

# 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.



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 1998.

### 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

2006 Champion Frank Baratta, 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 Mellon, Jen Silvan, Elizabeth Pilacik, and Robin 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

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## ASHER & Company, Ltd.

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## 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 \$
<b>Benefits</b> Tax Deductible Contribution	<b>Benefits</b> Tax Deductible Contribution	<b>Benefits</b> Tax Deductible Contribution	<b>Benefits</b> Tax Deductible Contribution	<b>Benefits</b> Tax Deductible Contribution
Recognition in Program/web site	Recognition in Program/web site	Recognition in Program/web site	Recognition in Program/web site	xxxxxxxxxx
Play a round of golf with us	Play a round of golf with us	Play a round of golf with us	xxxxxxxxxx	xxxxxxxxxx
Hole Sponsor Sign on course	Hole Sponsor Sign on course	xxxxxxxxxx	xxxxxxxxxx	xxxxxxxxxx
Attend our Asher Open Party	xxxxxxxxxx	xxxxxxxxxx	xxxxxxxxxx	xxxxxxxxxx

**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: \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_

"Join us in making a difference in so many lives."

**Frank Baratta**  
2006 Champion  
Asher Open



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 tee times, please contact Jack Kolmansberger 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 Philadelphia for 2006. Only one other accounting firm earned this honor. This award is based on surveys completed by the staff. Survey results measured by the staff views on such areas as Team Effectiveness, Retention Risk, Individual Contribution, Trust in Senior Leaders, Feeling Valued, and Satisfaction with Current Role.

**> Services**

- Audit
- Tax
- Enterprise

**> Clients Served**

- Family and Closely Held
- Not-for-profit
- Publicly Traded
- Individuals
- US Citizens
- Expatriates
- Expatriates

**> Affiliated Entities**

- Asher Financial Advisors
- Investments
- Insurance
- Wealth Management

**> Specialty Areas**

- Employee Benefit Plans
- Estates & Trusts
- Financial Service Companies
- Healthcare
- International Business
- Mfg., Retail, Distribution
- Not-for-profit Organizations
- Professional Service Providers
- Real Estate
- SEC
- Technology and Media

Securities offered through 1st Global Capital Corp. Member NASD, SIPC. Investment advisory services, including fee based asset management accounts held through NFS, LLC, are offered through 1st Global Advisors, Inc. All other financial planning services are offered through Asher Financial Advisors, LLC. Asher Financial Advisors, LLC is not affiliated with 1st Global Capital Corp.

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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 Arcaro, Bill Burns and Jack Kolmansberger 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 Alumnus 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.

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 Mellon and Bill Burns of Asher with Lissa Hilsee of Greater Philadelphia Cares.

### 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.

Asher & Company, Ltd. adopted H.A. Brown Elementary School in conjunction with Greater Philadelphia Cares in 2002. "Visit Our Office Day" was developed with the goals of exposing the students to how different businesses operate and the variety of professions available for them to pursue. Because much of the student body at H.A. Brown Elementary come from less fortunate families, many only have an opportunity to view office buildings from the outside and have no concept of what goes on inside.



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 & Scaccetti, 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.



Justine McGinley teaches students about budgets.

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.

### 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 Ness, Renee Martin, Diana Hammerschmidt and Jason Montagna work the phones.



Pat Frey speaks to a donor.

### 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 repainting 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 Bettwy 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.



Dominic Coppolella and Deanna Costas get the presents ready.

[www.asherco.com/community](http://www.asherco.com/community)

