

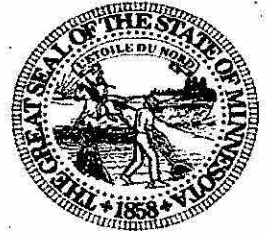
12J-412



Office of the Minnesota Secretary of State

Minnesota Public Benefit Corporation / Annual Benefit Report

Minnesota Statutes, Chapter 304A



Read the instructions before completing this form
Must be filed by March 31
Filing Fee: \$55 for expedited service in-person and online filings, \$35 if submitted by mail

The Annual Benefit Report covers the 12 month period ending on December 31 of the previous year.
Notice: Failure to file this form by March 31 of this year will result in the revocation of the corporation's public benefit status without further notice from the Secretary of State, pursuant to Minnesota Statutes, Section 304A.301

1. Corporate Name: (Required) Beyond Boardroom Doors, SBC.
2. The public benefit corporation's board of directors has reviewed and approved this report.
3. Enter the information of your public benefit corporation's specific or general benefit, with regard to the period covered by this report as required by 304A. 201 subd. 2 or 3 in the field below (see instructions for further information): Note: Use additional sheets if needed. (Required)

To provide mission based, holistic leadership development to leaders of businesses to solve urgent environmental, social and economic problems.

4. I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

Joy Pecehia
Signature of Public Benefit Corporation's Chief Executive Officer

3/18/16
Date (Must be dated within 30 days before the report is delivered to the Secretary of State for Filing)

Email Address for Official Notices
Enter an email address to which the Secretary of State can forward official notices required by law and other notices:
Joy@beyondbbd.com

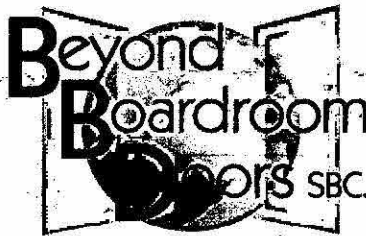
Check here to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

List a name and daytime phone number of a person who can be contacted about this form:
Joy Pecehia 952.471.2567
Contact Name Phone Number

Entities that own, lease, or have any financial interest in agricultural land or land capable of being farmed must register with the MN Dept. of Agriculture's Corporate Farm Program.

Does this entity own, lease, or have any financial interest in agricultural land or land capable of being farmed?
 Yes No

First Annual Benefit Report
of
Beyond Boardroom Doors, SBC.
a Minnesota [Specific] Public Benefit Corporation



*Navigating leaders
through constant change*

March 18, 2016

History of Beyond Boardroom Doors, SBC. (BBD)

- **Incorporation date:** September, 2002
- **Founder:** Joy Pecchia
- **Narrative of how the concept came about:**

Joy Pecchia, Founder of BBD, was fast tracking it up the corporate ladder when she realized she was on the wrong ladder! In the 1990's Joy began working with a Corporate Coach and was amazed at the benefits the employees received from Joy's 'practice' coaching in addition to her GM role. Joy began training in human potential and in 2002 and she exited the corporate world and launched Beyond Boardroom Doors.

It had been Joy's corporate experience that many conversations in the Boardroom go well beyond the specifics of the business and include more of an organic viewpoint, from boardroom based strategies and discussions into the purpose and passions of life and how they view the world.

As she worked with her growing client base, the dynamics changed. The emphasis shifted from strictly Executive Coaching to also include Social Leadership Coaching — where she created a '**Speed-to-Advancement™**' system that strategically positions clients to have a purposeful impact in their life, their community and our world. This powerful brand of coaching allows Joy to run a deeply satisfying practice and affect the lives in and around her clients in profound ways.

Our mission is not a small one. At BBD, we seek to build the leaders we urgently need for the future of our nation, world and planet. We are helping advance leaders who are ready to take on change as an opportunity and social challenges as a platform for progress. —Joy Pecchia, Founder and CEO

- **Any other information that might connect the reader to your company:**

Ushering in a new era of business and social change for Minnesota, **Beyond Boardroom Doors, SBC™. (BBD)** has reopened its doors to executive leaders, business owners, and entrepreneurs. BBD is a business-for-business executive, leadership coaching, development and consulting firm that recognizes the continual change and critical acceleration of the social, environmental and economic issues facing today's leaders.

BBD represents more than 30 years of combined coaching and executive leadership expertise. Founder and CEO of BBD, Joy Pecchia recognized the challenges facing

