

# 2017

# COMMUNICATION ON PROGRESS (COP)



United Nations Global Compact





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## Letter from our CEO

*We are delighted to present our 2017 Communication on Progress (COP) to the United Nations Global Compact. We continue our steadfast commitment to honoring the values of the Ten Principles through our actions within our organization and for the betterment of the community. We dedicated countless hours to regional initiatives and nonprofit organizations to help strengthen and promote their missions. Our commitment to education, economic development, human services organizations, and strengthening our team of talented professionals resulted in a positive and meaningful impact.*

This is our fourth 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 relates to the Ten Principles during the period of April 2016 through March 2017.

Over the past 12 months, we illuminated our core values through the integration of community partnerships, charitable contributions, employee engagement, and a sustainability strategy in alignment with the Ten Principles. We had numerous highlights from the past year, many of which we will share in this report.

PENTA's Marketing Mentorship Scholar Program™ was a huge success with our first group of college-bound high school students emerging better equipped to pursue the future as they embark on their collegiate careers. This program convenes top-achieving high school business students seeking to experience and explore the management facets of real world companies. Our multi-faceted program focuses on topics ranging from personal branding to interpersonal communications and presentation skills, confidence building, leadership, learning government's role in business, relating to C-level executives, and understanding vertical markets. Through a series of monthly sessions, students learn, engage, and are challenged to think differently about business and its myriad challenges. In addition to their on-site training at PENTA, we brought students to other corporations for site visits and "meet and greets" with business leaders to expand the depth of their knowledge. We also brought together the Lt. Governor, a State Senator and State Representatives to share their personal journeys, and how they interact with the business community in their roles. This initiative fosters strength in education and helps better prepare our youth for success as future leaders.

We also provided funding for mini-grants to area teachers and to the School/Business Partnership Committee of the Corridor Nine Chamber of Commerce. In addition,

we celebrated our 11TH PENTA Leadership Scholarship recipient, providing a scholarship to one college-bound high school student who met our criteria for this prestigious award. We continued to offer internships, shadow days, and work study opportunities for college students as well.

Other community initiatives included orchestrating an Evening of Art & Music, bringing together leadership from the world renowned Worcester Art Museum, touting PENTA its "Embassy of the East" as we provided a forum for the museum to educate numerous members and leaders about the institution's vision, goals, and most esteemed collection of art. Boston's leading Jazz musicians performed for guests during the reception, helping to set the tone, enriching the experience for all. This event was part of our mission to bring world class culture to the region.

Our Leadership Team continued volunteer board service for numerous organizations, including the Corridor Nine Area Chamber of Commerce, the Worcester Regional Research Bureau and its Executive Committee, the Westborough Economic Development Committee, the Central Massachusetts Workforce Investment Board, the Worcester Club, and continued service as Corporators for the Worcester Art Museum, Seven Hills Foundation, Greater Worcester Community Foundation, and others. I was pleased to continue leadership as Chairman of the Board for the Westborough Economic Development Committee and Chairman of the YWCA's Katharine Forbes Erskine Tribute to Women Event Committee, both for the third consecutive year.

We continued supporting women's initiatives, including our sponsorship of the YWCA Katharine F. Erskine Awards, and our team serves as mentors for numerous female students in both high school, college, and career women.

In honor of Earth Day, we revitalized and beautified the YWCA Playground, installing numerous flower planters, and dedicating the time and positive energy of our team joining together to plant perennials. This was a wonderful experience creating something special and lasting for the betterment of young children, and one of which we are very proud as it made a difference for all of the children and their families in the community of our corporate headquarters. This playground development was part of our 25th gift back to the community in celebration of our 25th Anniversary in 2013.

Our Team Clubhouse, which is an open space with table tennis, a pool table, and air hockey was in regular use for members of our Company to enjoy, providing a place to unwind, combat stress, and enjoy healthy

competition. We continued our team Lunch and Learn Series, offered our team numerous complimentary meals throughout the year, and debuted a four month "Football Friday" program, offering free lunches from the area's best restaurants, ice cream sundae bars, snacks, and more, as we prepared each week for the New England Patriots to win and eventually break numerous records with their historic triumph in Super Bowl LI. We are proud of our team culture, and the manner in which we work hard to celebrate together with our special team-centric events throughout the year.

We hosted our 3rd Annual Flag Raising Ceremony honoring Veterans and members of our community engaged in the United States Armed Forces. Joining us was Joe Truschelli, Director of Communications, from the Office of Francisco A. Ureña, Secretary of the Department of Veterans' Services of the Commonwealth of Massachusetts. Senator Michael Moore, State Representatives Carolyn Dykema (D) and Hannah Kane (R), and Adam Costello, Director, Central Massachusetts Veterans' Services District also took part in this commemorative event. The Westborough High School Symphonic Band played patriotic songs, as distinguished celebrated local veterans raised the American Flag in our historic courtyard with our team, notable guests and special veterans. Massachusetts Governor Charlie Baker recognized PENTA Communications, Inc. for its ongoing commitment to raising awareness for veterans with a Memorial Day Citation. This was presented by Joe Truschelli on behalf of the Governor with over 140 people taking part in the celebration.

In our work with clients, we continued to strive for an even greater level of concierge service, the addition of more innovative and comprehensive digital services, and the continued pursuit of excellence bringing every program to a higher level of success.

As always, we are excited that the seeds we planted will come to fruition during the next COP period. This will include our first ever Marketing Innovation & Customer Insights Conference, which will unite marketing and academic leaders for a power-packed day of education for our clients and the business community. We are looking forward to gathering as a team to continue our community efforts and for the excitement of new endeavors designed to positively impact our community and our planet one project, one initiative at a time.

**Deborah Penta**

*Founder & CEO*

*PENTA Communications, Inc.*



## How PENTA Implemented the Ten Global Principles in 2016

	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 continued 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;</li> <li>• PENTA's leadership continued its volunteer board service to a myriad of community organizations that support the UN Human Rights Principle, including the Central Massachusetts Workforce Investment Board and Corridor Nine Chamber of Commerce;</li> <li>• PENTA's leadership served as a Corporator for the human rights nonprofit organizations Seven Hills Foundation and Big Brothers Big Sisters;</li> <li>• PENTA assisted numerous nonprofit human rights related organizations over the past year with its marketing and communications efforts including Big Brothers Big Sisters, Worcester Community Action Council, Pernet Family Health Service, Veterans Inc., and Abby's House;</li> <li>• PENTA sponsored the YWCA Katharine Forbes Erskine Awards in 2016, supporting the recognition of notable female leaders who honor and foster equality and empowerment of all women;</li> <li>• In May 2016, PENTA hosted its third annual Flag Raising Ceremony in Celebration of National Military Appreciation Month and in honor of distinguished American Veterans from our region. The Company also made a donation to benefit its local Veterans of Foreign Wars organization and received a Memorial Day Proclamation from the Governor of the Commonwealth of Massachusetts; and</li> <li>• PENTA was a top drop-off site for the U.S. Marine Corps Reserve Toys for Tots Program again in 2016, collecting more than 300 toys to benefit local children in need, exceeding our previous results.</li> </ul>
<b>Labor Standards</b>	<ol style="list-style-type: none"> <li>3. Businesses 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 continued developing its project to partner with local establishments in the development of a discount program to benefit its employees, which it will launch in 2017;</li> <li>• PENTA completed a "new hire" onboarding package;</li> <li>• PENTA's Lunch and Learn Series continued during the COP Period and was enhanced with a Football Friday Luncheon Series, providing our team with free lunches from the area's best lunch spots. We also had a special off-site Holiday Luncheon, which was fun for all, and hosted other events throughout the year for our team;</li> <li>• The PENTA Team enjoyed its Team Clubhouse and furnished its Game Room with a pool table, table tennis, and air hockey;</li> <li>• PENTA continued celebrating team member anniversaries with cards and gift cards;</li> <li>• PENTA's CEO continued to serve on the Board of the Central Massachusetts Workforce Investment Board and also served as Chairman of the Westborough Economic Development Committee, which works to bring and grow job opportunities to the region. She also served on Personnel Committees for two Boards during the COP year;</li> <li>• PENTA continued its Marketing Mentorship Scholar Program™ fostering high-level marketing experiences to high-achieving college-bound students, encouraging stronger job placement opportunities; and</li> <li>• The PENTA Female Leadership Scholarship celebrated its 11th year.</li> </ul>

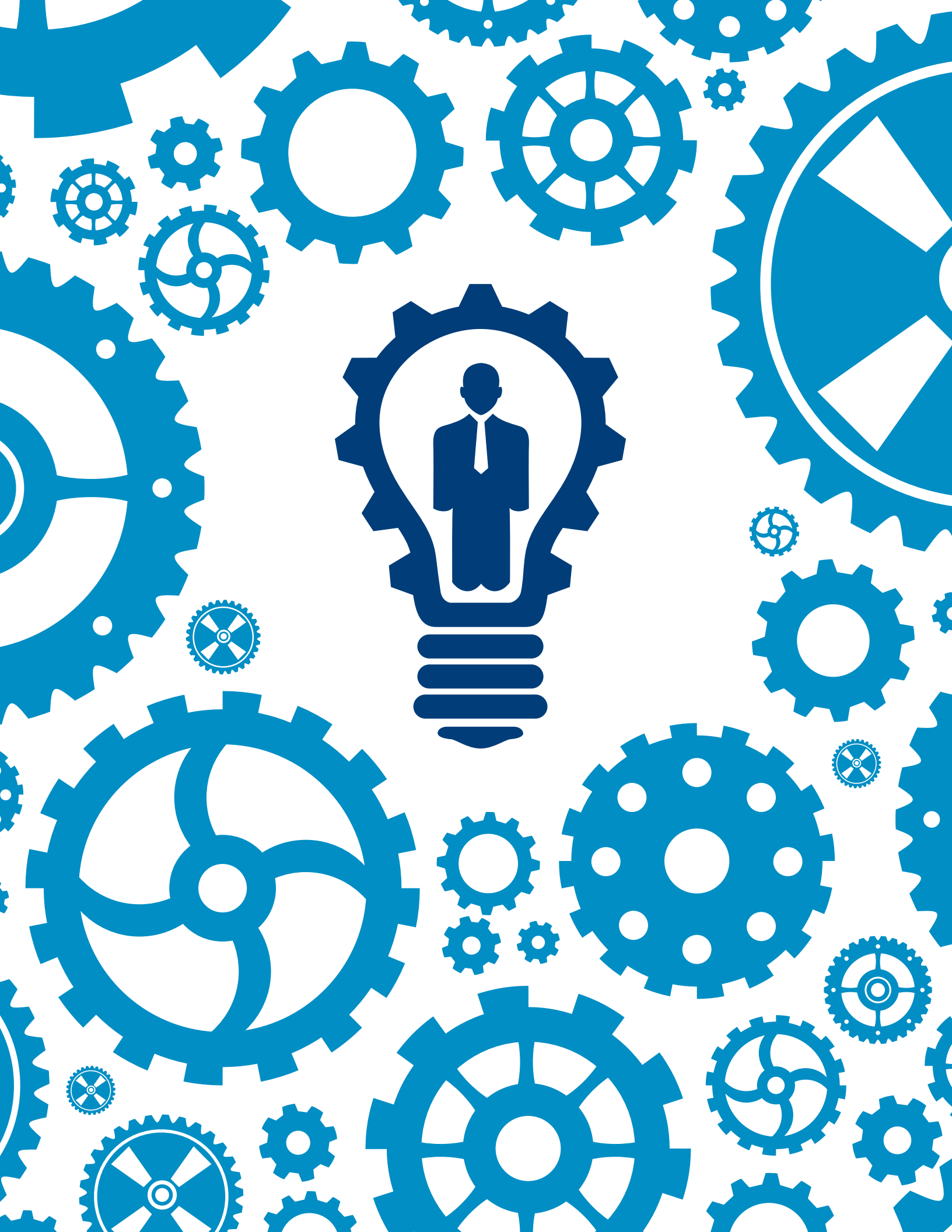




## How PENTA Implemented the Ten Global Principles in 2016

*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>• PENTA continued its recycling efforts of paper, plastic products, and printer cartridges. With the investment of a full-service networked printer, server and other equipment, we've streamlined production of printed paper to conserve on ink and paper usage;</li> <li>• PENTA continued offering clients a green line of services and made recommendations with respect to how its clients could execute green marketing strategies within their businesses;</li> <li>• PENTA continued to source 95% of its products and services locally;</li> <li>• PENTA employs 100% of its building and maintenance contractors from within a 20-mile radius;</li> <li>• PENTA spearheaded the concept for a beautification project to benefit the Westborough YWCA, improving its playground;</li> <li>• PENTA made every effort to conserve energy through the effective monitoring of electricity usage and other utilities at its corporate office.</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 with 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>



## Progress by the Numbers

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27 Years

PENTA celebrated 27 years of providing the highest caliber integrated marketing services to its clients.

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95%

Percentage of PENTA suppliers that are local to the region.

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\$200,000

Provided to nonprofit organizations in *pro bono* services during the COP Period including those that support human rights, economic development, and arts and culture.

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100%

Percentage of building contractors within a 20-mile radius that PENTA utilizes to support its corporate office/facility.

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13

Number of high-achieving college-bound seniors selected to participate in the Company's elite Marketing Mentorship Scholar Program<sup>TM</sup> 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 continued 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;</li> <li>• PENTA’s leadership continued its volunteer board service to a myriad of community organizations that support the UN Human Rights Principle, including the Central Massachusetts Workforce Investment Board and Corridor Nine Chamber of Commerce;</li> <li>• PENTA’s leadership served as a Corporator for the human rights nonprofit organizations Seven Hills Foundation and Big Brothers Big Sisters;</li> <li>• PENTA assisted numerous nonprofit human rights related organizations over the past year with its marketing and communications efforts including Big Brothers Big Sisters, Worcester Community Action Council, Pernet Family Health Service, Veterans Inc., and Abby’s House;</li> <li>• PENTA sponsored the YWCA Katharine Forbes Erskine Awards in 2016, supporting the recognition of notable female leaders who honor and foster equality and empowerment of all women;</li> <li>• In May 2016, PENTA hosted its third annual Flag Raising Ceremony in Celebration of National Military Appreciation Month and in honor of distinguished American Veterans from our region. The Company also made a donation to benefit its local Veterans of Foreign Wars organization and received a Memorial Day Proclamation from the Governor of the Commonwealth of Massachusetts; and</li> <li>• PENTA was a top drop-off site for the U.S. Marine Corps Reserve Toys for Tots Program again in 2016, collecting more than 300 toys to benefit local children in need, exceeding our previous results.</li> </ul>



## United Nations Global Compact

### Labor Standard Principles

	Principle	Highlights on Progress
<b>Labor Standards</b>	<p>3. Businesses 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 continued developing its project to partner with local establishments in the development of a discount program to benefit its employees, which it will launch in 2017;</li> <li>• PENTA completed a “new hire” onboarding package;</li> <li>• PENTA’s Lunch and Learn Series continued during the COP Period and was enhanced with a Football Friday Luncheon Series, providing our team with free lunches from the area’s best lunch spots. We also had a special off-site Holiday Luncheon, which was fun for all, and hosted other events throughout the year for our team;</li> <li>• The PENTA Team enjoyed its Team Clubhouse and furnished its Game Room with a pool table, table tennis, and air hockey;</li> <li>• PENTA continued celebrating team member anniversaries with cards and gift cards;</li> <li>• PENTA’s CEO continued to serve on the Board of the Central Massachusetts Workforce Investment Board and also served as Chairman of the Westborough Economic Development Committee, which works to bring and grow job opportunities to the region. She also served on Personnel Committees for two Boards during the COP year;</li> <li>• PENTA continued its Marketing Mentorship Scholar Program<sup>TM</sup> fostering high-level marketing experiences to high-achieving college-bound students, encouraging stronger job placement opportunities; and</li> <li>• The PENTA Female Leadership Scholarship celebrated its 11th year.</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>• PENTA continued its recycling efforts of paper, plastic products, and printer cartridges. With the investment of a full-service networked printer, server and other equipment, we've streamlined production of printed paper to conserve on ink and paper usage;</li> <li>• PENTA continued offering clients a green line of services and made recommendations with respect to how its clients could execute green marketing strategies within their businesses;</li> <li>• PENTA continued to source 95% of its products and services locally;</li> <li>• PENTA employs 100% of its building and maintenance contractors from within a 20-mile radius;</li> <li>• PENTA spearheaded the concept for a beautification project to benefit the Westborough YWCA, improving its playground;</li> <li>• PENTA made every effort to conserve energy through the effective monitoring of electricity usage and other utilities at its corporate office.</li> </ul>



# MORAL

verb  
interchange  
ings into the  
mate

1 put each of two  
place. 2 exchange b  
interchangeable adje  
interchange noun (pl  
1 interchanging. 2 a roa  
interchange noun from o

## 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 with 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>



**António Guterres***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 commitment to supporting the Ten Principles of the United Nations Global Compact on human rights, labor standards, environment, and anti-corruption.

During our fourth year as a Global Company signatory, we made great progress in moving several initiatives forward and in both building and planting seeds for the future. As we look forward to our next COP period, we are both excited and energized to raise the bar with our efforts in marrying our community engagement to the Ten Principles, and, in addition, to strategically develop and implement ways that our organization can emerge to the next level in all areas for a stronger future.

Every day, we seek to make a difference in our work for the betterment of our world around us. We believe that by doing our part locally and regionally that we are, indeed, part of a movement that inspires a better global economy promoting a positive universal outlook for the future of our industry and the communities served by our work.

PENTA looks forward to continuing to make its mark by its acts of kindness, support, and engagement to foster lasting and meaningful progress for a better tomorrow.

We look forward to presenting our fifth Communication on Progress in the spring of 2018 and wish you the best of success in your new role as Secretary-General. We are looking forward to your positive leadership of the United Nations, especially during this time in our world's history.

All the best,

**Deborah Penta***Chief Executive Officer*



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