

# PRESS RELEASE

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## EDSI ACHIEVES CERTIFIED EVERGREEN® STATUS, JOINING SELECT GROUP OF PURPOSE-DRIVEN ORGANIZATIONS

**(Dearborn, MI, 12-17-25)** – EDSI, a workforce development and management consulting company with a national appeal and local feel, proudly announces its achievement of **Certified Evergreen® status**. This prestigious certification, awarded by Tugboat Institute, signifies EDSI's commitment to continual improvement, enduring excellence, and alignment with the Evergreen 7P's® principles.

"At EDSI, we believe strong organizations are built by showing up for people, leading with optimism, and offering meaningful support," said EDSI CEO Kevin Schnieders. "Earning Certified Evergreen status affirms how deeply our purpose, values, and long-term mindset are embedded in how we serve our employees, customers, partners, and communities."

Evergreen companies represent the pinnacle of business excellence in our society today, focusing not only on financial success but also on long-term impact and purpose-driven growth. Evergreen companies deeply value and are led by the Evergreen 7P's principles which are: Purpose, Perseverance, People First, Private Ownership, Profit, Paced Growth, and Pragmatic Innovation. Based on these guiding principles, Certified Evergreen companies like EDSI are dedicated to making a lasting difference in the world.

“We are thrilled that EDSI is now Certified Evergreen,” said Dave Whorton, CEO of Tugboat Institute. “This certificate represents a rigorous assessment of Evergreen companies and how they integrate the Evergreen 7P’s throughout their organization. These companies know that by being of service to their employees, their teams will, in turn, be of long-term service to their customers, their suppliers, and their communities, building companies that will add significant, long-term value and make a difference in the world.”

Through the assessment process conducted by Tugboat Institute, EDSI demonstrated its adherence to the highest standards of business practices and company culture. The certification reflects EDSI’s long-standing commitment to putting people first, growing with intention, and staying grounded in its values of **Show Up, Smile, and Support** in every interaction. As a Certified Evergreen company, EDSI joins a select peer group of purpose-driven organizations known for attracting top talent, valuable partners, and loyal customers.

For more information about EDSI’s Certified Evergreen status, please visit [www.edsi.com](http://www.edsi.com) or [www.certifiedevergreen.com](http://www.certifiedevergreen.com).

#### About EDSI

EDSI is a national workforce development and management consulting company dedicated to helping individuals, organizations, and communities thrive. Guided by its mission to create opportunities that change lives, EDSI combines a national reach with a local, community-centered approach. Through innovative solutions, strong partnerships, and a values-driven culture, EDSI delivers results while staying true to its commitment to people, purpose, and long-term impact.

### About Tugboat Institute

#### TUGBOAT INSTITUTE

Founded in 2013 and headquartered in Sun Valley, Idaho, Tugboat Institute® provides Evergreen companies support, expertise, and guidance in building and scaling private, profitable, enduring, and market-leading businesses that create lasting positive impact. As the unrivaled resource and expert body representing the Evergreen movement, Tugboat Institute shares best practices, develops content, hosts gatherings, and creates in-person and online learning opportunities for Evergreen leaders and their teams.

Companies that are awarded Certified Evergreen® status have undergone an extensive, rigorous assessment with the intention of continual improvement and enduring excellence around values, practices, and people. Once certified, these Evergreen companies join a select peer group of similarly purpose-driven organizations that attract top talent, valuable partners, and loyal customers. The Certified Evergreen mark calls out the commitment to excellence and longevity that these businesses share. For more information visit:

[www.tugboatinsitute.com](http://www.tugboatinsitute.com)