



BAUDVILLE

ABOUT BAUDVILLE, INC.

HISTORY

Baudville, Inc. was founded in 1983 as a software development firm. The name was created by combining the computer term “baud” with the exuberant theatrical term “vaudeville.” In 1985, Baudville, Inc. introduced the first version of its popular Award Maker software, thus ushering in a decade-long transition from an entertainment software company to an award and recognition company.

COMPANY BRANDS

The privately held Baudville, Inc. is parent company to three primary business units:

- **Baudville** focuses on its inventory of award and employee recognition items, of which 95% is proprietary, designed in Grand Rapids and marketed exclusively by the company.
- **IDville** was launched in 2002 offering identification software and systems and all of the products that support the identification of employees, students, and staff.
- **Pleasantrees**, the most recent addition to the Baudville family, was introduced in fall 2008 as the only all-green corporate greeting card provider in the industry.

EXCEPTIONAL CUSTOMER SERVICE

While Baudville, Inc. is growing rapidly each year, the company is most proud of its reputation for customer service and the teamwork achieved in operating this small yet sophisticated enterprise. Inbound call center staff aim to answer every incoming call within 3 rings. And, to accommodate short notices, orders placed before 6pm are shipped the same day; all personalized greeting card orders are shipped with one-day turnaround at no extra charge.

COMPANY GROWTH

Today, Baudville, Inc. continues to build on the past successes of its brands. The company is focusing on development of its current brands while exploring new business opportunities for future business to business marketing opportunities.

The company maintains its aggressive growth goals and seeks to achieve those goals by investing in its people. With over 80 employees, Baudville, Inc. today is a far cry from its beginnings of a two-man team. What hasn't changed, however, is the emphasis the company places on its people.



IN THE COMMUNITY

BAUDVILLE'S HELPING HAND

Since its inception in 1983, Baudville, Inc. has been an active contributor to both local and international community organizations. The company has historically focused its giving on children's issues including children with disabilities, disadvantages and health struggles. Through Baudville's Helping Hand, the company is looking forward to new and renewed charitable partnerships and becoming a more recognizable contributor in the community.

THE MISSION OF BAUDVILLE'S HELPING HAND

Baudville's Helping Hand seeks to provide children with lives of hope, dignity and purpose. It will achieve this through active support of charitable organizations working in the areas of education, public health, social justice, and environmental preservation.

PARTNER ORGANIZATIONS

- American Forests – Washington, DC
- Equest Center – Rockford, MI
- Habitat for Humanity of Kent County – Grand Rapids, MI
- Helen DeVos Children's Hospital Foundation – Grand Rapids, MI
- Hope Network – Grand Rapids, MI
- St. John's Home – Grand Rapids, MI

HABITAT FOR HUMANITY HOME SPONSOR

In celebration of Baudville, Inc.'s 25th anniversary, Baudville's Helping Hand created a valuable partnership with another inspiring organization, Habitat for Humanity of Kent County. The award winning Habitat affiliate also celebrated its 25th anniversary in 2008, making the partnership even more meaningful. As the sole sponsor for Habitat for Humanity of Kent County's 250th home, Baudville demonstrates that a small company can have a big impact on the community.

CHARITABLE DONATIONS REWARD EMPLOYEE DEDICATION

Baudville, Inc. has created a unique way to recognize employees who maintain perfect attendance for one consecutive year. This reward has an impact that extends far beyond the office. Eligible employees receive a \$100 bill for their use, and \$100 goes to their charity of choice; the gift amount increases for each consecutive year of perfect attendance. The sense of pride the employee receives reinforces their dedication to both their work and community.



A LEADER OF RECOGNITION

Baudville, Inc. couldn't be a leader in the award and recognition industry if it didn't exhaustively practice recognition itself. Recognition is an integral part of the Baudville, Inc. culture. Employees are often treated to donuts, bagels, lunch, and midweek casual days to celebrate a week of high volume sales or positive customer feedback.

Employees' favorite recognition events include:

- Summer company picnic
- Hand written Pocket Praise from manager
- Lunch served by company leadership
- Gas gift cards to re-fuel the team
- Customer Service Week
- Annual manager outing
- Annual year end party
- Inspire Award
- Luminary Award

INNOVATIVE IDEAS BLAST OFF

More important than edible incentives is the value management places on employee opinion and feedback. Employees have an internal online bulletin board where they are encouraged to share ideas and suggestions for new product or procedure improvement ideas. Employee ideas are publicly recognized on a quarterly basis, and their suggestions are acted upon and implemented – a valuable demonstration of the company's dedication to inspire its employees.

WEST MICHIGAN'S 101 BEST AND BRIGHTEST COMPANIES TO WORK FOR

For two years in a row, the Michigan Business and Professional Association has recognized Baudville, Inc. as one of West Michigan's 101 Best and Brightest Companies to Work For. The award celebrates companies that recognize their employees as their greatest asset through successful human resource policies and practices. The 101 Best and Brightest Company to Work For designation serves as a public display of Baudville, Inc.'s encouraging and inspiring workplace culture



EMPLOYEE VOLUNTEERING *Makes A Difference*

I was meeting with friends one night when one of the couples mentioned that they lived on Nagold Street. I asked them if they had seen the Habitat for Humanity house, and we started talking about the home, the family, and my volunteer experience. After that, they really wanted to do something special to make the family feel welcome and at home.

JEREMY
 Product Manager



I got to do things I don't usually do when I volunteered at the Habitat house. It was a great experience. I'm glad I can say, "I was a part of that."

JOE
 Product Designer

I was really excited about the opportunity to volunteer for Habitat for Humanity with my co-workers, and so was my husband. We worked together on a Saturday to put in the lawn and do landscaping for the family. They're truly amazing people. It feels so great to be a part of their fresh start, their new community.

ELIZABETH
 Multi-media Designer

