



COMMUNICATION ON PROGRESS (COP)

2015



United Nations Global Compact

 **PENTA**<sup>TM</sup>  
pentamarketing.com



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## Letter from our CEO

*Over the past year, we have pursued a higher level of excellence in every facet of our work and how we impact the communities in which we serve. Everything we strived to achieve was about getting to the next level, making improvements across the board, elevating our expertise, improving our client service, becoming better in every practice area, and asking tough questions that would help us determine if and where changes were needed to accomplish our objectives of becoming a stronger company for the future. As we culminated our 25th year, it couldn't have been a better time in terms of celebration, reflection, and setting new goals for an even more exciting journey in the years ahead.*

This is our second Communication on Progress as a member of the United Nations Global Compact (UNGC) in the United States of America. Our objective in this report is to share our progress as it related to the Ten Principles during the period of April 2014 through March 2015. Over the past twelve months, we have further integrated our community, charitable, and employee engagement to become even more aligned with the Ten Principles. We completed our historic preservation project, integrated a Lunch and Learn Program, and at the commencement of our 25th Anniversary year, we strived to make a difference by giving back to 25 organizations in alignment with the Global Compact's philosophies.

PENTA celebrated a special moment in its history with our 25th Anniversary in April. We planned and executed events and activities to commemorate our Silver Anniversary, and we finished with our new Building Dedication and Ribbon Cutting in May. This event, which drew hundreds from all of New England, was a celebration of success, and more importantly, our community legacy. State and local legislators, officials, and community partners participated in our ceremony. Speakers included Deborah Penta, CEO, a Representative from Governor Deval Patrick's office, Congressman Jim McGovern, Senator Michael Moore, State Representative Matthew Beaton,

State Representative Carolyn Dykema, State Representative Danielle Gregoire, Worcester City Mayor Joe Petty, Ed Augustus, Worcester City Manager, Jim Robbins, Westborough Town Planner, Former Lt. Governor Tim Murray (President of the Worcester Regional Chamber of Commerce), Karen Chapman, President of the Corridor Nine Chamber of Commerce, Jeannie Hebert, President of the Blackstone Valley Chamber of Commerce, Bonnie Biocchi, President of the Metrowest Chamber of Commerce, and Linda Cavaoli, Executive Director of the YWCA.

During this event, PENTA was recognized with Citations from the United States Congress, Massachusetts Senate and House of Representatives, a Proclamation from the Town of Westborough, and our founder received a Key to the City of Worcester for our impact on creating a better City and region through our work with numerous nonprofits, for our charitable contributions, and for our success in helping drive a better economy through transportation and green initiative marcom support.

Our organization was recognized with two industry related awards including the Best of Business Award for Best Advertising Agency, and a Best of Business Award for Best Web Design Firm from the Worcester Business Journal.

In addition, PENTA received the coveted Silver Hammer Award from the Worcester Regional Chamber of Commerce. This award is given to one organization in the region that restores, preserves, and revitalizes a historic property. Our redevelopment of the former 1790 House into an office building, utilizing the highest standards and best practices in historic restoration, design, space reuse/repurposing, and interior design, shined brightly with this recognition.

Our founder was recognized with the Corridor Nine Chamber of Commerce Chairman's Award for driving membership growth, and for community philanthropy as it related to the numerous ways in which PENTA gives back to the Chamber from financial support to sponsorships of

programs, including its Business Forward Females luncheon series, to scholarships, educational mini grants, and pro bono marketing consulting and creative services support to the organization.

Our new location afforded our team with a creatively inspired workplace. From the revitalization of the outdoor patio courtyard, where we placed tables, chairs, and umbrellas for staff lunches, to the initiation of a Lunch and Learn Program, to continued special enhancements, we feel that significant progress has been made in elevating our physical operation. We also hired a Director of Operations during the COP period in an effort to ensure our facilities maintenance, human resources, and community and legislative relations has stronger oversight and accountability.

The past year's initiatives, as they related to the Global Compact's Ten Principles, have enabled us to sharpen and better direct our community outreach and corporate investment to specific and measurable achievements which have helped us raise the bar in preparation for the year ahead.

### *Our Commitment to the UNGP's 10 Principles*

We are delighted to complete our second year as a signatory of the United Nations Global Compact.

At PENTA, we take tremendous pride in our people, our work, and in our commitment to achieving the highest level of excellence in every facet of what we do. It is with integrity, respect, creativity, collaboration, and dedication that we accomplish our objectives. Our dedication to the values of the United Nations Global Compact is one way that we can do our part to help strengthen our local community, while joining forces with organizations throughout the world that share common values of making a difference to positively impact our planet.

It is truly an honor and privilege to align with the UNGP principles.

**Deborah Penta**  
*Founder & CEO*  
 PENTA Communications, Inc.



## How PENTA Implemented the Ten Global Principles in 2014

	Principle	Highlights on Progress
<b>Human Rights</b>	<ol style="list-style-type: none"> <li>1. Businesses should support and respect the protection of internationally proclaimed human rights;</li> <li>2. And make sure they are not complicit in human rights abuses.</li> </ol>	<ul style="list-style-type: none"> <li>• PENTA's engagement with regional nonprofit organizations that support and respect human rights by helping individuals and families work towards economic self-sufficiency through education and assistance programs continued;</li> <li>• PENTA leadership continued its volunteer board service to a myriad of community organizations that support the UN Human Rights principle including the Workforce Investment Board, Worcester Community Action Council, and in addition, financially supported numerous organizations that assisted people by providing food, shelter, clothing, and mental health services;</li> <li>• In May 2014, as PENTA's 25th philanthropic gift to the community in celebration of its 25th Anniversary, it began an initiative to build a new playground for the Westborough YWCA where nearly 100 families bring their children for necessary childcare. PENTA made a lead donation of \$2,500 and championed a two-week fundraising initiative with the result of all funds raised to complete the playground in May of 2015;</li> <li>• PENTA took a Stand Against Racism in April 2014 in partnership with the YWCA;</li> <li>• PENTA sponsored a Model UN Program for sixth grade students to inspire knowledge on Global Citizenship;</li> <li>• In May 2014, PENTA hosted a Flag Raising Ceremony for Veterans in honor of National Military Month and made a philanthropic donation towards the newly proposed Veteran's building;</li> <li>• PENTA became a drop-off site for Toys for Tots for less advantaged children;</li> <li>• PENTA's CEO participated in a panel that fostered awareness of domestic violence and abuse to women; and</li> <li>• PENTA sponsored a regional forum on the Ebola virus entitled, "Public Health in the News: Central Massachusetts and the Ebola Crisis."</li> </ul>
<b>Labor Standards</b>	<ol style="list-style-type: none"> <li>3. Business should uphold the freedom of association and the effective recognition of the right to collective bargaining;</li> <li>4. the elimination of all forms of compulsory labor;</li> <li>5. the effective abolition of child labor;</li> <li>6. and the elimination of discrimination in respect of employment and occupation.</li> </ol>	<ul style="list-style-type: none"> <li>• PENTA started a project to partner with local establishments in an effort to provide its employees with numerous discounts from retailers, restaurants, and service organizations with the goal of launching this program in the next COP Period;</li> <li>• PENTA created a Lunch and Learn Program for its employees featuring interesting and compelling topics ranging from Human Rights to the enjoyment of specialty craft foods, holiday celebrations, and more;</li> <li>• PENTA continued construction on its new "Team Club House" and completed its staff kitchen, and make progress on the "Game Room" and "Relaxing Room" scheduled for completion in the next COP period;</li> <li>• PENTA continued celebrating employee anniversaries with gift cards;</li> <li>• PENTA continues to reward employees with raises much higher than the current national average pay raise, which is 3%;</li> <li>• In an effort to foster empowerment for women, PENTA awarded a leadership scholarship to a college-bound female promoting equality for women relative to leadership advancement;</li> <li>• PENTA's CEO shared personal branding strategies with over 100 executive females as part of the Business Forward Females Initiative;</li> <li>• PENTA sponsored the Business Forward Female's (BFF) Luncheon Series, enabling women access to education, empowerment, and networking;</li> <li>• PENTA sponsored the WBJ Outstanding Women in Business Awards to promote female leadership;</li> <li>• PENTA CEO was appointed to Governor Charlie Baker's Transition Team and served on the Jobs and Economy Committee, which focused on how to create more job growth and business expansion opportunities in the Commonwealth of Massachusetts; and</li> <li>• PENTA provided nearly 80 Westborough High School students with an unprecedented mentoring experience which comprised of a facility visit to PENTA, discussion with our CEO, the President of a client company, our Lt. Governor, and a State Representative. The students were provided with complimentary lunch, thanks to our generous client.</li> </ul>





## How PENTA Implemented the Ten Global Principles in 2014

*Continued*

	<b>Principle</b>	<b>Highlights on Progress</b>
<b>Environment</b>	<p>7. Businesses should support a precautionary approach to environmental challenges;</p> <p>8. undertake initiatives to promote greater environmental responsibility;</p> <p>9. and encourage the development and diffusion of environmentally friendly technologies.</p>	<ul style="list-style-type: none"> <li>• Project Oak initiatives from the previous year continued with no additional projects in this COP year. We have plans to revitalize and set new goals for the new COP year ahead. This will be possible with our completed location move;</li> <li>• PENTA completed the restoration of a property on the National Register of Historic Places and, throughout the historic renovation project, we made every effort to repurpose the building to its highest and best use, promote energy efficiency through the installation of energy efficient mechanical systems, windows, and doors. It also preserved every possible artifact including its eight hand crafted fireplaces documented in the Smithsonian, and its magnanimous handcrafted millwork throughout the property. This project won the coveted Silver Hammer Award from the Worcester Regional Chamber of Commerce;</li> <li>• The Company continued its recycling efforts for paper, water bottles, and printer cartridges;</li> <li>• PENTA continues to offer its clients a green line of services and makes recommendations with respect to how its clients could execute green marketing strategies within their businesses;</li> <li>• PENTA sponsored the Community Harvest Festival. All funds raised help this nonprofit organization provide whole foods directly from their local farms to food banks throughout the region;</li> <li>• PENTA continues to source the majority of its products and services locally; and</li> <li>• PENTA planted 50 hydrangeas, approximately 30 trees and shrubs, integrated planters at its entryway, and has a grounds beautification plan in place that will include the installation of a garden in the next COP period.</li> </ul>
<b>Anti-Corruption</b>	<p>10. Businesses should work against corruption in all of its forms, including extortion and bribery.</p>	<ul style="list-style-type: none"> <li>• PENTA maintains the highest ethical standards in all of its business operations and relationships. The firm seeks vendors that are in alignment of our core values ensuring high integrity. In addition, we maintain high levels of transparency in our client relationships and will not tolerate any level of unethical behavior on any level.</li> </ul>



2015

## Progress by the Numbers

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# 25 Years

PENTA celebrated the completion of 25 years in business in May 2014.

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# 208

The company moved its location to 208 Turnpike Road in Westborough, Massachusetts, USA.

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# 90%

Percentage of PENTA suppliers that are local to its region.

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# \$25,000

To commemorate its 25th Anniversary year, PENTA made 25 philanthropic donations to local and regional charities and organization as an expression of gratitude, and with the hope of making a difference and continuing its legacy as a vested community stakeholder.

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# \$100,000

Provided to nonprofit organizations in pro bono services during the COP Period.

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## United Nations Global Compact

### Human Rights

	Principle	Highlights on Progress
<b>Human Rights</b>	<ol style="list-style-type: none"> <li>1. Businesses should support and respect the protection of internationally proclaimed human rights;</li> <li>2. And make sure they are not complicit in human rights abuses.</li> </ol>	<ul style="list-style-type: none"> <li>• PENTA’s engagement with regional nonprofit organizations that support and respect human rights by helping individuals and families work towards economic self-sufficiency through education and assistance programs continued;</li> <li>• PENTA leadership continued its volunteer board service to a myriad of community organizations that support the UN Human Rights principle including the Workforce Investment Board, Worcester Community Action Council, and in addition, financially supported numerous organizations that assisted people by providing food, shelter, clothing, and mental health services;</li> <li>• In May 2014, as PENTA’s 25th philanthropic gift to the community in celebration of its 25th Anniversary, it began an initiative to build a new playground for the Westborough YWCA where nearly 100 families bring their children for necessary childcare. PENTA made a lead donation of \$2,500 and championed a two-week fundraising initiative with the result of all funds raised to complete the playground in May of 2015;</li> <li>• PENTA took a Stand Against Racism in April 2014 in partnership with the YWCA;</li> <li>• PENTA sponsored a Model UN Program for sixth grade students to inspire knowledge on Global Citizenship;</li> <li>• In May 2014, PENTA hosted a Flag Raising Ceremony for Veterans in honor of National Military Month and made a philanthropic donation towards the newly proposed Veteran’s building;</li> <li>• PENTA became a drop-off site for Toys for Tots for less advantaged children;</li> <li>• PENTA’s CEO participated in a panel that fostered awareness of domestic violence and abuse to women; and</li> <li>• PENTA sponsored a regional forum on the Ebola virus entitled, “Public Health in the News: Central Massachusetts and the Ebola Crisis.”</li> </ul>

PEOPLE STOCK MARKET CONNECT  
 NEGOTIATION  
 MARKET TEAMWORK  
 VISION PRODUCTIVITY  
 BUSINESS PROFIT  
 SALES  
 PLANNING  
 INVESTMENT  
 TEAMWORK  
 MARKETING SOLUTION  
 RESEARCH CONNECT  
 COOPERATION  
 SUCCESS  
 IDEA  
 FUTURE INTERNATIONAL  
 INTEGRATED CONTRACT  
 PRODUCTIVITY  
 COOPERATION DEVELOPMENT  
 FINANCE  
 MARKET  
 SOLUTION  
 PRODUCTIVITY  
 DECISION  
 NETWORK  
 TEAM  
 STOCK MARKET SHARES DATA  
 MARKET  
 INVESTMENT  
 PEOPLE SOLUTION  
 INTERNATIONAL  
 PLANNING  
 MARKETING  
 FUTURE RESEARCH  
 STOCK MARKET DECISION  
 DATA  
 PARTNERSHIP  
 TEAM  
 COMMUNICATION  
 BUSINESS  
 GLOBAL  
 PEOPLE  
 SHARES  
 DATA  
 PROFITS  
 SHARES  
 FINANCE  
 TEAMWORK  
 GLOBAL BUSINESS  
 VISION  
 DATA INTEGRATED  
 COOPERATION PLAN  
 MARKET  
 NEGOTIATION  
 RESEARCH  
 PEOPLE  
 TEAM  
 BUSINESS  
 SHARES  
 DATA  
 DEVELOPMENT  
 MARKET  
 COOPERATION  
 NEGOTIATION  
 PROMOTE  
 GLOBAL ADVICE  
 SHARES  
 CONTRACT  
 PEOPLE  
 FINANCE  
 EXPERTISE  
 TEAMWORK  
 BUSINESS  
 MARKET  
 DEVELOPMENT  
 SALE  
 INVESTMENT  
 PEOPLE  
 PLAN



## United Nations Global Compact Labor Standard Principles

	Principle	Highlights on Progress
<b>Labor Standards</b>	<p>3. Business should uphold the freedom of association and the effective recognition of the right to collective bargaining;</p> <p>4. the elimination of all forms of compulsory labor;</p> <p>5. the effective abolition of child labor;</p> <p>6. and the elimination of discrimination in respect of employment and occupation.</p>	<ul style="list-style-type: none"> <li>• PENTA started a project to partner with local establishments in an effort to provide its employees with numerous discounts from retailers, restaurants, and service organizations with the goal of launching this program in the next COP Period;</li> <li>• PENTA created a Lunch and Learn Program for its employees featuring interesting and compelling topics ranging from Human Rights to the enjoyment of specialty craft foods, holiday celebrations, and more;</li> <li>• PENTA continued construction on its new "Team Club House" and completed its staff kitchen, and make progress on the "Game Room" and "Relaxing Room" scheduled for completion in the next COP period;</li> <li>• PENTA continued celebrating employee anniversaries with gift cards;</li> <li>• PENTA continues to reward employees with raises much higher than the current national average pay raise, which is 3%;</li> <li>• In an effort to foster empowerment for women, PENTA awarded a leadership scholarship to a college-bound female promoting equality for women relative to leadership advancement;</li> <li>• PENTA's CEO shared personal branding strategies with over 100 executive females as part of the Business Forward Females Initiative;</li> <li>• PENTA sponsored the Business Forward Female's (BFF) Luncheon Series, enabling women access to education, empowerment, and networking;</li> <li>• PENTA sponsored the WBJ Outstanding Women in Business Awards to promote female leadership;</li> <li>• PENTA CEO was appointed to Governor Charlie Baker's Transition Team and served on the Jobs and Economy Committee, which focused on how to create more job growth and business expansion opportunities in the Commonwealth of Massachusetts; and</li> <li>• PENTA provided nearly 80 Westborough High School students with an unprecedented mentoring experience which comprised of a facility visit to PENTA, discussion with our CEO, the President of a client company, our Lt. Governor, and a State Representative. The students were provided with complimentary lunch, thanks to our generous client.</li> </ul>

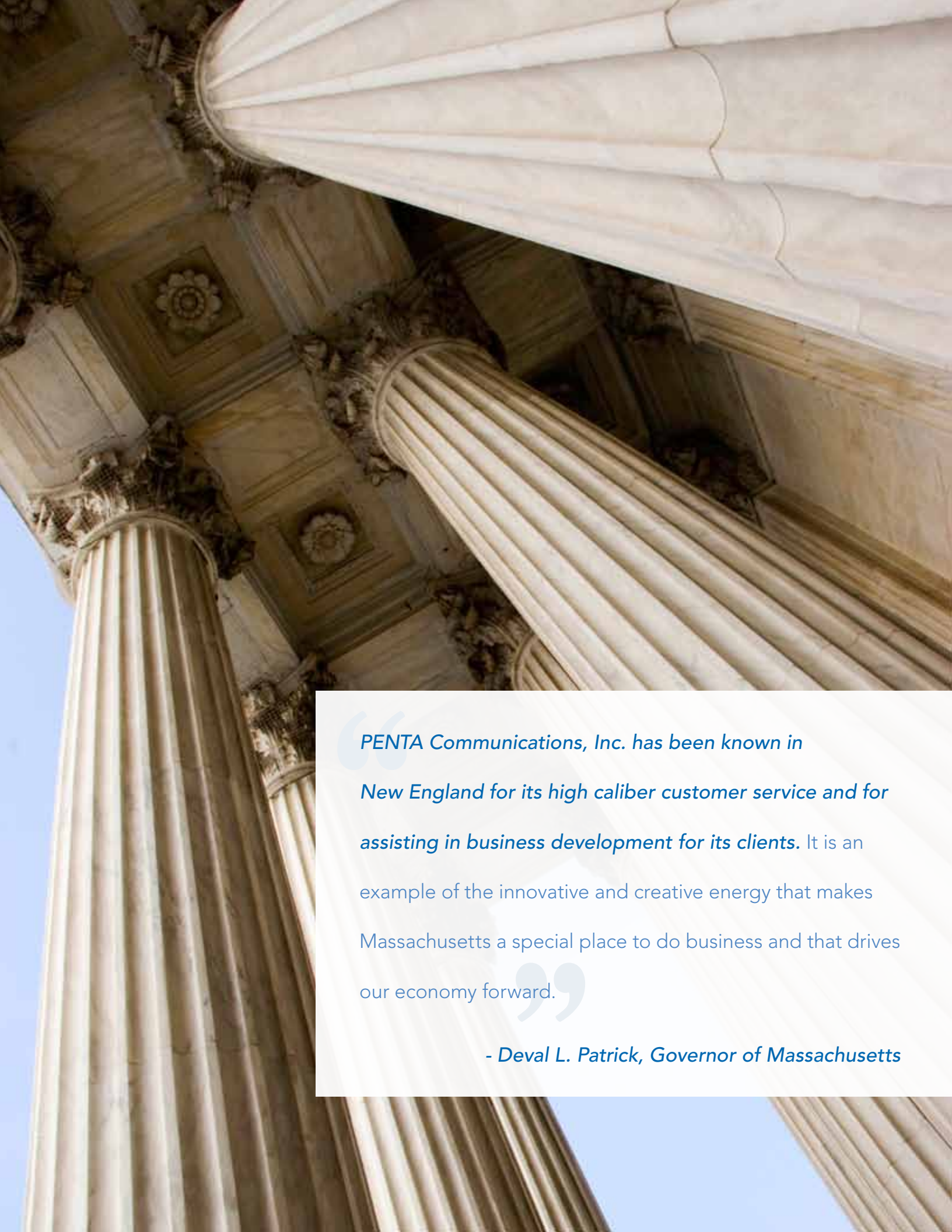




## United Nations Global Compact

### Environmental Principles

	Principle	Highlights on Progress
<b>Environment</b>	<p>7. Businesses should support a precautionary approach to environmental challenges;</p> <p>8. undertake initiatives to promote greater environmental responsibility;</p> <p>9. and encourage the development and diffusion of environmentally friendly technologies.</p>	<ul style="list-style-type: none"> <li>• Project Oak initiatives from the previous year continued with no additional projects in this COP year. We have plans to revitalize and set new goals for the new COP year ahead. This will be possible with our completed location move;</li> <li>• PENTA completed the restoration of a property on the National Register of Historic Places and, throughout the historic renovation project, we made every effort to repurpose the building to its highest and best use, promote energy efficiency through the installation of energy efficient mechanical systems, windows, and doors. It also preserved every possible artifact including its eight hand crafted fireplaces documented in the Smithsonian, and its magnanimous handcrafted millwork throughout the property. This project won the coveted Silver Hammer Award from the Worcester Regional Chamber of Commerce;</li> <li>• The Company continued its recycling efforts for paper, water bottles, and printer cartridges;</li> <li>• PENTA continues to offer its clients a green line of services and makes recommendations with respect to how its clients could execute green marketing strategies within their businesses;</li> <li>• PENTA sponsored the Community Harvest Festival. All funds raised help this nonprofit organization provide whole foods directly from their local farms to food banks throughout the region;</li> <li>• PENTA continues to source the majority of its products and services locally; and</li> <li>• PENTA planted 50 hydrangeas, approximately 30 trees and shrubs, integrated planters at its entryway, and has a grounds beautification plan in place that will include the installation of a garden in the next COP period.</li> </ul>



*PENTA Communications, Inc. has been known in New England for its high caliber customer service and for assisting in business development for its clients.* It is an example of the innovative and creative energy that makes Massachusetts a special place to do business and that drives our economy forward.

*- Deval L. Patrick, Governor of Massachusetts*

## United Nations Global Compact

### Anti-Corruption

	Principle	Highlights on Progress
<b>Anti-Corruption</b>	10. Businesses should work against corruption in all of its forms, including extortion and bribery.	<ul style="list-style-type: none"> <li>PENTA maintains the highest ethical standards in all of its business operations and relationships. The firm seeks vendors that are in alignment of our core values ensuring high integrity. In addition, we maintain high levels of transparency in our client relationships and will not tolerate any level of unethical behavior on any level.</li> </ul>



**H.E. Ban Ki-moon**

*Secretary-General*  
United Nations  
New York, NY 10017  
United States of America

Dear Mr. Secretary-General:

On behalf of PENTA Communications, Inc., I am delighted to reconfirm our company's continued commitment to support the ten principles of the United Nations Global Compact on human rights, labor standards, environment, and anti-corruption.

In our second year as a Global Compact signatory, we made excellent progress in many areas. It was a pleasure to report on them in this Communication on Progress for the period of 2014 through 2015, and in looking ahead to the next period, we are both energized and excited to bring our involvement to the next level in many areas, including helping the United Nations Global Compact strengthen its awareness throughout the Commonwealth of Massachusetts. It is our hope that, through our evangelism of our work towards the achievement of progress, we will serve as an inspiration to other organizations to join us in this commitment.

PENTA intends to make a difference in our region and in the world through its continued acts of kindness, support, and strategic initiatives to foster lasting progress in all areas, and, in particular, relating to the fundamental principles of the Global Compact.

It was an exciting year for our organization, and we look forward to presenting our third year Communication on Progress in the spring of 2016.

All the best,

**Deborah Penta**

*Chief Executive Officer*



**PENTA Communications, Inc.**

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