

BAUDVILLE®

2013 Media Kit
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THE PLACE FOR DAILY RECOGNITION

WE PUT THE
HOORAY IN
YOUR EVERYDAY

Look inside to learn
how Baudville is
changing workplaces
one high five at a time!

I PUT THE
"ZING" IN
AMAZING.

YOU'LL LOVE WHAT WE DO WITH YOUR BIG TO-DO.

30 years ago, Baudville opened its doors as a software development company. Since then, we have transformed ourselves into the leader in employee recognition and awards for business, healthcare, and education. Today, more than 100,000 customers trust us with their big to-dos—everything from formal service awards to appreciation events and on-the-spot recognition.

We believe that an engaged workforce requires frequent expressions of appreciation, so we've created the tools and resources to help managers make recognition part of their routine. Thanks to the addition of new products and services, customers can now turn to Baudville for all their recognition needs.

ON-THE-SPOT RECOGNITION

We've become the leader in day-to-day recognition products. By designing easy-to-use, creative tools, we've made recognition a regular part of the workplace culture. In 2013, we introduced a suite of new manager tools to help your leaders take it up another notch.

APPRECIATION EVENTS

Celebrating is in our DNA, after all we are an all work, all play kind of company! Over the years, we've learned what it takes to plan a spectacular event for our staff, and our experience has led to the creation of exciting product innovations. Thanks to new efficient processes, we've made them more affordable than ever!

BIG DAYS

We look forward to special occasions. Retirement, service anniversaries, and award presentations are some of the most memorable moments in our careers. The Baudville team is committed to wowing award recipients with unique trophies and awards. With the acquisition of hi5 Recognition in 2012, we now offer a service award system as part of our portfolio of products.



WE'RE WHAT THE SHOUT IS ABOUT.

NAME AND STATS. *Name:* Baudville

Birthday: March 7, 1983

People: 95

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. We've received recognition as one of West Michigan's 101 Best and Brightest Companies to Work For. 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 *Cheers 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 100,000+ customers come to receive a stellar performance.

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WE BRING SERVICE AWARDS TO A HAPPY PLACE.

Over our thirty years in business, Baudville has looked for opportunities to expand our services and become a larger part of customers' employee recognition strategies. In 2012, we completed our full-service recognition offering with the acquisition of the Atlanta-based company hi5 Recognition. This exciting addition allows us to offer hi5 Recognition's web-based platform for service awards and performance-based incentives.

INTRODUCING HI5 RECOGNITION . . .

When you think about the service award and recognition business, you probably imagine a stuffy offering of outdated merchandise and old-fashioned symbolic awards. We created hi5 to be different because we believe employee recognition can be fun, fulfilling, and anything but blah – and extend far beyond traditional service anniversary awards!

Welcome to the world of hi5: a place where employees have unlimited choices in their awards, where businesses can consolidate all of their programs in one convenient platform, and where managers and administrators can navigate effortlessly.

With headquarters in Grand Rapids, Michigan, the hi5 team represents over 100 years of motivation and recognition experience. Using our hi5 approach to employee recognition, we'll work with you to create an employee recognition program that generates results.

- Hi value. We don't just offer award cards as a service award option, we specialize in them. We know that they're the best value for your employees – and you!
- Hi choice. Traditional merchandise awards are still in demand, which is why we carry the most up-to-date selection – plus, unique choices for charitable giving.
- Hi touch. It's all in the presentation, right? Our personalized packaging makes your gift more meaningful and memorable.
- Hi tech. Easy to navigate for users and administrators, our online recognition center features tools, information, and perks – all in one place!
- Hi five. Every day matters in your workplace: big and small achievements and the important milestones, year over year. We'll help you recognize them all.

