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C.A. Short Company Announces Acquisition of Eagle Recognition

Charlotte, NC — November 10, 2017 — C.A. Short Company, a leading provider of innovative employee engagement and recognition solutions, including its proprietary “People Are Everything” employee engagement software, announced today that it has acquired Eagle Recognition, strengthening its position in the employee engagement and recognition space nationally and internationally.

Jeff Ross, President and CFO of C.A. Short Company, headquartered in Shelby, NC, is now the CEO of C.A. Short Company, while Randy Nobles, previously the President and CEO of Eagle Recognition, is the incoming President of C.A. Short Company.

“We are excited about the combination of our companies as it aligns with our vision to fuel our clients’ growth through innovative technology, specialized expertise, superior client delight, and thought leadership in the employee engagement and recognition arena. We look forward to the opportunity to leverage our strengths to provide greater resources, solutions, and services to all our clients and prospects,” said Ross, C.A. Short Company CEO.

The acquisition of Eagle Recognition by C.A. Short Company creates an expanded solution base, bringing additional opportunities to deliver employee engagement and recognition strategies and technology to the marketplace. C.A. Short Company will provide services to more than 3,000 clients; the synergies between the two companies will enhance all areas of the business including sales, marketing, technology, product development, and operations.

Nobles explains, “The combination of Eagle Recognition and C.A. Short Company is a perfect fit for our longer-term strategy of growth to benefit our clients through advanced technologies and new engagement offerings.”

Eagle Recognition has aggressively invested in its Engagement Portal technology and has ownership in The Engagement Agency, a formal thought leadership organization for the engagement and recognition Industry.

“C.A Short Company has demonstrated its excellence in the marketplace, and their leadership team and employees represent a perfect match for us in terms of culture, integrity, ethics and total commitment to the success of their customers. Also, they bring an ISO 9001 certification to our processes which we will welcome and endorse. I am personally excited to be joining our great companies together and accepting a strategic role in leading the new organization together with Jeff Ross.”

The acquisition was effective November 1, 2017, with undisclosed terms.

About Eagle Recognition:

Eagle Recognition is a privately held company headquartered in Tucker, GA. It offers many variations of turn-key and customized customer solutions centered around the principles of employee recognition and engagement. Eagle Recognition has expanded its customer base significantly over the past 15 years by being highly customer focused, and has built the company on pillars of integrity, ethics, attention to detail and a high sense of urgency for all aspects of its business.

About C.A. Short Company:

C.A. Short Company was founded in 1937 and is a privately held company headquartered in North Carolina with offices across the U.S. C.A. Short Company partners with organizations to manage, drive and facilitate increased employee engagement to increase financial performance, productivity, quality, and core performance outcomes. Its process and research-based employee-engagement and recognition platform enables executives and managers to engage their teams to increase the bottom line, motivate staff, and incentivize positive behavior. C.A. Short Company brings the following solutions to its clients: Employee Recognition Solutions, Employee Engagement Solutions, OSHA-Compliant Safety Incentive Solutions, Service and Performance Awards, Wellness Programs, and more. **For more information, visit www.cashort.com.**

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