Achieve Impact Through Employee Engagement

Presented by Hypertherm

Please stand by. This presentation will begin shortly.
Today’s presenters

Barbara Couch
VP, CSR Hypertherm
President, Hope Foundation

Harry Mellott
HOPE Team Member,
Marketing Specialist
About Hypertherm

- Founded in 1968 from a garage in Hanover, NH
- Nearly 1,000 Associates in Hanover, Lebanon, and West Lebanon
- Associate owned
- Made in the USA
- Shipped worldwide
Sole focus on metal cutting

Powermax  Mechanized  Automation  Torch and Consumables  Nesting Software
Who uses our products

Just about anyone who needs to cut metal

- Automotive
- Farming
- HVAC
- Construction
- Shipbuilding
- And more
What we’ll cover

- Why do we care about Associate engagement?
- The history of Hypertherm’s program
- Current state of Associate engagement at Hypertherm
- Lessons Learned and Best Practices
Why do we care?

• Businesses that do good, do well.

• Engaged Associates feel a sense of purpose and accomplishment, making them stronger contributors to the company.

• Strong CSR practices help with recruitment and retention.
Business that do good, do well

Philanthropic activity leads to improved associate morale which leads to greater satisfaction, higher productivity and quality, associate retention and ease of hiring. The proof is in the numbers!

- Hypertherm’s growth in the last 10 years
- Turnover data
- Associate satisfaction
The data supports our beliefs

“I feel good about the ways Hypertherm contributes to the community.”

• Since engaging our associates in Community Service work in 2004, this statement has received the highest rating on our annual Associate Satisfaction Survey.

• 97% of Hypertherm associates agree or strongly agree with this statement vs. 73% before the introduction of Community Service Time
Businesses that do good, do well

- Best Company to Work For In New Hampshire: multiple years
- 50 Best Small & Medium Companies to Work For: multiple years
- 100 Best Companies To Work For In America: 2004
- America’s Top 25 Most Successful Small Manufacturers: 2004
- WorldBlu Most Democratic Workplace: 2009
- National Spirit of Service Award: 2008
- NAM Award for Excellence in Community Service: 2008
- Cornerstone Award from NHBSR: 2009
Our Associates value their Community Service Time:

“I had a great time working on the COVER project. It was one of the most satisfying moments I have ever had. The look on their faces (the family) when they were close to having a three season room was something I will never forget. Nothing compares to helping people like this who really need to be helped. I can’t wait to be part of another COVER project helping those who really need it. I got to work with great people at the same time achieving our results as a team. Thank you for giving me this amazing opportunity.”

-Stan Santaw, Hypertherm associate
Why do we care?

Our Community Partners are grateful

“The Upper Valley Music Center has been the beneficiary of invaluable technical support from four Hypertherm associates. Over the past year, Lin Chu, Zheng Duan, Sarah Chu and Peter Conrad have contributed countless hours of time and hard work to revamp and strengthen UVMC's information and technology systems. Thanks to their help, we have a new database, an improved financial reporting system and equipment that makes us better able to manage the work of a non-profit community music center. We appreciate the commitment and effort of these wonderful people and thank Hypertherm for its leadership in encouraging its associates to support the community in this way.”

-President, Upper Valley Music Center
THE HISTORY OF HYPERTHERM’S ENGAGEMENT MODEL
(FORMALLY ESTABLISHED IN 2003)
Engage your community

- Centralized vs. decentralized giving
- Establishing key areas of focus
- Learning from best practices
- Developing a strategy
Establishing focus

We maintain a clear understanding and rationale for giving that involves:

- Understanding the needs of the community in a manageable and meaningful way
- Hypertherm’s corporate values
- Hypertherm’s business interests
- Understanding the concerns and interests of our Associates
- Changing the model of giving to include time
Our strategy

- Big Relationships: 50%
- Established Smaller Organizations: 35%
- Special Projects: 14%
- Goodwill: 1%
THE CURRENT COMMUNITY ENGAGEMENT MODEL AT HYPERTERM
Current state of engagement

• Mission and focus areas
• Team structure and sub-committees
• Examples of our partnerships
Philanthropy mission

To promote the development and well-being of children and families within our community by breaking cycles of dependency and helping individuals and families achieve self-reliance

Areas of special interest:
- Education and the Arts
- Healthcare
- Affordable Housing
- Environment
Team sub-committees

Four sub-committees offer more opportunity for involvement

- Participation Committee: Gets associates involved and engaged in philanthropic events and activities
- External Communications Committee: Shares best practices, handles PR, and external communications
- Review and Allocations Committee: Receives and rates all incoming grants before bringing them to the Philanthropy Team for approval
- Strategy Committee: Ensures our philanthropic mission stays on track
Several of our partners

- Friends of Norris Cotton Cancer Center
- CHaD (Children’s Hospital at Dartmouth)
- Junior Achievement / Everybody Wins!
- COVER Home Repair
- Special Olympics
- Upper Valley United Way
- Hannah House
- Habitat for Humanity
- Northern Stage
LESSONS LEARNED AND BEST PRACTICES
Lessons learned & best practices

• Build it into the culture
• Community Service can be a team sport
• Start small: scale it to your organizational needs and size
• Make it easy for employees to participate
• Get leaders on board
• Communicate and educate
• Celebrate
• Interview for community engagement competencies

• Educate employees about community needs

• Tell the stories; inspire employees

• Engage employees; give them an opportunity to get involved

• Measure your impact

“Never doubt that a small group of citizens can change the world, indeed it is the only thing that has.”

-Margaret Mead
Communications strategy

- Weekly HOPE e-News
- Slides shared on TV screens in each Hypertherm building
- Bi-monthly articles in HyLights
- Philanthropy section on Hypertherm intranet
- Quarterly community impact stories
- Lunch-n-Learn events
Update – Haiti Relief Efforts

The Hypertherm Foundation sent checks this week to the American Red Cross and Partners In Health totaling $16,750. This is a combination of $8,375 in Associate donations and a Hypertherm match.

Thank you Hypertherm! This is something we should all be very proud of.

Community Service (CST Eligible) Opportunities

- **UVBEP Junior Achievement Program** – Classroom volunteers needed!
Junior Achievement educates children about entrepreneurship, work readiness and financial literacy by using experiential, hands-on programs led by business volunteers. For more info contact Jen Thygessen.

- **NEW! Hypertherm COVER Project** – Friday 2/26, South Royalton, VT
4-5 Volunteers needed for a sheet rocking and weatherization project. For more info contact Jack Lee (x1452) or click here to sign up!

- **Enfield Village Association (EVA)** – Volunteers needed!
EVA has volunteer opportunities in the areas of grant research and writing, fundraising, event planning, economic development, office work, CRM database and preparing for Enfield’s upcoming 250th anniversary in 2011. For more info contact Delores at...
TV slides

Hypertherm
H.O.P.E. News

April 19, 2010

Volunteer Opportunity
Saint Gaudens – Mailing Project

- Monday, April 19th thru Friday, April 30th, from 9am - 4pm daily - Cornish, NH
- Volunteers needed for a large mailing project (12,000 mailers total!) for St. Gaudens' Picture Gallery, Summer Concert Series and Sculpture Workshop Series.

YTD CST Usage Metrics

- 871 CST hours have been used to impact our communities
- 114 Associates have used CST so far in 2010
- 22 Associates have used all 16 hours of CST so far in 2010

nhbsr
new hampshire businesses for social responsibility
HyLights articles

From the President

January—February 2010

A random sample of 402 U.S.-based Associates was surveyed in October 2009, and 279 of those participated in the Great Places to Work survey. We conducted this survey over the past several years, and 2009 was the first year our results were substantially worse than the year before. I can't help but think of it partly like an approval voting. It made me think - what if my job was subject to a vote every two or four years? Then this would be like a potential change in management. I think it also makes us a political tax: for example, the decision not to have a salary and wage increase in 2008, which in the first quarter of the year no one had any idea how bad the economic downturn was going to be. If I were an elected official for re-election, I might not have made that decision.

Actually, my position - the presidency - is elected every year by the Board of Directors, and the Board is elected by the stockholders. So, my job is on the line, and that's why I care about the survey. One of my fundamental beliefs is that if Associates think their system is great place to work, we will perform better as a company. We're going to be working on understanding the systems we've implemented in the 'approach,' rating and addressing some of the causes.

There is one statistic I find particularly interesting - 87% of our 1,000 Associates (30%) have been with Hy-Vee for three years or less. As we get bigger, it becomes more challenging to keep focusing on what makes us a great place to work, but it's important to keep that in mind.

5% Profit Sharing announced in 2009

by Carey Olsen

5% will still be remembered for the great Performa's impact on the economy globally, and its impact on Hy-Vee locally. After many years of consecutive record setting results and "untouchable growth," double digit top-line and bottom-line growth, 2009 saw a wake up call as we started the year with diminishing sales and an uncertain future.

[ Giving back to our communities ]

Habitat for Humanity - Lebanon, NH

by Rose Smith

This fall I had the pleasure of working on a home building project to benefit a local family. Two days a week, a crew of twenty people worked to build a home. The majority of the work crew was new each day. Working was great, but we ran out of tree form and everyone figured things out on their own. I made for a work place were tools were all shared and tasks always overlapped. The guy cutting sheathing up on one side and the guy running the blocking on the other side were almost holding each other's nails. It was a great team work environment.

I worked in very warm temperatures, tying my hand with a hammer, sweating on top of a 2 x 4 deck, and ended up with countless splinters - yet I was thankful and eager for the opportunity to get out and outside. Our site was wonderful in that it offers to the family to switch it up for a day or two and see what it is like out there in our communities, while we are at work. I would recommend this day to all who can find the time to use their community service hours. We only live once, so let's ride.

Reflected on lending a hand at The Haven

by John Pynik

I had a very rewarding time working at The Haven food shelf yesterday. This was my first time using Community Service Time. I never realized that there were so many people in need in the Upper Valley. I also never realized the level of generosity there is in the community. We ran out of donations of food dropped off throughout the day. We received those donations and put them out for the people who needed them. It was hard work, but well worth it. It left last night with a very good feeling inside. I have signed up to do it again in late December and look forward to that opportunity.

Another thing that yesterday showed me is the importance of volunteering. Without volunteers The Haven would not be able to operate as it does today. That tells me that when I do volunteer, what I am doing is very important. Even if I am the smallest of things that might seem unimportant to me, it is important to someone.

As one might imagine, the holidays are a busy time for food pantries across the country. During the months of November and December, forty-eight Hy-Vee Associates volunteered their time to serve at The Haven food pantry, providing volunteers for 10 days. Part of the

Technical Service

and other Hy-Vee Volunteers

in the Haven food pantry.
Intranet presence

Hypertherm Philanthropy Team "H.O.P.E. Hypertherm Owners' Philanthropic Endeavors"

Home | Philanthropy | Community Service | Archives

Welcome to the Philanthropy Team website

Philanthropy Team Mission:
The Mission of H.O.P.E. is to partner with organizations and engage in activities that strengthen and create sustainable, positive change in the communities and environment.

NEWS! NEWS! NEWS! NEWS!

- Hypertherm WEEK OF SERVICE - April 19th-23rd - View descriptions of the CST opportunities and contact Allie Menday (x1643) to sign up today!

- NEW Community Service Time (CST) Guidelines! The Philanthropy Team has revised the CST guidelines. The two biggest changes are that we are no longer using the CST request form (your leader will now approve your CST requests) and fundraising events like the Prouty, March of Dimes walkathon...etc. are eligible for CST usage (only those which are HT sponsored are eligible for weekend usage). Read more...

- Hypertherm launches the HOPE Foundation! Read more...

- Community Service Time Opportunities.

- Read our most recent Community Impact Story about the Visiting Nurse Association/Hospice.
Community impact stories

• Sent quarterly

• Highlights individual non-profit organizations, what they do in our communities and how Hypertherm gifts of time and money have made an impact
And finally…

CELEBRATE!
Thank you. Questions?