

Helping Our Customers Win

* Winning * Together * Honorably
* Passionately * Positively



Agenda

- Welcome / Introductions / Opening Prayer – Brad V. / Mark
- “Business for Good” – Ryan Skoog
- Aagard Ownership Transition / Generosity – Brad VanderTuin
- Questions & Discussion
- Aagard Team Presentation
- Questions & Discussion
- Tour of Aagard (Optional) – 10:30 a.m.
- Depart – 11:00 a.m.

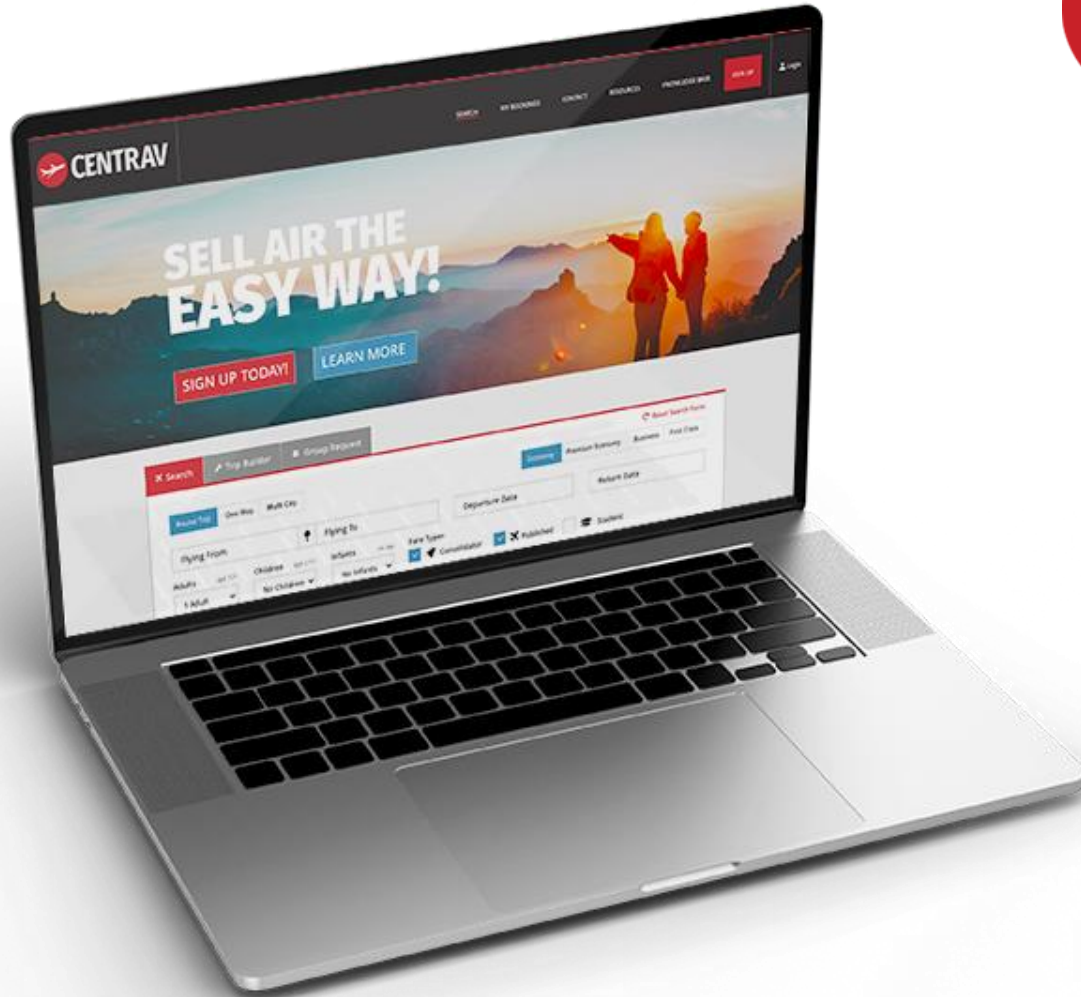
Business For Good

Ryan Skoog

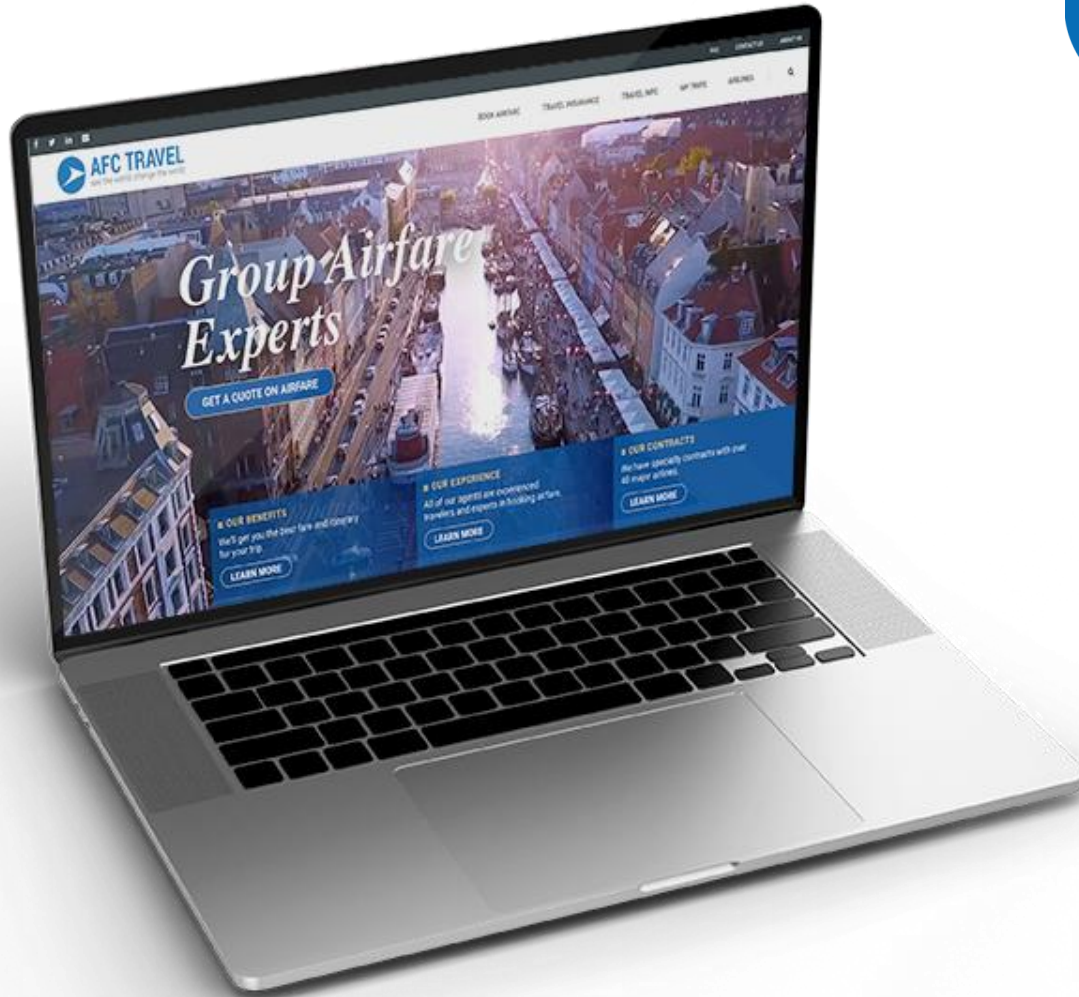




**BUSINESS
FOR GOOD**



- Winner of 5 Travvy Awards: Best Consolidator in America
- 33 year Delta Air Lines partner
- 99% of bookings are made online, no book & queue
- Proprietary, award-winning technology developed in-house



- Student groups
- Humanitarian groups
- Leisure groups
- Most experienced group agents in America (18 years)





🎯 UNSAFE

High rates of some of the world's greatest injustices happen in the areas we target.

- **Refugee Crisis**
- **Human Trafficking**
- **Extreme Poverty**
- **Persecution**

🎯 UNREACHED

Less than 2% of those within our target area have received the message of the Gospel.

🎯 UNDER-RESOURCED

Less than 1% of all Christian giving is directed towards the areas that we've targeted.

TOUGH PLACES

Some of the greatest injustices happen where people are the least reached by the hope of the Gospel.

That's where you'll find us.

[VENTURE.ORG](https://www.venture.org)



▶ **3,000**

RESCUED & BROUGHT TO SAFETY

▶ **40,000 +**

WOMEN TRAINED IN FEMININE HYGIENE

▶ **75M +**

MEALS DELIVERED TO WAR ZONES

▶ **15,000**

CHURCHES PLANTED

Reaching 36 unreached people groups





HARVARD STUDY - ADULT DEVELOPMENT STUDY

- **SINCE 1938 - ALMOST 9 DECADES**
- **MULTI SOCIOECONOMIC CLASSES**
- **MULTIPLE GENERATIONS**
- **CONCURS WITH PEW AND GALLUP POLLS OF THE SAME GENRE**



HARVARD STUDY - ADULT DEVELOPMENT STUDY

- **FAITH**
- **FAMILY**
- **FRIENDS**
- **MEANINGFUL LABOR**

OLD MODEL OF GIVING



A portion of proceeds go to a non-profit organization.

The Customer Thinks: "You make a lot of money from me and then you give some of it away."

The Employee Thinks: "That's nice, I work for this company and they have a give back program."

Both the customer and the employee feel disconnected from the act of giving.

NEW MODEL OF GIVING



Connect measurable good to every sale. When a purchase is made, something good happens.

Example: "When you buy a product, you feed a family of refugees."

Both the customer and the employee feel ownership in giving and are more motivated and loyal.

OWNERSHIP OF GIVING GOES FROM...

THE COMPANY

TO



THE CUSTOMER

The customer feels like **they** are giving by choosing you.

THE OWNER

TO



THE EMPLOYEE

Employees go from growing a company to changing the world.

A 3,000-YEAR-OLD IDEA CREATED BY GOD

In Leviticus 19, God outlines the process of “gleaning,” in which farm owners were instructed to leave a portion of their fields unharvested so the poor could gather food. As owners practiced this, their workers participated in meaningful labor, and the community was provided for. Additionally, owners would take from their harvest to give personal tithes and offerings.

Scripture invites business owners to engage
in these **two methods of giving.**

BUSINESS GIVING

Public, from your business's gross income.

Your business's direct contribution to the community.

Transforms daily labor into meaningful work.



Portions reserved for the poor & marginalized.

PERSONAL GIVING

Private, from your owner's equity.

Your personal tithes, offerings, and almsgiving.

Transforms your personal relationship with Jesus.



Percentage given for tithes & offerings.

ATTRACT CUSTOMERS



90%
OF SHOPPERS

90% of shoppers worldwide are likely to switch to a brand that supports a cause given similar price and quality.

*Forbes, Core Communications
and Echo Research Study*



60%
INCREASED
LOYALTY

Clear cause attached to a brand increases loyalty by 60%.

Forbes

MOTIVATE EMPLOYEES



67% of employees prefer to work for socially responsible companies.

Forbes, Core Communications and Echo Research Study



Doing good increases a company's productivity by 13%.

Research by Verizon and Campbells Soup



Doing good reduces a company's staff turnover rate by 50%.

Forbes

WE MAKE IT EASY TO GIVE & GROW YOUR BUSINESS

We'll help you build a tailor-made giving program for your business that your team and clients will feel connected to. Here's how:



1. PICK YOUR CAUSE

We offer causes and giving options for every business and every price point. We'll be there to offer guidance as you decide on the cause you want to support and how you want to give.



2. TELL THE STORY

We'll help you create a giving narrative that will attach tangible good to your product. Every time someone sells or purchases what you offer, they'll know something good just happened.



3. CELEBRATE YOUR IMPACT

We'll send you regular reports and stories of your impact so you can share and celebrate with your staff and clientele. They will feel more bought in to your brand, because they know they are part of a bigger story.

[Get Started](#)



"We knew that children are being trafficked and abused, and we wanted to do something about it. *Business for Good* gave us a way to respond to this issue and has since kept us updated on the positive impact our business is making. To know that our everyday work protects children vulnerable to trafficking is an incredible privilege that motivates me, my team, and our clients."

MARGARETT BARRETT
Safeharbor Estate Law



"We wanted a way to give that wouldn't hurt us financially. *Business for Good* made it easy. Our sales people now start each pitch by highlighting our 'Buy a Box, Give a Meal' program, and our product line has grown as it hasn't grown in years. We've had 43% growth in the first quarter and over 20% YOY on a product that had only been growing at 3-5% for years. And it's super rewarding."

BRAD AHLM
Conductive Containers



"I didn't have any reason for our sales goals other than 'you're supposed to grow.' I had this burning desire for more. Since partnering with *Business for Good*, my and my employees' morale has been off the charts. Our sales goals have become centered around how many months of shelter we can provide. Beyond buying and selling a house, our work is helping vulnerable girls live a better story."

SPENCER HUTTON
Commonwealth Realty



NAUTICAL BOWLS
Healthy Superfood Restaurant



COMMONWEALTH GROUP
Real Estate



CENTRAV

Travel Technology



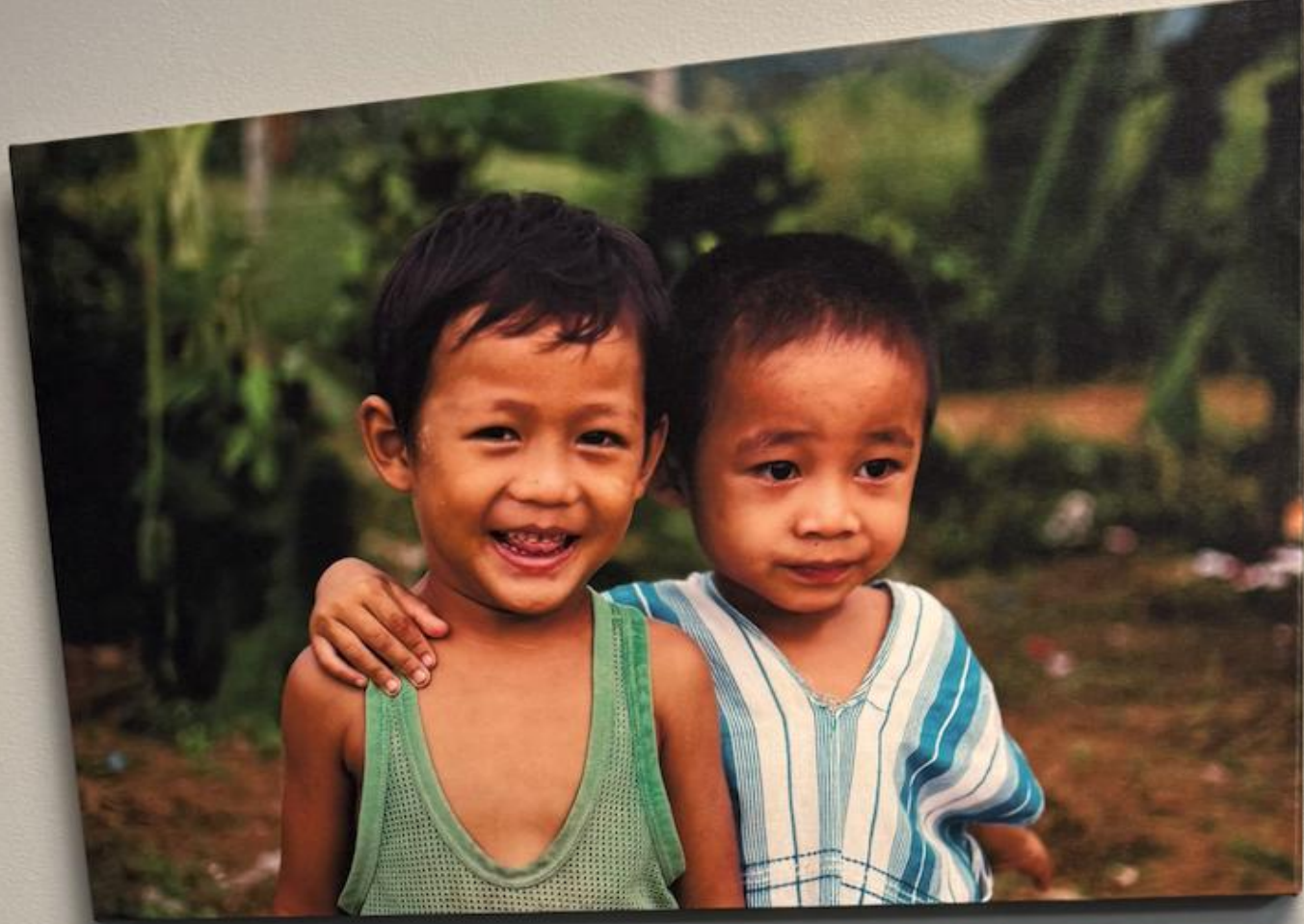
CORSTAT

Static Conductive Boxes







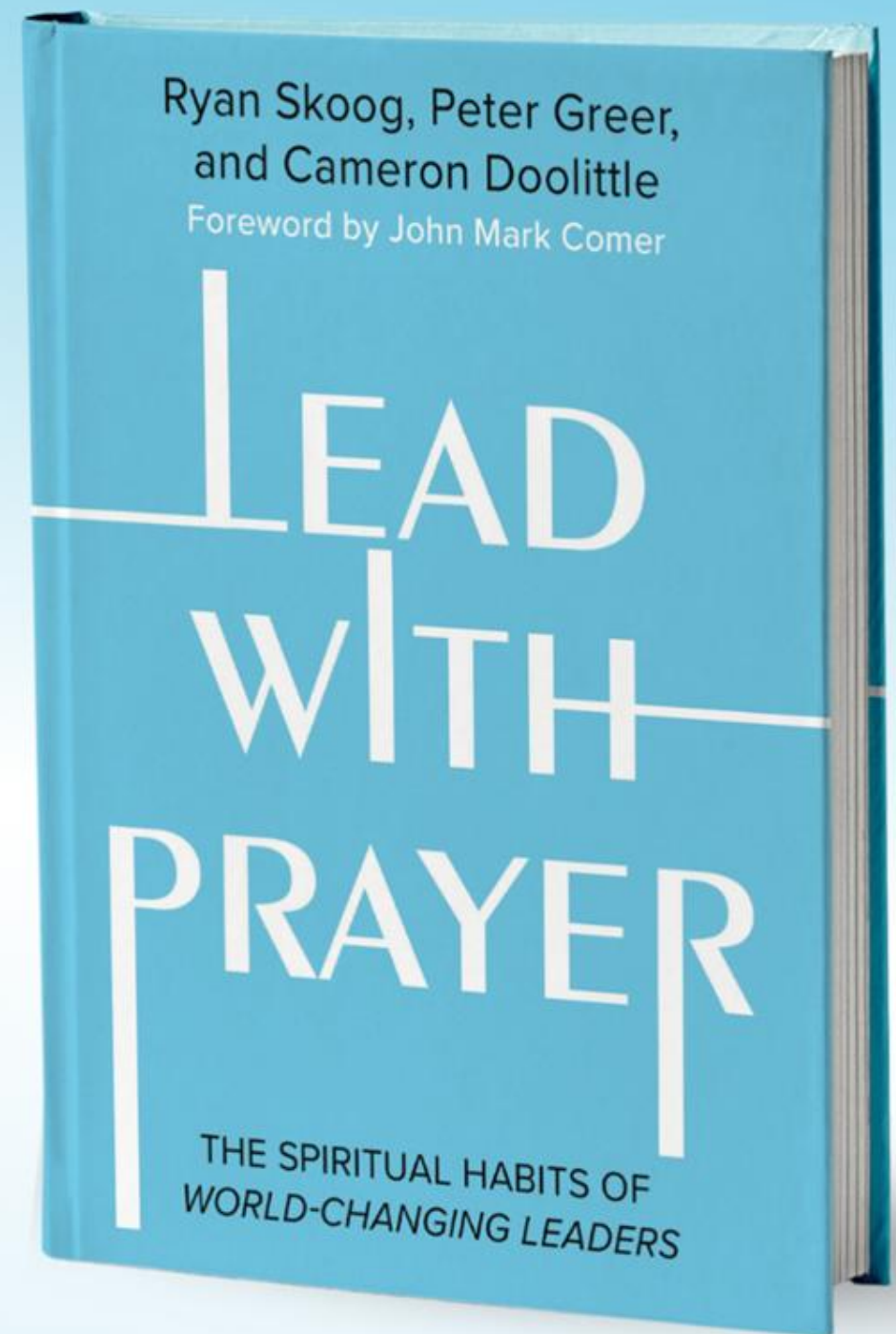




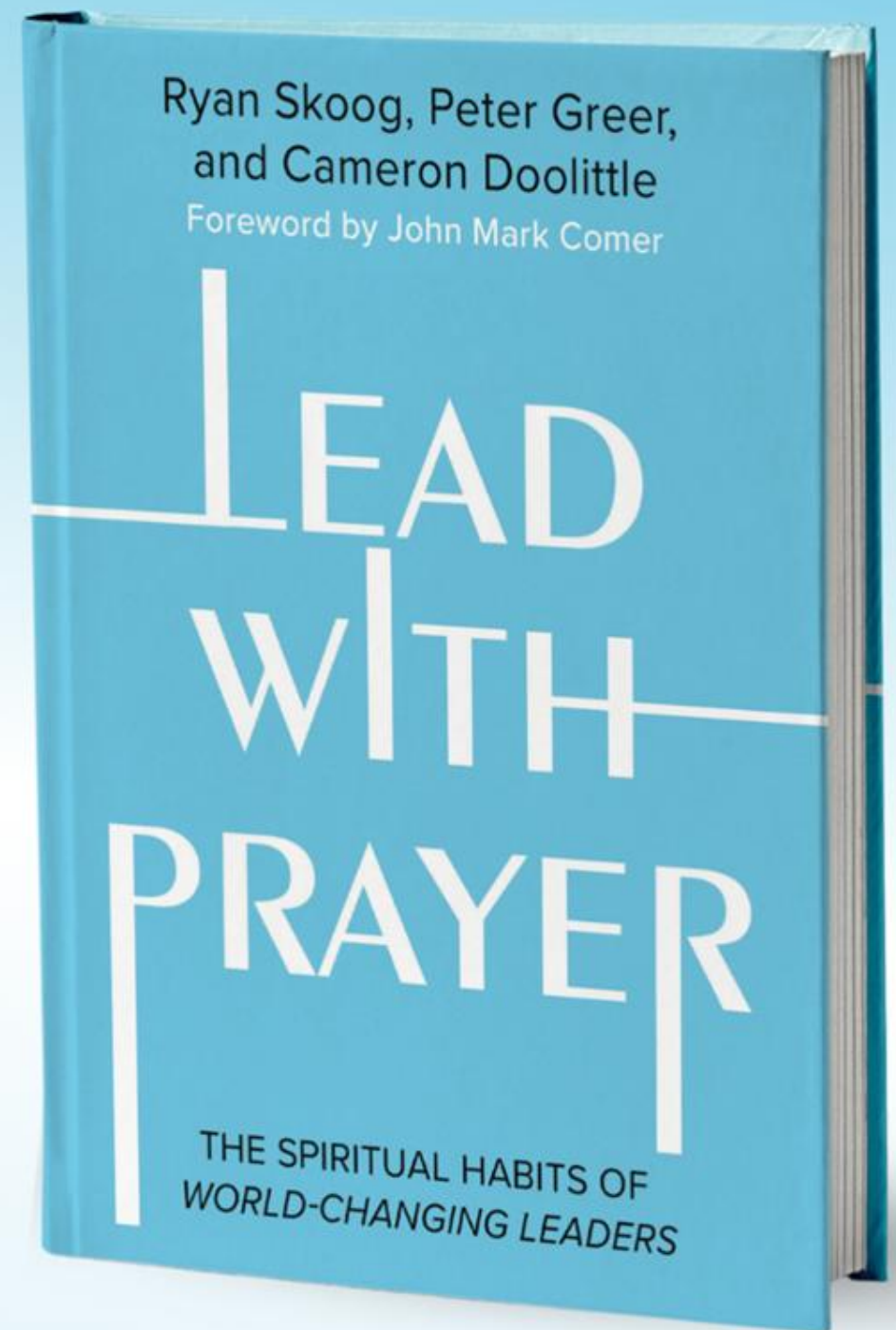


**BUSINESS
FOR GOOD**

LeadWithPrayer.com



RYAN@VENTURE.ORG



Aagard Ownership Transition

Brad VanderTuin



- The Unknown
 - What happens if....?
 - What is Brent's plan?
- The Goals
 - Protect Jobs
 - Protect the Culture
 - Be fair to the stakeholders



Expanded Goals

- Maximize Charitable Giving
- Minimize Taxes
- Maintain Local Control
- Reward the Team
- Train/Coach/Develop the Next Generation
- Keep it Simple
- No Debt
- Infinite Game
- Fair to the Stakeholders



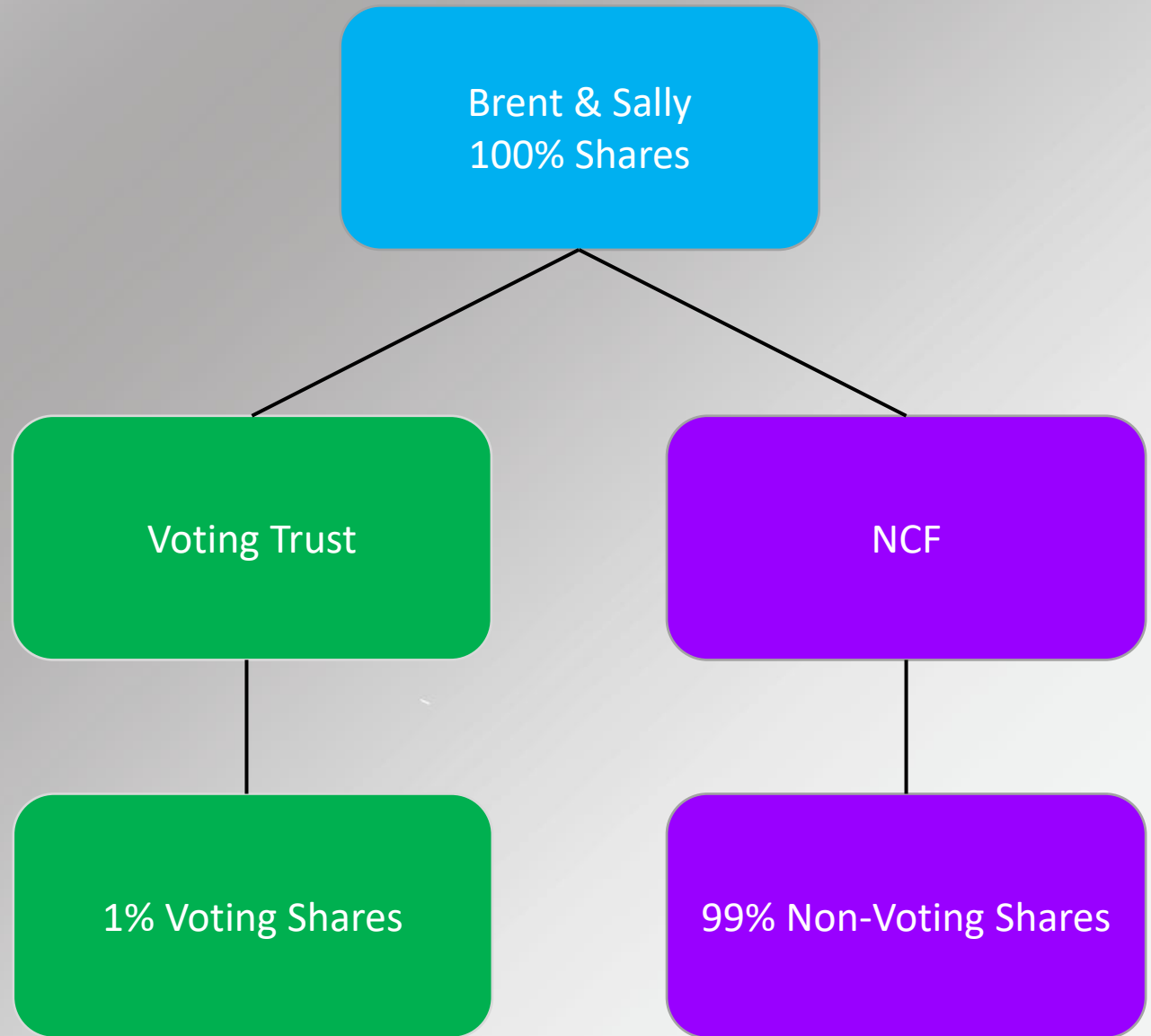
A New Idea

BARNHART



National Christian
FOUNDATION®

Aagard



Current State

- Methods
 - Charitable Partnership Program (TM match)
 - Weekend to Remember Marriage Conference
 - Local Service Projects
 - Corporate Giving
- Priorities
 - Faith (Christian) based
 - Local
 - Education (with focus on career development related to Aagard needs)
 - Connected with our team members (things they are involved with/giving to)
 - Youth
 - Arts/Community enrichment



Now What?

- How do we use this new arrangement for good?
- A community sharing ideas
 - Impact Conference
 - Goodness Gathering
 - Corporate Generosity council



Future State

Unknown...





Questions & Discussion

Aagard Presentation

Aagard Team



About Aagard

Jason Norlien



PURPOSE:

Helping Our Customers Win

Packaging automation
optimized for space &
capability



VALUES:

**WINNING
TOGETHER
HONORABLY
PASSIONATELY
POSITIVELY**

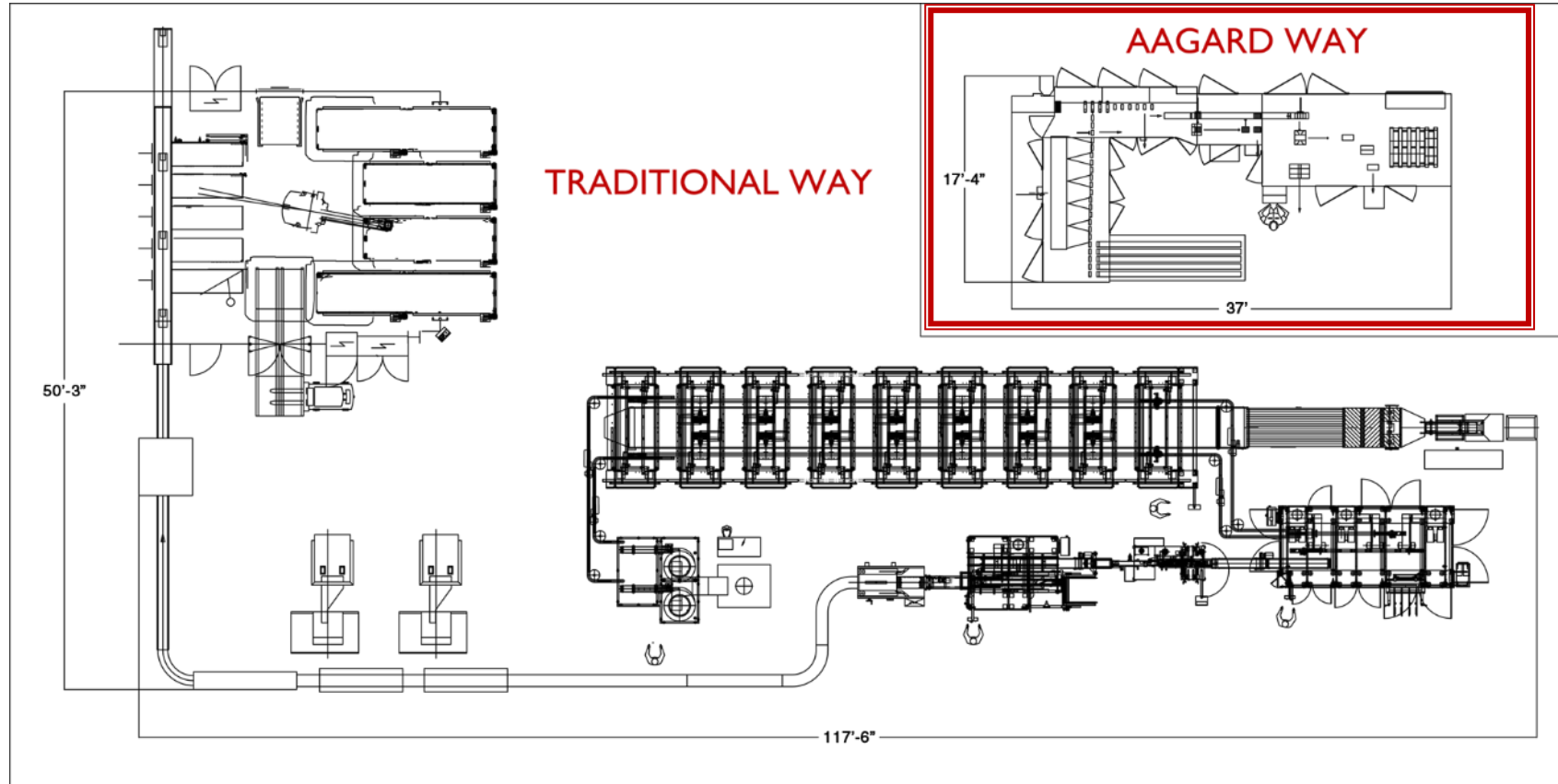


Who is Aagard?

- Founded in 1997
- \$80MM revenue 2024
- A Team of 340 Inventive Problem Solvers & Growing
- 115,000 ft² Facility in Alexandria, Minnesota
- 80,000 ft² Fabrication Center (also Alexandria)



Case Study: Ammunition



Same Operation
Shown To Scale



Aagard

Tight on Space?

We can help.



12' 6"

31'



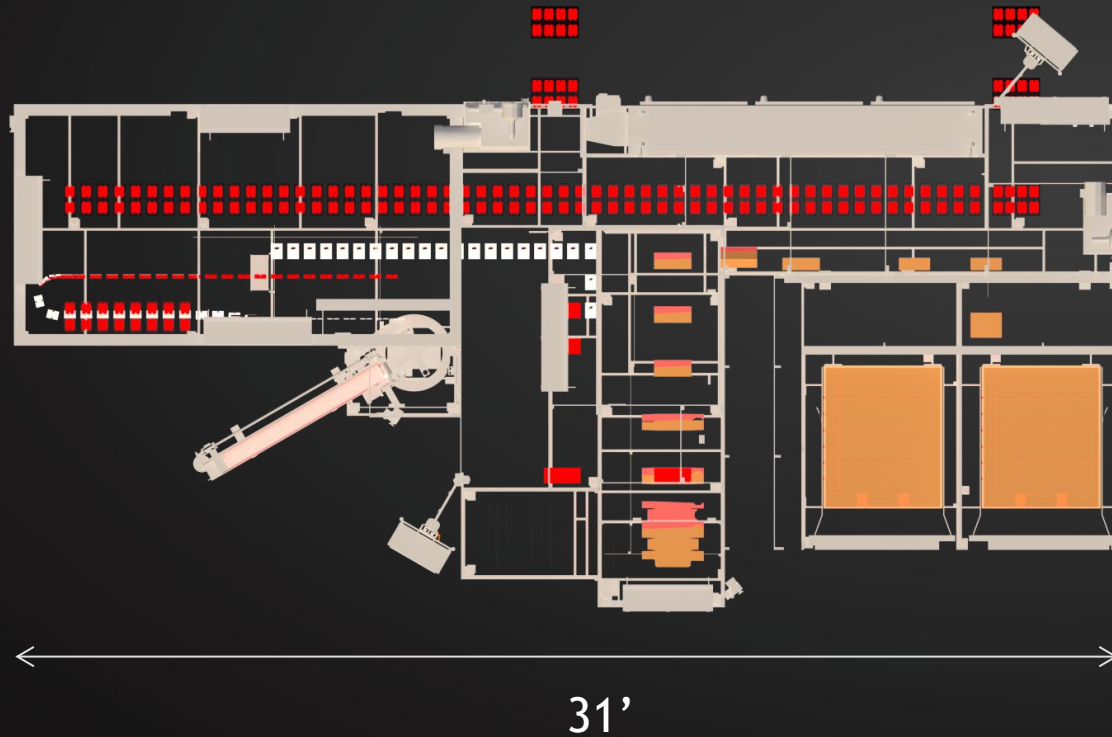
Turnkey System

- Cartoner
- Case Packer
- Dual Palletizer
- Retail Ready



Combination Systems with Integrated Devices

Ultra Small Footprint Cartoner, Case Packer, Palletizer Combination System



Including Integrated:

Checkweigher

Metal Detection

Carton Printing

Case Labeling

Vision Inspection



Aagard Wheelhouse

- Combination machines
 - Many operations, small footprint
 - Custom product handling
- Projects \$500,000 up to \$5,000,000 per line
- Critical path 6-12 months
- Packaging Automation Optimized for Space and Capability



Aftermarket Sales / Service

- Average >200 retrofits per year
- Collation and pack pattern changes
- Size range and material changes
- Safety and controls upgrades
- Machine relocation and repurposing







Aagard



Aagard

Win the Week

Dennis Buckley



Win the Week

- It's about Performance, Empowerment and Accountability
- Meaningful measurements with a short feedback loop
- Set the goal based on the work in front of us
 - What do we need to do this week to keep the project on track?
- Did we meet it?
 - 100% = Win (let's celebrate!)
 - Less than 100% = Adjust as needed
- Reset the goal for next week

	28-Mar	4-Apr	11-Apr	18-Apr	25-Apr	2-May	9-May
Mechanical RAF	8%	6%	62%	76%	88%	98%	
Mechanical Win the Week	90%	85%	80%	100%	100%	100%	
Electrical RAF	4%	36%	48%	70%	74%	100%	
Electrical Win the Week	75%	95%	50%	90%	95%	100%	
Testing Win the Week							75%



People & Culture

Sharlo Meyer



Leveling Up

- We want to work with the best
 - Spend most of time with high performers
 - Better results
 - Makes our job as leaders easier
- Combined what we have heard and used from various sources (Aagardized)



Leveling Up

- Culture Fit
 - Do they fit in?
- Performance
 - Can they do the job?
- Trajectory
 - Are they on a path to be successful in their role?
- Keeper Test
 - What would our reaction be if they left?





Values

- **Winning**
- **Together**
- **Honorably**
- **Passionately**
- **Positively**

2 pts

Plus (+) means they live the Core Values most of the time. No one is perfect.

0 pt

Plus/Minus (+/-) means that sometimes they do and sometimes they don't live the Core Value. They're hot and cold.

-3 pts

Minus (-) means that most of the time they do not live the Core Value.

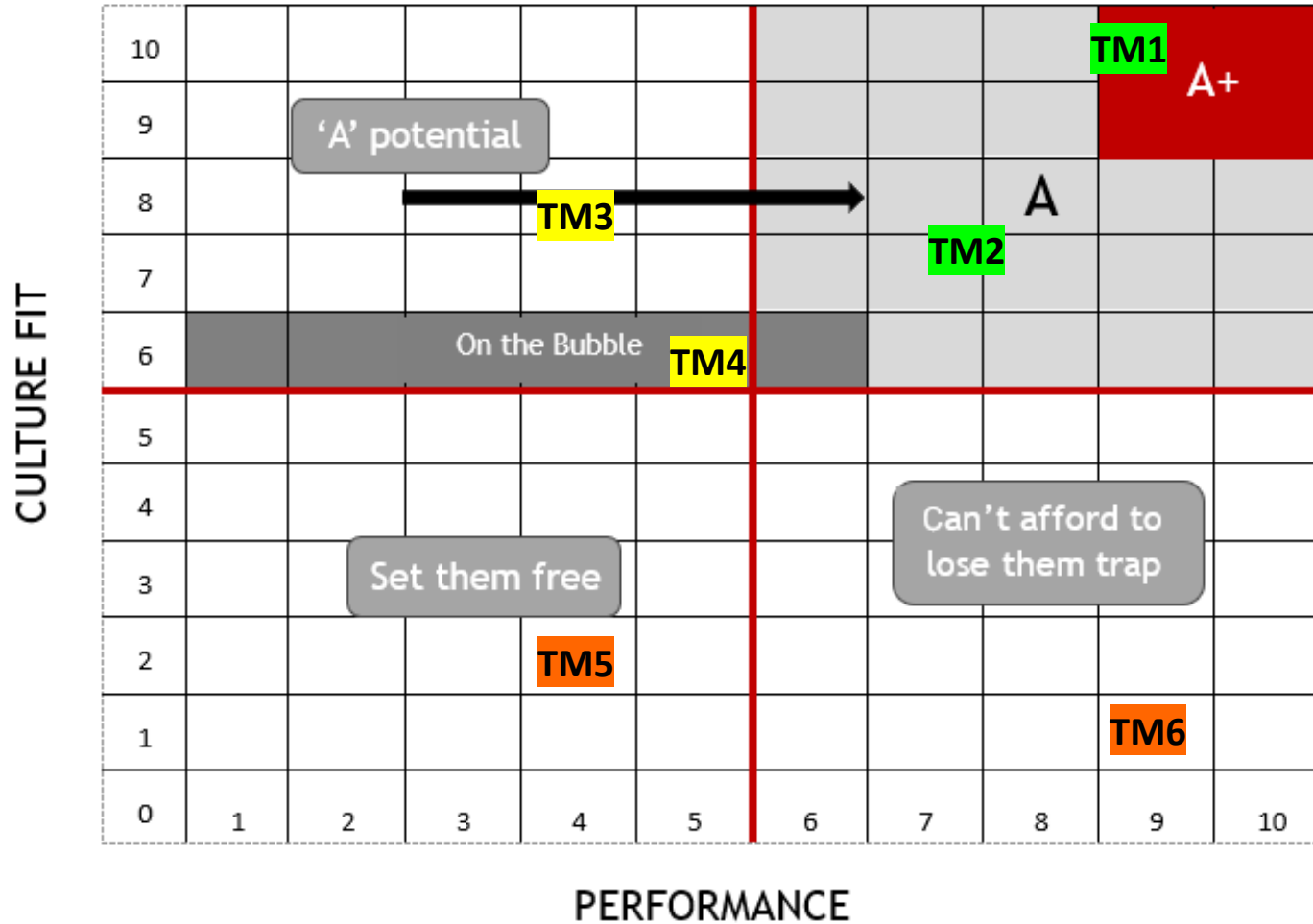
Performance Scale

- 9-10 Exceeding Expectations
- 6-8 Meeting Expectations
- 5 - On the Bubble
- 1-4 Below Expectations





TALENT ASSESSMENT CHART



Keeper Test

- Keeper Test
 - What would our reaction be if they left?
 - Save Them
 - Indifferent
 - Relieved



Regrettable vs. Unregrettable Turnover

Regrettable Turnover

- Voluntary Resignation
- Talent Assessment
 - A+
 - A
 - A Potential
- Keeper Test
 - Try to Save
- On an Upper Trajectory

Unregrettable Turnover

- Termination
- Resignation
- Talent Assessment
 - Set them free
 - Can't afford to lose them trap
 - On the bubble
- Keeper Test
 - Relieved
 - Indifferent



Regrettable Turnover Metric

Regrettable Turnover > 1 year of service

< 5%

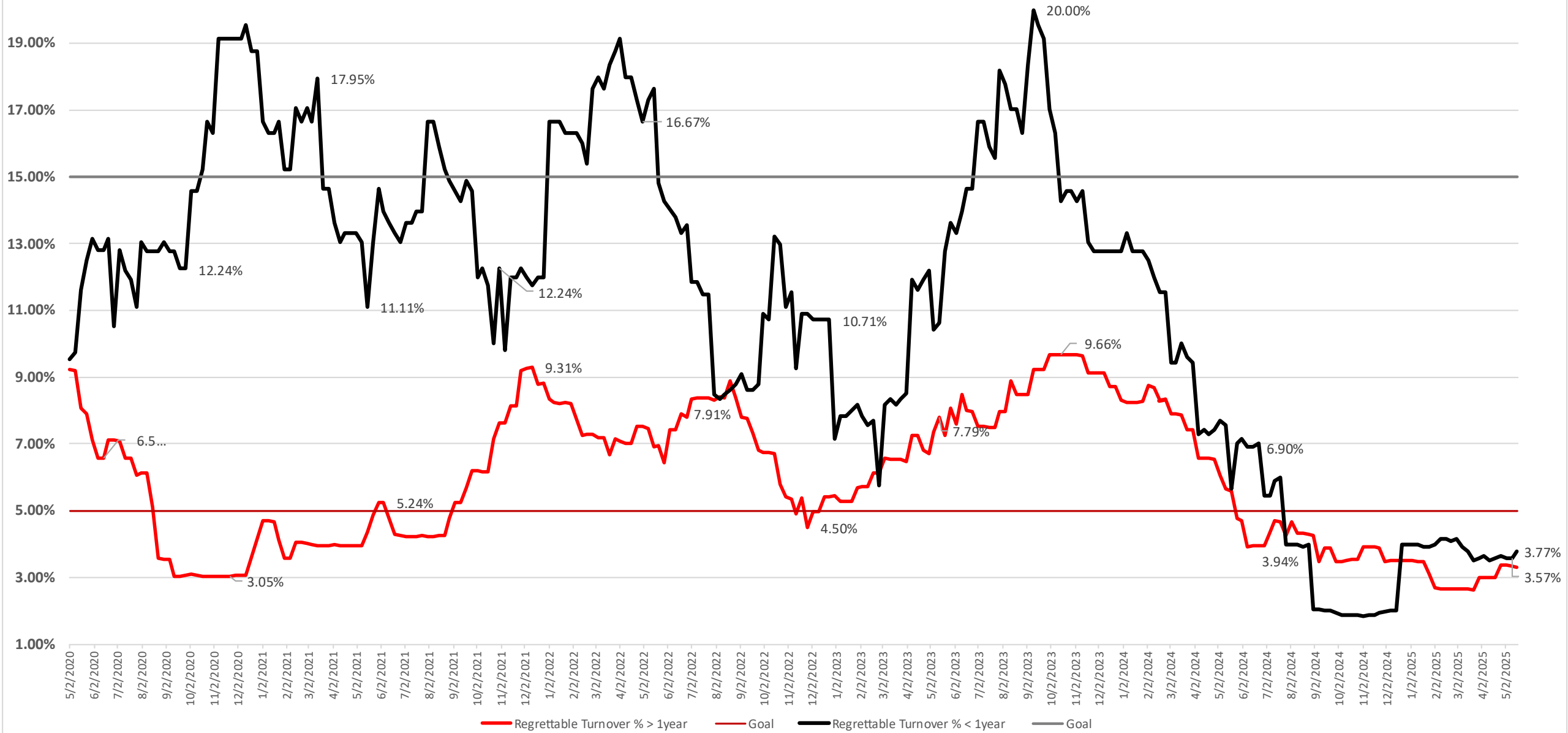
Regrettable Turnover < 1 year of service

< 15%



Regrettable Turnover

5 year period 2020-2025



— Regrettable Turnover % > 1 year
 — Goal
 — Regrettable Turnover % < 1 year
 — Goal

Culture Scorecard

Travis Kloehn



Training Aagard Culture Scorecard

- Measurement
 - ✓ How are we doing in maintaining our culture
- Accountability
 - ✓ Are we all living out what we say we will do
- Share
 - ✓ Share highlights/stories with the rest of the team



Culture Scorecard Expectations

- Attend one Team Building Event
- Share a What's Going Well at a Company Meeting
- Quarterly Conversations
- Safety Walk
- Quarterly Team Lunch
- Celebrate something
- Leadership Training
- Affirmation of Appreciation
- Spot Award



Culture Scorecard Reminder

	Week of	1/1/2024	1/8/2024	1/15/2024	1/22/2024	1/29/2024	2/5/2024	2/12/2024	2/19/2024	2/26/2024	3/4/2024	3/11/2024	3/18/2024	3/25/2024	4/1/2024	4/8/2024	4/15/2024	4/22/2024	4/29/2024	5/6/2024
Attend Christmas Party or Picnic	Annually																			
Attend one team building event	Annually																			
Share a "what's going well" at company meeting	Annually																			
Share Leadership Portrait	Annually																			
Skills Matrix	Annually																			
People Analyzer	Quarterly																			
Team Lunch	Quarterly							x												
Quarterly Conversation with each direct report	Quarterly																			
Attend quarterly supervisor training	Quarterly							x												
Attend mid quarter supervisor training	Quarterly							x												
Review Purpose & Values at team meeting	Quarterly																			
Internal Customer Meeting	Quarterly																			
Review team's IT training - completed	Quarterly																			
Review team's Safety training - completed	Quarterly																			
Spot Award	Monthly																			
Celebrate Something!	Monthly																			
Demonstrate Humility	Monthly																			
Lead Team Meeting	Bi-Weekly	x						x												
Verbal or written affirmation or appreciation	Weekly																			
Verbal or written affirmation or appreciation	Weekly																			
Safety Walk	Weekly	x	x	x	x	x			x											
Communicate expectations for the week	Weekly	x	x	x	x	x			x											
Communicate on or off track	Weekly	x	x	x	x	x			x											
Update Scorecard & Notes	Weekly	x	x	x	x	x			x											
	Week of	Notes																		
	1/1/2024																			
	1/8/2024																			
	1/15/2024																			
	1/22/2024																			
	1/29/2024																			
	2/5/2024																			
	2/12/2024																			

include at least one note

- Not optional
- Use as a reminder for the things we have decided are important
- Include notes



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* Winning * Together * Honorably
* Passionately * Positively

