

BAUDVILLE®

THE PLACE FOR DAILY RECOGNITION

2012 Media Kit
www.baudville.com
1.800.728.0888

WHO WE ARE

Meet the 'villians.

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I'M CASUAL
today because:

*I got the scoop
from Baudville!*

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HOW WE DO IT

Find affordable tools
to make you go "ooh!"

PAGE 3

WHAT WE DO

And the easy way
we do it

PAGE 1

WE GIVE YOU A CASE OF THE POSITIVES.

A positive work culture can attract and retain talent, customers, and success, and an important part of a desirable culture is recognition and appreciation. When employees receive positive feedback for their performance, they're more likely to remain loyal and engaged.

THE PEOPLE PLEASER

Recognition Programs



But the handwritten notes, pats on the back, and small gifts that make up regular recognition do more than give us warm fuzzy feelings. They play an integral role in an organization's business results. On the other hand, business results can quickly turn sour when recognition and appreciation are absent.

"If I don't say anything, you're doing a good job," was the management philosophy at Grace Haven Assisted Living, a 40-employee facility in mid-Michigan. While this approach may have been convenient for management, it was demoralizing for staff. As a result, Grace Haven suffered from high absenteeism, turnover, and negativity, and management was constantly putting out fires and replacing staff.

After evaluating the situation at Grace Haven, we helped implement recognition programs to reinforce desired behaviors. Shout Outs, a peer recognition program, was the most exciting. Before the program, recognition was nonexistent in the organization. But after 60 days, 68% of employees had received and 78% had given some form of praise. Employee satisfaction, confidence in leadership, and employees' feeling valued all increased as well. (Interesting, right? To learn more about Grace Haven's transformation, read the complete Grace Haven case study in our Recognition Resource Center.)

Expressions of recognition let employees know they are a valued and important part of the organization. The great news is, establishing the programs and systems to recognize on a daily basis doesn't have to be complicated and expensive. At Baudville, we offer our customers easy and effective recognition solutions that are affordable even for small organizations.

EASY *Baudville's recognition solutions are designed in themes, so products display the same message and artwork. Plus, there are no instruction manuals or lengthy trainings. All the products are simple and intuitive to use, and many utilize the power of a personal handwritten note.*

EFFECTIVE *The consistency among themed products, gifts, and tools reinforces the behaviors and values you want to see repeated in your organization. And the handwritten element ensures recognition is personal and meaningful to the recipient.*

AFFORDABLE *Small organizations can afford a world class recognition program with Baudville recognition products and themes. We've done all the hard work already, creating the themes, sentiments, and messages to reinforce behaviors in your workplace.*

At Baudville, we create and market recognition products that transform cultures and boost employee morale. Our innovative product design, first-class customer service, and industry-leading content makes us the most turned-to company for easy, effective, and affordable recognition solutions for schools and workplaces of all sizes.

WE ARE... THE OFFICE OF POSITIVE MOJO.

NAME AND STATS. *Name:* Baudville

Birthday: March 7, 1983

People: 85

Ownership: Privately-held, employee-driven

Leadership:

Brad Darooge, President and CEO. Favorite recognition phrase is “Cheers.”

David Pezzato, Senior Vice President and CFO. Loves to bust out the Prize Wheel.

Kristy Sherlund, Vice President of Product & Merchandising. Motivates her team with candy.

WHO WE ARE. Baudville is the place for daily recognition. Who wouldn't want to be there?

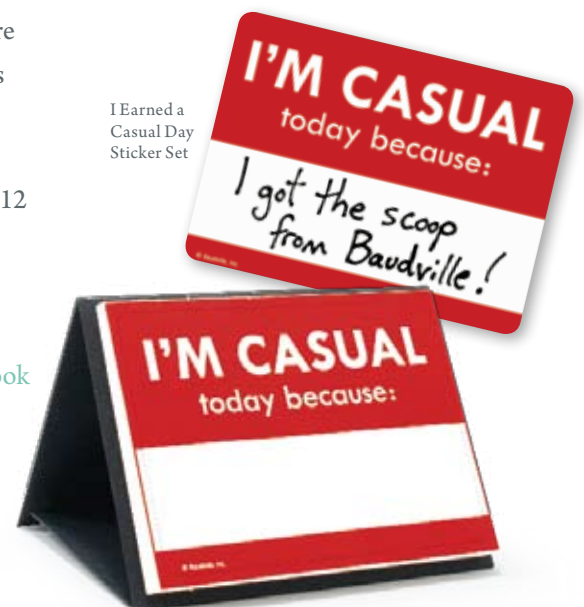
WHAT WE DO. We make a zillion different kinds of recognition products and tools that are fun and easy to use. From note cards to pins, to the whole *Kit and Caboodle*®, our inventory of recognition products is an affordable way to recognize anyone for just about anything —any day of the week.

WHY WE DO IT. We are passionate about daily recognition. We know it works. We've seen the value in day-to-day recognition right here at Baudville, and we've watched our customers transform their cultures by simply expressing gratitude in a frequent and meaningful manner. We know day-to-day recognition works, and we want it to work for others.

“BAUDVILLE?” Our name was created by combining the computer term “baud” (from our company's origins in software development) with the exuberant theatrical name “vaudeville.” Put it all together and you have Baudville - a place where our employees enjoy working and 200,000+ customers come to receive a stellar performance.

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FACEBOOK: <http://tinyurl.com/baudville-on-facebook>
TWITTER: www.twitter.com/baudville
YOU TUBE: www.youtube.com/baudvilleinc

I Earned a
Casual Day
Sticker Set



WE SHOUT IT OUT LOUD

PRODUCT NAME: SHOUT OUTS™

PRICE: \$27.35 FOR STAND & NOTE PAD WITH 50 NOTES

INTENDED AUDIENCE: MANAGERS AND THEIR TEAMS

PRODUCT BENEFITS:

- Peer-to-peer recognition takes pressure off managers
- Makes public recognition of teammates easy and accessible
- Affordable for even small teams

Description:

Employees need recognition and positive feedback more than ever, and peer-to-peer recognition is a popular way to increase praise without also increasing a manager's workload. Shout Outs is a peer recognition program that uses the handwritten note to increase the number of kudos in an organization and improve morale. It's simple to get started:

Easy. Place the Shout Outs display in a central location where your entire team has access to it, and designate a bulletin board for completed notes. When you want to recognize a co-worker, simply tear a note off the Shout Out pad, write your thank you, and post it on the bulletin board. Done! Wasn't that easy?

Effective. Once your note is posted, watch as coworkers take the time to stop and read your kudos. Your recipient may even hear about her Shout Out from someone else before she sees it herself. At the end of the month, take down all the notes and pass them out to the recipients. Receiving the physical Shout Out is like being recognized a second time, and many of your teammates will keep their notes posted at their desk.

Affordable. Shout Outs disproves the common HR myth that recognition programs require a large time and financial commitment. You can get Shout Outs up and running for less than \$26 dollars and in under a week. With that kind of a deal, how can you afford not to recognize?





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