

# 2018

COMMUNICATION  
ON PROGRESS (COP)



**United Nations**  
Global Compact

NEW YORK

BERLIN

LONDON

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



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## Letter from our CEO

*It is truly a pleasure to submit our Fifth **Communication on Progress (COP) Report** to the United Nations. We welcomed 2018 with both high energy and reflections of celebrations from a year robust in support to our community with many meaningful events in alignment with our organizational values and with the values of the ten principles of the United Nations Global Compact (UNGP). Throughout this period, we initiated numerous programs to inspire our youth, honor our Veteran community, and did our part to make a difference within the region through our commitment to numerous nonprofit organizations. The past year was dynamic, engaging, and filled with an abundance of positive momentum, creative strategy, and steadfast focus.*

We present this COP as proud members of the UNGP in the United States of America. Over the past year, we have witnessed tremendous activity globally with diplomacy at many levels of the UN. As the world continues to evolve, we recognize the necessity for the business community to be highly aligned and supportive of its mission to help strengthen all of humanity by doing its part to create a positive and supportive approach to assisting Human Rights initiatives and ensuring environmental sustainability through our regional efforts and contributions to society. Now, more than ever, businesses should rise to the occasion and set a positive example for others to follow.

Highlights from our past year include the furtherance of our commitment to education as we welcomed the third class of PENTA Marketing Mentor Scholars™ to our highly acclaimed program, helping extraordinary high school seniors connect with C-level executives as they participated on numerous outreach visits to companies helping to shape innovation. We collaborated with the Westborough Public School System on its mission to brand *The Boro Program*, which offers assistance and life/workforce readiness to young adults. This Program was launched in December 2017 and we were proud to be part of the marketing and packaging of this initiative. We also had the privilege of aiding the Worcester Public School System through the design and development of a website housing its strategic planning efforts to help enlighten and educate all of its stakeholders. We had the pleasure of developing the *Westborough High School Annual Student Profile*, which assists the school in its marketing efforts to collegiate recruiters and admissions departments across the nation.

In May, we proudly continued our support of our United States Veteran community through our signature Flag Raising Ceremony and festivities, celebrating Military Appreciation Month. Bringing together members of our regional Veteran community, the families of former and present service men and women, and hosting a ceremony to illuminate our American Flag, which we display with tremendous pride at our historic property. Over 100 people joined the ceremony. Our regional legislative delegation participated including Senate Majority Leader Harriet Chandler (D), Senator Michael Moore (D), Senator Jamie Eldridge (D), Representative Hannah Kane (R), Representative Carolyn Dykema (D), Representative Danielle Gregoire (D), and Francisco A.

Ureña, Secretary of the Department of Veterans' Services of the Commonwealth of Massachusetts. In an effort to foster good will to support the psychological wellbeing of our veterans, we were delighted to make a charitable contribution to Fishing with Warriors, a volunteer-run nonprofit organization founded by veterans who seeks to help veterans and service men and women participate in and enjoy sporting events and experiences to create more joy and happiness in their lives.

Another highlight from this year was our contribution to the Town of Westborough's 300th Anniversary with the design of numerous collateral materials including a keepsake 300th Anniversary Booklet/Magazine, which featured the significant milestone of its history, communications from elected officials and members of the Westborough business community. PENTA salutes the entire 300th Anniversary Committee for their abundant and tireless efforts in creating a memorable year filled with many events and celebrations. Our Director of Operations, Lydia Goldblatt, was honored and recognized for her decades of volunteerism and commitment to the Town of Westborough and was selected to serve as the Grand Marshal of the 300th Anniversary Parade. We were so happy and proud of her for this lifetime achievement.

PENTA continued its support of the Westborough Economic Development Committee with our marketing and public relations support to further economic development growth. We planned and produced the Committee's Fourth Annual Review and Celebratory Event, which gathered nearly 200 leaders together and where the Lt. Governor delivered a powerful keynote address. Handling every facet of this event since its inception, we were encouraged to see attendance nearly double in size and to see so many organizations honored. It was a pleasure to provide this assistance. As the Chairman of this Committee for four consecutive years, our CEO is fully committed to helping the Town improve its strategy, outreach, and communications efforts as it relates to improved economic development activity and results.

During the most recent COP period, we continued our support of human rights through collaborations and assistance with human service organizations. We supported the YWCA of Central Massachusetts by contributing to its Katharine Forbes Erskine Awards Luncheon and our CEO had the pleasure of serving in a leadership role as its Chairman for the fourth consecutive year. In addition, we are working with the organization to help brand and evangelize its Capital Campaign, which will raise enough funding to significantly improve its flagship facility, providing a better experience and enhanced environment for the women, children, and families it serves. Our CEO is proud to serve as one of the Major Gift Chairs for this initiative as well.

With regards to other organizations that support women and children in need, our firm also donated countless hours of paid employee/staff time to design and facilitate the launch of a new website for Abby's House in Worcester. Abby's House was founded in 1976 as the Abby Kelley Foster House, Inc. (Abby's House) and the organization has provided more than 11,500 homeless women

*Continued on page 5*



## Letter from our CEO *Continued*

and children with a safe place to stay, regroup, and rebuild. It was one of the first shelters for women, with or without children, in the United States.

When called upon by the local nonprofit organization, In Your Shoes, which provides assistance on numerous levels to people in need in the Town in which our offices are based, we stepped up with a charitable donation during the Holiday Season.

With a commitment to the environment and sustainability, when asked to contribute to the efforts of a beautification project in the Town of Westborough, we sponsored a Westborough Flower Pot in the center of Town and joined with several other businesses to support the success of this initiative. In addition, we hosted an event, which provided education and information to all interested parties from throughout the region to learn about the walking and cycling trail project that was unfolding. We are very pleased that our building will be part of this effort as the walking and cycling trails will connect to trails that will stretch from the Berkshires to Framingham. With an easement behind the property, this project will offer our employees an opportunity to enjoy the health and wellness benefits of lunchtime walking, outdoor time prior to or after work, and our location will be a historical feature for all those who pass the building each day once this project is complete. Our Marketing Innovation and Customer Insights Center was packed with interested community members, municipal and community leaders, and interested residents who learned about this ongoing project. Our Creative Team streamed this presentation on Facebook Live, affording those who could not attend with an opportunity to hear this information first-hand.

Finally, although there were numerous other highlights from the past year, and other themes to report on which will be listed later in the report, we would like to express our sincerest gratitude to the Boy Scouts of America and its Mayflower Council for recognizing our CEO with the 2017 Good Scout Award. It was overwhelming to receive such a wonderful and beautiful honor and celebratory event, which brought together nearly 200 people from the community. Our Lt. Governor, Karyn Polito, who, has been a friend for over two decades, and all members of our elected delegation attended and spoke at the event. We are also deeply appreciative to Mike Angelini of Bowditch and Dewey who served as the event MC and to Secretary Francisco Ureña, a former US Marine and Eagle Scout, who was the featured speaker. Most especially, many thanks to the Committee that planned the event, and all of the Boy Scouts that attended and played such a special role in the evening.

And now, as we look forward to the year ahead, we are excited to continue our good work and to live our mission and values fostering a great place to work for our team and a better region for our community.

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

### **Deborah Penta**

*Founder & CEO*

*PENTA Communications, Inc.*



## How PENTA Implemented the Ten Global Principles in 2017

	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 continued its commitment to regional nonprofit organizations that support and respect human rights by helping individuals and families work towards economic self-sufficiency through education and assistance programs. These organizations included Abby's House, Big Brothers Big Sisters, Boy Scouts of America, CENTRO, Veterans Inc., Worcester Community Action Council, and the YWCA;</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;</li> <li>• PENTA's leadership served as Corporators for the human rights nonprofit organizations Seven Hills Foundation, Big Brothers Big Sisters, and the Greater Worcester Community Foundation;</li> <li>• PENTA was a presenting sponsor of the YWCA Tribute to Women Event in 2017 for the Katharine Forbes Erskine Awards, recognizing extraordinary female leaders who have exhibited exemplary achievements in Business and Law, Art and Culture, Science, Medicine, Education, Government, and Youth Leadership – also honoring and triumphing equality for all women and girls who support racial justice and equality. In addition, our CEO served a leadership role as the Chairman of the 2017 Tribute to Erskine Committee for the fourth consecutive year;</li> <li>• In May 2017, PENTA hosted its Third Annual Flag Raising Ceremony in Celebration of National Military Appreciation Month and in honor of our distinguished Veterans. The Company also made a donation to benefit Fishing with Warriors, a nonprofit organization that helps provide joy to veterans and service men and women through positive recreational activities and experiences. The Company was recognized by State Senators Michael Moore (D) and Jamie Eldridge (D) and Senate Majority Leader Harriette Chandler (D), and Representatives Carolyn Dykema (D), Hannah Kane (R), and Danielle Gregorie (D). Our Firm was also recognized by the Office of the Governor through the Department of Veterans' Services;</li> <li>• PENTA provided needed assistance through a donation to In Your Shoes, a nonprofit organization that helps provide assistance to community members in need; and</li> <li>• In November of 2017, PENTA made a significant contribution for the Boy Scouts of America in both pro-bono services and in a charitable donation, helping to increase the success of its annual fundraiser helping it to net the most in its event history.</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 celebrated the Birthdays of all of its team members and created special events such as "Muffin Mondays," Catered Luncheons, provided "Anniversary Gift Cards," and other enjoyable celebratory moments;</li> <li>• PENTA's Football Friday Luncheon Series continued and is well received, providing our team with free lunches from the area's best restaurants. We also had a special off-site Holiday Luncheon, which was fun for all, and hosted other events throughout the year for the team.</li> <li>• The PENTA Team continued to enjoy its Team Clubhouse and furnished its Game Room with a pool table, table tennis, and air hockey. Another big hit is the availability of peanut butter pretzels and the spontaneous ice cream treats found in the staff kitchen;</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 in the region. She also served on Personnel Committees for two Boards during the COP year helping organizations uphold best practices for reviewing and hiring;</li> <li>• In the most recent COP period alone, PENTA hosted 55 catered meal events to benefit its employees;</li> <li>• PENTA offers its team free parking, free Wi-Fi, coffee, tea, beverages, and onsite snacks; and</li> <li>• PENTA continued its Marketing Mentorship Scholar Program<sup>TM</sup> fostering high-level marketing knowledge and experience to high school students and encouraging stronger job placement opportunities.</li> </ul>



## How PENTA Implemented the Ten Global Principles in 2017

*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. Our full service networked printer, server and equipment, streamlines production of printed paper to conserve on ink and paper usage. In 2017, our printing was reduced by 50% in comparison to 2016, with more of our efforts becoming more digital based;</li> <li>• PENTA continued to offer its 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 sourced 98% of its products and services locally;</li> <li>• PENTA employed 100% of its building contractors from within a 20-mile radius;</li> <li>• PENTA made every effort to conserve energy through the effective monitoring of electricity usage and other utilities at its corporate office; and</li> <li>• PENTA encouraged and hosted an event showcasing the benefits of the cycling and walking trails to be constructed behind the building to promote health and wellbeing through trail use.</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. In this COP period, our CEO received the 2017 Good Scout Award from the Boy Scouts of America. This honor is bestowed upon an individual who demonstrates the highest integrity in all facets of his/her business and professional life. It is awarded to an individual who lives and acts in alignment with the Laws of Scouting.</li> </ul>



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## Progress by the Numbers

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# 28 Years

PENTA celebrated 28 years of providing the highest caliber integrated marketing services to its clients.

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# 98%

Percentage of PENTA suppliers that are local to the region.

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# 756

Hours of time provided to 16 noteworthy nonprofit organizations in services during the COP Period including those that support human rights, economic development, 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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# 55

Employee/Team events over the course of the COP period providing free meals to our staff.

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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 continued its commitment to regional nonprofit organizations that support and respect human rights by helping individuals and families work towards economic self-sufficiency through education and assistance programs. These organizations included Abby’s House, Big Brothers Big Sisters, Boy Scouts of America, CENTRO, Veterans Inc., Worcester Community Action Council, and the YWCA;</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;</li> <li>• PENTA’s leadership served as Corporators for the human rights nonprofit organizations Seven Hills Foundation, Big Brothers Big Sisters, and the Greater Worcester Community Foundation;</li> <li>• PENTA was a presenting sponsor of the YWCA Tribute to Women Event in 2017 for the Katharine Forbes Erskine Awards, recognizing extraordinary female leaders who have exhibited exemplary achievements in Business and Law, Art and Culture, Science, Medicine, Education, Government, and Youth Leadership – also honoring and triumphing equality for all women and girls who support racial justice and equality. In addition, our CEO served a leadership role as the Chairman of the 2017 Tribute to Erskine Committee for the fourth consecutive year;</li> <li>• In May 2017, PENTA hosted its Third Annual Flag Raising Ceremony in Celebration of National Military Appreciation Month and in honor of our distinguished Veterans. The Company also made a donation to benefit Fishing with Warriors, a nonprofit organization that helps provide joy to veterans and service men and women through positive recreational activities and experiences. The Company was recognized by State Senators Michael Moore (D) and Jamie Eldridge (D) and Senate Majority Leader Harriette Chandler (D), and Representatives Carolyn Dykema (D), Hannah Kane (R), and Danielle Gregorie (D). Our Firm was also recognized by the Office of the Governor through the Department of Veterans’ Services;</li> <li>• PENTA provided needed assistance through a donation to In Your Shoes, a nonprofit organization that helps provide assistance to community members in need; and</li> <li>• In November of 2017, PENTA made a significant contribution for the Boy Scouts of America in both pro-bono services and in a charitable donation, helping to increase the success of its annual fundraiser helping it to net the most in its event history.</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 celebrated the Birthdays of all of its team members and created special events such as “Muffin Mondays,” Catered Luncheons, provided “Anniversary Gift Cards,” and other enjoyable celebratory moments;</li> <li>• PENTA’s Football Friday Luncheon Series continued and is well received, providing our team with free lunches from the area’s best restaurants. We also had a special off-site Holiday Luncheon, which was fun for all, and hosted other events throughout the year for the team.</li> <li>• The PENTA Team continued to enjoy its Team Clubhouse and furnished its Game Room with a pool table, table tennis, and air hockey. Another big hit is the availability of peanut butter pretzels and the spontaneous ice cream treats found in the staff kitchen;</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 in the region. She also served on Personnel Committees for two Boards during the COP year helping organizations uphold best practices for reviewing and hiring;</li> <li>• In the most recent COP period alone, PENTA hosted 55 catered meal events to benefit its employees;</li> <li>• PENTA offers its team free parking, free Wi-Fi, coffee, tea, beverages, and onsite snacks; and</li> <li>• PENTA continued its Marketing Mentorship Scholar Program<sup>TM</sup> fostering high-level marketing knowledge and experience to high school students and encouraging stronger job placement opportunities.</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. Our full service networked printer, server and equipment, streamlines production of printed paper to conserve on ink and paper usage. In 2017, our printing was reduced by 50% in comparison to 2016, with more of our efforts becoming more digital based;</li> <li>• PENTA continued to offer its 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 sourced 98% of its products and services locally;</li> <li>• PENTA employed 100% of its building contractors from within a 20-mile radius;</li> <li>• PENTA made every effort to conserve energy through the effective monitoring of electricity usage and other utilities at its corporate office; and</li> <li>• PENTA encouraged and hosted an event showcasing the benefits of the cycling and walking trails to be constructed behind the building to promote health and wellbeing through trail use.</li> </ul>



INTEGRITY

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## 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. In this COP period, our CEO received the 2017 Good Scout Award from the Boy Scouts of America. This honor is bestowed upon an individual who demonstrates the highest integrity in all facets of his/her business and professional life. It is awarded to an individual who lives and acts in alignment with the Laws of Scouting.</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 support the ten principles of the United Nations Global Compact on human rights, labor standards, environment, and anti-corruption.

During our fifth 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 and to the betterment of the 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 and a more positive global outlook for the future of our industry and the communities that we touch by our work.

PENTA looks forward to making its mark by consciously making an effort to continue acts of kindness, support, and engagement to foster lasting and meaningful progress for a better tomorrow.

We look forward to presenting our sixth Communication on Progress in the spring of 2019 and wish you the best of success for creating a culture of building more awareness throughout the globe for businesses like ours to navigate through their work in alignment with the UN Principles. We are looking forward to your continued positive leadership of the United Nations.

All the best,

**Deborah Penta**

*Chief Executive Officer*

**PENTA Communications, Inc.**

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