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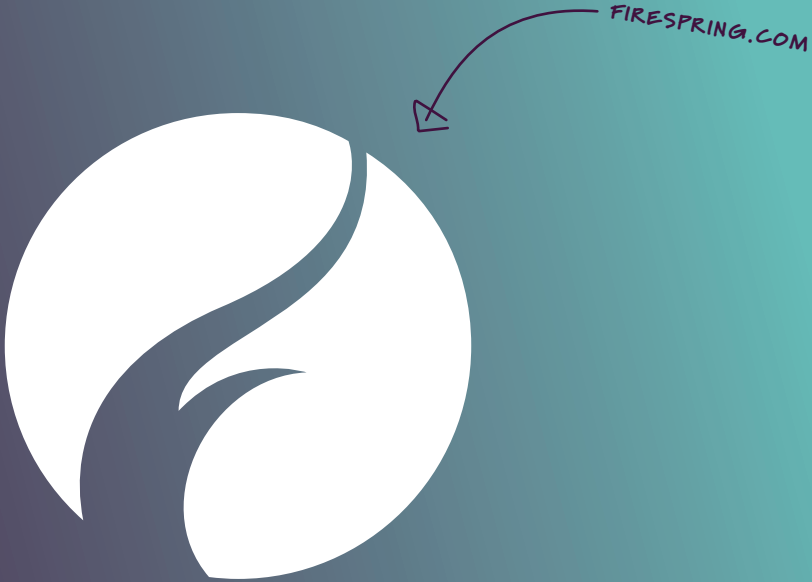
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Nebraska's
First B Corp™

Certified

Corporation



Powered By Purpose Firespring Yearbook

2022



POWERED BY
PURPOSE



Firespring 2022 Yearbook
and Annual Benefit Report

P O W E R E D B Y

PURPOSE

Firespring 2022 Yearbook and Annual Benefit Report

P O W E R E D B Y

PURPOSE

Firespring 2022 Yearbook and Annual Benefit Report

by Jay Wilkinson and Firespring



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2022 Values Hall of Fame

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2022 Events

Romcom Trivia 88	Kona Ice 103
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In 2011, we pulled out all the stops to create a fun office space when we set up Firespring's global headquarters at our current location in Lincoln, Nebraska.

We built a spacious hangout area with couches, a mini spa, a pool table and shuffleboard in a space we call the Firepit; Provided free beer and soda in the break room; Installed a huge slide in the middle of the building for a quick and easy (and ridiculously fun) way to get from one floor to the next; It's a pretty cool place to work, for sure.

As much as we love the perks, a "cool office space" is not what we hang our hat on—thankfully. Twelve years later, Firespring's company culture is still thriving and vibrant, even though the meaning of "office space" has changed dramatically for many companies, including ours.

The workplace perks are still there, but so is flexibility.




2020 ushered in many changes, including the now popular acronym, WFH. Sure, employees would work from home now and then prior to the COVID-19 pandemic, but shutting down workplaces forced many workers to adapt to a new normal—setting up home offices, attending virtual meetings, connecting with teammates via Slack and Google Meet, plus juggling professional and personal responsibilities (kids, pets, Amazon deliveries, etc.) from the same space.

By 2022, this new normal had taken hold, and requiring everyone to come back to an office environment M-F (even a dope one) seemed unrealistic. So, Firespring embraced a hybrid situation, allowing employees to decide where they wanted to work—home or office or both—based on what was best for them and their team.

This arrangement works for Firespring because we know that a company's culture isn't about office perks, and it needs to run deeper than a fun game room or free beer. In fact, a company's culture is not about slides or toys or cool stuff; it's about people who are aligned with one another and focused on making an impact with shared goals and values.

At Firespring, we've worked hard to create a vibrant culture that attracts top talent and passionate employees, and while we've had our fair share of ups and downs, we've been able to sustain it for 30 years now, whether we're all congregating together in the Firepit or connecting from our home offices via Zoom or Google Meet. Here's how we've done it.

We defined our values.

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

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

We hire to our values.

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

In 2022, we expanded our talent pool beyond Nebraska's borders to allow for remote workers, which gives us even greater potential to find people who fit our culture, mission and values. In fact, 28% of our job candidates come from outside the state. Thanks to our IT team, we have the technology in place to allow workers to safely and securely join our team and work from anywhere.

We live our values.

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

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

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

The Firespring Promise

OUR PEOPLE

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

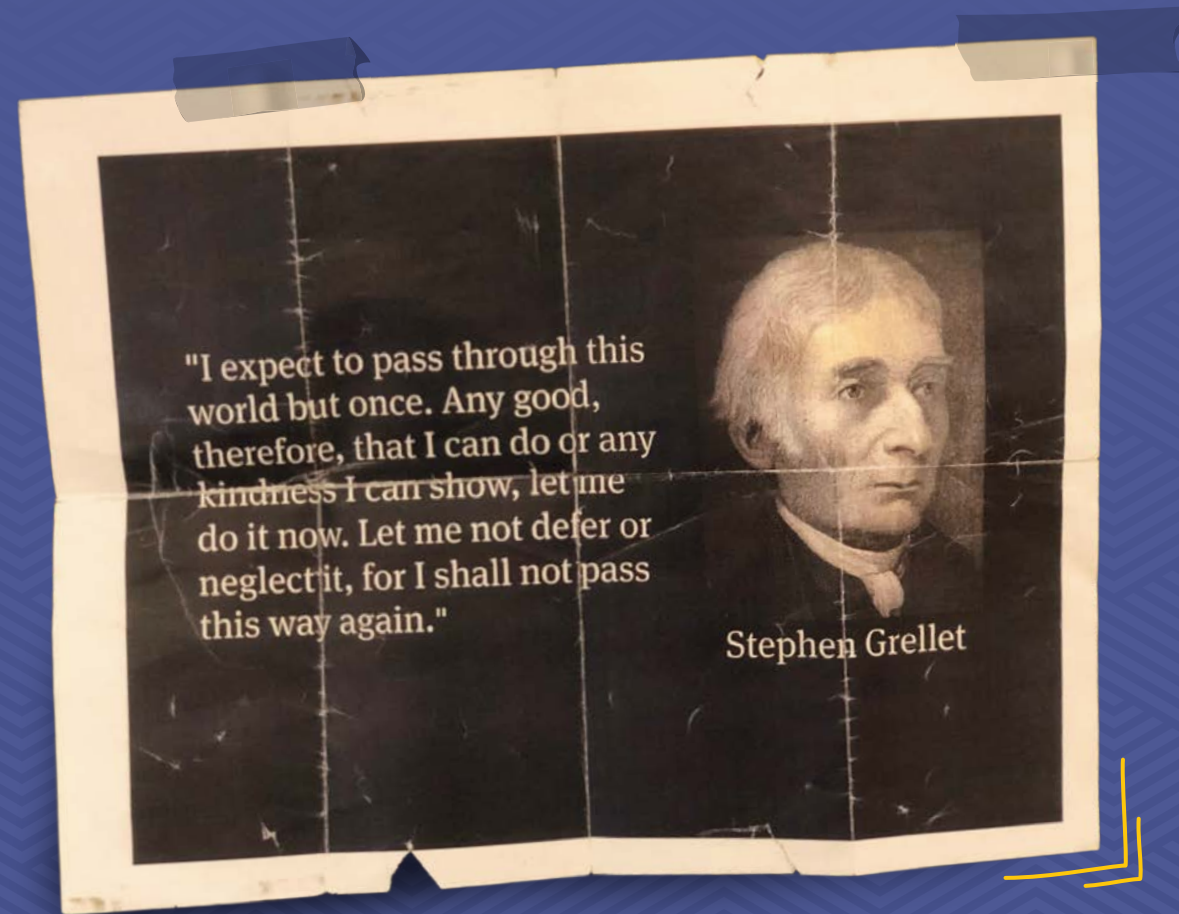
OUR CLIENTS

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

OUR PHILOSOPHY

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

A Letter from Jay



At the end of my sophomore year in high school, I was elected to serve on my school's Student Council. In order to be eligible to participate the following year, I was required to attend a summer leadership camp facilitated by Launch Leadership.

I registered reluctantly. And thank goodness I did, because that experience changed the direction of my life.

"I made a commitment that I would one day form a company with the mission to do more good in the world."

Inspired by four days of hands-on, experiential activities, I learned who I was for the first time. I went back home rewired as a servant leader with an open mind and a passion to be a difference-maker in my school and community. On that long drive home, I made a commitment that I would one day form a company with the mission to do more good in the world. In 1992, I started a printing business that later became Firespring, and I've been fortunate to lead a team of difference-makers ever since.

In 2014, Firespring became the first Certified B Corporation® in Nebraska. In 2016, we were featured in Inc. Magazine as one of the 50 Best Places to Work in America. In 2017, we were included in the Inc. 5000 as one of the fastest growing companies for the seventh time—a statistical anomaly. We've certainly had our share of success.

Like every company, however, we've also known frustration. Our team was deeply affected by The Great Resignation of 2021–2022, and we also lost three team members to untimely deaths. Even in tough times, we stay focused on our mission. With a motto to "find a better way," we're a resilient bunch that doesn't give up, and there's not a month that goes by when we don't grow and change and look for ways to grow and improve.

One thing that has never changed through both the good and difficult times is the love, admiration and respect we have for the people that make Firespring a great place to build a career.

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

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

Jay Wilkinson
Founder of Firespring



“Firespring really gives a shit about people, even before they’re brought on board. Despite the pandemic, the hiring and interviewing process was smooth and relaxed. I’ve never experienced an interview where who I am had just as much (or more) weight than my resume. It was awesome. My first few weeks as a team member were incredibly structured and allowed me to be a sponge, soaking up the role responsibilities as well as Firespring’s culture. I loved it!”

—**Ashley Frevert**, Account Coordinator

“As a company, we’ve always been in a fortunate position to get to work with top talent across the country as part of our remote workforce. The pandemic required us to adapt like the rest of the world and mobilize the majority of our workforce, which also empowered us to think outside the box in order to bring a traditional three-dimensional space of teams, meetings, events and culture into a relatively new two-dimensional cyberspace of sorts.

These new obstacles also allowed for new growth opportunities with roles, teams, engagement and onboarding efforts, including widening our candidate pool from coast to coast. In the past month, I’ve reviewed applications from candidates in California, Colorado, South Dakota and New York, to name a few.

Our IT and HR team members continue to evolve our technology and processes in order to improve our interviewing and onboarding experience for new remote team members which speaks volumes to the people-centric focus here at Firespring. Technology makes it possible, but our people make it happen.

So where do we go from here? To infinity and beyond... **#love.**”

—**Nick Shybut**, Chief Client Experience Officer

Firespring Turned 30! Here's How We Celebrated.

“For then, for now, for good.” That was our tagline for our 30th anniversary in August 2022 as we celebrated three decades of serving our clients and community.

We commemorated this milestone in three ways:

“30 Days of Giveaways.” We gave our prospects and clients a chance to win Firespring products, services and other goodies.

Our current clients entered a sweepstakes to win cold hard cash, a pizza party for their team and other fun prizes.

Number of entrants: 707

Nonprofit prospects entered to get 30% off a printing project or a free nonprofit website setup. In order to win, the nonprofit had to be nominated by another organization, then both were put into a drawing.

Number of entrants: 52

Lunch ‘N Learn (in person!). This gave us some much-anticipated face time with clients where Jay talked about Firespring’s business model and the Do More Good® Movement—plus they got a chance to experience a Firestarter and check out our cool digs.

Number of attendees: 58

Client Highlights. For the 30 days leading up to our actual anniversary date, we highlighted 30 clients on our social platforms, some who’ve been with us from the start, to thank them for their partnership and give them a well-deserved shout-out.

**Number of clients we appreciate:
All of them**

Though we did limit the shout-outs to 30.



The Wonder Years

- THE BEGINNING | '92**
Our doors open for business on August 3 as an AlphaGraphics printing franchise in Lincoln, Nebraska.
- A TALE OF TWO CITIES | '95**
Our second AlphaGraphics opens, establishing our presence in the Big O.
- LEVEL UP | '96**
A website services division begins operating as Level100 Communications in the printshop basement.
- WE CLAIM OUR INDEPENDENCE | '01**
We break away from the AlphaGraphics franchise network to become Cornerstone Print & Marketing. Digital IMS spins off and launches PrinterPresence to provide website solutions to the printing industry.

Coming of Age

- CHANGING THE WORLD | '03**
Our desire to make a lasting impact leads us to launch websites and tools specifically developed for nonprofits.
- HANG ON WHILE WE FRESHEN UP | '07**
Digital IMS changes its name to Firespring and launches a new brand to elevate our purpose.
- GROWTH SPURT | '10**
We are named to Inc. Magazine's Inc. 5000 list of America's fastest growing private companies for the first time.
- SMALL BUT MIGHTY | '11**
Firespring is named one of the Top 50 Small Company Workplaces by Inc. Magazine.
- BRAND NEW DIGS | '12**
We move to our new 70,000-square-foot headquarters. This marks the first time in 10 years that Firespring and Cornerstone share the same space.

Finding Our Way

- A FORCE FOR GOOD | '14**
We become Nebraska's first Certified B Corporation®, cementing our purpose to do more good.
- A LITTLE HELP TO OUR FRIENDS | '14**
Firespring donates \$1 million to Nonprofit Hub to create a 12,000-square-foot facility that will be home to 100s of nonprofits.
- EVEN WHEN NOBODY'S LOOKING | '15**
The Better Business Bureau names Firespring an Integrity Award winner for ethical practices in business.
- BANDING TOGETHER | '15**
We merge with printing companies Cornerstone Print & Marketing, United Enterprises, Mail Marketing, CopyCat and MinuteMan along with ad agencies 42 and Snitily Carr to form one of the largest marketing communications firms in the Midwest.
- LIVING OUR BEST LIFE | '16**
Inc. Magazine names Firespring to their inaugural 50 Best Workplaces list.

Making Waves

- EATING OUR WHEATIES | '16**
Our Omaha team moves into a new 55,000-square-foot facility.
- PARTY LIKE IT'S 1888 | '16**
Firespring joins forces with historic brands Jacob North and A to Z Printing, expanding our commercial printing capabilities.
- LOOK OUT WORLD | '16**
We are recognized as a Best for the World Honoree for achieving a community impact score in the top 10% of all Certified B Corporations worldwide.
- TOP OF THE MOUNTAIN | '17**
Firespring is featured as the largest Quick and Small Commercial Printer in the U.S. by Printing News magazine.
- NEW SUPERPOWERS | '18**
We merge with Evol Empire, expanding our web and creative services.

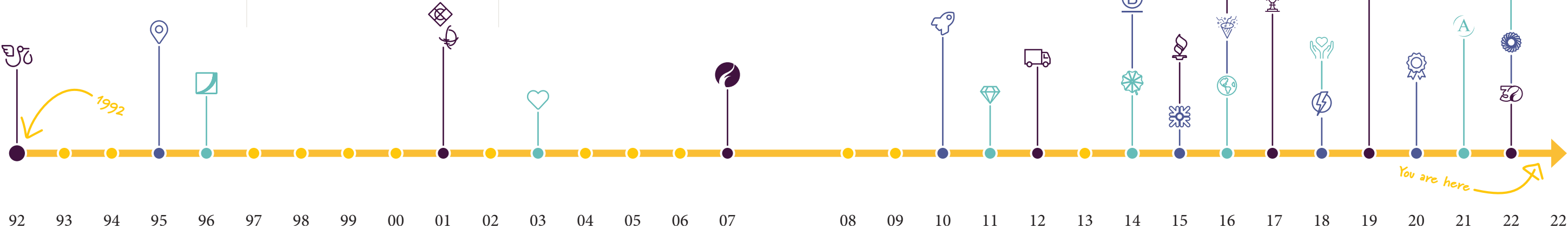
Creating Impact

- GIVING BACK | '18**
Our team members reach 50,000 volunteer hours in less than four years, serving 270 local organizations and making a \$2.7 million financial impact on our communities.
- BUSINESS WITH PURPOSE | '19**
Firespring helps launch the inaugural Do More Good Conference, helping to educate, empower and inspire leaders to leverage their businesses to do more good.
- GAINING MOMENTUM | '20**
We are chosen as one of the 100 Top Impact Companies in the world by Real Leaders magazine.
- OMAHA EXPANSION | '21**
We acquired Anderson Print Group to enlarge our footprint in Omaha.

More to Celebrate

- WE CELEBRATED 30 YEARS | '22**
Time flies when you're having fun! In honor of our 30th anniversary, we held giveaways, hosted a lunch 'n learn, honored our clients and celebrated three decades worth of wins.
- OUR FAMILY GREW AGAIN | '22**
We welcomed Printing Plus into our Firespring fam.
- WE GOT POCKETS | '22**
To expand our printing business, we acquired a small business called Pockets, which specialized in die cutting and finishing for commercial printing.

Today
OUR MISSION CONTINUES
Firespring provides printing, marketing, software and strategic guidance to thousands of brands, businesses and nonprofits in all 50 states and on 6 continents.





Through the Year





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

Certified



Corporation

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

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

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

2022 Overall Impact Score *Updated every 3 years.*

Firespring
125.1 pts

B Corps***
97 pts****

Ordinary Businesses**
52 pts****

Governance

19.5

14

6

Mission & Engagement

3.3

+

+

Transparency

6.2

4

3

+ Mission Locked

10.0

+

+

Workers

29.6

26

20

Financial Security

10.6

17

15

Health, Wellness & Safety

6.8

3

1

Career Development

5.9

+

+

Engagement & Satisfaction

6.2

+

+

Community

53.0

44

15

Diversity, Equity & Inclusion

6.7

2

1

Economic Impact

9.1

3

1

Civic Engagement & Giving

11.5

5

2

Supply Chain Management

0.0

6

3

N/A Points

3.7

4

2

+ Designed to Give

21.8

+

+

Environment

4.8

13

6

Environmental Management

0.8

5

3

Air & Climate

0.6

3

1

Water

0.5

1

1

Land & Life

2.5

+

+

N/A Points

0.3

3

0

Customers

18.0

18

5

Customer Stewardship

2.8

+

+

**+ Support for Underserved/
Purpose Driven Enterprises**

7.2

+

+

+ Serving in Need Populations

7.9

+

+

What is a Certified B Corporation?

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

Firespring's B Corp Journey:

Firespring became the first company in Nebraska to achieve B Corp certification in July 2014. At the time, there were slightly more than 1,000 Certified B Corporations worldwide. Today there are nearly 7,000.

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

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

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

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

Firespring's Benefit Corporation Journey:

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

Benefits of Becoming a Certified B Corporation and Benefit Corporation

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

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

Identifying areas for improvement. B Corp certification is an independent, 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 2022 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 2022.”

Firespring, Inc. Board of Directors:

Jay Wilkinson, *Chairman and Benefit Officer*

Dustin Behrens, *Secretary and Treasurer*

Tawnya Starr

Stu Rafos

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**.

2022 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.

2022 Results

Profits: \$405,534 donated to nonprofits.

Products: \$1.5M in-kind donations of products and services.

People: 10,632 hours donated to causes we care about.

Total Power of 3 Financial Impact in 2022: **\$2.25 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 12,000+ 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).

#love



Supporting Our Community is in Our DNA

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

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

Today, every team member gets one paid day off each month to volunteer in the community in any way they'd like—whether it's in person, virtually or both. In 2022, our team members volunteered over **10,632 hours** to local organizations.

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

Giving as a Team

Sometimes we get together and pool our time, talent and energy to make a bigger impact than we could alone, like during Lincoln's Pride Parade, Boo at the Zoo and our annual St. Baldricks 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 in June. We set up a photo booth at the parade and gave away 100 instant photos to parade attendees who wanted to sit inside the booth for some glamour shots, and once we were out of film, we simply played photographer and took photos with people's phones. We also gave away bunches of #love pins as well as our coveted equality yard signs.

#love



St. Baldrick's Head-Shaving Event

On October 14, we hosted our 13th annual head-shaving event for St. Baldricks at The Mill Telegraph. This is a fun-filled event where brave shavees, volunteers and supporters gather to raise money for childhood cancer research. The success of this event is driven by those willing to part with their hair (at least temporarily) and have their heads shaved in solidarity with kids who have cancer. Bald is truly beautiful, especially at an event like this.

Total Raised: **\$14,303**

Boo at the Zoo

One of the Lincoln Children's Zoo's most beloved traditions, Boo at the Zoo is Lincoln's largest trick-or-treat event. Families come from all over the area, decked out in costumes and ready to stroll through the zoo, visiting over 40 trick-or-treat booths to get candy, coupons and more. All of the money raised during Boo at the Zoo directly supports the zoo and its animals.



Firespring's Boo at the Zoo in 2022

Theme: **Encanto**

Volunteers: **15**

Nights: **5**

Number of years
we've participated: **9**

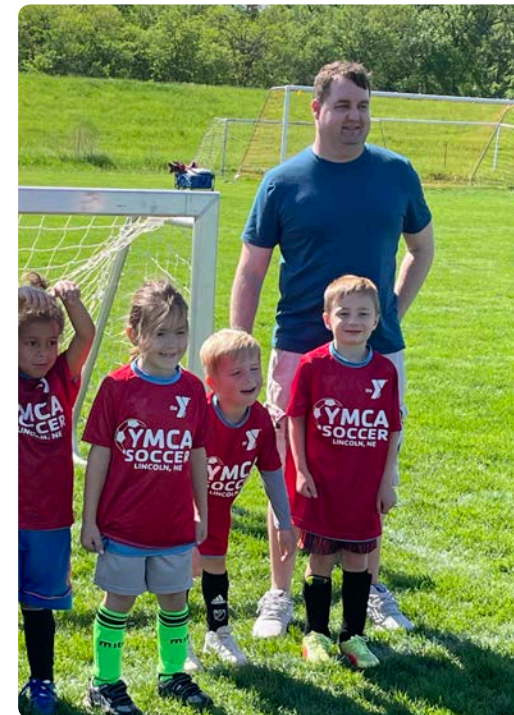
Attendance: **21,280 visitors,
12,343 trick-or-treaters**

*This was the biggest
Boo at the Zoo in
the event's history.*



Giving as Individuals

Other times, we follow our personal passions to organizations or causes that have captured our individual hearts.



Volunteering by the Numbers

Giving our time, energy and talents to nonprofits can take on a wide variety of forms. Sometimes we're interacting with people and our efforts are very public-facing, other times we're working behind the scenes, doing what we can to help our favorite organizations further their cause. All of the time, we're committed to doing more good in our communities and spreading the #love.



Our Big Three

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



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

LAUNCH

Launch Leadership: Launch empowers young leaders to transform their communities and change the world. Their flagship leadership experience, Summer Leadership Workshop, is powered entirely by volunteer staff members and hosted on Doane University's campus. The program serves thousands of students entering grades 6-12 from all over the country.



Do More Good® Movement: Founded in 2018, the Do More Good Movement was created to educate, empower and amplify companies and business leaders doing more good. The organization's signature event is the ROI of Why conference held every year.

Sharing is caring.

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



“What a joy you are to work with! I can’t express how grateful to you I am for all of your help with our conference from all the time changes, to our guest requests...you were all smiles all the time, and so willing to help. You made my job super easy. Firespring is lucky to your on their team and I hope to work with you again soon.”

—**Kate Holman**, Advancement Director

“Thank you for all your help setting up our DEI Training last month. You made my job so much easier and I can’t thank you enough. You do so much! By providing a space for HopeSpoke’s staff to learn, you and Firespring are helping us bring healing and hope to Nebraska’s youth!”

—**Paige Kruse**, Executive and Development Coordinator

Shout-out to our managers of first impressions, Laura and Kate, who roll out the red carpet to guests.



What We Do in 11 Minutes

Every workday, we gather together as one big crew, both online and in person, for our Firestarter—an 11-minute all-team standup where good news, values, better ways and big wins permeate the air.

This tradition began over a decade ago when Firespring HQ was located in downtown Lincoln and our whiteboard was a lot more scrappy. Although we (and our whiteboard) have grown and evolved as a company, staying connected and transparent has remained a priority, and this long-standing meeting is a mainstay on our calendars. There are pats on the back. Shout-outs of gratitude. Updates on goals and objectives. A daily cheer. And a fan favorite—DJ Grauer.

Aaron “DJ Grauzzy” Grauer is not only a longtime Firespringer and expert designer, he’s also a music aficionado, band member and former record store employee (remember those?)—and when the pandemic forced us all to stay home and gather via Zoom, Aaron took it upon himself to address the awkward silence everyone feels at the beginning of a virtual meeting. He filled it with music.

Our very own house DJ, Aaron will alternate between familiar favorites and new artists. Sometimes he’ll play a song related to a current event or newsworthy item. “Sometimes I play something based on the mood of the weather or the current vibe in the country, or I’ll play a specific song for a specific person, knowing they’ll get a kick out of hearing it that day,” Aaron said.

It’s a small thing, but it makes a big impact on our team, giving us all one more thing to help us feel connected, inspired and encouraged . . . just as the Firestarter has been doing for a decade-plus.



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.)



2022 F Recipients

Nate McKean

From Josh Chmiel

Josh Chmiel presented the F to Nate McKean. Josh appreciates working with Nate, who always has an upbeat and fresh personality and works hard, despite working unusual hours.

Deb Brazau

From Nate McKean

Nate McKean presented the F to Deb Brazau. Deb brings it every day and has everyone's back—she is a hard worker, never assumes, looks for red flags and asks questions.

Tom Hanus

From Deb Brazau

Deb Brazau presented the F to Tom Hanus. Tom is a reliable back-haver with a great attitude. He's willing to help wherever needed and looks for a better way to get things done.

Darren Moreno

From Tom Hanus

Tom Hanus gave the F to Darren Moreno. Darren does a great job at getting things organized and is a fantastic guy to work with.

Mary Kay Hanus

From Darren Moreno

Darren Moreno gave the F to Mary Kay Hanus, citing her grace and poise and ability to stay even-keeled, regardless of timelines. She's always busy, yet still goes out of her way to answer his questions.

Sean White

From Mary Kay Hanus

Mary Kay Hanus presented the F to Sean White for taking great pride in his work and jumping around to wherever he's needed. Plain and simple, she said, Sean is a good worker and a really good coworker.

Charlie McIntosh

From Sean White

Sean White gave the F to Charlie McIntosh to thank him for being a great coworker. He's learned a lot from him and looks forward to learning more.

Tom Thiesfeld

From Charlie McIntosh

Charlie McIntosh presented the F to Tom Thiesfeld. Tom is always willing to help with whatever you need—he rarely (if ever) says no and truly lives the value of having someone's back.

Troy Otto

From Tom Thiesfeld

Tom Thiesfeld gave the F to Troy Otto for all his hard work and dedication. Troy always has a positive outlook on things, all his work gets done on time, and it's always done to perfection.

Keith Johnson

From Troy Otto

Troy Otto gave the F to Keith Johnson for always having Troy's back. Keith cares about his work and truly gives a shit. He puts his work on a pedestal and cares about helping clients.

Jim Williams

From Keith Johnson

Keith presented the F to Jim Williams. Jim is a pleasure to work with and brings it every day through his hard work.

Alison Burgett

From Jim Williams

Jim Williams presented the F to Alison Burgett. He appreciates that Alison takes care of shit without ever complaining.

Stella Salas-Correa

From Alison Burgett

Alison presented the F to Stella Salas-Correa. Stella is always looking out for us by keeping the facilities looking and smelling fresh. Most importantly, Stella keeps the Diet Mountain Dew stocked.

Sofia Fischer

From Stella Salas-Correa

Stella Salas-Correa gave the F to Sofia Fischer. Both women at the front are newer to Firespring, and Sofia has learned so much already with a great attitude. She always has the team's back. Stella gave an honorable mention to Laura Virgl as well by saying that she would give the F to both of them if she could.

Kasey Sendgraff

From Sofia Fischer

Sofia gave the F to Kasey Sendgraff, who always has her back. She's so grateful for all of Kasey's assistance and how she's eased her anxiety as she's dug into her new role.

Ron Gallagher

From Kasey Sendgraff

Kasey presented the **F** to Ron Gallagher. Although she doesn't work with him directly, it's clear to see that he really lives out Firespring's values and gives a shit about his team and everything he works on.

Wendy Schuman

From Ron Gallgher

Ron Gallagher gave the **F** to Wendy Schuman. Whenever Ron works on anything related to Salesforce or database issues, she always comes back with information and often with the solution.

Julie Hull

From Wendy Schuman

Wendy gave the **F** to Julie Hull for going above and beyond every day, asking all the right questions, doing things without being asked to, volunteering to do more things and documenting and detailing along the way.

Garrett Anderson

From Julie Hull

Julie gave the **F** to Garrett Anderson, who's always the first to volunteer to help out with something. He stepped up to work on a big initiative that Julie was trying to get off the ground, and she appreciates everything he's brought to Firespring.

David Jensen

From Garrett Anderson

Garrett Anderson gave the **F** to David Jensen. He originally joined the Anderson team in 2013, and he lives Firespring's values every day.

Jim Griese

From David Jensen

David Jensen gave the **F** to Jim Griese. They have worked together for 10+ years. Jim applies his skills and talents to all that he does, constantly has David's back and brings it every day for the team.

Tom Binau

From Jim Griese

Jim Griese gave the **F** to Tom Binau, who runs the 2-color Halm press in our Omaha office. Jim enjoys working with Tom every day, saying he brings a lot to the team.

Rhonda Halligan

From Tom Binau

Tom Binau gave the **F** to Rhonda Halligan. Rhonda wears many hats, and he appreciates everything she does (especially on that one freezing cold day when all the doors were locked and she saved him by letting him in).

Tracie Alles

From Rhonda Halligan

Rhonda gave the **F** to Tracie Alles. Tracie always has the answers you need, plus she is helpful and friendly whenever you need anything.

Laura Virgl

From Tracie Alles

Tracie gave the **F** to Laura Virgl. She has a warm & friendly greeting for everybody throughout the day. She had Tracie's back by being a willing test subject for learning the ins and outs of Paycom and has been a great support making sure Friday lunches go smoothly.

Ashley Kumpula

From Laura Virgl

Laura Virgl gave the **F** to Ashley Kumpula, who she considers a truly impressive navigator and a positive light—especially while in a full car, sweating and driving around town looking for clues (she's got a competitive spirit during games).

Paige Craft

From Ashley Kumpula

Ashley gave the **F** to Paige Craft, who is highly collaborative and deeply cares about her team members and clients. She has played a key role in rebuilding the WordPress team.

Shelby Werts

From Paige Craft

Paige Craft gave the **F** to Shelby Werts, who gives so many Fs taking care of client work (plus, she helped jump Paige's car once).

Shannon Borges

From Shelby Werts

Shelby Werts gave the **F** to Shannon Borges because of the great team dynamic they have working together on client projects.

Jennie Martin

From Shannon Borges

Shannon Borges gave the **F** to Jennie Martin, who's been a great mentor to Shannon since she started at Firespring. She's so grateful to her for hiring her.

Adam Brown

From Jennie Martin

Jennie Martin gave the **F** to Adam Brown. She appreciates his work advocating for stories and prioritizing them in the backlog—so meaningful and important to our team and clients.

Craig McCoy

From Adam Brown

Adam Brown gave the **F** to Craig McCoy. 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.

Connor Johnson

From Craig McCoy

Craig McCoy gave the **F** to Connor Johnson. Craig appreciates how Connor always takes on tough things that need to be done, always working to make things better at Firespring.

Brophy Ringdahl

From Connor Johnson

Connor Johnson gave the **F** to Brophy Ringdahl. Connor appreciates his willingness to help with any random creative requests the IT team gives him.

Zach Hastreiter

From Brophy Ringdahl

Brophy gave the **F** to Zach Hastreiter, most notably for his work on portals, making them much more usable. (Also for herding all the cats while Katie was out on leave.)

Tyler Hardman

From Zach Hastreiter

Zach gave the **F** to Tyler Hardman. Tyler has faced a lot of hardships this year with paper supply issues, and he has handled them expertly. He always lives out the Firespring values and gets shit done.

Jessica Templeton

From Tyler Hardman

Tyler Hardman gave the **F** to Jessica Templeton. Jessica always brings her positive attitude, takes initiative, lives all the values—and it shows in her work.

Nicole Lanspa

From Jessica Templeton

Jessica gave the **F** to Nicole Lanspa. Nicole has been helpful to Jessica and is always a quick resource when the team needs help. She is an excellent back-haver.

Ashley Frevert

From Nicole Lanspa

Nicole Lanspa gave the **F** to Ashley Frevert. Ashley is eager to learn, open to suggestions and always has a great attitude.

Kristen Stoner

From Ashley Frevert

Ashley Frevert presented the **F** to Kristen Stoner. She cited Kristen's team mindset and used many adjectives to describe her, like positive, kind, chill and calming. She is amazing at explaining technical things to make them understandable.

Allison Mellick

From Kristen Stoner

Kristen Stoner gave the **F** to Allison Mellick. Kristen says that Allison is a solutions finder and is super helpful at explaining processes.

Joe Ebmeier

From Allison Mellick

Allison Mellick gave the **F** to Joe Ebmeier. Joe is a team player, he asks great questions to understand her processes, and he calms her anxious mindset.

Nick Shybut

From Joe Ebmeier

Joe Ebmeier presented the **F** to Nick Shybut. Joe appreciates how they've been able to work together more in Nick's latest role and looks forward to more of that.

Melissa Markwell

From Nick Shybut

Nick Shybut gave the **F** to Melissa Markwell. Nick shared that Melissa is always so informative and helpful. It feels like she's been here for many years.

Nina Reinick

From Melissa Markwell

Melissa Markwell gave the **F** to Nina Reinick. Even though they've never met in person, Melissa appreciates the quality of Nina's work and how great she is with clients.

Gary Pohlmeier

From Nina Reinick

Nina Reinick gave the **F** to Gary Pohlmeier. Gary is her go-to person for the Springboard, and she has seen him step up to take on more advanced client requests. She and clients are so thankful for his expert help.

Lindsay Kelly

From Gary Pohlmeier

Gary gave the **F** to Lindsay Kelly. They 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.

Natalie Johnson

From Lindsay Kelly

Lindsay Kelly gave the **F** to Natalie Johnson. Natalie brings a wealth of knowledge to Firespring. She has had a lot thrown at her since she first started, and she's taken it all on and is a pleasure to work with.

Geoff Bogan

From Natalie Johnson

Natalie Johnson gave the **F** to Geoff Bogan. Often working behind the scenes to make the magic happen, Geoff knows how to connect all the dots. Dependable and flexible, he's always willing to help.

Nicole Swanson

From Geoff Bogan

Geoff Bogan gave the **F** to Nicole Swanson. Geoff appreciates working with Nicole and how she always finds a better way. (He's pretty sure she'd be able to kick his ass, too.)



Values Hall of Fame

2022 INDUCTEES

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

Congrats to all of these Firespringers for achieving this honor.

Keith Johnson

Bindery Operator

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!"

Q: Why did you join Firespring?

A: I joined the team when Jacob North Printing became Firespring.

Q: How have you grown professionally and personally since you began at Firespring?

A: I've been doing my job for 17 years, but I'm still learning and growing and finding new ways to operate the equipment more effeciently.

Q: What's a favorite project you've worked on or client you have worked with?

A: I like the challange of the NSAA projects and take a lot of pride that we get to do their work.

Q: Do you have a favorite book/movie and why?

A: I love the *Jack Reacher* books—I've read all 27 of them!

Q: If you could travel anywhere, where would you go?

A: Ireland

Alison Burgett

Bindery Operator

INDUCTED BY JIM WILLIAMS

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

Q: How have you grown professionally and personally since you began at Firespring?

A: I started in printing back when you pasted up artwork, developed halftones and PMTs in a darkroom and used rubylith for color separations. As processes have evolved and changed, I've grown in my knowledge of the industry.

Q: What's a favorite project you've worked on or client you have worked with?

A: The massive Color Calendar campaign in the mid '90s. The teamwork and sheer volume of calendars printed was insane.

Q: What's the funniest thing you've seen happen at Firespring?

A: How about most memorable? The number of bats that would come into the shop when it was downtown.

Q: If you could travel anywhere, where would you go?

A: Manchebo Beach, Aruba or Seven Mile Beach on Grand Cayman.

Sean White

Press and Letterpress Supervisor

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!"

Q: Why did you join Firespring?

A: I was a press operator with Anderson Print and joined the team when we became Firespring.

Q: How have you grown professionally and personally since you began at Firespring?

A: I've learned how to run some new machines, and I'm working on learning more—there's always new technology to learn in the print industry.

Q: What's the funniest thing you've seen happen at Firespring?

A: Getting Mary Kay Hanus on a practical joke with her chair (it's an inside joke, you had to be there).

Q: Do you have a favorite book/movie and why?

A: "The Greatest Game Ever Played" because its an amazing true story about golf.

Q: If you could travel anywhere, where would you go?

A: Anyplace with a mountain view.

Darren Moreno

Shipping and
Receiving Specialist

INDUCTED BY TOM HANUS

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

Q: Why did you join Firespring?

A: It seemed to be a great fit, professionally—and Josh Meyer seemed like someone I'd enjoy working with. I was correct in both cases.

Q: How have you grown professionally and personally since you began at Firespring?

A: Professionally, I have come to appreciate a good work environment more. Personally, I've tried to not bring work home with me as much.

Q: Do you have a favorite book/movie and why?

A: My favorite movie is probably "Clerks." It has a great life lesson. It's also really funny, in my opinion.

Q: What emoji do you use most often?

A: I'm pretty partial to the 🙌 emoji. It's multi-functional. It's like the cross trainer of emojis.

Kasey Sendgraff

Director of Talent

INDUCTED BY SOFIA FISCHER

"Always having their 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!"

Q: Why did you join Firespring?

A: I joined Firespring for our core values and purpose. During my own interview process, the team I met with was welcoming and showcased the talents of the team. Knowing that I could make an impact bringing in new talent with an exceptional hiring process like I experienced was all I needed to know.

Q: What's the funniest thing you've seen happen at Firespring?

A: Whenever we have friendly competitions during events, people do the funniest things to win. There was the holiday party where people had to crab crawl down the hallway. Or Office Olympix where we ran around the building carrying a bowl of water. Or the final shoot-out in the lobby during our Nerf Another Day game.

Q: Do you have a favorite book/movie and why?

A: It's a tie between "The Nightingale" by Kristin Hannah and "The Address" by Fiona Davis.

Q: What emoji do you use most often?

A: My keyboard says 😂 and 🛠️.

Julie Hull

Director of
Sales Operations

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!"

Q: Why did you join Firespring?

A: I had one semester left before graduating from college and saw a listing for a sales support position. After interviewing with Tawnya Starr, I loved how passionate she was about the company and wanted to be part of that.

Q: What's a favorite project you've worked on or client you have worked with?

A: I don't think I could pick just one. Over the years, I've worked with hundreds of organizations and always love to see how working with us makes a difference compared to where they were before Firespring.

Q: If you could travel anywhere, where would you go?

A: France. I lived there in college for 6 months and visited when I was a kid. While it's not somewhere new, I'd love the opportunity to take my family to all my favorite spots.

Q: What emoji do you use most often?

A: 🙌

Ron Gallagher

DevOps Engineer

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!"

Q: **How have you grown professionally and personally since you began at Firespring?**

A: I have been able to work on a plethora of projects, which has helped me grow tremendously. I have also been able to utilize my time volunteering in meaningful ways. I currently coach the UNL senior design teams every semester for their capstone projects. I also sit on the board and do class volunteering for a local nonprofit, Girls Code Lincoln.

Q: **What's the funniest thing you've seen happen at Firespring?**

A: It happened to me during the assassination game. I was outside in the parking lot in the morning when Chad pulled in. He got out of his car, and we traded pleasantries as he walked by, all while we both were armed and ready. I watched as he rounded the corner and thought that was the end of it. The door clicked closed, and BAM, I got shot right in the head. I had to chuckle as he played that really well.

Q: **Do you have a favorite book/movie and why?**

A: I do, but must abstain.
This could be a good phishing form.



Garrett Anderson

Business Growth
Framework Specialist

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 their face and just 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."

Q: How have you grown professionally and personally since you began at Firespring?

A: I've grown both professionally and personally because of my Firespring teammates, the leadership team and the culture.

Q: What's the funniest thing you've seen happen at Firespring?

A: Watching KT at the quarterly and annual meetings is always entertaining.

Q: If you could travel anywhere, where would you go?

A: Italy, Paris and Switzerland are on our bucket list.

Q: Do you have a favorite book/movie and why?

A: Princess Bride is my favorite movie—it's too damn cute and always a feel-good show. Elf is a really, really close 2nd.

Q: What emoji do you use most often?

A: I am a big 🍑 and 😜 kind of guy.

Craig McCoy

DevOps Engineer

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!"

Q: Why did you join Firespring?

A: I was looking for a collaborative team with a great workplace culture.


Q: What's a favorite project you've worked on or client you have worked with?

A: I cannot pick a single project, but the ones where team members really show their passion about something they want to create are my favorite.

Q: Do you have a favorite book/movie and why?

A: "The Lord of the Rings" because it was something I was able to share with all of my sons, and they love it as much as I do.

Q: What emoji do you use most often?

A: 👍 probably but I am also a fan of the custom  emoji.

Zach Hastreiter

Account Manager

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!"

Q: Why did you join Firespring?

A: The culture, community and balance—all were appealing to me.

Q: What's a favorite project you've worked on or client you have worked with?

A: Appeal mailings for nonprofits. Nonprofits are appreciative of us helping them send out the mailings in masses to help cultivate their mission.

Q: Do you have a favorite book/movie and why?

A: Toy Story—it's such a feel-good and wholesome show.

Q: If you could travel anywhere, where would you go?

A: Colorado

Q: What emoji do you use most often?

A: 😂

Jennie Martin

Front-End
Development Manager

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!"

Q: Why did you join Firespring?

A: I joined Digial IMS (Firespring's former name) in 2002 because I needed a full-time job. Little did I know that I would spend the majority of my life with a company that I love.

Q: How have you grown professionally and personally since you began at Firespring?

A: When I started fresh out of college, I barely knew which way was up. I graduated with a design degree but excelled at production work. I've grown professionally at Firespring by guiding a team of web developers through an ever-changing industry. My most recent achievement has been to earn my CPACC (Certified Professional in Accessibility Core Competencies) credential through IAAP (International Association of Accessibility Professionals).

Q: If you could travel anywhere, where would you go?

A: Colorado, camping deep in the woods.

Q: What emoji do you use most often?

A: 🙄 to let someone in Slack know that I'm looking into their question/post/issue.

Jessica Templeton

Account Manager

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!"

Q: How have you grown professionally and personally since you began at Firespring?

A: When I came to Firespring, I was new to the printing industry. Now I have a new field I'm knowledgeable about. Personally, I've grown in my passion for caring for rescue animals, and I'm so thankful that Firespring encourages us to give back like that.

Q: What's a favorite project you've worked on or client you have worked with?

A: I love working with all of my art gallery projects and getting to be a part of their creative projects.

Q: What's the funniest thing you've seen happen at Firespring?

A: The Omaha crew jamming out to Josh's playlist on a party bus to Lincoln.

Q: Do you have a favorite book/movie and why?

A: *Step Brothers*, because I love to laugh!

Geoff Bogan

Digital Marketing Specialist

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!"

Q: Why did you join Firespring?

A: On a whim, I saw a job posting and then researched the company and thought, "That's one I'd like to work for." Lucked out in the end.

Q: How have you grown professionally and personally since you began at Firespring?

A: Firespring's given me the chance to find where I fit and what I enjoy doing. Personally, Firespring's allowed me to have more time with my family than previous jobs have and be a present part of their lives.

Q: What's the funniest thing you've seen happen at Firespring?

A: I'm a sucker for the IT theme videos.

Q: What emoji do you use most often?

A: 😊

Lindsey Kelly

Director of Retention Marketing

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!"

Q: How have you grown professionally and personally since you began at Firespring?

A: This was my first job out of college. I have been privileged to have some great mentors at Firespring, and then grow into a leader that others seek advice from. Not only I have gained valuable skills and knowledge, but great friends.

Q: What's a favorite project you've worked on or client you have worked with?

A: The first thing that comes to my mind is our Valentine's Day campaign a couple of years ago. We created Valentine's day cards, custom chocolate bars (and wrappers), plus other fun goodies for our clients—or maybe our 80's themed Valentine's Day gifts. We created a Spotify playlist comprised of our favorite funky love songs. We also delivered gift boxes with favorite 80s games and tchotchkes.

Q: Do you have a favorite book/movie and why?

A: A League of Their Own. I played softball and loved watching the female empowerment.

Q: What emoji do you use most often?

A: Just one?? 😂😜

Wanna listen to the playlist?



Natalie Johnson

Director of
Acquisition Marketing

INDUCTED BY LINDSAY KELLY

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

Q: Why did you join Firespring?

A: After working for large corporations all of my career, I was intrigued by a smaller company and the culture Firespring offers. I felt I could make a positive impact and be more aware of my affect on the company with a small business.

Q: What's the funniest thing you've seen happen at Firespring?

A: During the Firespring White Elephant gift exchange there was a stuffed owl with the creepiest eyes. The original recipient was a little disturbed by it, and every time I glanced at the owl during the exchange, Travis was trying to look away from it or adjust it so its eyes weren't looking at him. It was hilarious.

Q: Do you have a favorite book/movie and why?

A: I don't have a favorite book, but favorite genre would be biography/autobiography. I love learning from other people's journeys, whether they mean to be inspirational or not.

Q: If you could travel anywhere, where would you go?

A: I'd go north in July and August. Any where you need a light jacket in July is a place I want to be.

Emily Lowe

VP of Custom
Manufacturing

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."

Q: Why did you join Firespring?

A: I joined Firespring as a first job out of college. I started out working on wedding invitations, and here I am almost 14 years later.

Q: How have you grown professionally and personally since you began at Firespring?

A: I started as an account manager and worked my way up to overseeing the department. Now I have the opportunity to see the other side of the business and oversee production operations. Personally, I've grown up! I started fresh out of college, and now I'm a mom of 3.

Q: What's the funniest thing you've seen happen at Firespring?

A: Any time Kevin tries to crack a dad joke, it's worth a laugh.

Q: What emoji do you use most often?

A: 😂

2021 Values Hall of Fame Inductees



Matia Ward

INDUCTED BY ALANNA METZGER

When she's working on custom WordPress sites for our clients, Matia always has a quick turnaround, is reliable and so great at explaining "techy things" in normal words.



Molly McCabe

INDUCTED BY SARAH ROBBINS

I've been working with Molly a lot to take care of clients and improve processes. I appreciate her work ethic and her willingness to live all of our values. Thanks, Molly!



Carmen Knudson

INDUCTED BY JOE EBMEIER

Carmen embodies the Firespring values. She really "knows" our platform, is steady, consistent, leads by example and thinks things through in meetings before she talks. These are all such great qualities. Thank you, Carmen! Well deserved.



Chessa Clay

INDUCTED BY ZACH WETOVICK

Chessa was extremely helpful to me when Julie was out. I consistently threw her some balls, and she ran with them. Thanks, Chessa!



Lauren Simonsen

INDUCTED BY MIKAELA SHYBUT

Adaptability is Lauren's #1 strength. She uses it as she works nonstop for our clients and team. Lauren takes feedback constructively and uses her empathy in doing so. She has even helped me become a better account manager. Way to go, Lauren!



Mikaela Shybut

INDUCTED BY KIERSTEN HILL

Mikaela does so much for everyone she works with and makes sure our clients are getting the very best we can give. She is my "go to" for numerous things and has made working at Firespring a real joy. Thanks, Mikaela!



Ryan Simanek

INDUCTED BY LISA CONKLIN

Ryan lives the Firespring values all day, every day. He gets a lot of work thrown his way and never complains. Clients often mention how happy they are with the projects that he works on. Way to go, Ryan!



Agustin Tellez

INDUCTED BY KATIE WILSON

He is so positive and always keeps us in the loop about what clients say when he delivers projects (like, if they ask for M&Ms, for example, LOL). Plus, he's always willing to pick up or drop something off at a moment's notice.



Topper Yoakum

INDUCTED BY SAMANTHA BIEL

I want to give the F to an entire team, but since that's not a thing, I'm giving it to someone who is a huge reason as to why I want to do that. Topper does fantastic work and never hesitates to lend a hand.



Ronni Lanham

INDUCTED BY JEN BRUHL

Ronni is always coming into the office, is helpful to all and is an all around great person. Thank you, Ronni!



Graham Little

INDUCTED BY DONNA SALAS CORREA

I appreciate Graham's consistent willingness to help. He always stops whatever he's doing to lend a hand — even while at a doctor appointment.



Kristi Templeton

INDUCTED BY JEFF NORRIS

I feel so fortunate to work with the Omaha crew. I have had the opportunity to get to know them and have learned the answer to "Who knows what's going on?" The answer is Kristi! She always knows what's happening with client work and makes sure everyone is settled before she goes home for the day. Yay, Kristi!



Travis Gueret

INDUCTED BY JOSH MEYER

I appreciate how Travis always steps in to help solve problems and answer all of my questions, even the ones I think are silly. Go, Travis!



Zach Wetovick

INDUCTED BY JARED CLOUDT

Before passing on the F, I want to give a shout-out to all of the silent and hardworking Firespringers. I challenge everyone to recognize the quiet and awesome people doing fantastic work. I'm passing the F to Zach, who is just one person on that long list but stepped in and stepped up while Julie was out. Thanks, Zach!



Josh Chmiel

INDUCTED BY MICHELLE BARTEE

For those who don't know Josh, he does all the things in Council Bluffs. He's a digital print specialist who directly helps clients and even shuttles projects from one place to another to speed the final delivery along. Thanks, Josh!



Kassie Templeton

INDUCTED BY STEVE SCHAMP

I'm presenting the F to Kassie for living all of the values and being an all-around great help. Way to go, Kassie!

2020 Values Hall of Fame Inductees



Shannon Wilkinson

INDUCTED BY JULIE HULL

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



Alex McCollister

INDUCTED BY TYLER FOWLE

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



Tyler Fowle

INDUCTED BY SHANNA HARRIS

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



Alec McChesney

INDUCTED BY ALEX MCCOLLISTER

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



Sarah Robbins

INDUCTED BY ANGIE KUBICEK

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



Joe Ebmeier

INDUCTED BY JUSTIN MATTHEWS

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



Brophy Ringdahl

INDUCTED BY MIKE WALLACE

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



Allison Mellick

INDUCTED BY DYLAN MATTHEWS

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



Matt Heigel

INDUCTED BY BOB STRATTON

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



Katie Wilson

INDUCTED BY JOSH MEYER

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



Tyler Milligan

INDUCTED BY PATTI WENZEL

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



Jacque Alexander

INDUCTED BY SAMANTHA BIEL

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



Sometimes you can find us in the news.

We don't toot our horn often, but every once in a while, it's nice to recognize the recognition. We were honored with these accolades and awards in 2022.

Real Leaders Magazine Top 200

For the second 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.

BLabs Best For The World

Firespring was recognized as one of B Lab's Best for the World companies in the Community impact area, scoring in the top 5% of our size group for our efforts in the community, including charitable giving, investment in diversity and educational opportunities.

Firespring Culture Club

Our Culture Club is a group of men and women chosen to help create and nurture the type of company every team member wants to be a part of, whether they're remote, in-person or hybrid. They come together to represent their teams when planning initiatives, events and activities on behalf of Firespring, and they put a bunch of time in behind the scenes to make sure that every event goes off without a hitch.

CULTURE CLUB REPRESENTATIVES

LINCOLN

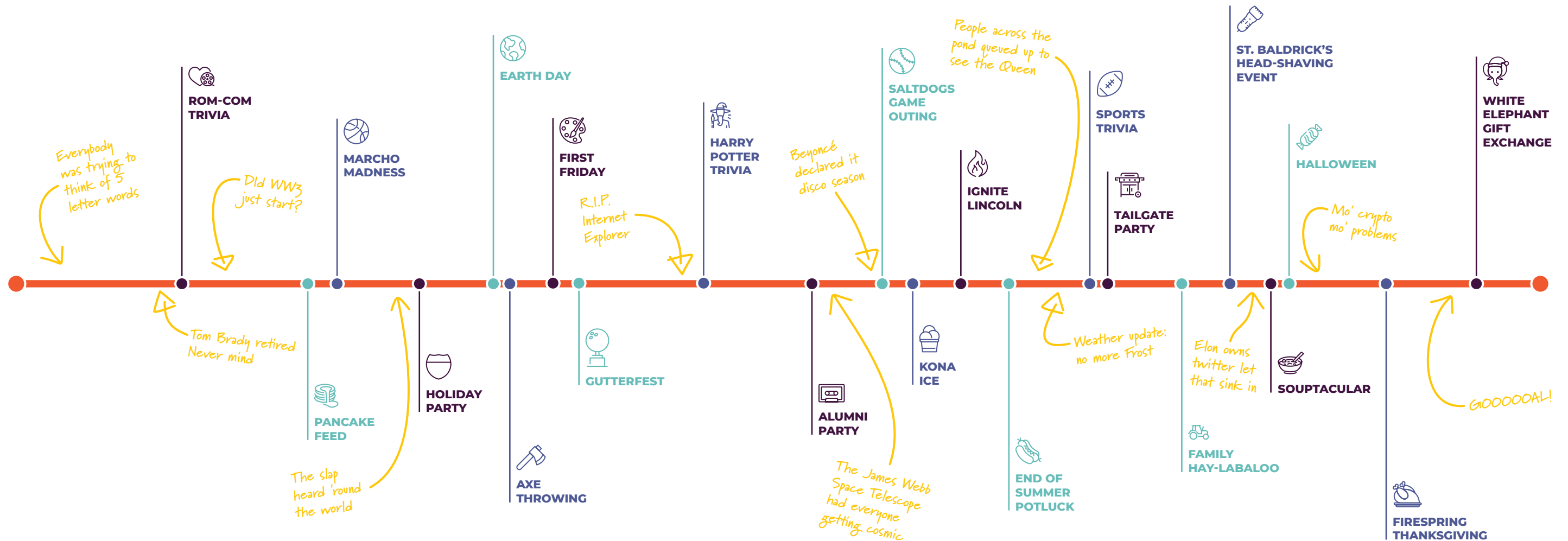
- Allison Mellick
- Brophy Ringdahl
- Kasey Sendgraff
- Lindsay Kelly
- Mikaela Shybut
- Ronni Lanham
- DJ Dirksen

OMAHA

- Katie Wilson
- Jessica Templeton
- Nicole Lanspa
- Nate McKean
- Dave Jensen
- Emily Lowe



2022 Events





Romcom Trivia

For both hopeless romantics and RomCom cynics alike, we held our second annual trivia event and challenged everyone to brush up on their romcom knowledge. Congrats to our resident romcom aficionado, Carley Helmick, for taking home the top prize and showing us all what love can do.



Pancake Feed

Sometimes you just need a little incentive to roll out of bed on a Monday morning. So, “batter up!”—as in, pancake batter. Culture Club fired up the griddles and set up a pancake-making station to host an 8:30 a.m. breakfast for early-to-rise Firespringers on this particular Monday morning.



Group Results										
RANK	BRACKET, OWNER	R64	R32	S16	E8	F4	NCG	CHAMPION	TOTAL	PCT
1	not_so_good, ESPNFAN2083914153	230	200	160	160	160	320	Kansas	1230	99.6
2	Go Sports Ball!, MikShybut	210	180	80	80	160	320	Kansas	1030	94.9
3*	Sharri's bracket, espn63609540	190	160	80	80	160	320	Kansas	990	93.4
3*	JuliePlooster 1, JuliePlooster	230	160	40	80	160	320	Kansas	990	93.4
5	Kasey_Sendgraff 1, Kasey_Sendgraff	230	180	120	160	160	0	Gonzaga	850	90.0
6	ESPNFAN1058398611 1, Kevincredible367	230	160	120	160	160	0	Gonzaga	830	89.3
7	Tyler Milligan, huskermillz11	240	220	120	240	0	0	Gonzaga	820	89.0
8	TWulfpack 1, TWulfpack	220	140	120	160	160	0	Duke	800	88.1
9	Ali Brehmer, Ali Brehmer	220	160	120	240	0	0	Villanova	740	84.6
10	Joe Ebmeier 2, Joe Ebmeier	250	140	80	80	160	0	Gonzaga	710	82.3

Marcho Madness

To participate in Firespring’s Marcho Madness, you don’t have to be a basketball aficionado or even a fan—heck, you don’t even need to know what March Madness is (hint: NCAA College Basketball). You just need access to a computer or phone and the internet to make your picks, and you can base them on school names, mascots or even colors. The winner got a \$25 gift card, the last place loser got a \$10 one, and we celebrated the culmination of the event with pizza and basketball at Lincoln HQ.

1st Place: Travis Gueret
Last Place: Topper Yoakum



Road Rules Holiday Party

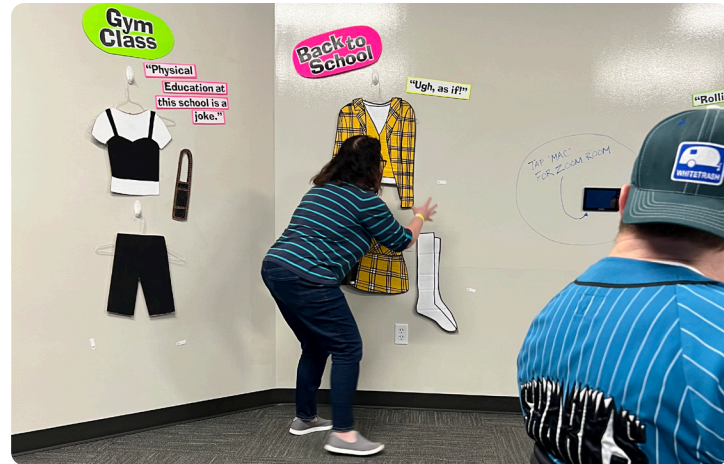
Think “Amazing Chase” adventure—that was the premise for our Road Rules party where participants were placed on teams as either a Jock, a Preppy, a Grunge or a Nerd to compete in a variety of challenges. (Or they could choose to be a judge, if that sounded less taxing and more suited to their skills.)

After the event, we hosted a dinner for everyone and their plus-ones, where 90s attire was encouraged. Big congrats to the winning team, “Smells Like Team Spirit,” which included Sarah Robbins, Brophy Ringdahl, Kiersten Hill and Andrew Ferguson.

Postponed to April 1



Party time!
Excellent!



It's all in the hips.





Earth Day

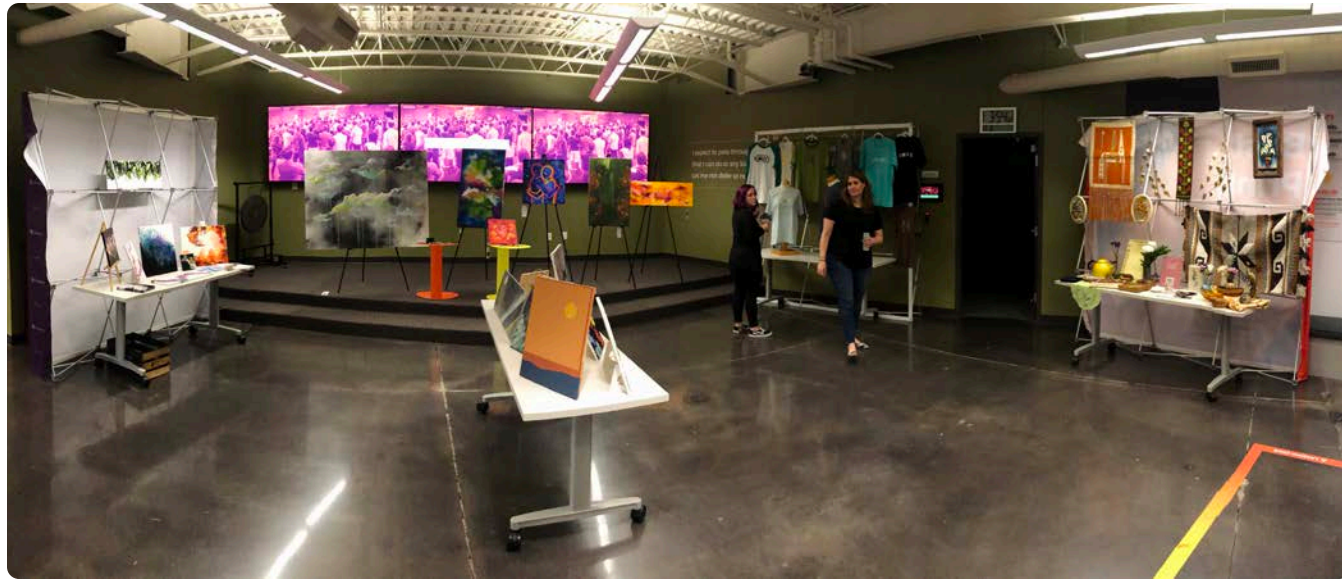
In both Lincoln and Omaha, we set out with trash bags and gloves to clean up the areas surrounding our buildings. On this day and every day, we aim to be a company that treats our own neck of woods with respect and kindness.



Axe Throwing

Leave it to our Omaha crew to be the bravest of the bunch! They held a team-building event that included delicious appies and ax throwing (not at each other, don't worry) and, of course, competition ensued and a winner was crowned. What a way to unleash frustrations and bond with your team members, all in one event.





First Friday FAC

Creators unite! We hosted our very own First Friday Art Walk, calling for all artists, craftspersons, photographers and generally creative team members to showcase (or even sell) their wares and creations. It was a great opportunity to see our coworkers' talents, hobbies and passions on display and celebrate their skills that we may not see on the reg, during day-to-day operations.



Gutterfest

This is the one night of the year that we encourage everyone to get their minds in the gutter. We're suckers for good, friendly competition among our team members, and Gutterfest is one of Firespring's most beloved traditions, when we dig out our fave bowling shirts and roll on down to a local bowling alley. Bowlers split into teams and take to the alleys to vie for coveted awards, including Best Bowler (Dylan Matthews) and everyone's favorite, Worst Bowler (Emilie Alles).







Harry Potter Trivia

Because of our penchant for trivia and our love for all things Harry Potter, this event just made sense. Shoutout to Laura Virgl for taking the top prize as head wizard and blowing us away with her Harry Potter knowledge. For those who didn't fare well, take some advice from Ron Weasley: "When in doubt, go to the library."



From the 90s,
2000s and today

Firespring FM Alumni Event

As we approached Firespring's 30th anniversary in August, we dedicated this party to all Firespringers, both old and new—"you're all hits on our playlist." After two years of keeping most events virtual due to the pandemic, we encouraged as many Firespringers as possible to show up to this event in person, in whatever Firespring swag they owned, and we celebrated 30 years of kicking ass and doing good. After an all-team meeting, we took the party outside for music, barbecue and some much overdue face-to-face time with both former and current team members.





Family Fun Fest Saltdogs Game Outing

For this year's Family Fun Fest, we hit the ballpark as the Saltdogs took on the Fargo Moorhead Redhawks. It's always a good time cheering on the Saltdogs and sampling the ballpark food while we get some quality time with all our families and remarking to one another, "Man, your kids are getting so big." It happens, man. Those dang kids just keep growing up.



Ice, Ice Baby... Kona Ice that is!

There's no better way to chill out during the hot August temps than with a visit from the Kona Ice truck. Kona Ice came to Firespring HQ to dole out our favorite icy flavors, and we all breathed a nice sigh of relief from the heat while indulging in one of the best summer treats Lincoln has to offer.







Ignite Lincoln presented by Firespring

Ignite is a global event organized by volunteers where participants get five minutes to talk about their ideas, opinions, personal and professional passions, with the help of just 20 slides. Ignite Lincoln originally began in 2010, but there are over 350 other locations that have held Ignite Talks since 2006. Firespring sponsors the Lincoln event among others, and our very own Jay Wilkinson is one of the founders of the Lincoln event. This year, Ignite Lincoln featured 11 speakers and raised \$7,000.

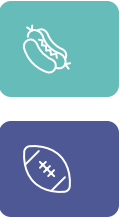
- 1st Boys and Girls Club of Lincoln | \$3,000
- 2nd Mental Health Association of NE | \$1,750
- 3rd Neighborworks Lincoln | \$1,000
- 4th Vision Maker Media | \$750
- 5th Nebraska Stroke Assoc | \$500

End of Summer Potluck

Saying goodbye to summer is always a little bittersweet—we’re sad to see the easy, breezy summer days wind down, but excited for the cooler temps of autumn and, of course, FOOTBALL. Culture Club sprang for the burgers and dogs while team members brought the sides, and we gathered for an end-of-summer potluck to mark the change of seasons.

Sports Trivia

Have we mentioned that we love trivia? In our third trivia competition of 2022, it was all about the games, baby. We gathered online (shout out, Kahoot!) for some friendly sports trivia competition, and Jeff Murphy (Murph) came out on top when the buzzer rang.





Tailgate Party

Can you smell it? The scent of pigskin is wafting through the air! To usher in football season, the parking lot at the Omaha office became a tailgate site as the crew gathered to gear up for the Husker game and cheer the team on to a hopeful victory.





Firespring Family Hay-Labaloo

Picture a campfire, picnic tables, a hayrack ride, archery, a bounce house for the kids, 9 Square, human foosball and gaga ball—and you've got a Hay-Labaloo at Camp Sonshine, complete with hot dogs, chips, s'mores and tasty fall bevies. After being stuck inside for most of 2020 and 2021, we were all about getting outside and enjoying the great outdoors as much as we could in 2022.



St. Baldrick's Head-shaving Event

On October 14, we hosted our 13th annual head-shaving event for St. Baldricks at The Mill Telegraph. The success of this event is driven by those willing to part with their hair (at least temporarily), and have their heads shaved in solidarity with kids who have cancer. Bald is truly beautiful, especially at an event like this.

Total Raised:
\$14,303

Total Shavees:
11

- Total Fundraisers:
Wendi Jensen
8th year as a shavee
\$3,502.30
- Topper Yoakum**
1st haircut in 15 years
\$3,366.08
- Brophy Ringdahl**
9th year as a shavee
\$1,665.08







Souptacular

It's the soupiest Halloween event ever! There's no tradition more beloved than Firespring's Souptacular, an event that dates back to the early days of the company. Firespringers break out their Crock-Pots and slow cookers, scour the internet and cookbooks for the most souplicious recipes and bring their best concoctions to the table to compete for the coveted Golden Crock-Pot award. It's highly competitive, utterly delicious and sure to bring out the fiercest competitors among us.

Lincoln Winners

- 1st Wendy Schuman**
Chicken Cordon Bleu Soup
- 2nd Tim Meader**
Taco Soup
- 3rd Kasey Sendgraff**
Green Enchilada Chicken Soup

Omaha Winners

- 1st Kassie Templeton**
Loaded Potato Soup
- 2nd Garrett Anderson**
Spicy White Chicken Chili
- 3rd Tom Binau**
Baked Potato Soup







Halloween Trick-or-Treating

This one is for the kids! (Well, mostly.) Team members were encouraged to bring their littles to HQ to fill their bags with candy as they trick-or-treated at various stations throughout the building. (Thanks, Culture Club, for providing the sweets.) We also hosted a team member costume contest and a pumpkin-decorating contest because, in true Firespring fashion, we need to make everything a competition.

Costume winner:
Shelby Werts as Yzma from “The Emperor’s New Groove”

Pumpkin-decorating winner:
Tristan Powell





Firespring Thanksgiving

During the season of giving, we all love getting together to enjoy a hearty meal at our ever-growing table. As always, Firespring provided the bird and mashed potatoes, and Firespringers provided the sides to share. So. Much. Food. (Which was then followed by food comas under the table, as per tradition.)







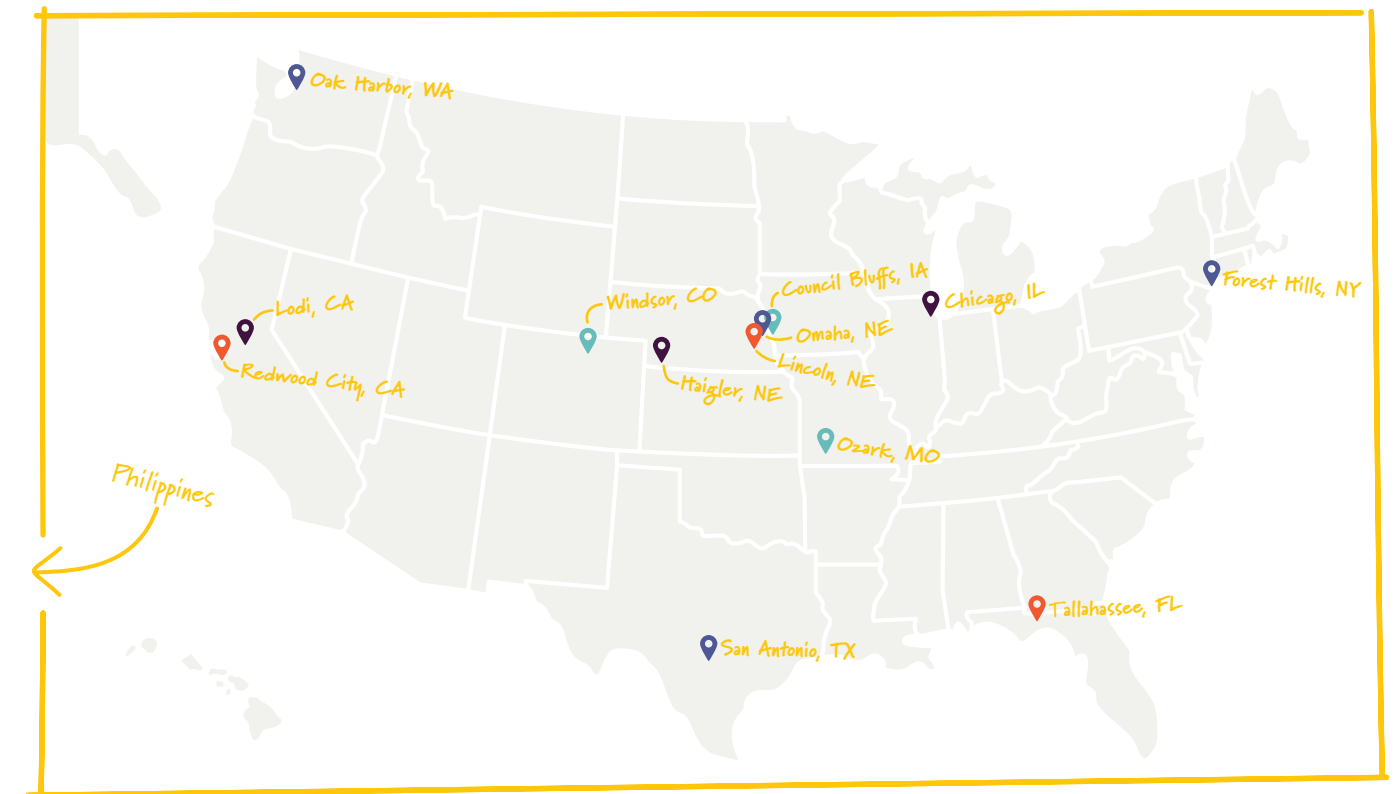
White Elephant Gift Exchange

You know how they say, “One person’s trash is another person’s treasure”? That’s the motto for our annual White Elephant gift exchange, where team members rifle through drawers, closets and basements to find the old, the absurd and, in some instances, the valuable to give to a fellow coworker. This tradition started very early in the company’s history when the budget for holiday parties was . . . well, nonexistent. Some items seem to show up annually as a regift, and if there was ever a time and place for our inside jokes to shine, the White Elephant exchange is it.



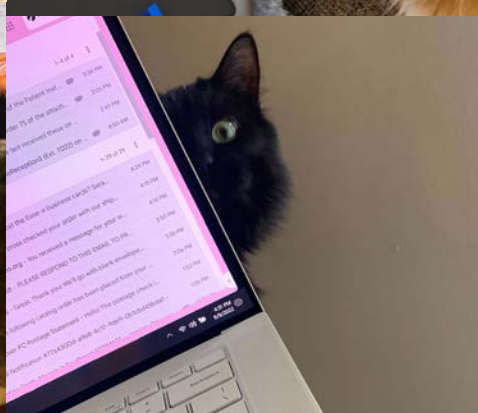
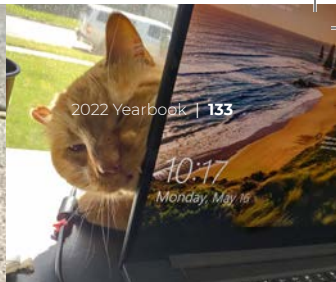
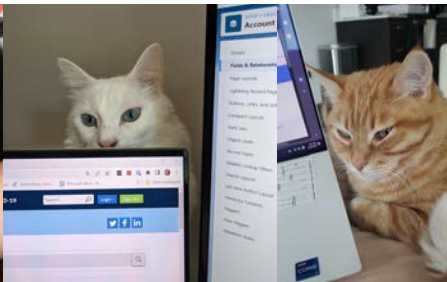
All the Places Where We Work, Work, Work, Work, Work, Work

If 2020 taught us anything, it's that we're a resilient bunch who can adapt to working pretty much anywhere. And we did (work pretty much everywhere). We have some employees who work full-time from home (it's a long commute from California), some who prefer to be in the office as much as possible, and many who appreciate the flexibility of a hybrid arrangement. Here's a look at all the places our team members are setting up shop.





Pets of Firespring



We *#love* 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 swag with styles for every season.





Learn more at firespring.com

