

**corporate social  
responsibility**  
**annual report 2011**



**AVW • TELAV**

**A Freeman Company**

# **Corporate Social Responsibility 2011 Annual Report**

Since being named one of three of the world's first InfoComm International Green Award winners last year, we have given many interviews to the media and have been identified in our industry as pioneers of the Green AV movement. This year, with the attention of the world on us, we felt privileged with the responsibility to aim at tackling social issues on a larger scale.

2011 saw the inception of our 'You Care, So We Care' committee, named after our company's event-staging mantra, 'You're On, So We're On'. This committee is made up of regional employee representatives from across the country. Its first national initiative was Movember, the month formerly known as November, in which men grow mustaches to raise money for men's health awareness. The results of our first annual fundraiser were simply astonishing, as we surpassed our initial goal by more than \$25,000. Other national endeavors included National Denim Day for a Cancer Cure and our 'Events for Communities and Sustainability' (ECOS) Project.

In addition to our nationwide efforts, AVW-TELAV's individual branches continued their support of organizations in the communities where they work and live. In addition to sponsorship and in-kind services, many employees got together and donated time, hands-on efforts and emotions to strengthen their communities and enrich people's lives.

Finally, one of our most exciting—and perhaps most noticeable—initiatives started with a suggestion from an engaged employee and ended in AVW-TELAV having a fleet of trucks embossed with a pink ribbon to show our support of breast cancer research, not just on National Denim Day, but all year round.

This past year was not without its economic challenges, but this report will clearly show that AVW-TELAV was not deterred in its mission to improve social wellbeing at all levels within our reach. We are proud to present our 2011 Corporate Social Responsibility Annual Report, which reflects on our efforts last year to be a socially responsible corporation and identifies our opportunities for improvement.



# COMMUNITY

## Corporate Social Responsibility

AVW-TELAV must at all times act as a respectable corporate citizen and be accountable to the communities in which it operates. One of the ways we do this is by partnering with industry organizations and working together with these partners to promote our cities and facilities as future meeting and convention destinations. The second component to serving our community involves our commitment to supporting a variety of charities and their respective events through Fundraising, Sponsorship and In-Kind Services that we carry out through national and branch initiatives.

As the economic challenges continued in 2011, an unprecedented number of non-profit charity organizations, health care institutions and research facilities approached AVW-TELAV for support. In addition, we also had customers with similar requests for the various community events that they were sponsoring.

As importantly, we applaud our branches and colleagues across Canada for their individual contributions to charity and community efforts. We are proud of their commitment to the various fundraising programs that they embraced and the community events to which they devoted their energies—without any professional obligation or gain. The following are some of the highlights:

### Western Region

Big Brothers of Greater Vancouver  
BC Children's & Women's Hospital  
Edmonton Food Bank  
Senior Scouting & Guiding Youth Winter Camp  
St. Mary's Homeless Outreach Ministry  
Variety Club, The Children's Charity  
Winnipeg Rotary Club  
Winnipeg YWCA  
Winnipeg Harvest  
Winnipeg Humane Society  
Children's Hospital Foundation of Manitoba  
Variety Club – The Children's Charity of British Columbia  
The Duke Ellington Sacred Music fundraiser for the 1st United Church Homeless Shelter  
Illuminate Yaletown



## Southwestern Ontario Region

Sheena's Place  
Unity for Autism  
Seargent Ryan Russell Funeral  
City of Mississauga's 20 Minute Makeover  
"Park Clean Up"  
Emanuel House  
Adopt a Family for Christmas  
Children's Aid Society  
Hamilton General Hospital  
Princess Margaret Hospital Foundation  
Dorothy Ley Hospice  
Junior Achievement of London and District  
London Health Sciences Centre  
Alzheimer Society of London  
Junior Achievement of Canada  
Children's Hospital of Western Ontario  
St. Joseph's Health Care Foundation  
YMCA of Western Ontario  
One Run  
B'nai Brith  
Juravinski Cancer Centre  
Catholic Youth Organization



## Eastern Region

Royal Ottawa Healthcare Federation  
Boys & Girls Club of Ottawa  
Children's Hospital of Eastern Ontario (CHEO)  
Foundation  
CIBC's Run for the Cure  
Royal Ottawa Health Care Foundation  
Women's Centre of Montreal  
NDG Food Depot - Montreal  
Le Phare  
Sun Youth  
Quebec Breast Cancer Foundation  
Moisson Montreal  
Société Alzheimer de Québec  
Saint John Regional Hospital Foundation  
Rotary Club of Moncton



Moncton Boys' and Girls' Club  
 Greater Moncton Association for Community  
 Kids Help Phone – Halifax  
 Christmas Daddies Telethon – Halifax  
 Habitat for Humanity – Halifax  
 Northwood Foundation – Halifax  
 Relay for Life – Canadian Cancer Society – Halifax  
 Canadian Progress Club – Halifax  
 Christmas Daddies Telethon – Halifax  
 Junior Achievement of Canada  
 United Way of Greater Moncton & Southeastern New  
 Brunswick Region  
 Canadian Cancer Society – Moncton  
 Alzheimer Society of New Brunswick, Moncton Chapter  
 YMCA of Greater Moncton Fondation Michel Sarrazin  
 Fondation Jane H. Dunn  
 Fondation Gilles Kègle  
 Society Alzheimer de Quebec



## Head Office

Multiple Sclerosis 10K Run/Walk  
 Yonge Street Mission  
 Crohn's & Colitis Foundation – Heel'n Wheel-a-  
 thon, M&M's annual BBQ Day and Guts'N Pucks  
 Hockey Tournament  
 Montreal Shriner's Hospital  
 Montreal Welcome Hall Mission  
 Shoppers Drug Mart® Weekend to End Women's  
 Cancers 60KM Walk  
 CERTEX Canada  
 Adopt-A-Family at Christmas



From awakening their inner jocks to giving the bras off their backs, AVW-TELAV employees aren't afraid to get their hands dirty to support the causes they believe in. Take, for instance, the Guts 'n' Pucks Hockey Tournament, which has supported The Crohn's and Colitis Foundation of Canada (CCFC) since the tournament began in 1988. The CCFC is making progress towards finding a cure for Inflammatory Bowel Disease (IBD). AVW-TELAV has been a participant in the tournament since 2006, giving our employees an opportunity to play some hockey and support this worthy cause. This year, 13 AVW-TELAV employees and two AVW-TELAV customers played!



Our Montreal, Head Office and Toronto branches are home to some very brave ladies (and husbands) who dared to give their bras for the cause in May in support of Breast Cancer Research. The initiative was arranged by a French radio station (107.5 FM), in collaboration with Wonderbra and la Fondation du Cancer du Sein du Québec. Not only did Wonderbra give \$1 to la Fondation du Cancer du Sein du Québec for each bra collected, all the bras were given to an organization, called Renaissance, for recycling or distribution to women's shelters or charity groups. All in all, AVW-TELAV collected 343 bras, three times as many bras as last year, and \$26.09 in donations!

The spirit of generosity and compassion lives in the hearts of a determined group of volunteers from our Head Office and Montreal Branch. On December 3rd, 2011, joined by their families, this special group we call Santa's Little Helpers went door to door to collect non-perishable food items and monetary donations for the NDG Food Depot. For three-and-a-half hours, the AVW-TELAV volunteers travelled approximately seven blocks. Montreal residents were asked to leave donation bags on their porches for pick up. For every door without a bag, the volunteers rang the bell and asked either for food or monetary donations.

Our Montreal volunteers were proud to report that, with the help of their families, they collected approximately 100 paper bags of food and an undetermined amount in cash donations, providing their less fortunate community members the means to enjoy a happy holiday season.

2011 was also the year of an exciting first endeavor for AVW-TELAV, with the formation of our 'You Care, So We Care' Committee, made up of employee representatives from each branch across the country. Its mission is to enhance social responsibility and awareness by engaging AVW-TELAV colleagues in charitable initiatives. The 'You Care, So We Care' Committee kicked off its first national initiative, Movember, on November 1, 2011. During November each year, Movember is responsible for the sprouting of moustaches on thousands of men's faces, in Canada and around the world. With their "MOs," these men raise vital funds and awareness for men's health, specifically prostate cancer.





AVW-TELAV is particularly passionate about men's health because

86% of our employees are male. Final Movember Network totals included:

- 152 MO Bros and MO Sistas across the country
- \$7000 raised by our top-ranked team
- \$2500 raised by our top-ranked individual
- \$35,513 raised by employees
- \$74,820.90 overall, including the company's employee-matching donation
- AVW-TELAV's Top 50 ranking on the Movember website for being one of the Networks with the most money raised



In 2011, AVW-TELAV and MPI's Canadian chapters completed their second

year of a five-year commitment to the ECOS Project, an opportunity for AVW-TELAV, MPI members and partners to give back to the community. An additional \$25,297 in goods was collected in 2011 versus 2010, which resulted in an increase of 293 more people in the community being impacted by this generosity. Additionally, 3,326 more pounds of food was collected this year than last.

The ECOS team was able to increase its numbers from last year by collecting 8.8% more food, which helped to increase the total value of goods by 24%. The ECOS Project will run a third term, and plans are underway to roll out the ECOS Project to the global MPI community.

## Numeric Summary of Key Results

Chapter	Amount of Food/Goods in Lbs.	# of Volunteers	Value of Volunteer Hours	Cash of Value of Goods	Community Impacted	Will Project Continue ?
Atlantic Canada	N/A	11	\$660	\$16,386	300 People	Yes
British Columbia	N/A	15	\$600	\$10,000	75 People	Yes
Calgary	20,900 Lbs.	18	\$2,160	\$41,800	500 People	Yes
Edmonton	N/A	7	\$410	\$10,000 + \$15,000 donation to Food Bank	350 People	Yes
Manitoba	2,000 Lbs.	3	\$800	\$4,000	300 People	Yes
Montreal/Quebec	N/A	16	\$960	\$1,000	100 People	Yes
Ottawa	N/A	80	\$4,800	\$2,000	550 People	Yes
Toronto	1,808 Lbs.	10	\$600	\$4,146	100 People	Yes
<b>TOTALS</b>	<b>37,901 Lbs.</b>	<b>160</b>	<b>\$10,990</b>	<b>\$104,332</b>	<b>2275 People</b>	

Labour estimated at a conservative \$20/hour; value of food estimated at \$2.00/pound (food bank valuation)

Thank you to all of you who volunteered and helped behind the scenes.

Finally, as a leading representative of the meetings and events industry, we felt it was our social responsibility to raise awareness of the audio visual and presentation solutions business in Canada. As such, in honour of this year's fifth annual celebration of *AV Week* around the world, AVW-TELAV had October 16th to 22nd, 2011, officially recognized by every major Canadian city that hosts an AVW-TELAV branch and honours a proclamation-signing policy.

Established by InfoComm International—the trade association representing



the audio visual and information communications industries worldwide—*AV Week* is an international event which is held to promote acknowledgement and the prevalence of AV in our lives; increase awareness of the exciting career opportunities available in the audio visual industry; and educate the public about the value of AV to inform, inspire, and save lives. By having *AV Week* officially recognized in all the major Canadian cities in which we operate, we hope to have garnered the attention of end users, potential customers and students who might be encouraged to consider careers in our field.

It takes a community to build a community. Whether our team is formed with industry partners, like the ECOS Project, or regional colleagues, like Santa's Little Helpers in Montreal, the goal is clear: Working Together to Make it Happen. Last year, we set a goal to improve our community footprint on a national level, which led to the formation of our 'You Care, So We Care' Committee. With the first-year success of the committee, our goal next year is to encourage participation from even more employees in 2012. What better way could there be to deliver on our organization's core values than by uniting our colleagues across the country in support of the very causes that touch their lives?

# STAKEHOLDERS

## Corporate Social Responsibility

Our stakeholders are the reason we have stayed in business for more than 50 years. They include our employees, customers, supplier/partners, and Freeman - our parent company.

It is AVW-TELAV's corporate social responsibility to ensure we provide our employees a great place to work, along with the professional development they need to master their skills, employee recognition programs that salute individuals who make a difference, a compensation and benefit package that is fair, communication vehicles to keep everyone informed, and, as importantly, an environment that is engaged and open to new ideas from all levels of the organization.

AVW-TELAV has always stressed that its most valuable asset is its people. The lives and experiences of our people drastically influence the direction in which our company moves. In 2011, due to the passion of one of our people, AVW-TELAV embarked on a new corporate social responsibility initiative. Inspired by Susan Weir, a Technical Services Representative in our Toronto branch, AVW-TELAV had a fleet of trucks embossed with a pink ribbon to show our support of breast cancer research, all year round.



Susan, who met her biological mother only 10 years ago, was devastated when she discovered that her biological mother was battling breast cancer and eventually lost a breast to the disease. In addition to her biological mother's condition, Susan's 83-year-old adoptive father is a prostate cancer survivor. Needless to say, cancer's impact on Susan's life has been tremendous.

Within two months of Susan sharing her idea to have the pink breast-cancer-awareness ribbon displayed on our trucks, the first batch of breast-cancer awareness trucks was released in Toronto and more followed in other cities. Keep an eye out for another batch of trucks, imprinted with blue ribbons to show our support of prostate cancer research.

AVW-TELAV colleagues are the first to honour their own by way of our Peer Recognition Program/President's Award, Thumbs Up Award, Star of Excellence Award and Thiel Award.

The **Thiel Award** is presented annually to a division/region which best exemplifies the Seven Best Success Factors based on pre-established criteria. In 2011, Western Canada Region, comprised of Winnipeg, Calgary, Edmonton, Banff, Whistler and Vancouver, was the recipient of the Thiel Award.



This year, AVW-TELAV employees nominated their star-worthy peers in record numbers! The **Star of Excellence Award** honours employees who stretch the boundaries of excellence. With 76 nominations, there were 60 nominees in total, which means some individuals were nominated more than once. After all the nominations were validated, there were 53 eligible nominees overall. A judging panel had the difficult task of dwindling down the nominees and finally selected Robert Pallen, Director of Event Technology, Ottawa Convention Centre, as this year's AVW-TELAV Star of Excellence winner.



Jason Furst, a Technical Services Coordinator in Winnipeg, was the recipient of the **President's Award**. Jason was selected by a committee comprised of his peers to be the person who most exemplified Service Second to None. As the winner of the President's Award, Jason received a cheque for \$1,000, two additional days off and a trip to Toronto to have dinner with Johanne Bélanger, AVW-TELAV's President.



Suppliers and Freeman are also noteworthy stakeholders. Suppliers work with us to enhance the customer

# ENVIRONMENT

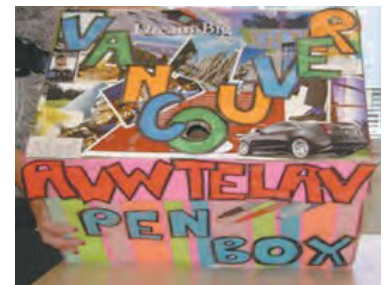
## Corporate Social Responsibility

When we started our green policy in 2006, our goal was to look at simple things we were doing and find ways to adapt to doing them more efficiently. Now that it has become more commonplace for our employees to speak up when they see areas of improvement around their branches and on show site, we've decided to broaden our reach.

In 2011, we tried to focus on nation-wide initiatives, in which all our employees could work together as a team, with a healthy dose of competition. As such, our Purchasing Department launched an innovative recycling program, offered by TerraCycle® Canada and The Newell/Rubbermaid Company, in all offices across the country.

Each year, millions of writing instruments are needlessly discarded and end up in landfills. Newell Rubbermaid Office Products partnered with TerraCycle® to create a second life for these writing instruments with a program called "The Write Path to a Healthier Environment - The Newell/Rubbermaid Writing Instrument Brigade!"

For each approved Newell Rubbermaid® writing instrument received, \$0.02 is donated to the David Suzuki Foundation, a Canadian eco-friendly charitable organization. Rather than purchase a recycling box, the goal was to reuse existing materials and have each branch create its own writing instrument recycling box to inspire their colleagues to recycle writing instruments. A panel of judges had the difficult task of reviewing the finished designs, as all the submissions received were very creative and unique. Finally, the Vancouver Branch, whose box was described as "Eclectic and 21st Century!" was selected.



Another important objective for us in 2011 was to look at the equipment we were using and see if there were more sustainable options available—a difficult but necessary task. As AVW-TELAV continually upgrades its equipment

experience by providing quality services and equipment. As an industry leader, AVW-TELAV works closely with its suppliers and vendors to improve standards of professionalism and technological innovation for the benefit of our customers and team members.

Our parent company, Freeman, is an integral stakeholder. As Freeman is our owner, we have a responsibility to deliver on our Sustainable Profitability core value. We are committed to managing our business and resources with fiscal prudence and attention to detail, in order to meet and exceed corporate objectives and sustainable profitability targets.

Topping our list of stakeholders—alongside our employees—are our customers. After all, without them, we would not be in business. By delivering on Service Second to None, Technology Excellence, Professionalism and Industry Leadership core values, we exceed customer expectations and truly differentiate ourselves from our competitors.



By means of our e-survey, we ask our customers to evaluate their most recent AVW-TELAV experience and offer comments so we can better understand their needs and introduce ways to further enhance their next AVW-TELAV experience.

In 2011, we delivered 10,147 e-surveys of which 1,524 or 15% of the e-surveys were completed.

Considering that many of our customers are repeat customers who have already filled out the survey in the past, 15% is not too shabby. Based on the responses, these customers gave us an outstanding 95% customer service rating.

AVW-TELAV's employees, owner, suppliers/partners and customers all play very key roles in our success, and we are committed to giving back to our stakeholders and exceeding their expectations.



to stay at the forefront of our ever-evolving technology industry, a concentrated effort is being made to lead the pack in environmental responsibility. Here are some of the most recent adjustments we have made to our inventory, in the name of sustainability.



Event lighting is generally the largest consumer of power in corporate meetings. To minimize the power used during these events, we have standardized a high efficiency lamp that is 40% more efficient than other lamps with similar light output. These conventional lighting fixtures (Leko, Par, and Fresnel) currently make up more than 50% of our total rental lighting inventory.

The use of this lamp in our inventory nets us a substantial reduction in power usage during meetings and events.

In the specialized lighting fixture area, we have done a major switchover in the past three years from conventional (Tungsten) wash and special effects light fixtures to LED Light fixtures. We now have 608 LED lighting fixtures in our rental inventory. These LEDs make up 60% of all the wash style (or special effect light fixtures) but consume about 15% of the power of a conventional wash fixture. These fixtures make up approximately 30% of our total lighting inventory and represent a significant reduction in power consumption.



We have officially switched from compact fluorescent lights (CFL) bulbs to LED bulbs in all our simultaneous interpretation booths across the country. Although they are more expensive, they are the best long-term solution for our company, the health of our interpreters and the environment.

Audio visual equipment has a somewhat limited shelf life, as fast-moving technology tends to lead towards obsolescence in a fairly short period of time. To reduce the impact of thousands of pounds of older AV equipment

potentially entering landfills, there are a number of initiatives we put in place.

We now have four standard road case sizes for our smaller equipment. This reduces the waste in the production of new custom cases and reduces the number of old custom cases entering landfills when they cannot be reused. This standardization also allows us to reuse the road case shell (when a particular piece of equipment is removed from inventory) with new equipment.



As equipment reaches the end of life, it can be repurposed in a number of ways. For instance, we sell the used equipment on the open market. Approximately 40,000 lbs of used equipment is sold each year. We also sell the road cases that cannot be reused for new equipment. These cases are refurbished by the new owners and will live on for years to come. Approximately 20,000 lbs of road cases are sold for reuse each year. And finally, older equipment that has a low resale value but still has intrinsic value to not-for-profit organizations is donated and will live on for years to come. Approximately 20,000 lbs of equipment was donated last year.

Finally, AVW-TELAV also took advantage of hydro rebate programs, offered by local governments. The Toronto branch and Freeman Electrical Toronto teamed up to turn the branch they share into a fully automated power-reducing, money-saving



operation. Taking advantage of an energy-savings incentive and rebate program offered by the City of Mississauga (just west of Toronto, where the building is located), the two companies replaced all the lighting fixtures in the warehouse, offices, washrooms and common areas of the facility. They also installed motioned sensors, which trigger the lights on when movement is detected, and turn them off after three minutes of inactivity.



AVW-TELAV's London branch also had a local rebate program and took advantage of it by replacing all fixtures with energy efficient lighting.

## CALL TO ACTION

### Corporate Social Responsibility

2011 was a big year for AVW-TELAV, in terms of the amount of participation and enthusiasm from our stakeholders and the volume of community members impacted by our initiatives. We would like to congratulate all of our branches whose members have reached out to their communities and made efforts in sustaining the environment. Some of the goals we have set for next year include:

- increasing participation in our national initiatives through ramped up internal marketing;
- playing a larger role in promoting our industry in Canada by informing the general public of the value of AV and its exciting career opportunities;
- becoming more environmentally aware in our equipment purchases and our building maintenance practices, on a national scale.

AVW-TELAV also has a stellar line of Digital Services that are slowly but surely decreasing need for some of the more traditional event practices that generate more waste. We will continue to educate our customers on these solutions and work with our customers to reduce their carbon footprints on future events.

