lot of knowledge about our products. I appreciate that anytime I go to her with a question, she puts her detective hat on to find answers."





Q: What are you most proud of in your career at Firespring?

A: The team that I've built that I really, really enjoy working with and that I get to help mentor and grow as people and as employees.

Q: What is your favorite project that you've worked on?

A: I've worked on a lot of really amazing websites with clients that we've had over the years. We've done some big website projects and small ones, but they've all had a really amazing impact in the area that those clients focus on.

Q: What do you enjoy most about your job?

A: I really feel strongly that some of the most important people in my life are Firespring people, whether they're here now or not. I identify those people as really important in my life and friendships that I will have forever.



Allison Mellick

Client Relations and Resource Specialist



INDUCTED BY SARAH ROBBINS

"Allison embodies living the values. She is always quietly working on lots of projects that have a great impact on our clients. Allison is also a ton of fun and does great work with Culture Club."





Q: Describe your role at Firespring.

A: I currently work with our GiveSource product and I also write all of our articles for our content management system.

Q: What is your favorite project that you've worked on?

A: I am most proud of my work with Give To Lincoln Day and the GiveSource platform. With that product, we've been able to raise millions of dollars for different communities in Nebraska. Living in Lincoln and being able to say that I have a part in Give To Lincoln Day is just an amazing feeling. My time at Firespring has been some of the best professional work that I've ever done, and I have gotten to do it with people that I like.

Q: What do you enjoy doing in your free time?

A: I like to spend my time creating things. I really just still play like I'm a child. I like to read a lot and I also love to ride my bike and I get to do that at work sometimes too.



Adam Brown

Product Owner



INDUCTED BY RON GALLAGHER

"Adam wears a lot of hats and is a great person to talk to about a great number of things. I was glad it worked out that Adam was in person to receive his award."



A man wearing a dark baseball cap and a dark t-shirt is standing in front of a whiteboard. He is holding a white marker and appears to be writing on the board. The whiteboard has some faint, illegible text on it. The background is a plain wall.

Q: What brought you to Firespring?

A: I originally came to Firespring to change my life. I had been in a government job that I really hated and I needed to switch.

Q: What do you enjoy most about your job?

A: I've had a few roles at Firespring. I've been an account manager, the client services manager, technical lead, QA leader and engineering project manager. I really love the ability to learn new things. That gives me a chance to exercise my analytical mind and my inquisitive mind and find out how things work.

Q: What's your favorite part of our culture here?

A: I have always been able to go try new things at Firespring, and it's one of the parts of the culture that I really appreciate. When I've expressed interest in new endeavors, I've always been greatly supported.



Tom Hanus

Press Operator



INDUCTED BY STEVE SCHAMP

"Tom is our 'in house' fabricator, and always the guy to find a solution to a problem. Recently, he fabricated an air bar to help the UV coater. Just one of the many things he has built or modified to help us work more efficiently!"



Q: Describe your role at Firespring.

A: I make the engraved work and do some foil stamping. As of October, I've been doing engraving 51 years.

Q: What do you enjoy most about your job?

A: It is very artistic and makes me push my creativity working with the other coworkers. They share their skills with me. I ask questions because I'm just curious as to how something is done on their presses. I like to explain what I do on my press when the right person asks. I just like learning.

Q: What is your favorite project that you've worked on?

A: Every project brings its own challenges in trying to make a job work. Each job that comes in, I have to treat differently so it performs correctly on the stock.



patience



Attitude



Simplify



Nina Reinick
Solutions Consultant



INDUCTED BY LINDSAY KELLY

"I love to work with Nina! She is always respectful, never defensive and continually stretches herself to be better."



A person wearing a white winter jacket, black pants, and a white beanie with goggles around their neck stands on a snowy mountain slope. They are holding ski poles. The background shows a vast, snow-covered mountain range under a clear sky.

Q: What brought you to Firespring?

A: I started in 2009, it was the first job I had after graduating college. I had been walking downtown one day and happened to walk by the Firespring office and had no idea who Firespring was. With graduation coming up, I had planned to look them up online just to see what it was about. I think I had submitted a resume just for the front desk person, but when the seminar coordinator position came up, I applied for that and was very excited to start.

Q: What do you enjoy most about your job?

A: I truly enjoy the people that work at Firespring. Over 15 years, they have become some of my greatest friends. I also enjoy the clients I get to work with. There are so many wonderful individuals who have a passion for making the world a better place. Just being able to have a portion of the impact and helping them.

Q: What is your favorite Firespring memory?

A: My favorite memory from Firespring would date back to when we would go to Chicago for the printing trade shows. That was the first time I ever had to travel for work. And it was long days of working, but then afterwards, just getting to hang out with everyone in the city. Our tradition was to always have prime rib at Lowry's.



Gary Pohlmeier

Technical Client Success Consultant



INDUCTED BY NICK SHYBUT

"Gary has been consistently living the values and being an incredible teacher to all over his 23 years. Don't take my word for it, just check out how our clients have described Gary: patient, helpful, friendly and tech-savvy—he fixed an issue even the client's IT team couldn't solve."



A man wearing glasses, a plaid shirt, and a safety vest is working on a bicycle wheel in a workshop. He is holding a tool and looking at the wheel. In the background, there is a sign with the number '26' and the word 'LONGS' below it.

Q: What brought you to Firespring?

A: I started in 2001 and just passed my 23-year “workiversary.” I followed a couple other people from my previous workplace here. They had invited me along to join up with this new startup.

Q: Who has been your biggest mentor during your career at Firespring?

A: I’d like to think that I have taken a little from each manager that I’ve had. I’ve had different managers that have helped me grow, and it’s been almost a running trivia contest to look back and go over the list. I’ve just felt a strong trust between us, and they’ve shared their thoughts and asked for my opinion. I’ve been able to pick their minds and it’s really shaped me.

Q: What is your favorite Firespring memory?

A: I would have to say that when we worked at Tech Park years ago, we had a day for Fish! Philosophy training, and it’s really one of the first things that we did to build the culture here at Firespring. We built trust and teamwork and it involved us wearing garbage bags and throwing actual fish to each other. By the end of the training, we were basically throwing fish parts at each other. It was kind of disgusting, but we had so much fun.



Chessa Clay
Nonprofit Relations Director



INDUCTED BY NINA REINICK

"I'm happy to be able to work with her over the past few years. Chessa is a great representation of Firespring and always has a wonderful, can-do attitude."





Q: How have you grown at Firespring?

A: I have really learned how to apply my natural sales ability with marketing principles that I've learned while working for Firespring. I've learned about nonprofits and am able to really bring all of it together, which has strengthened me as an individual for Firespring.

Q: How do you stay motivated and inspired in your work?

A: I stay motivated and inspired in my work because I'm competitive. It's also easy for me with the work that we're doing and the help that we are offering our nonprofits. I'm very proud of and want to be part of it in a very big way. I definitely stay motivated because of our clients.

Q: What is your favorite Firespring memory?

A: There's been so many good memories. I tell people you can find me having fun anywhere. I think my coworkers would agree with that. I have done everything from kickboxing to now enjoying my plants, so I love that.



Danita Bell

Mailing Operator



INDUCTED BY DEB BRAU

"I appreciate that Danita is hardworking and a pleasure to work with every day."





Q: Describe your role at Firespring.

A: I think they call me a machine operator, but I prefer mail operator. I have to insert all the mail and get it ready for the post office. I've been at Firespring for 5 years and have been doing mailing since 1992, so I've been doing it for a long, long time and I love it.

Q: Who has been your biggest mentor during your career at Firespring?

A: I would say my biggest mentor here is Darcy. There's a long story behind that, but she's been a really good person to me and has taken care of me. Rhonda is another mentor of mine. She's been such a sweetheart from day one. I haven't had a day where I can't talk to her if I'm feeling bad. She's like a second mom to me.

Q: What advice would you give to someone new at Firespring?

A: If there was someone new starting here, my advice would be to ask whatever questions you have. It's a very comfortable environment, so don't feel intimidated. It's not a bad thing to ask a question.

2023 Values Hall of Fame Inductees



Aaron Grauer

INDUCTED BY NICOLE SWANSON

Aaron is a great designer who works hard to create amazing and beautiful websites for Firespring's clients. As the Firespring song guru, Nicole appreciates his music knowledge and contributions to the Firestarter.



Bridget Anderson

INDUCTED BY LISA THOMPSON

Bridget continually makes my job easier. Bridget is wicked smart, a great creative brief writer and truly gives a shit about her projects.



Kiersten Hill

INDUCTED BY MOLLY MCCABE

I enjoy working with her and how she always WOWs Firespring's clients. Kiersten's involvement in the website projects significantly enhances the output. Firespring is fortunate to have her as a part of the team.



Steve Schamp

INDUCTED BY DAN MORRISSEY

If I ever need anything, Steve is always ready to help out.



Lori Evers

INDUCTED BY KATIE WILSON

Katie recognized Lori's care for her clients over the decades and noted that she is both caring and knowledgeable in everything she does.



Jeff Norris

INDUCTED BY CONNOR JOHNSON

From tricky camera installations to cooling down an overheated server room, Jeff is always willing to help.



Steve Schrodtt

INDUCTED BY LORI EVERS

Steve provides a great attitude and attention to detail alongside his caring and fun personality.



Deb Brazau

INDUCTED BY DARCY LIJOODI

I'm giving the F to Deb for her for all the help she has provided in a realm of tasks.

HAVE EACH
OTHER'S BACK

EVERY
DAY. BRING IT.

GIVE A
\$#!T



Levai Alles

INDUCTED BY JAYDEN DENNING

They bring it every day with positivity and hilarious jokes. Levai is quick to help and truly gives a shit.



Amanda Wettlaufer

INDUCTED BY CHARLIE MCINTOSH

Amanda is a true representative of Firespring and the account management team. She always asks great questions and ensures her clients have what they need.



Stella Salas

INDUCTED BY AMANDA WETTLAUFER

Stella is the only person who is in a good mood while unloading the dishwasher! Her joy is contagious, and she lives all the values. Stella's insanely delicious food is always well enjoyed.



Charlie McIntosh

INDUCTED BY MARY KAY HANUS

Charlie is one of the hardest working folks around, has taught many on the team a lot about the printing biz. He's one of the first smiling faces you see in the morning. Thanks, Charlie!



2022 Values Hall of Fame Inductees



Keith Johnson

INDUCTED BY TROY OTTO

Keith cares about his work and truly gives a shit. He puts his work on a pedestal and cares about the client work. Congrats, Keith!



Alison Burgett

INDUCTED BY JIM WILLIAMS

Alison takes care of shit without complaining. Congrats, Alison!



Sean White

INDUCTED BY MARY KAY HANUS

Sean takes great pride in his work and jumps around to wherever he's needed. Plain and simple, Sean is a good worker and a really good coworker. Way to go, Sean!



Darren Moreno

INDUCTED BY TOM HANUS

Darren does a great job getting things organized and is a great guy to work with. Thanks, Darren!



Kasey Sendgraff

INDUCTED BY SOFIA FISCHER

Always having our backs, both Laura and I are so grateful for all of Kasey's assistance, and even assuaging our anxiety as we've been digging into our roles. THANKS, Kasey!



Julie Hull

INDUCTED BY WENDY SCHUMAN

Julie Hull is always going above and beyond every day, asking all the right questions, doing things without being asked to, volunteering to do more things, documenting and detailing along the way. Thanks, Julie!



Ron Gallagher

INDUCTED BY KASEY SENDGRAFF

Though I don't work with him directly, it's clear to see he really lives the values and gives a shit for his team and everything he works on. Thanks, Ron!



Garrett Anderson

INDUCTED BY JULIE HULL

Garrett truly embodies what it means to be a Firespringer. He is always the first to volunteer to help out with something, or give away a lead if it turns out someone is already working it. He always has a smile on his face and makes people feel good when they are working together. He really stepped up to the plate and jumped in head first on a big initiative that we're trying to get off the ground. I appreciate everything he's brought to Firespring since joining forces a year ago.



Craig McCoy

INDUCTED BY ADAM BROWN

Craig is so important to the Engineering and DevOps teams. He always considers what will be the best use of resources and the best experience for our team members. Craig is a huge reason the Springboard is where it is today!



Zach Hastreiter

INDUCTED BY BROPHY RINGDAHL

Most notably for his work on portals, making them much more useable. Also for herding all the cats while Katie was out on leave. Way to go, Zach!



Jennie Martin

INDUCTED BY SHANNON BORGES

Jennie has been a great mentor to me since I started at Firespring and that continues even now. I'm so grateful to Jennie for hiring me. Way to go, Jennie!



Jessica Templeton

INDUCTED BY TYLER HARDMAN

Jessica always brings her positive attitude, she takes initiative, lives all the values and it shows in her work! Way to go, Jessica!



Geoff Bogan

INDUCTED BY NATALIE JOHNSON

Geoff is often behind the scenes making the magic happen; he knows how to connect all the dots. Dependable and flexible, he's always willing to help (other people say this too). An asset to Firespring, I'm glad he's on our team!



Lindsay Kelly

INDUCTED BY GARY POHLMEIER

Lindsay and I used to work closely together on the Support team, and since then, Lindsay has been wearing several hats and has made contributions all over the company. Congrats, Lindsay!



Natalie Johnson

INDUCTED BY LINDSAY KELLY

I could list so many reasons why Natalie brings a wealth of knowledge to Firespring. She has had a lot thrown at her since she first started, and she has taken it all on and is a pleasure to work with. Thanks for all you do, Natalie!



Emily Lowe

INDUCTED BY NATE MCKEAN

Emily has been wearing so many hats now since our great friend needed to give God some amazing company in heaven. She deserves it so much for everything that she has been doing.



DO
WORK

INSIDE WINNERS REVEAL HOW THEY THRIVE *as a* FORCE FOR GOOD

Sometimes you can find us in the news.

We don't toot our own horn often, but once in a while it's nice to recognize the recognition.



Top Impact Company by Real Leaders Magazine

For the third year in a row, Firespring was recognized by Real Leaders Magazine as one of the Top Impact Companies from around the world. Founded in 2010, Real Leaders is a membership community for impact leaders powered by a global media platform. The Real Leaders Impact Awards honor companies that are driving positive impact while achieving impressive business growth.



Diversity, Equity & Inclusion

Our Commitment to Equity

Every individual is unique. We acknowledge, accept and celebrate our team members' differences so that each one of us feels safe, heard and understood.

Firespring is committed to offering the best possible workplace culture for all team members, providing equal employment opportunities to qualified individuals regardless of race, color, religion, national origin, ancestry, sex, age, marital status, gender identity, sexual orientation, family status, genetic information, disability or any other characteristic protected by law.

Meet Our Equity Team

Aligned with Firespring's commitment to the advancement of equity, this team promotes widespread engagement in equity initiatives and cultivates intercultural competence. Their primary goal is to "enhance Firespring's ability to acknowledge and address differences, ultimately fostering more equitable outcomes for our organization and the broader community."



EQUITY TEAM MEMBERS

Bridget Anderson

Julie Hull

Bruce Coufal

Kasey Sendgraff

Geoff Bogan

Molly Coke

Jennie Martin

Tracie Alles

What They've Accomplished

Partnered with UNL's Inclusive Business Leaders (IBL) program.

Through three structured consultations and a 6-week project, first-year IBL students researched Firespring and recommended practical strategies for an inclusive workplace, which directly contributed to our diversity efforts.

Created an Equity-Exchange Slack channel.

This serves as a space to share resources, engage in meaningful discussions and celebrate the rich tapestry of backgrounds and perspectives that make Firespring unique.

Established and supported our first Team Member Inclusion Network group.

With a focus on volunteerism, this group aims to foster a culture of community engagement and social responsibility by promoting and supporting volunteerism.

Conducted required DEI training on personal biases and inclusive leadership.

This training attended by 25 managers at Firespring covered how intercultural sensitivity grows in stages, from seeing one's own culture as the only way to appreciating and adapting to other cultures.

Vetted content in 5 Diversity, Equity and Inclusion (DEI) training courses.

This allows our team members to learn more about topics like business ethics, how to lead with inclusivity and psychological safety.

Updated salary research to determine alignment with competitive market rates.

To attract and retain skilled professionals, this year's efforts set the groundwork for future alignment on competitive compensation.

We Our Culture Club

We spend a lot of time with each other. That's what happens when you're part of a company that values collaboration and connection. Plus, the stats say that we spend about a third of our life at work. So, investing in a positive, engaging company culture is one of our top priorities.

Meet the Culture Club (sans Boy George). This group of Firespringers is chosen each year to create and nurture the type of company we all want to be a part of, whether we're remote, in-person or hybrid.

Club members rep their teams when planning events, activities and initiatives for the company, and they put in a bunch of time behind the scenes to make sure that every event goes off without a hitch and every program is rolled out flawlessly. They've led the charge to create a company culture that makes people not only want to stay at Firepring, but in many cases, return. (Peep our Boomerangers on page 32.)

Hats off to these cool cats who make Firespring a fun and welcoming workplace for everyone.



CULTURE CLUB REPRESENTATIVES

LINCOLN

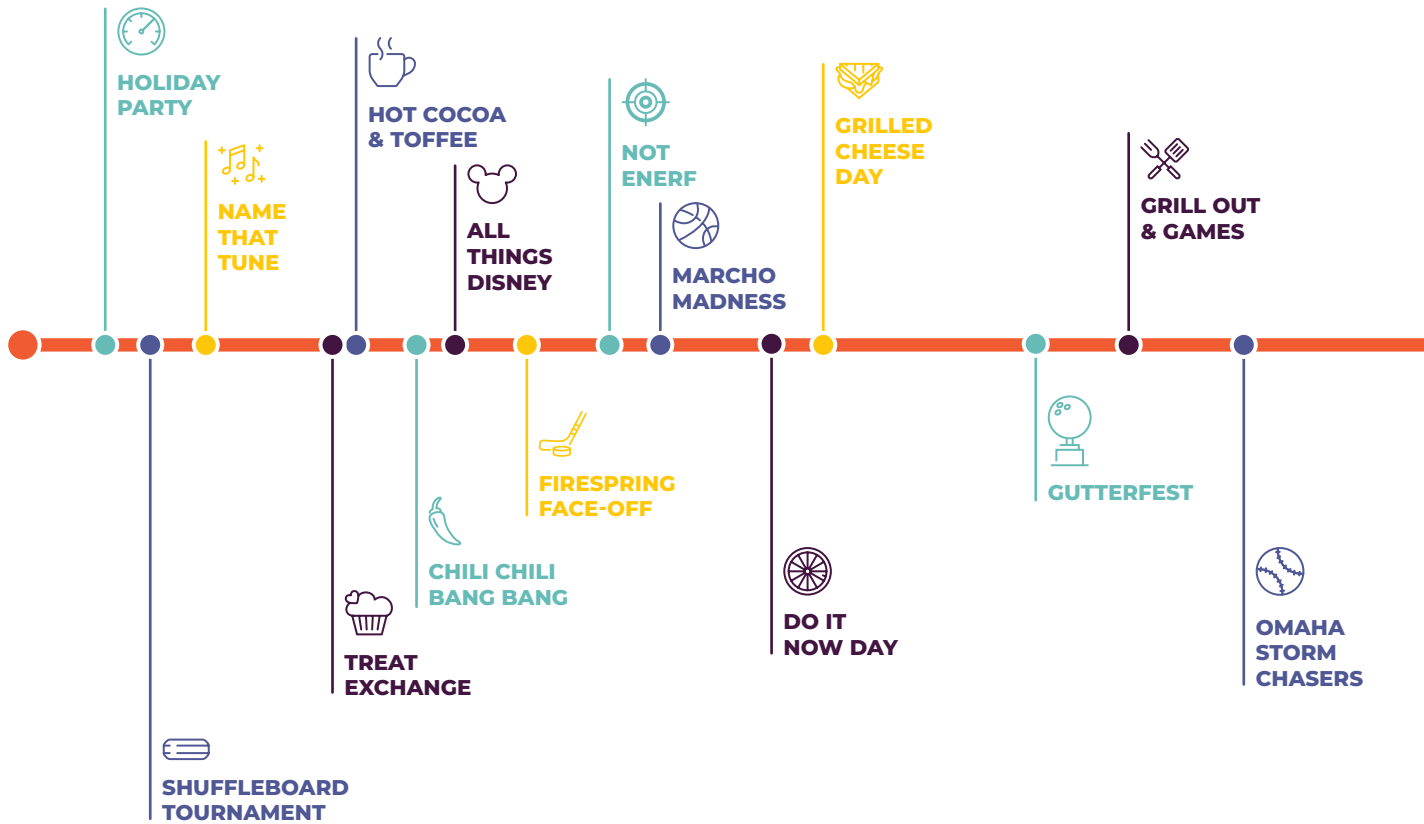
Allison Mellick
Ashton Juarez
Brophy Ringdahl
DJ Dirksen
Dylan Matthews
Kasey Sendgraff
Kristin Docherty
Laura Virgl
Maddie Leblanc
Ronni Lanham
Sarah Robbins

OMAHA

Alexis Ritzdorf
Charlie McIntosh
Darcy Lijoodi
Dave Jensen
Emily Lowe
Jessica Templeton
Nicole Lanspa

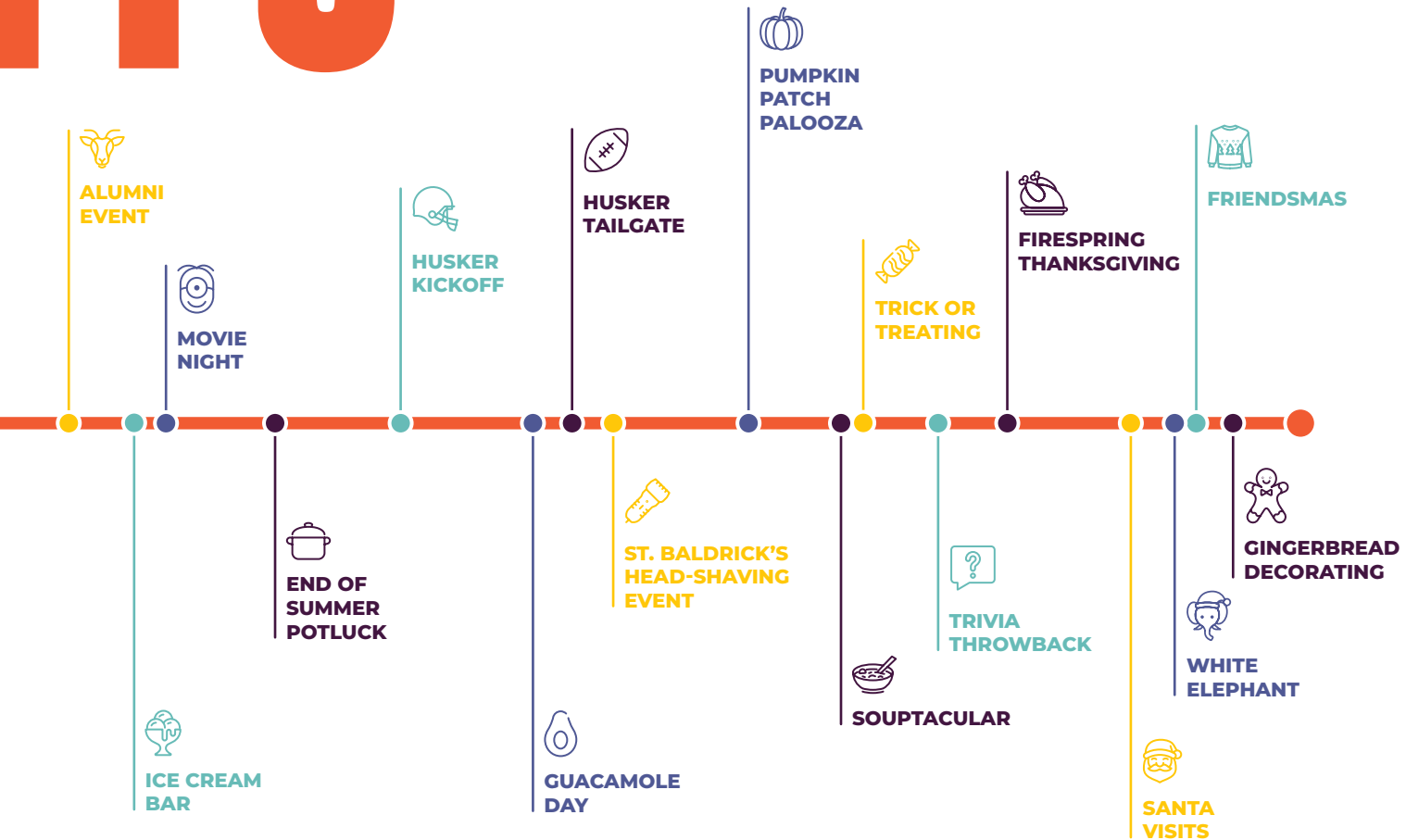


2024 EVEN



ITS

POWERED
BY
PURPOSE







Museum of American Speed Holiday Party

Firespringers, start your 2024 engines! We kicked off the new year at the Museum of American Speed (one of our longtime clients). We rented the whole place out for our holiday shindig, where partygoers could peruse over 340 incredible vehicle displays, hit the open bar and indulge in a buffet of delicious choices—after braving a whopper of a snowstorm to get there. It was the perfect way to gear up for 2024 and shift the new year into drive.









Shuffleboard Tournament

When snowy winter weather has everyone slip-slidin' outside, what's a better alternative? Slidin' on the inside! This Omaha tourney gave new meaning to the song lyrics, "Every day I'm shuffling"—it spanned two months, and in the end, reigning champs Sean White and Steve Schamp won. *Again.*



TRIVIA SERIES

“Name That Tune!”

We love a good trivia contest, especially when hosting them on Zoom allows ‘Springers from all over the country to join in the fun. For this contest, we put our musical knowledge to the test! Categories included “Inappropriate 2000s,” “First Dance Classics,” “Barbie Dance Party,” “Jazzercise Jams” and “Coffee Shop Corner.”

WINNERS:

- 1st **Dylan Matthews**
- 2nd **Carley Helmick**
- 3rd **Megan Shoemaker**





Valentine's Day Sweet Treats

For those of us whose love language is sugar, our taste buds were more than delighted to indulge on this Valentine's Day. In Lincoln, team members were treated to a hot cocoa and toffee bar with all the toppings and fixins. In Omaha, everyone exchanged Valentines-themed treats, school party style. Mostly, we were all giddy from a sugar high and thankful for a company that warms our hearts on the reg.









Chili Chili Bang Bang

We'll turn anything into a competition, especially if it involves slow cookers and an excuse for a long lunch. Each year, National Chili Day presents a golden opportunity to test our culinary skills and spice things up around the office with a chili cook-off, complete with all the toppings and necessary sides (looking at you, cornbread and cinnamon rolls). All the entries were “soup”erb, but three stood out as the hottest takes on winter’s favorite comfort food:

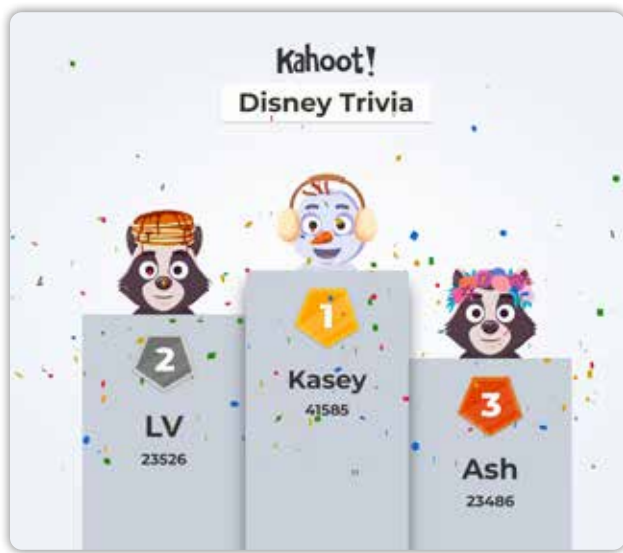
WINNERS:

- 1st **DJ Dirksen** | Classic Chili
- 2nd **Shane Thompson** | Hawaiian Chili
- 3rd **Dylan Matthews** | Ring of Fire









TRIVIA SERIES

“All Things Disney”

If we're honest, this contest was lopsided from the start: Our beloved Kasey Sendgraff was a former Disney Cast Member and huge Disney aficionado, so we basically just reserved first place with her name on it. Second and third places were up for grabs though! Several kiddos joined their parents for this magical deep dive into all things Disney, where we reminisced about favorite childhood movies and characters. Basically, we all turned into kids for this one.





Firespring Face-Off

What's cooler than being cool? Ice cold—hockey that is. Each year, Team Firespring skates into the Ice Box to cheer on the Lincoln Stars while we bond over frosty cold beverages, hot nachos and a little family-sanctioned violence. To date, no one has come to work the next day with fewer teeth than the previous evening. Watch out for flying pucks, and enjoy the brawls. See you in the penalty box!





Not ENerf and St. Patty's Breakfast

Some people greet St. Patty's Day with a traditional full Irish breakfast. Others crack open a 7 o'clock Guinness. (Who are we to judge?) But at our Omaha office, the team started the day with a feast of green pancakes—followed, of course, by a FULL-BLOWN NERF WAR. Congratulations to this year's crack shot, Scott Stahlecker, for having the best spy moves.



RANK	CHAMP	GROUP BRACKETS	PTS	PCT
1		Norrisker Norrisker	1440	99.5
2		Geoff Hogeland's Picks hoge15	1390	98.4
2		DancinFoolRebekah's Picks 1 DancinFoolRebekah	1390	98.4
4		The Cluster Dunks espn63609540	1320	96.4
5		Hastreiter1's Picks 2 Hastreiter1	1210	92.3
5		espn28256013's Picks 1 espn28256013	1210	92.3
7		bcoufal's Picks 1 bcoufal	1190	89
7		Brownjeman AdameBrown	1190	89
9		DJ's Picks DJ's Quick Picks	1160	87.4
10		GOBIGRED1102's Picks 1 GOBIGRED1102	1130	85.3
10		Lindsay Kelly's Picks 1 Lindsay Kelly	1130	85.3
12		umm, yeah ESPNFAN2083914153	1120	84.6
12		Steve's bad bracket espn51418267	1120	84.6
12		Justin_Matthews's Picks 1 Justin_Matthews	1120	84.6
15		Kasey_Sendgraff's Picks 1 Kasey_Sendgraff	1100	82.9
15		True Vision's Picks 1 True Vision	1100	82.9
15		BridgetAnderson's Picks 1 BridgetAnderson	1100	82.9

Marcho Madness

Did you know that a lot of companies block websites like ESPN throughout the month of March because they're worried about employees wasting time on March Madness? At Firespring, we embrace the madness with our annual Marcho Madness bracket tournament. This year's winner, Jeff Norris, received a \$25 gift card. Heck, even the last-place finisher, Nicole Lanspa, got 10 bucks. We celebrated in style with pizza and basketball at Lincoln HQ—hitting the buzzer on a great March Madness season.





Do It Now Day

After our Global Team Meeting in the morning, we all stuck around for Do It Now Day, a time for us to come together and live out our Power of 3 Program in a practical way. We got into groups and were tasked with one thing: build a bike. We had 30 groups and therefore 30 bikes, which were inspected by our friends from the Lincoln Bike Kitchen (because safety matters!). We donated the bikes to local nonprofit clients, who joined us for a panel discussion to talk about the impact they're making in the community. We were so inspired by:

Amara Madsen | Service Director | Cedars

Kristin Jakub | VP of Communications | Cedars

Lisa Guill | Welcoming Communities Coordinator | Cultural Centers of Lincoln

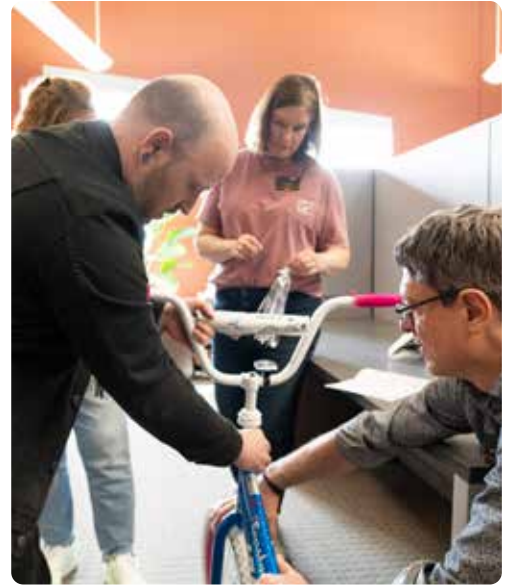
Lanetta (Poe Poe) Edison-Soe | Program Coordinator | Asian Center

Laura Matthias | Program Manager | Big Brothers Big Sisters

Bob Von Kaenel | President | Lincoln Bike Kitchen









Grilled Cheese Day

On National Grilled Cheese Day, we buttered up our teammates and toasted America's favorite comfort food by slicing up some gooey, melty, grilled cheese goodness. Did you notice that we do a lot of eating around here? That's the secret to workplace retention.





Gutterfest 2024

This is arguably our favorite after-hours team-building event, and this year we took it up a notch with some glow bowling at Parkway Lanes. We award not only the Best Bowler (Dylan Matthews), but the Worst Bowler (Paige Craft) as well. Teams compete against each other for the coveted trophy plus bragging rights, and this year it was Lucky Lane 5 (Dylan Matthews, Sarah Robbins and Bridget Anderson) that took home the top prize.









Grill Out & Games

Ah, May. The warmer weather. The burgers sizzling on the grill until they get perfectly juicy and the cheese starts to bubble and... sorry, we got hungry. To kick off the start of summer/end-of-school season in Omaha, we fired up the grills and cooked us some burgers and hotdogs—while playing classic BBQ games, of course. Grill, meet chill.





Omaha Storm Chasers

Take me out to the ball game! On a fair day in June, the Omaha crew and families suited up in our summer attire to cheer on the Omaha Storm Chasers while noshing on some traditional ballpark snacks. From start to finish, it was a home run of a day!





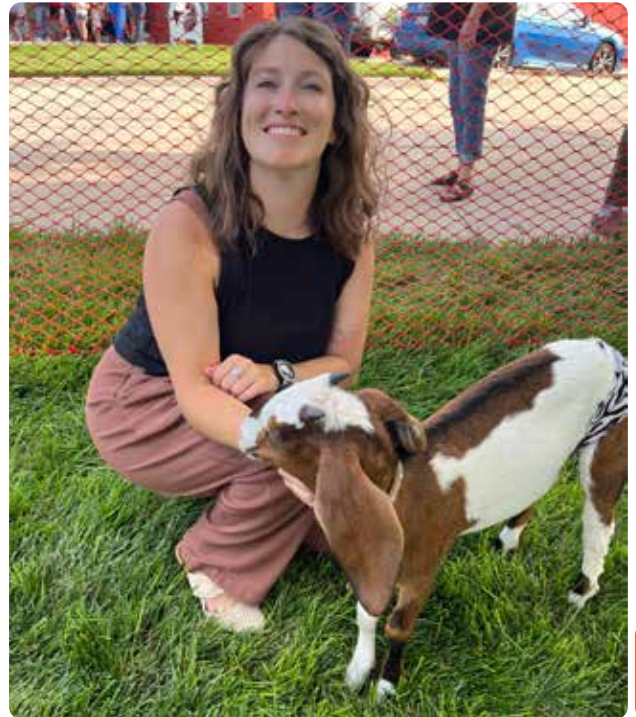
Firespring Alumni Event

You can check out any time you like, but you can never leave—just kidding! Former Firespringers happily return each year for the Alumni Event. This year's Fair-Spring Party featured carnival-style treats like funnel cakes, pretzels, nachos, brats, deep-fried Oreos and roasted corn, plus games and goat petting. With a lively atmosphere and plenty of nostalgia for past and present 'Springers, it felt like state fair meets family reunion.











Ice Cream Bar

“You scream, I scream”... you know how it goes. The Omaha crew screamed, and voila, an ice cream truck appeared. This is how you beat the heat in the middle of a hot summer in Nebraska.





Movie Night featuring “Despicable Me 4”

We invited our own little minions to come out for an evening with Gru and his Minions at Marcus South Pointe Cinema for a private showing of “Despicable Me 4.” We rented out the entire theater for our annual Family Fun Fest and enjoyed a respite from the heat in an air-conditioned theater complete with everyone’s favorite movie snacks.





End of Summer Potluck

Delicious food plus great company: Our End of Summer Potluck at Lincoln HQ was the perfect sendoff to the sweetest season of them all. Culture Club provided the classic grill-out staples (hotdogs and burgers), while Firespringers rounded out the feast with every summer side you could think of, from pasta salad to potato chips. Next stop? Autumn.





Husker Football Kickoff

It finally arrived: Rebuild Year Number 2 under Matt Rhule. But how would our beloved Huskers fare in 2024? Were fans due for a nine-win season, or destined for another schedule full of heartache, bitter-tasting Kool-Aid and once again no bowl game? Only time would tell. (Hint: we at least made a bowl game). But to kick off college football, Culture Club was generous enough to provide grilled wings, veggies and special Husker-themed cookies for the Big Red Faithful. Then we had fun watching the 'Skers beat up on UTEP, 40-7.





National Guacamole Day

You can't celebrate National Guacamole Day without guacamole. Good thing Charlie McIntosh at the Omaha office knows his food holidays and was there to whip up delicious guac for the whole gang. Culture Club threw in some chips, salsa and queso to round out what was a glorious feast.





Husker Tailgate

It was the first time the Huskers had entered week 4 with a 3-0 record since ... well ... a *while*. And hey, maybe it didn't go our way (Illinois took the win 31-24). But at least Culture Club threw some burgers and hotdogs on the grill before the game so we could have a tailgate on the patio to get into the Husker spirit—complete with a raffle ticket giveaway. Shout-out to Tad Luedtke, who won two tickets to the game! Hey, you can't win 'em all, as every Husker fan has known since 1997.





Total Raised:

\$16,076

Total Shavees:

14

Top 3 Fundraisers:

Troy Jensen

7th year as a shavee

\$2,548.30**Brophy Ringdahl**

11th year as a shavee

\$1,543.10**Ashley Frevert**

1st year as a shavee

\$1,443.54

St. Baldrick's Head-Shaving Event

Would you shave your head to save a life? That's what 14 brave shavees did in September, raising \$16,076 to fund lifesaving research for kids with cancer. Firespring is proud to support and partner with St. Baldrick's Foundation, the nation's largest private funder of childhood cancer research. Each year we sponsor and organize a public head-shaving to raise money for this crucial cause. This year's event was full of laughs, tears and most importantly, progress to support the millions of brave kids who battle cancer.











Pumpkin Patch Palooza

This autumn (this warm and windy autumn), we all got free tickets to Vala's Pumpkin Patch in Gretna, NE. Staff and families included! We had a spooky fun time picking pumpkins, playing games, enjoying comfort food and cider and gathering around our campsite for some good ole walking s'mores (yep, just like walking tacos but made with mini graham cracker bags, marshmallows and chocolate chips). The kids had an especially good time!



Souptacular

Over twenty brave chefs. Twenty soups. One Golden Crockpot. This. Was. Souptacular 2024. It's a Halloween event dating back to the company's early days, when Firespringers break out their slowcookers, scour their recipe books (or soup blogs) and compete to be the best—as judged, that is, by the rest of us, who crowd the breakroom to sample as many soups as our belt buckles will allow. It's always a “filling” tribute to the season.



Lincoln Winners

- 1st Nicole Swanson**
Jalapeño Popper
Chicken Soup
- 2nd Tim Meader**
Creamy White Chili
- 3rd Sue Johnson**
Ghoulish Noodle Soup

Omaha Winners

- 1st Tom Hanus**
Jalapeño Popper
Chicken Soup
- 2nd Scott Stahlecker**
Creamy Cajun
Chicken Soup
- 3rd Charlie McIntosh**
Chunky (Chucky)
Cheddar Soup







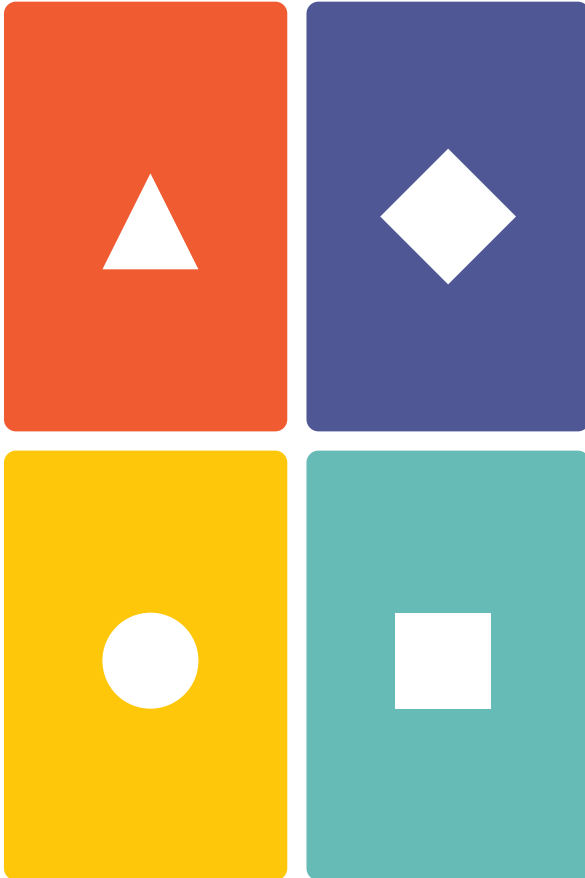
Halloween Trick-or-Treating

Each year we let little Firespringers take over Lincoln HQ (with parental supervision, of course) to show off their costumes and collect candy provided sweetly by Culture Club. In the meantime, we Firespringers savor the spooky season with an annual costume contest. This year's winners may have been the best of the bunch, but plenty of folks went all out to create their greatest Halloween costume.

INDIVIDUAL COSTUME WINNERS

- 1st **Ashley Frevert** | Uncle Fester
- 2nd **Brophy Ringdahl** | Turkey Olympic Shooter
- 3^d **Nicole Swanson** | Shock from Nightmare Before Christmas





TRIVIA SERIES

Trivia Throwback: Best of the Best

Again with the trivia! We're the perfect mix of fun facts and semi-useless knowledge (just like your last first date). Talk about an afternoon of fun, facts and friendly competition! Our Trivia Series had something for every type of buff: from rom-com enthusiasts to Disney addicts to music lovers. Each category included 10 questions, and three knowledgeable Firespringers stepped up to claim the title of trivia expert. Congrats, smarties.

WINNERS:

- 1st** **Tad Luedtke**
- 2nd** **Jeff Murphy**
- 3rd** **Sarah Robbins**







Firespring Thanksgiving

During the season of thanks and giving (someone should shorten that), we relish getting the Lincoln and Omaha offices together for one giant feast at Firespring HQ. As always, Firespring provides the bird and mashed potatoes, while employees provide their favorite side or dessert—and a healthy appetite. The result is always a hit, and leads to the least productive hour of the year as food comas ensue. This year, Culture Club added a festive twist by hiding festive Thanksgiving rubber ducks throughout the building, with five lucky winners going home with a prize. Firespringers also filled out pumpkin and leaf notecards to express what they were thankful for.









Santa Visits Firespring

Ho, ho, ho, this is the time to treat—or terrorize?—our mini Firespringers to a visit from the white-bearded big man himself, Mr. Claus. We invited jolly Ol' St. Nick to Firespring HQ so moms and dads could plant their wee ones on his lap and either: **a)** get an adorable Christmas card photo, **b)** give their kids an opportunity to share their holiday wish list or **c)** try to convince the littlest ones that he is not Scary Claus. For some families, it involved a little of all three.





White Elephant Gift Exchange

This Christmas, the workers up North (the Omaha office that is, not North Pole elves) gathered 'round in their ugliest sweaters for a fun and festive White Elephant gift exchange. We can't wait till next year to see which silly presents were so good they become part of the annual rotation. And lest we forget to mention, this raucous holiday celebration wouldn't have been complete without a delicious nacho bar. Tis' the season.







Friendsmas

If ugly sweaters and spiked eggnog had a baby, it might look something like Firespring Friendsmas! Think minute-to-win games with a festive twist. Wear a pair of Rudolph antlers and catch rings tossed by your partner? Check. Eat an Oreo placed on your forehead without using your hands? Check. Win fabulous items from the prize table? Also check. Culture Club provided drinks and snacks, the rest of us provided a lot of incredibly silly photo ops.









Gingerbread House Decorating

We pitted six Omaha Firespringers head-to-head in the ultimate gingerbread house face-off. Three emerged (covered in frosting) as champions. In first place, Alexis Ritzdorf. In second place, Charlie McIntosh. And in third place, Kristi Templeton. The prize? The coveted Gingerbread House Trophy. Who will take home the title of top candy architect in 2025? Only time will tell.

WINNERS:

- 1st Alexis Ritzdorf
- 2nd Charlie McIntosh
- 3rd Kristi Templeton





Our Pet Projects

They're our furry, fluffy and feathered coworkers and beloved family members. Some of them can't miss a Zoom call (literal camera hounds). Others love to cozy up to our warm laptops and take cat naps. The laziest prefer to lounge in bed till it's time for a walk or treats. And the most rambunctious keep us on our toes like energetic toddlers.

Even when we're dog-tired, our pets are the cat's meow. Say hello to Firespring's finest.



We to rep our brand.

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 best styles for every season.



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This book is dedicated to the team member we lost this year and *#love*.



John Dietrich



Nebraska's
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1201 Infinity Court
Lincoln, NE 68512
402.437.0000

6935 N 97th Street
Omaha, NE 68122
402.930.0000

295 W Broadway
Council Bluffs, IA 51503
712.322.2670

