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 or online, $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. File Number: 9L-996

2. Corporate Name: (Required) Professional Data Analysts, GBC

3. The public benefit corporation's board of directors has reviewed and approved this report.

4. In the field below, enter the information required by section 304A.301 subd. 2 or 3 for the period covered by this report, (see instructions for further information): Note: Use additional sheets if needed. (Required)

Please see attached report.

5. 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.

Harlan Luxenberg

Signature of Public Benefit Corporation's Chief Executive Officer

3/25/2026

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:

operations@pdastats.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:

Kelly Laurel	612-254-6033
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 ☑

Print Reset

Public Benefit Corporation Report

2025 Activities



Prepared for
Minnesota Secretary of State

Prepared by
Professional Data Analysts

Professional Data Analysts



WHO WE ARE

MISSION

To create positive social impact by providing tailored data centric solutions that move public health initiatives forward.

VALUES

BE CURIOUS.

Encourage innovation, challenge assumptions, and create a culture of shared learning and continuous improvement.

DO GOOD.

Support our community, reduce our environmental impact, and provide opportunities for others to thrive.

EXCEL TOGETHER.

Work with each other and our clients to deliver insights and solutions that exceed expectations.

INSPIRE DATA EXCITEMENT.

Use data to create meaning and serve as a catalyst for action.

MAKE AN IMPACT.

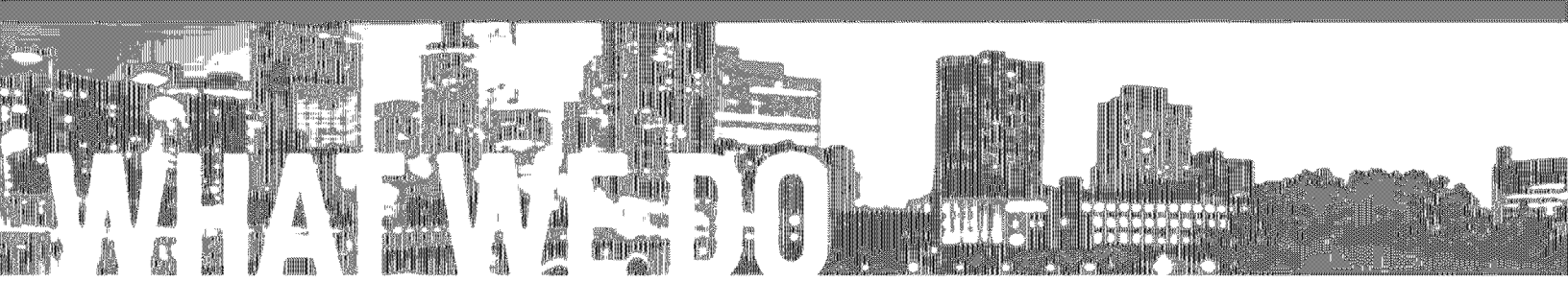
Strengthen communities with equitable and effective data-centric solutions.

TEAM

We're a team of passionate, driven, and creative individuals from a variety of backgrounds united by a common desire to improve communities with sound and effective data-centric solutions. We have expertise in public health initiatives including tobacco cessation, cancer control, chronic disease prevention, and youth development programs.

CULTURE

We strive for impact, putting our knowledge and resources where we can make the most difference to our clients and in our communities. Curiosity and thirst for knowledge drive our culture of continuous improvement and inspire us to go above and beyond for our clients.



WORK

We transform data into actionable insights, in partnership and through shared learning with our clients. We support health, wellness, and community initiatives through independent program evaluation, research, statistical consulting, and custom web development. We use data to create meaning and serve as a catalyst for action.

COMMITMENT

Certified B Corporation

As a Public Benefit Corporation in Minnesota and a Certified B Corporation, we are committed to considering the needs of all stakeholders. Our commitment to clients is objective, high quality data and innovative, cost-effective solutions. We provide a balanced work environment for staff that encourages professional growth, continual learning, teamwork, and healthy living. We support our local community through service and financial backing while reducing our environmental impact through carbon neutrality, near sourcing, and extensive recycling efforts. We are proud to be part of a global community using business as a force for good.

TESTIMONIALS

"Florida's successful tobacco cessation program was built on data and PDA's evaluation recommendations. Florida found by including PDA during the planning process of evidence-based interventions, measurement became an important component of any new initiative. The collaboration between PDA and Florida resulted in Florida's robust array of cessation services provided by Tobacco Free Florida.

—Jane Parker, Tobacco Free Florida's retired Tobacco Cessation Manager

"I have worked with PDA for nearly four years and have been consistently impressed with their customer relations and the level of professionalism within their organization. Our contract, though small in scale to others, is well managed and always treated as a high priority among project staff. The work that PDA does for our project has been an essential component for improving the quality and delivery of services, and we value the time that the staff at PDA have spent to go above and beyond to ensure that they are meeting our needs.

—Brianna Longeway, MPH, Community Tobacco Treatment Coordinator | Minnesota Department of Health

"The team of evaluators at PDA has in-depth expertise in both quantitative and qualitative methods and provides added value at every step of the evaluation process. They are particularly skillful at anticipating clients' needs and proactively raising issues. We have found this level of forward-thinking to be crucial in implementing quality evaluations with high levels of respondent participation.

—Barbara A. Schillo, Ph.D., Vice President, ClearWay

Professional Data Analysts

657 19th Ave NE
Minneapolis, MN 55418
612.623.9110

March 25, 2026

Office of Minnesota Secretary of State, Steve Simon
60 Empire Drive, Suite 100
St. Paul, MN 55103

To Whom it May Concern:

Professional Data Analysts, GBC (PDA) is dedicated to helping health initiatives succeed by offering our clients sound, effective data-centric solutions. As a Certified B Corporation, we are also committed to positively impacting our staff, vendors, community, and the environment.

PDA became a General Benefit Corporation in April 2019 to better align with our mission of creating positive social impact. Not long after, PDA became a Certified B Corporation™. Our board of directors chose to use the B Corp certification because the assessment examines the overall positive impact of a company, including all stakeholders. This aligns well with the mission and values of PDA. Additionally, the certification offers third-party validation, public transparency, and legal accountability. We determined that B Lab™, the nonprofit that administers the B Corp Certification, is independent.

2025 marks our sixth year using the B Corporation assessment as a benchmark for our success in creating a public benefit. The standard was applied in a manner consistent with the application in our previous report.

We are pleased to present this report detailing the benefits created and challenges faced in 2025. Please feel free to contact me with questions.

Harlan Luxenberg

Harlan Luxenberg
President & CEO
612-623-9110

Introduction

Professional Data Analysts, GBC (PDA) provides program evaluation, statistical consulting, and custom web development services to move public health initiatives forward. We are headquartered in Minneapolis, Minnesota, and work in several states across the US.

2025 was a very challenging year due to public health funding cuts. We watched colleagues and partners from other organizations face layoffs while our neighbors lived in fear. We faced uncertainty ourselves as we weren't sure whether our projects would continue. To ensure we continued creating positive social impact during this difficult year, we leaned into our values of **Excel Together** and **Do Good**.

Excelling Together

Teamwork is central to everything we do. During this tumultuous year, we worked to strengthen our internal teams as well as our partnerships with our clients. We focused on community building within our project teams, making space to get to know each other better, and face the burden of uncertainty together. We also visited many of our clients in person, including travelling to Hawaii to facilitate a grantee gathering (pictured). During our visits with clients, we presented our work and created opportunities for our clients and partners to engage, build shared understanding of principles, and define evaluation approaches.

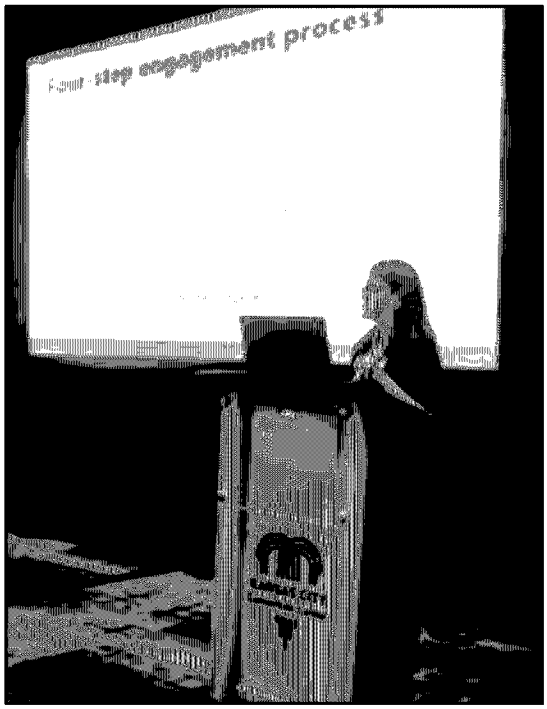


We also began forming internal Communities of Practice (COP), open spaces that allow our staff to ask questions, share knowledge, and learn together. The COPs will allow staff to interact with others they don't normally work with and build connections across the company.

Excelling Together also means supporting each other. When our staff were feeling stressed, we catered lunch to the office and planned virtual online games or activities to provide a mental break.

We also celebrated wins together. We commemorated the milestone work anniversaries of staff who have been with us for one, five, ten, and even twenty years. We celebrated together when we won a new project, completed a major deliverable, or learned funding would be continued for our projects.

We make the most impact by Excelling Together with our clients. PDA pursues public benefit in Minnesota and across the country by providing program evaluation, statistical consulting, and software development to clients whose programs seek to improve the health and wellbeing of individuals and communities. We work with government agencies, universities, medical institutions, and non-profits to assess and improve their programs. We are committed to delivering objective, high-quality data and innovative, cost-effective solutions to clients. Our work is focused on tobacco cessation, chronic disease prevention, behavioral health, and other public health topics.



✓ We take care to ensure we only work with clients and on projects that aim to produce or increase public benefit. We will never work with clients who sell tobacco products, participate in gambling, or cause unnecessary harm to the environment.

✓ Our evaluations support underserved populations by helping our clients increase their reach and service to people of color, people living on low incomes, those that are uninsured or underinsured, those with limited education, and other priority groups within their public health programs. We emphasize the importance of prioritizing these populations and reaching them through client health equity initiatives.

✓ Our staff partner with clients to present at conferences and publish peer-reviewed articles on public health topics (pictured presenting at the American Evaluation Association conference).

Doing Good

Throughout our history, we have prioritized giving back to our community and 2025 was no exception. We contribute to the community through volunteerism, company financial donations, staff donation matching, and pro bono work. We support organizations that help our most vulnerable neighbors and advocate for social justice.

During the fall of 2025, some of our Minneapolis based staff got together to create cards for hospitalized kids. In December, we gathered at NorthPoint Health and Wellness to unpack and sort toys for their Toys for Tots event. Both events gave our staff a chance to connect with each other while helping others.

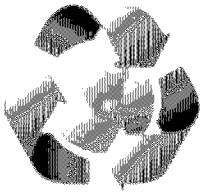


During 2025, we continued our community giving program, which allowed staff to donate to any eligible non-profit organization and have their donation matched by PDA. The company also made financial donations to Northpoint Health and Wellness, Lip Esteem LLC, Advancing Equity Coalition, and SE Minneapolis Families. These donations reflect not only our commitment to Doing Good, but also our commitment to equity. We support local, Black-owned organizations and those that are dedicated to uplifting and empowering diverse and underrepresented groups.

Additionally, we donated to the New Impact Fund, a nonprofit composed of philanthropic leaders who want to invest in and with Black, Indigenous, Latino, Asian, and Immigrant business owners in underinvested Twin Cities neighborhoods. The donation supported multiple local, people of color owned businesses.

As a Certified B Corporation, we include the environment as one of our stakeholders and make every effort to minimize our impact. In 2025, we continued many of the practices we followed in previous years.

- ✓ Maintaining carbon neutrality by purchasing carbon credits from Green Cities Accord, a non-profit organization in Minneapolis that plants and maintains urban tree canopies
- ✓ Utilizing solar panels on our building
- ✓ Buying only 100% post-consumer recycled paper products
- ✓ Recycling paper, glass, cans, plastic, and e-waste
- ✓ Using non-disposable dishware
- ✓ Composting of food scraps, paper towels, and other items



- ✓ Supporting restaurants and catering companies that utilize local and sustainable farmers
- ✓ Using non-toxic and sustainable cleaning supplies and hand soap
- ✓ Offering bus pass reimbursement to staff to encourage use of public transport
- ✓ Offering onsite showers and indoor bike parking to support biking to work

Conclusion

PDA strives to maximize positive social impact in our community and the communities we work in while minimizing our impact on the environment. We do this through our project work, choice of vendors, philanthropy, and sustainability efforts. Additionally, we are committed to building a diverse workforce and inclusive culture where every individual has the resources and opportunities they need to grow, thrive, and succeed.

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Steve Simon
Secretary of State