



ervin&smith™

**2025 Benefit Corporation  
Annual Impact Report**

# Doing good is good business.



## About this report.

As a Nebraska benefit corporation, Ervin & Smith, Inc. is [required by law](#) to publish an annual account of our social and environmental performance. But this report is more than a compliance exercise. It's a chance to be transparent about what we're doing, how we're measuring it and where we still have room to grow — with our team, our clients and our community. It covers the period of January 1 through December 31, 2025.

## Who we are.

Ervin & Smith is an award-winning [marketing consultancy and advertising agency](#) that is women-owned and women-led. For more than forty years, we've been dedicated to helping companies navigate change in today's complex and volatile business world through branding, strategy and media activations. Our mission is to make an impact — for our clients through tailored marketing solutions and for the community around us through charitable giving, donated services, hosted events and volunteered time.

***“With fewer than a dozen Certified B Corps in our state — and just 78 nationally that are women-owned marketing firms — Ervin & Smith is truly setting the pace for what responsible, modern business leadership looks like.”***

— Heath Mello, President & CEO  
[Greater Omaha Chamber](#)



## Behind the B Corp badge.

In March 2025, we elected to become a [Certified B Corporation™ \(B Corp\)](#) — joining a global community of businesses held to high standards for social and environmental impact, accountability and transparency. This designation confirmed what we’ve always believed: that doing business the right way isn’t aspirational. It’s achievable. B Corp Certification is not a destination. It is a starting point — and a standard we intend to raise.

Certified B Corporation is a designation awarded by [B Lab](#), a U.S.-based nonprofit that creates and

maintains the B Lab Standards (including the B Impact™ Assessment) — a set of requirements used to measure a company’s social, environmental and governance impact. To earn the designation of B Corp<sup>1</sup>, a company must score at least 80 out of 200 possible points, complete a risk review and meet legal accountability guidelines. The process takes between 2-6 months. Each business must also maintain a [publicly accessible profile](#) on the B Lab website.

*1 “Certified B Corporation” and “benefit corporation” are often used interchangeably, but they’re distinct. A benefit corporation is a legal business structure; a Certified B Corporation is a private designation earned through B Lab’s assessment. Ervin & Smith is both.*



# Understanding the assessment.

The [B Impact Assessment](#) (BIA) is the scale for how B Lab helps companies measure, manage and improve performance across the [five impact areas](#). The median score for businesses completing the assessment is 50.9. And, while this may seem low, it's important to keep in mind that scores are meant to be aspirational — recognizing current best practices while pushing companies toward improvement.

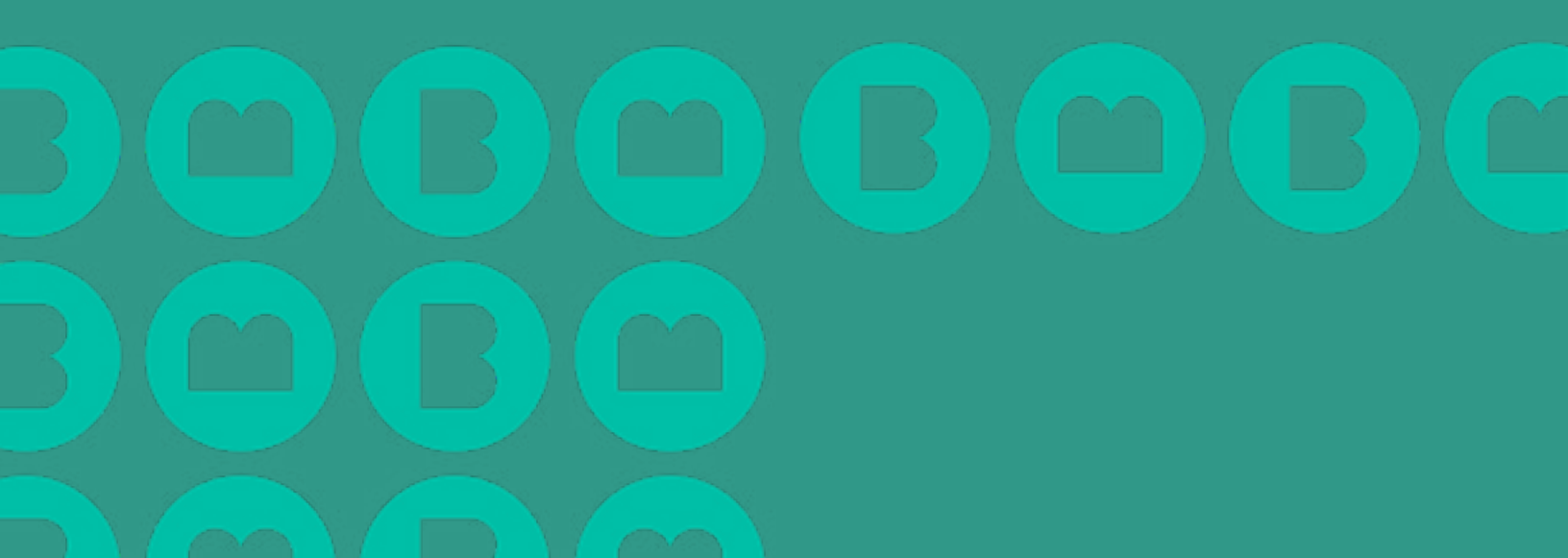
## E&S assessment details.

Size	21 employees
Sector	Service with Minor Environmental Footprint
Industry	Advertising & Market Research
Headquarters	Omaha, Nebraska
Standards Version <sup>2</sup>	1.6
Certified Since	March 2025

*2 At the time of certification, Ervin & Smith was evaluated using B Lab Standards version 1.6. B Lab has since published updated standards, currently at V2.2, which can be [downloaded here](#)*

## B impact categories.

The BIA evaluates performance across the areas of: Governance, Workers, Community, Environment and Customers. Each is covered in more detail in the [Operational Highlights](#) sections below. You can also [explore the B Lab Standards](#) on the B Corp website, which defines each of the categories and performance requirements in greater detail.



## Results overview.

The scores below reflect our performance during the initial certification process in 2025 and will serve as the baseline against which our future progress will be measured.

Impact Area	Score
Overall B Impact Score	88.1
Governance	14.8
Workers	35.3
Community	24.1
Environment	9.5
Customers	4.2

# Operational Highlights: Governance.

Score: 14.8/15

## **Mission and engagement.**

[Our core values](#) aren't wall art — they're operating standards. We run on EOS®, the [Entrepreneurial Operating System](#), which means performance is formally measured against those values every 90 days, and they serve as the basis for how we hire, evaluate and hold each other accountable.

## **Ethics and transparency.**

In 2025, we established structured salary bands benchmarked to market data, so that compensation is tied to role and value rather than negotiation skill. That same transparency extends to how we make decisions as a team. When leadership considered a change to our holiday and Friday scheduling policy, we put it to a team-wide vote — and when the outcome was a tie, we kept the existing policy. The process of seeking that input mattered as much as the result.

## **Mission locked.**

This designation reflects our legal structure. As a [Nebraska benefit corporation](#), our articles of incorporation formally require us to consider the interests of all stakeholders — employees, clients, community and environment — not just shareholders. That obligation is embedded in how we're organized as a company, which is what earns this designation under the B Impact Assessment.

# Operational Highlights: Workers.

Score: 35.3/50

## Financial security.

We believe financial wellbeing is foundational. In 2025, we offered a 401(k) match of up to 4% with immediate vesting and covered 75% of employee health insurance premiums, with a goal of reaching 90% coverage. We also covered 50% of dependent premiums and provided paid [new child leave](#).

## Health, wellness and safety.

We believe the best work comes from people who feel trusted and taken care of. That belief shapes how we structure time, benefits and expectations at E&S.

We offer 19 days of agency-recognized paid time off, including observed holidays and extended seasonal breaks — among them a “dead of winter” break in February, a summer break around July 4th, a fall break over Thanksgiving and a full winter closure from Christmas Eve through New Year’s Day. Every week, employees benefit from Flexible Fridays, where Friday afternoons are protected from meetings so team members can use the time as they see fit. We also provide a \$400 annual wellness stipend to support employees’ health goals for themselves and their families.

That trust also extends to how we measure work. In 2025, we took a meaningful step away from a standard agency practice: we stopped requiring employees to log their time. Our focus is on the quality of outcomes — not hours recorded — and this change reflects that.

## Career development.

Each team member receives a \$200 allowance for professional supplies and books. We provide professional coaching through an external leadership coach and offer ongoing development through our [Creative Academy](#) — intentional activities of service or learning designed to build skills and expand perspective.

We also formalized and reinstated a paid hourly internship program to ensure equitable access for all candidates, relying on local universities to broaden our recruiting pipeline. This allows us to develop budding talent within our industry, and we kicked it off in 2025. This allows us to develop budding talent within our industry, and we kicked it off in 2025 with a nine-week fall design placement that gave candidates hands-on agency experience and portfolio-ready work. We plan to conduct another design internship in summer 2026.

## Engagement and satisfaction.

In 2025, we held three all-hands gatherings that brought our full team together — including remote employees joining from across the country. These quarterly summits balanced real work like client presentations and cross-departmental collaboration with intentional team building: leadership trainings, community service and recreational activities.

Throughout the year, we issue quarterly employee engagement surveys that often reflect a team that feels connected, capable and content. The following statements received our highest and most consistent scores in 2025:

- I’m proud to tell others that I’m part of this company.
- I feel connected to the people at this company.
- I know what I need to do to be successful in my role.
- I understand how my work contributes to company goals.

# Operational Highlights: Community.

## Score: 24.1/50

### Diversity, equity and inclusion.

Our DEI Roundtable is a cross-functional committee whose purpose is to make diversity, equity and inclusion a company-wide effort — defining E&S's commitments and weaving them into both agency operations and client work. In 2025, the committee met nearly every month. During those meetings, the committee advanced several meaningful initiatives:

- Updated our hiring process to identify and reduce bias with a more standardized screening procedure.
- Formalized and reinstated a paid hourly internship policy to ensure equitable access and a more diverse set of candidates.
- Began tracking and sourcing supplies from women-owned and minority-owned suppliers (see [supply chain management](#) below).

### Economic impact.

As a member of [Pledge 1%](#), Ervin & Smith commits at least 1% of annual revenue each year to causes we believe in. In 2025, we directed \$85,333 — 2.20% of gross revenue — to charitable donations and in-kind services.

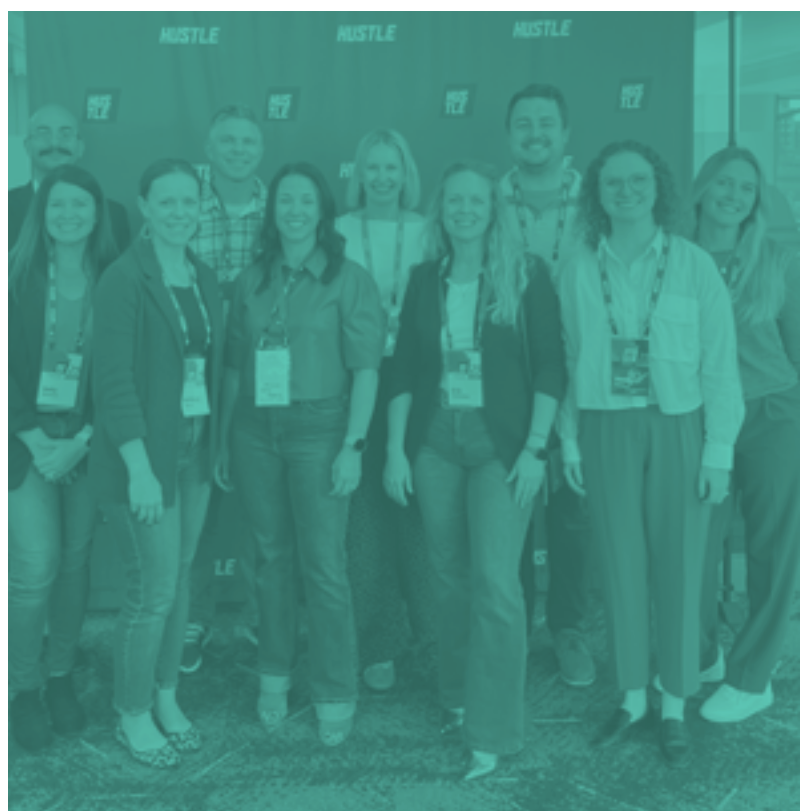
### Civic engagement and giving.

During our summer all-hands week this summer, the team spent Juneteenth [volunteering at the Siena Francis House](#) in Omaha, helping organize food and critical supplies for people experiencing homelessness.

In October 2025, Ervin & Smith served as the presenting sponsor of the [Hustle Conference](#), an entrepreneurship event connecting founders across the Omaha metro. Nebraska is home to more than 180,000 small businesses. Supporting the ecosystems that help them grow is part of our duty to serve the community we call home.

### The 2025 Giving Challenge.

Now in its third year, this [annual give-back initiative](#) equips every E&S employee with \$100 and a single directive: go make the world a better place. In 2025, those individual contributions — multiplied through matching gifts, family donations and Giving Tuesday opportunities — exceeded \$8,000 in total impact and reached organizations locally, nationally and across the globe.



### Supply chain management.

On average, we direct between 40 and 59% of company expenses (excluding labor) to local, independent suppliers — a reflection of a long-standing preference for keeping our dollars close to home. We also launched a vendor intake process to begin capturing diversity data on new and existing vendor relationships, with the goal of tracking and growing our spend with women-owned and minority-owned businesses over time.

# Operational Highlights: Environment.

Score: 9.5/20

## Environmental management.

Our Omaha office is located in a [LEED-certified building](#) in the Aksarben area, designed with energy, water and waste efficiency in mind. We maintain an internal recycling program with recycling bins at every desk, intended to make responsible disposal the default for our team. We've also made small but deliberate choices to reduce waste — including stocking the kitchen with reusable glassware and flatware to cut down on one-time use plastics.

Our hybrid work model reduces daily commuting for a portion of the agency, and our remote employees work entirely off-site, limiting the day-to-day environmental impact of our office operations.

Air, climate, water, land and life. Our current scores in these subcategories reflect the absence of formal programs — we don't yet have documented policies for carbon emissions, water conservation or land use, and we haven't tracked or offset the air travel associated with our quarterly all-hands gatherings. Closing these gaps is part of our ongoing work toward improvement.

# Operational Highlights: Customers.

Score: 4.2/5

## Customer stewardship.

Customer stewardship. In 2025, we continued to ground our work in ethical practice by protecting client data through rigorous security policies that ensure their information is safeguarded.

As AI has accelerated the pace and volume of marketing content across every channel, we've made deliberate choices about how we're using it as an agency: as a tool for expanding creative thinking, not replacing it. Our clients trust us with their brand, their data and their business goals. That's why we use an enterprise-grade AI workspace with controls that do not use our organization's inputs and outputs for model training, unless explicitly opted in. We intend to keep earning our clients' trust through thoughtful strategy and high-quality, tailored work.

The quality of that work — and our team — was repeatedly recognized by our industry in 2025. Ervin & Smith earned seven awards for client work: four Pinnacle Awards from [the American Marketing Association's annual awards show](#) (including the event's top recognition — Best of Show), two [MarCom Awards](#) and a [Davey Award](#). Our Chief Client Officer, Katie Herzog, was also named Marketer of the Year by AMA Omaha — a recognition of more than two decades of strategic leadership and her role in shaping both this agency and Omaha's marketing community.



# Statements and disclosures.

**Statement of the Benefit Director.** Pursuant to Nebraska Revised Statute §21-409(3), the following statement has been prepared by the Benefit Director of Ervin & Smith, Inc.:

*“It is the opinion of the Benefit Director and the Board of Directors of Ervin & Smith, Inc., that the benefit corporation acted in accordance with its general public benefit purpose in all material respects during the period covered by the benefit report.”*

- Leanne Prewitt, Board of Directors
- Brittany Wozny, Board of Directors, Benefit Director

## Administrative disclosures.

<b>Benefit Director:</b>	Brittany Wozny, Chief Financial Officer Contact information: brittany.wozny@ervinandsmith.com
<b>Benefit Officer:</b>	None designated.
<b>Director compensation:</b>	\$0 paid to directors in the capacity of director.
<b>Conflict of interest statement:</b>	B Lab has no financial or governance relationship with Ervin & Smith, its directors, officers or holders of five percent or more of outstanding shares that would materially affect the credibility of this standard.
<b>Hindrances to public benefit creation:</b>	No circumstances materially hindered the creation of general public benefit by Ervin & Smith during the period covered by this report.
<b>Third-party standard:</b>	Ervin & Smith selected the B Lab B Impact Assessment as its third-party standard upon becoming a Certified B Corporation in March 2025.