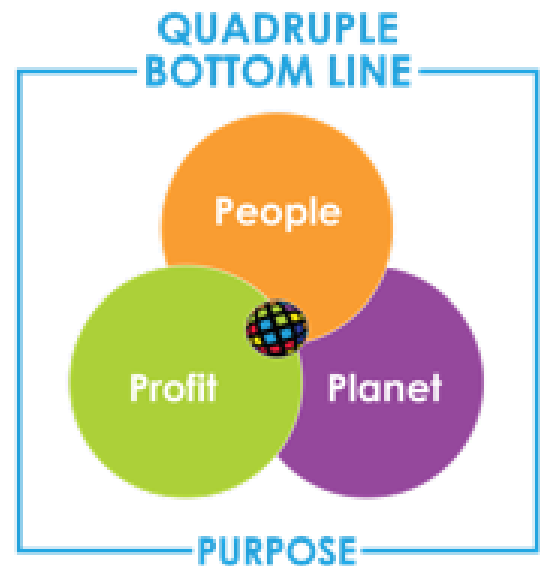




2020-21

Corporate Social Responsibility and Benefit Report

Fostering Collaboration and Partnership in the Midst of Isolation and Uncertainty



A Collaborative Business Community
and Executive Development Center



A Collaborative Business Community and Executive Development Center

Who We Are

The Business Executive Sustainable Training headquarters (BESThq) is a professional business association committed to purposeful enterprise development, projects, and engagement for people and firms. With focus on historically underrepresented community, we collaborate with like-minded agencies, small / large businesses, and non-profits to make a difference together.

Purpose-Driven—Community-Centric—Enterprise Development.

Why

Because purposeful actions in collaboration and community deliver outcomes and genuine impact.

How

We grow and impact with focus on:

Relationship—Empowerment—Inclusion.

Mission and Vision

BESThq prides itself on being a humanistic organization, recognizing the importance of inspiration, intelligence and idea enterprise. While managing risk and strategically growing sustainable firms and individuals, BESThq strives to build strong relationships, empower entrepreneurs, and create an inclusive, thriving community of people for others.

As one of the first Oregon Benefit Companies, BESThq assumes responsibility and seeks to model the QUADRUPE BOTTOM-LINE for members, partners and the broader community:

People—Profit—Planet—Purpose.

Surviving COVID—2020/21

2020-2021 brought great uncertainty and fear to our local small businesses, community and non-profits. BESThq was not above the challenges of the pandemic – we felt it too. Because of the COVID squeeze, we could not effectively publish a 2020 Benefit Report. We could not accomplish everything we set out to do, but the BESThq team knew there was only one way to go about business through the COVID pandemic; get in the trenches with our partners and work together to build each other up, mitigate challenges, find solutions, and move forward toward success.

A few key highlights from 2020-2021 (combined report) include our Business Expo West held in April 2020, just after the pandemic hit. Being able to virtually deliver on this event brought community hope for a brighter, stronger tomorrow. Following this event, our networking events continued in the virtual space, including our Leadership Seminar and Business Expo West 2021, while also mentoring and supporting other partners and community along the way.

Our STEAM Pathways and Minecraft events continued to flourish and experienced a substantial increase in participation from kids in our community interested in expanding their knowledge in science, technology, engineering, academics, and math. We maintained monthly STEAM Pathway events throughout the pandemic to offer a productive and innovative learning outlet for our youth. After moving our office to Tektroniks, and donating a great deal of items, we were able to set up a new STEAM Pathways center at BESThq's new home. Additionally, via the STEAM Pathways vehicle, we were able to do a "We Welcome" event, dedicated two STEAM Minecraft nights for JoyRX and Children's Cancer Center, and threw a Drone and Pizza night event.

With all the negative effects and isolation COVID brought about, we were inspired to think outside the box and find ways to connect in person, especially with our youth, who experienced such vulnerability throughout the pandemic.





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Measuring Progress: A Green America Certified Company

Why Green America?

We choose to consider the Green America standard for it's accessibility. This certification allows small businesses to certify through a simple process that is easily completed and affordable. When starting a small business with a need to prioritize resources without stretching too thin, the Green America standard was a certificate that was within our means. Through the years, Green America has provided information and tips to keep BESThq accountable for their environmental responsibility.



Being Green America Certified Means BESThq:

- ⇒ Actively uses business as a tool for positive social and environmental impact
- ⇒ Is environmentally responsible in the running of operations and facilities
- ⇒ Operates a "values-driven" enterprise according to principles of social justice and environmental sustainability
- ⇒ Strives to be socially responsible and committed to practices that benefit customers, community and the environment
- ⇒ Encourages other firms connected to BESThq to promote and consider environmental responsibility as a leading factor of their business model
- ⇒ Is accountable for work by continually tracking progress and improving as needed



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Key Initiatives

People

- We Welcome! STEAM Pathways
- Fall/Winter 2020/21 Drives:
One Warm Coat, Toy Drive,
Food Drive, School Supply Drive
- STEAM Minecraft events
- World Vision Global 6K Walk

Profit

- Bluebook Contractor Proposal Seminars
- Business Academies
- Weekly Executive Briefings
- Business Expos

Planet

- Coat Recycling Drive Benefiting the Transition Projects
- BESThq: VOICES Legislative Townhalls with Environmentally-concerned Representatives
- VetREST - Gardening

Purpose

- Masterminds for Purpose
- Networking for Purpose
- Purposeful Projects
- PDX Community Resource Network
- Non-Profit Partnerships

#QBL

BESThq shall be recognized as a regional business community leader of the Quadruple Bottom-Line (#QBL) enterprise development:

People, Planet Profit, Purpose



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Key Initiatives in 2020/21 (Continued)

BESThq Quadruple Bottom Line—The last two years, BESThq continued to actively emphasize the purpose that drives small businesses, creating a more inclusive community where everyone has the opportunity to grow. BESThq made the Quadruple Bottom Line a driving factor in all events, especially our Executive Briefings, Mastermind for Purpose, Networking for Purpose, and our two Business Expos, Business Expo West and Business Expo East.

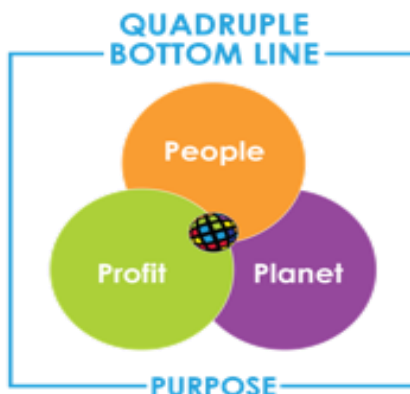
BESThq Voices — Advocacy group collaborating to make heard the voice of small business. In 2020/2021, these bi-monthly meetings offered an opportunity for our legislative representatives to share their work, vision, and solutions. Speakers from 2020 sessions included State Representative Ken Helm, State Senator Elizabeth Steiner Hayward, and State Senator Chuck Riley.

Safe Space Declaration Continuation—BESThq officially declared itself a Safe Space in 2017 and sought to continue providing an inclusive space for all racial identities, ethnicities, genders, religions, abilities, and sexual orientations.

We Welcome STEAM Pathways Beaverton—BESThq continues to be a promoter and welcoming force behind our local up and coming entrepreneurs. We continue to offer collaborative sessions, opportunities for partnership and assistance, promotion of small businesses, and interactive, thought-building sessions for our youth.

STEAM Minecraft Night — In 2020/2021, BESThq continued to expand our Minecraft night program further with STEAM Minecraft on the road, traveling to Washington and various locations around Oregon, as well as returned onsite to host monthly free Minecraft initiatives with guest STEAM presenters, and strengthened partnerships with local businesses to continue to support STEAM initiatives.

Purposeful Focus — In the last two years, BESThq has thoughtfully shifted our focus to the purpose of our work, collaborations, and partnerships. In the spirit of purpose, we have developed our Mastermind for Purpose series offering a think tank, collaborative environment to help our community partners share ideas and seek solutions for issues facing our small business communities. Additionally, we highlight and promote purposeful projects in our community. These projects are making a difference and offering needed support.





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Key Events

BESThq's Social, Environmental, and Member Benefits in Action

Business Expo West and Leadership Seminar— Held in April 2020, just after the pandemic hit, Business Expo West was offered as a virtual event allowing our small business community to still come together with their ideas, best practices, and challenges. Being able to virtually deliver on this event allowed our community to have hope for a brighter stronger tomorrow. Following this event, our networking events continued in the virtual space, including our Leadership Seminar and Business Expo West 2021, to ensure we maintained connection and collaboration with our community partners.



Partner Productions: OAME Tradeshow, SBUA, and Helping Hands Re-entry Centers Virtual Production s— The pandemic brought universal challenges. BESThq recognized and shared critical technical support to several organizations also struggling to pivot and survive. We're honored to partner work to lift these groups up and add our support of their efforts.



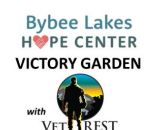
World Vision Global 6K for Water— The BESThq team was proud to participate in this walk in Vancouver, WA benefitting the cause to bring clean water to all!

Executive Briefings — To allow a forum for thoughtful, deeper relationship building, BESThq facilitated weekly briefings benefitting hundreds across the community.

Networking with Purpose— Each quarter we highlight a business/organization within our client community to discuss their important work and let others hear about efforts, best practices, challenges and solutions, and how support can be offered.



BESThq Purposeful Projects — With a sole focus on doing work that matters and is impactful, BESThq has begun celebrating and spotlighting businesses and organizations doing purposeful work. By highlighting these great efforts, we give our community an opportunity to celebrate, support, and learn from great work.



BESThq YouTube Channel — To allow a forum for community communications and impact sharing, BESThq started a YouTube Channel. The channels provides an exceptional library of community impact and benefit:



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Key Events (cont'd)

BESThq's Social, Environmental, and Member Benefits in Action

STEAM Minecraft Night—BESThq's Plan Center team created STEAM Minecraft night in 2016, now a free, monthly reoccurring event, which brings together k-12 students and their families, as well as engineer professionals. BESThq STEAM Minecraft went on the road this summer to three locations in Washington. We continued to expand sponsor and partner relationships in 2021 with Itron, Gonzaga University, Emerio Design, the Bethany Public House, and Pietrok Engineering and Resources.



PDX Community Resource Network— BESThq helped launch and lift up this much needed Community Partnering Initiative. The Portland Metro Community Resource Network (PDX CRN) is a community engagement platform that focuses on firming up safety nets and expanding opportunities. The CRN aligns services, connects resources to fill unmet needs for community members, and accelerates impact by utilizing private sector innovation, leveraging public sector resources and mobilizing social service networks.



Looking in the Rearview - Moving Forward

2020 and 2021 presented great challenges and obstacles for BESThq and our business community. When a cornerstone of our efforts is to bring the community together to collaborate and support, COVID prevented us from doing that as we had traditionally done. We were challenged to think outside the box and develop alternative ways to bring the community together and bring ideas to the table. We leveraged our virtual efforts and relied on consistent and open communication with our partners. We worked to ensure our community knew they were not alone and we all had each other to lean on, learn from, and grow with. We continued to carry out our traditional programs and sessions in the virtual world and were even able to bring new resources and efforts to the table with our purpose-based projects - Networking for Purpose, Mastermind for Purpose, Purposeful Projects, Portland Community Resource Network, and others. These endeavors enabled us to keep in contact, keep finding solutions, and keep growing.

In 2022 and beyond, we will continue to carry out our mission-based programs with a theme of "Staying True in '22". We are excited about being able to gather with our community in-person with options for hybrid events. We will continue to be committed to the tenets of empowerment, elevation, relationship-based efforts, inclusion, and purposeful work. We will expand our focus on celebrating and contributing to purposeful projects. We will seek out projects that elevate our community and bring about growth and sustainability. We will Stay True to who and what we are: Purpose-Driven—Community-Centric—Enterprise Development.



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We Continue to be Inspired by Our Impact Partners

While encouraging The Quadruple Bottom Line, BESThq survives and thrives



Some Stats on the BESThq Community:

- 182 Members and Partners
- 526 Members "BESThq Community" LinkedIn Group; 933 Facebook Likes; 1,501 Twitter Followers