

**JEFF MOUNTS, ESP INTERNATIONAL  
IOWA/NEBRASKA CHAPTER EMPLOYEE OWNER OF THE YEAR  
FOR THE YEAR 2019**

Please accept this nomination of Jeff Mounts as the 2019 Employee-Owner of the Year.

Jeff Mounts has been the Marketing Coordinator at ESP International for over four years. In his short tenure, he's made a tremendous impact on the Company and its efforts to continue building the culture of ownership. Here is a summary of his key accomplishments in 2018.

Serving on the ESOP committee or on an employee advisory committee

Jeff was the co-chairperson of the Ownership Committee in 2018. The Ownership Committee is a grass-roots group of employee-owners whose mission "is to educate and advocate employee ownership to create a culture of engagement by making ownership at ESP International meaningful to all employees." In his role as co-chairperson, Jeff led the creation and execution of the Committee's strategic plan and challenged them to continue creating innovative ideas to educate and engage employee-owners.

A few of their new ideas in 2018 included:

- The creation of a closed Facebook group that is used to share pictures and other information with employee-owners and their spouses.
- The addition of new content celebrating our "badges" and continuous improvement ideas at our monthly Team ESP celebrations. "Badges" is a recognition program by which employees "badge" peers when they demonstrate the Core Values of Expertise, Service, or Passion. By adding this showcase, the Ownership Committee further celebrated those events, provided additional examples of desired behavior, and strengthened the effectiveness of those programs to drive ownership culture. As a result, the number of badges increased 46% in 2018 and the combined impact of the continuous improvement ideas saved a record-breaking 5,000 hours.
- The creation of an educational video series. Each video is 2-3 minutes and gives a brief education on a common ESOP topic: eligibility, vesting, share allocation, and valuation. The videos made standard topics fun and more engaging. The videos were shared at Team ESP and published on YouTube, so employees can watch them anytime, anywhere, and with anyone.

Contributing to a company publication

Jeff personally created all of ESOP videos and the outcome was some of the best material we've used for education. Jeff also helped write the Ownership Committee content that was published in the Company's quarterly newsletter and mailed to each employee's home.

Helping with Employee Ownership Month ("EOM") observances

Led by Jeff and his co-chair, the Committee developed and executed on a month-long series of educational events and celebrations for Ownership Month – including word games, trivia, intramural contests like Wii bowling tournaments, and the annual half-day off-site Ownership Day celebration. At that celebration, the entire company closes at noon and employees gather at a local park for an afternoon of education, food, and games. This event has become a highlight of the ESP calendar and one that many employees reference as one of their favorite things about working at ESP.

Leading fellow employees to a better understanding of the ESOP

The impact of Jeff's dedication to the mission of the Ownership Committee has certainly led his fellow employees to a better understanding of the ESOP. Beyond that, Jeff is truly a role model of our Core Values and ownership culture. Everything he does, he does with Expertise, Service, and Passion. He was recognized as the 2018 ESP International "Employee Owner of the Year" and his comments afterwards were a heart-felt challenge to his peers to "believe in something different" and engage at a higher level with the tremendous opportunity that employee-ownership presents.

Attending chapter meetings, and/or helping with chapter meetings or activities

During 2018, Jeff attended the Chapter's Winter Conference in Des Moines and partnered with other Committee members to present a session on ownership culture at the Midwest Conference in Chicago. Their session, "Ownership Culture: More Than Just Free Pretzel Days", received high praise and was accepted as the "Chapter Showcase" for the 2019 National Conference in Washington, D.C.

#### Writing a letter to an elected official

Jeff played a key role in the arrangements and presentation when ESP International hosted Congressman David Loebsack in two separate events: once at their headquarters in Cedar Rapids, and later in the year at their subsidiary, Superior Tube Products, in Davenport, Iowa. Both visits gave ESP the chance to give witness to the economic and social power of ESOPs and why they need continued support from our elected officials. The Company also contacted both their U.S. Senators and another Congressman but were not able to secure visits.

#### Attending Association meetings

While the opportunity to attend a National Association event did not present itself in 2018, Jeff is making plans to attend the 2019 National Conference in D.C. and present the Iowa/Nebraska "Chapter Showcase" on ownership culture. In 2018, he compiled ESP's first-ever AACE awards submission and they were selected as "Runner Up" in the intranet category.

#### Overall contribution as a 'good' citizen

In addition to the points made above about the impact of his role on the Ownership Committee, Jeff has personally engaged at a high level with the cultural initiatives at ESP:

- Badges: He was recognized by his peers with 11 badges across all three core values and Jeff caught his peers 'doing something right' and gave 19 badges.
- Continuous Improvement: He submitted 10 ideas that saved 430,400 seconds.
- Community involvement: Jeff was also an active member of the Charitable Foundation in 2018 and helped raise over \$20,000 for our Charity of the Year.

From a professional standpoint, Jeff has applied his expertise and taken the Company's marketing initiatives to a whole new level. Here are just a few of his key accomplishments in 2018:

- Deployed a multitude of sophisticated data analytics to learn more about our customers and how to reach them
- Led the redesign of the corporate websites and increased our visibility in on-line searches
- Designed and implemented more strategic tools to grow of our Online Sales presence
- Launched and then expanded a Customer Portal to increase efficiency of serving our customers
- Created all new branding and marketing materials for a 2018 acquisition

ESP International is so proud of Jeff's accomplishments and is a better place because he's among our ranks of employee-owners. We hope he is selected as the "Employee Owner of the Year" for 2019.