

# Category: 2.C. Public Relations

Firm Size: > \$15 million

## Community Involvement Newsletter

### Be a Part of the Asher Open!

This year marks the 11th Annual Asher Open, and you can get involved. Our 2006 Champion Frank Baratta has designated the American Cancer Society's Coaches vs. Cancer program as the recipient of our fundraising efforts. Frank states, "Cancer affects so many lives, so to align with a program like Coaches vs. Cancer is a meaningful way to make a difference for many families." Making a contribution is a great way to support a worthy cause. Depending on your level of support, you may be listed in the program and on our web site, be able to play a round, be a hole sponsor, or even join us at our happy hour party.



Who should consider supporting the Asher Open?

- Clients • Vendors
- Friends • Family
- Alumni • Anybody!

#### Sponsorship Levels

Eagle \$500	Birdie \$250	Par \$150	Friend \$50	Other \$
Benefits for Donor's Contribution	Benefits for Donor's Contribution	Benefits for Donor's Contribution	Benefits for Donor's Contribution	Benefits for Donor's Contribution
Recognition in Program/Book	Recognition in Program/Book	Recognition in Program/Book	Recognition in Program/Book	Recognition in Program/Book
Play a round of golf with us	Play a round of golf with us	Play a round of golf with us	Play a round of golf with us	Play a round of golf with us
Hole Sponsor Sign on course	Hole Sponsor Sign on course	Hole Sponsor Sign on course	Hole Sponsor Sign on course	Hole Sponsor Sign on course
Attend our Asher Open Party	Attend our Asher Open Party	Attend our Asher Open Party	Attend our Asher Open Party	Attend our Asher Open Party

This is the only time that Asher will ask for your support during the year! If you'd like to participate in this year's Asher Open on March 16, please call or return this form by March 9. If you can't make the date, you can still send contributions to Asher any time during the year, and we will forward them to the American Cancer Society.

Mr./Ms. \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 Address \_\_\_\_\_  
 Phone: ( ) \_\_\_\_\_  
 Email \_\_\_\_\_



"Join us in making a difference in so many lives."  
Frank Baratta  
2006 Champion  
Asher Open

#### Sponsorship Level:

Please make your checks made payable to the American Cancer Society. Your entire contribution will be forwarded as there is no administration or overhead on the part of Asher. Checks should be sent to:

Asher & Company, Ltd.  
1845 Walnut Street, Suite 1300, Philadelphia, PA 19103-4796, Attn: Asher Open

For questions or to arrange fee times, please contact Jack Koltmansberger or Diana Hammerschmidt at 215-564-1900. Thank you!

**About Asher**  
Asher & Company, Ltd. was proud to have been named by the Philadelphia Business Journal as one of the 50 Best Places to Work in 2006. Other accolades earned this honor... This award is based on surveys completed by the staff... where an such as Team Effectiveness, Retention, Risk, Individual Contribution, Total in Senior Leaders, Training Value, and Satisfaction with Current Roles.

**What we do...**  
 • Accountants  
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 • Financial Planning  
 • Business Valuation  
 • Estate Planning  
 • Risk Management  
 • Insurance Services  
 • Human Resources  
 • Information Technology  
 • Legal Services  
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Resume Service Requested

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ASHER & COMPANY, LTD.  
1845 Walnut Street, Suite 1300  
Philadelphia, PA 19103-4796



### Providing News Updates on Asher's Community Efforts

# AsherCares

A Look Back at 2006 and A Look Forward to 2007

#### Asher Tees Off for 10th Annual Asher Open

Asher and Company, Ltd. was filled with excitement and anticipation on March 17, 2006. Although the celebration of St. Patrick's Day may have been a contributor, the main reason (we hope!) was that this date marked the 10th Anniversary of the Asher Open.



2006 Champion Frank Baratta tees up a putt.

The level of excitement increased further when Don Polec, from ABC's local affiliate Channel 6, paid a visit to cover this historic event. This was the second time the Asher Open was covered on his lengthy special interest feature, Don Polec's World. The first time was in 1996.

**A History Lesson**  
What started humbly as a way to provide a break for staff during the rigors of one of our busiest times of the year has grown to become an Asher tradition of fun and community support. For one day, the entire office is transformed into a visually-stunning indoor golf course with holes designed and constructed by staff as part of a team-building contest. Each participant pays a nominal "greens fee" which is donated to an organization chosen by the defending champion. Asher also solicits friends of the firm to support the event.

**Creativity Comes Into Play**  
According to Asher Open historians, this year's Asher Open Design-A-Hole Contest raised the bar in terms of creativity. Golf hole themes included a tribute to the U.S.A. Curling Team using makeshift curling stones as obstacles; a tribute to the Sopranos with a windmill crafted to look like wooden bats as an obstacle; an Independence Day theme decorated with alien space ships used a computer program as an obstacle in which participants were asked three questions from the CPA Independence Exam - the number correct determined the tee location.

The winning hole was "Over the Rainbow" designed by Randee Melton, Jen Silvan, Elizabeth Pilaski, and Robn Fritz. Based on the Wizard of Oz, the hole included yellow bricks as obstacles along with various themed items such as a witch's hat, bicycle, pictures of flying monkeys donning the faces of various Asher staff members, and large cardboard cutouts of the main characters with faces of staff members placed on them.

**This Year's Benefactor**  
This year's defending champion, Michael Palogruto, designated the Brian Forgione Memorial Fund as this year's benefactor. This memorial fund was established to celebrate the life of Brian Forgione, younger brother of Jim Forgione, a manager in Asher's accounting and auditing group. A bright student and exceptional athlete, Brian passed away from cancer in 2002 shortly after graduating

continued >>

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from Susquehanna University. The memorial fund provides college scholarship opportunities to high school students and has donated a baseball scoreboard and other athletic supplies to Dunmore High School through its annual event, the BDF Memorial Golf Tournament. The Fund made a donation in Brian's Memory to the Lance Armstrong Foundation and the Make-A-Wish Foundation with a portion of the proceeds from the Asher Open.



Anthony Anzaro, Bill Burns and Jack Koltmansberger check out some familiar faces in a prop from Over the Rainbow.

#### The Grand Total

With the support and participation of Asher clients, vendors, alumni and friends for a second consecutive year, the Asher Open raised several thousand dollars.

Sponsors contributed at special levels and Asher expressed gratitude to the following for their generosity:

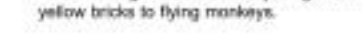
**Eagle donor:** Interstate Realty Management

**Birdie donors:** TransAmerican Office Furniture, R.J. Gallagher and Associates, Inc., RJS Properties, Zutz Insurance Group, and Upstream Academy

**Par donors:** Anonymous and All Wrapped Up Custom Gift Packaging Inc.

**Friend donors:** Asher Alumna Susan Lang, The Guided Tour, Inc., and Harriet Carter Gifts

**Closing Ceremony and Party**  
The day concluded with a catered staff party during which the day's top golfers and Design-A-Hole Contest winners were recognized. Christina Morro and Jennifer Silvan from Asher's Tax Department and Jim Hamill from the Accounting and Auditing Department were honored for recently passing the CPA Exam.



The winning hole had everything from yellow bricks to flying monkeys.

This year's top golfer, Frank Baratta, was presented the 2006 Asher Open Champion trophy. The day's top golfers were as follows: Frank Baratta (23), 2003 Champion Jim Kochanski (24), Andrew Passano (25), and Jim Forgione (26). All participating golfers choose a prize from the "Pro Shop" after the reception.

This year, the 11th Annual Asher Open will tee off on March 16. If you'd like to get involved, check out the form on the back flap of this newsletter.

**Asher Participates in National Wear Red Day**  
The Asher Women's Group sponsored the firm's participation in the American Heart Association's National Wear Red Day on February 3rd. National Wear Red Day is a part of the American Heart Association's Go Red for Women Movement, which is a nationwide campaign to improve awareness of heart disease in women. The Women's Group raised nearly \$300 for the American Heart Association by sponsoring a Jeans Day in which participants were asked to donate \$5.00 each and wear a red shirt in support of National Wear Red Day.

**Greater Philadelphia Cares Day Award Ceremony**  
On May 9, 2006, Greater Philadelphia Cares held its 13th Annual Corporate Leadership Breakfast at the Millennium Ballroom at the Lowes Philadelphia. This annual event celebrates the community service involvement of the local business community. As part of this celebration, "Hands On Philadelphia" awards are presented to businesses with outstanding achievements in their volunteerism. Asher and Company, Ltd. was presented the Greater Philadelphia Cares Day Gold Team award for companies with less than 100 employees.

Randee Melton and Bill Burns of Asher with Lisa Hisee of Greater Philadelphia Cares.

**WHYY Telethon Volunteers**  
On October 16th and 20th, several Asher team members volunteered their time to answer pledge calls for WHYY's radio station - WHYY 99.1.

Emily Joo, Chris Neas, Ramon Martin, Diana Hammerschmidt and Jean Montague work the phones.

Pat Frey speaks to a donor.

**Second Annual Visit Our Office Day**  
For a second year, Asher & Company and seven other businesses in the office building at 1845 Walnut Street hosted an educational open house for fourth-grade students from Henry A. Brown Elementary School. The group worked from 10:00 AM until 2:00 PM making various improvements to the school. Some of these improvements included painting some exterior areas of the school building along with repairing the lines for school yard games. A variety of the interior improvements included placing a fresh coat of paint in the gymnasium and the lavatories. With the help of a few H.A. Brown students, the hallways were decorated with colorful handprints.

Students take their gifts and memories back to school.

This year, 85 students participated in this program. The children were organized into seven teams named after office items: clipboards, bells, briefcases, stamps, file cabinets, paperclips, and copiers. They were escorted by a teacher or administrator and a company representative to two to three companies for 30 to 40 minute mini-tours. Participating companies used creativity and hands-on activities to engage the children in the information unique to their businesses and professions. The children had the opportunity to see features unique to each business such as a bank vault and video-conferencing rooms.

Asher Director Bill Burns states, "We received a lot of positive feedback from team leaders and teachers regarding the first annual 'Visit Our Office Day.' This year's program surpassed our expectations. The amount of enthusiasm the participating businesses provided definitely showed through in the positive reactions of the students."

The participating businesses included: Asher & Company, Ltd., CSS Industries, Inc., Drucker & Scocozzi, PC, Frankel Enterprises, Inc., Hudson United Bank (now TD Banknorth), Jewish Employment Vocational Services, Resource America and Savitz Organization. Representatives from Greater Philadelphia Cares provided valuable assistance during the day as well.

Each child received a goody bag filled with items generously donated by each participating company. The Philadelphia Phillies donated Ryan Howard posters for each child and Wawa donated refreshments. If you'd like to get involved with this year's program, please call the Asher office.

**Philadelphia Cares Day - H.A. Brown Elementary**  
On Saturday, October 21st a group of Asher staff and their friends and family participated in Philadelphia Cares Day at H.A. Brown Elementary School - our adopted school. The group worked from 10:00 AM until 2:00 PM making various improvements to the school. Some of these improvements included painting some exterior areas of the school building along with repairing the lines for school yard games. A variety of the interior improvements included placing a fresh coat of paint in the gymnasium and the lavatories. With the help of a few H.A. Brown students, the hallways were decorated with colorful handprints.

Denise Betty working with H.A. Brown students.

**Holiday Gift Drive - H.A. Brown Elementary**  
This year marked the fifth anniversary of the annual Asher and Company, Ltd. holiday gift drive for the less fortunate students of our adopted school, Henry A. Brown Elementary School. Each year the generosity of Asher staff continues to grow. Employees were able to pick a "Boy or Girl" each representing one needy child in the school. Using the information presented on each cutout, Asher employees purchased and wrapped their donated gifts. After all of the presents were collected, they were delivered to the school on December 20th in three car loads. This drive has become an Asher tradition and builds on our continued involvement with H.A. Brown Elementary. In doing so, we hope this program has a continued positive effect on the lives of the children it benefits.

Dennis, Coppola and Denise Costas get the presents ready.

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