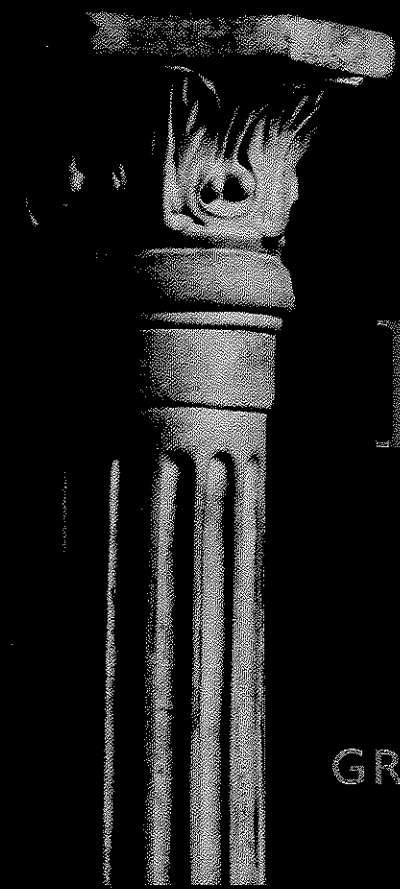


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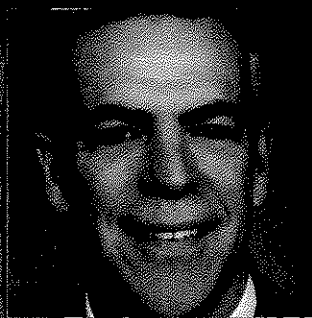
CLEVELAND

THE PHILANTHROPY ISSUE



## MEDICAL MUTUAL 2008 PILLAR AWARD FOR COMMUNITY SERVICE

GREAT COMPANIES  
SERVING GREAT COMMUNITIES



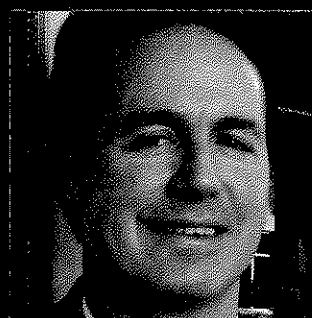
TIMOTHY I. MICHEL  
Rea & Associates Inc.



JAN L. ROLLER  
Near West Theatre



ALLAN R. KRULAK  
Forest City Enterprises



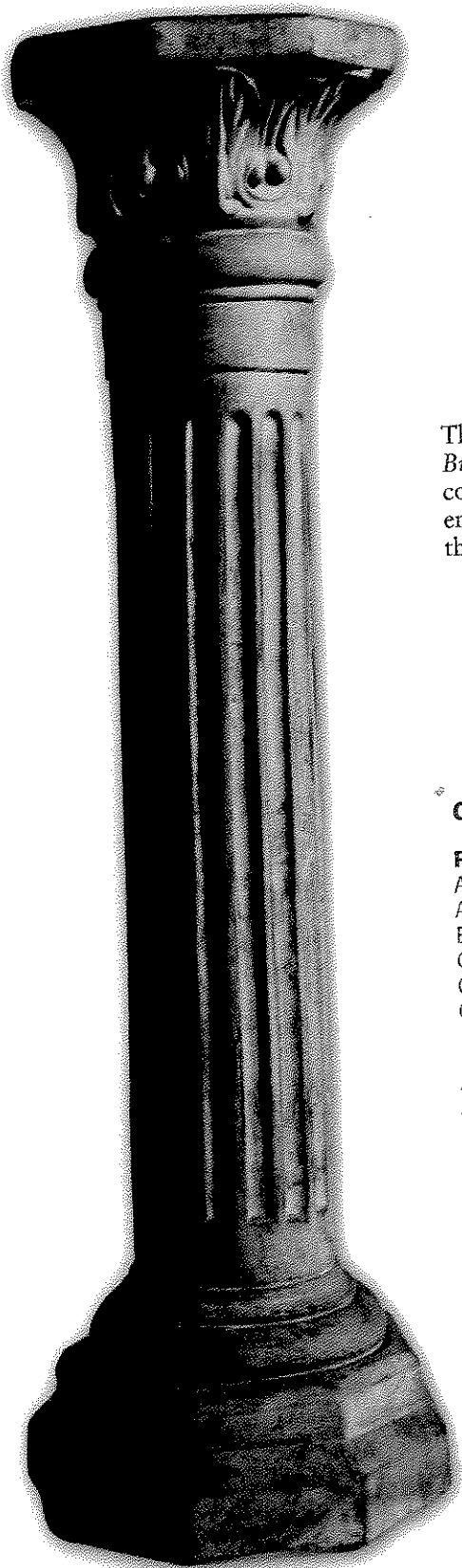
THOMAS J. STRAUSS  
Summa Health System

### SMART LEADERS

Robert W. Fuller on why hierarchies are OK but rankism isn't

### FAST LANE

Park Place International's Ed Kenty on why smart businesses resist the lure of short-term cash cows



HONOR AN ELITE CLASS  
 THE MEDICAL MUTUAL  
**2008**  
**PILLAR AWARD**  
 FOR COMMUNITY SERVICE  
 PRESENTED BY SMARTBUSINESS

The Medical Mutual Pillar Award for Community Service, presented by Smart Business, honors businesses of all types and sizes that make outstanding contributions to their community. Its purpose is to encourage a charitable environment, recognize creative efforts that make a difference and demonstrate the ties between the for-profit and nonprofit worlds.

Join us to honor this year's winners at a special banquet on

**December 11, 2008**

LaCentre Conference & Banquet Facility  
 25777 Detroit Road  
 Westlake, Ohio

**CLASS OF 2008 PILLAR AWARD HONOREES**

**Pillar Award Honorees:**

Alcoa Cleveland Works  
 Aon Risk Services Northeast Inc.  
 Blue Technologies  
 Case Western Reserve University  
 Ciuni & Panichi, Inc.  
 Cleveland Clinic Regional Hospitals

Dorman Farrell LLC  
 Marous Brothers Construction, Inc.  
 PPG Industries, Inc.  
 Skoda Minotti  
 Thompson Hine LLP

**Nonprofit Board Executive of the Year:**

*Allan C. Krulak*, Forest City Enterprises, Inc.  
*Jan L. Roller*, Near West Theatre

**Nonprofit Executive Director of the Year:**

*Thomas J. Strauss*, Summa Health System

**Medical Mutual S.H.A.R.E. Award:**

Rea & Associates, Inc.

**CVS Samaritan Award:**

Winner to be announced the night of the event

**ArcelorMittal Environmental Stewardship Award:**

Winner to be announced the night of the event

The cost for a table of 10 is \$850 and seating is limited. For more information contact Caroline Calfee at (440) 250-7023 or [ccalfee@sbnonline.com](mailto:ccalfee@sbnonline.com)



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THE PHILANTHROPY ISSUE

MEDICAL MUTUAL  
2008  
PILLAR  
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FOR  
COMMUNITY SERVICE





# THE 2008 PILLAR AWARDS

## A CONTINUING COMMUNITY COMMITMENT

Great companies serving great communities By Kent W. Clapp

W elcome to the 2008 Pillar Awards. Medical Mutual of Ohio, along with Smart Business Network, is proud to be a founding sponsor of the annual Pillar Award for Community Service. For the 11th consecutive year, we honor companies for their good deeds and contributions to worthy causes in Northeast Ohio.

Leading by example and helping to improve the quality of life for Northeast Ohioans are what this award is all about, and I congratulate this year's Pillar Award recipients for their understanding of "commitment to community."

At Medical Mutual, we will celebrate our 75th anniversary next year, and having been around that long, we understand the commitment and what it takes to help improve

Cleveland and the communities we serve. We strive to live up to that responsibility in everything we do.

That being said, it is only fitting that one of the annual Pillar Awards is a special S.H.A.R.E. award, given to the company whose employees best exemplify the values of Medical Mutual's volunteer employee S.H.A.R.E. committee.

S.H.A.R.E., which stands for serve, help, aid, reach and educate, is the heart and soul of Medical Mutual's charitable giving effort. Each year, this committee helps coordinate more than two dozen community events



involving nearly half of the company's 2,500 employees. Every year, our employees devote thousands of hours and raise thousands of dollars in support of world organizations and causes in Northeast Ohio and beyond. "Improving the communities we serve" is a common theme for all of the Pillar Award recipients over the past 11 years and, once again, this year Medical Mutual of Ohio is honored to be such an outstanding company. <<

KENT CLAPP is chairman, president and CEO of Medical Mutual of Ohio.

## PILLAR AWARD ALUMNI HONOR ROLL

**CLASS OF 2007** Breehl, Traynor & Zehe | Bruner-Cox LLP | Fred Baker Porsche Audi | Hitchcock Fleming & Assoc. | Howard & O'Brien Assoc. | Huron Hospital | Lig Stashower | Michael Christopher Salon | PartsSource LLC | Prentke Romich Co. | Shearer's Foods Inc. **2007 MEDICAL MUTUAL S.H.A.R.E. WINNER:** Shearer's Foods Inc. **2007 NONPROFIT BOARD EXECUTIVE OF THE YEAR:** *Tim Pistell*, Great Lakes Theater Festival **2007 NONPROFIT EXECUTIVE DIRECTOR OF THE YEAR:** *Will Considine*, Akron Children's Hospital | *Eileen Saffran*, The Gathering Place **2007 CVS SAMARITAN AWARD:** E City/E Prep **2007 ARCELORMITTAL ENVIRONMENTAL STEWARDSHIP AWARD:** Huron Hospital **2007 10TH YEAR LEGACY AWARD:** *Sam Miller* **CLASS OF 2006** BrownFlynn | GE Consumer & Industrial | Herschman Architectural | Home Instead Senior Care | KPMG | Milano Monuments | Mittal Steel USA | Nordson Corp. | Skoda, Minotti & Co. | Socius Executive Search | Southwest General Health Center **2006 NONPROFIT BOARD EXECUTIVES OF THE YEAR:** *Thomas McKee*, Achievement Centers for Children | *Michael Horvitz*, The Cleveland Museum of Art | *Umberto Fedeli*, Northeast Ohio Nonprofit Community **2006 NONPROFIT EXECUTIVE DIRECTORS OF THE YEAR:** *Robert Comben Jr.*, Vocational Guidance Services | *Chris Ronayne*, University Circle Inc. **2006 MEDICAL MUTUAL S.H.A.R.E. WINNER:** *Fred DeGrandis*, Cleveland Clinic - Western Region **2006 CVS/PHARM SAMARITAN AWARD:** Mittal Steel USA **2006 PHILANTHROPY AWARDS:** Abuelo's Mexican Food Embassy | BlueBridge Networks | Brott Mardis & Co. | Chit Mexican Grill | SS&G Financial Services **CLASS OF 2005** Akron General Medical Center | Barnes Wendling CPAs Inc. | CBIZ | CVS/pharmacy, Government Programs Division | Ford Motor Co. | Jennifer & Co. | Main Street Gourmet | PPG Industries Inc. | Sky Bank | STERIS Corp. | The Lincoln Electric Co. **2005 S.H.A.R.E. WINNER:** *Dr. Jeanette Grasselli Brown*, Cleveland Schools Westfield Group **2005 NONPROFIT BOARD EXECUTIVES OF THE YEAR:** *Vic Gelb*, Shoes and Clothes for Kids | *Art Falco*, Playhouse Square Foundation | *Jerrold Ware*, Programs **2005 NONPROFIT EXECUTIVE DIRECTORS OF THE YEAR:** *Jeffrey Paul*, Wigs for Kids | *Art Falco*, Playhouse Square Foundation | *Ernst & Young* | Forest ideasstream **CLASS OF 2004** Blue Technologies Inc. | Bober, Markey, Fedorovich & Co. | Cleveland Clinic Health System - Western Region | Ernst & Young | Forest Enterprises Inc. | Hughie's Audio Visual & Computer | Marous Brothers Construction | PPG Industries | S&A Consulting Group | Shearer's Foods | Westfield Group **S.H.A.R.E. WINNER:** John Robert's Spa **2004 NONPROFIT BOARD EXECUTIVES OF THE YEAR:** *Rita Murphy Carfagna & Peter Carfagna*, Beaumont School | *Lee Fisher*, C King Jr., Achievement Centers for Children | *Suzanne Sutter*, Make-A-Wish Foundation **2004 NONPROFIT EXECUTIVE DIRECTORS OF THE YEAR:** *Lee Fisher*, C King Jr., Achievement Centers for Children | *David Gilbert*, Greater Cleveland Sports Commission | *Anne Goodman*, Cleveland Foodbank | *Steve Millard*, COSE | *Patricia M*, for Families & Children | *David Gilbert*, Greater Cleveland Sports Commission | *Anne Goodman*, Cleveland Foodbank | *Steve Millard*, COSE | *Patricia M*, Achievement Centers for Children **CLASS OF 2003** Calfee, Halter & Griswold | Cambridge Home Health Care | Eaton Corp. | Fifth Third Bank, Northeastern Ohio | Eagle Inc. | Orlando Baking Co. | OSI Sealants Inc. | SCK Design Inc. | Skoda, Minotti & Co. | The MetroHealth System | VSM Sewing Inc. **2003 S.H.A.R.E. WINNER:** *Heritage Life Insurance Co.* **2003 NONPROFIT BOARD EXECUTIVES OF THE YEAR:** *Arthur Anton*, Achievement Centers for Children | *Anthony Fatca*, The Heroes | *Alexander M. Cutler*, United Way Services | *William Conway*, Cleveland Botanical Garden | *Thomas Ganley*, Crime Stoppers of Cuyahoga County Inc. **OF 2002** Applied Industrial Technologies | Charter One Bank | Cleveland Glass Block | Dress for Success Cleveland | Eddie's Creekside Restaurant | FirstEnergy InfoCision Management Corp. | National City Corp. | The Cleveland Clinic Foundation | Things Remembered | United Mortgage Group **2002 NONPROFIT BOARD EXECUTIVES OF THE YEAR:** *Alex Machaskee*, United Way Services | *Robert G. Jones*, Applewood Centers | *Rev. Dr. Timothy James*, Cleveland Christian Homes **OF 2001** St. John West Shore Hospital | Family Heritage Life Insurance | The Shamrock Companies | Ohio Concrete Resurfacing d.b.a Nature Stone | RPM Inc. Communications | KeyCorp | Cleveland Crunch | Stevens Baron Communications Inc. | Dix & Eaton | The Glazen Creative Group **CLASS OF 2000** Cooperative Res Services Ltd. | Hergentoeber Orthopaedic Clinic | The James J. Rupp Co. | Kinetic Inc. | Ladies and Gentlemen Salon & Day Spa | Main Street Gourmet | The Mini Group | National Association of Letter Carriers/United States Postal Service | Parma Community General Hospital | UNB Corp. | Western Reserve Brewing Co. **1999** Hallrich Inc. | DeCarlo, Paternite & Associates Inc. | Unicare | John Robert's Hair Studio and Spa | Lubrizol Corp. | Sentinel Consumer Products Inc. | Vantago Co. Communications | Cleveland Grand Prix Charities Inc. | Cohen & Co. | Conley Canitano & Associates | Connecting Touch & Wellness Center Inc. | Mr. Hero/Rest Developers Corp. | PPG Industries Inc. | Public Relations Partners Inc. | Ross Equipment | SS&G Financial Services | WKYC TV-3

OFFICIAL PROGRAM



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## PROGRAM

**5:30 P.M.** RECEPTION

**6:45 P.M.** DINNER

**7:00 P.M.** AWARDS PRESENTATION

**8:30 P.M.** CLOSING REMARKS

# HONOREES

**CLASS OF 2008:** Alcoa-Cleveland Works | Aon Risk Services-Northeast Inc. | Blue Technologies | Case Western Reserve University | Ciuni & Panchi Inc. | Cleveland Clinic Regional Hospitals | Dorman Farrell LLC | Marous Brothers Construction Inc. | PPG Industries Inc. | Skoda Minotti | Thompson Hine LLP

**2008 MEDICAL MUTUAL S.H.A.R.E. AWARD:**  
Rea & Associates Inc.

**NONPROFIT BOARD EXECUTIVES OF THE YEAR:**  
*Allan C. Krulak*, Forest City Enterprises Inc.  
*Jan L. Roller*, Near West Theatre

**NONPROFIT EXECUTIVE DIRECTOR OF THE YEAR:**  
*Thomas J. Strauss*, Summa Health System

**CVS SAMARITAN AWARD:**  
To be announced

**ARCELORMITTAL ENVIRONMENTAL STEWARDSHIP AWARD:**  
To be announced

## 2008 JUDGES

**JOE ROMAN**, GREATER CLEVELAND PARTNERSHIP • **DENNIS ROCHE**, POSITIVELY CLEVELAND  
**EILEEN SAFFRAN**, THE GATHERING PLACE • **KENT CLAPP**, MEDICAL MUTUAL OF OHIO  
**FRED KOURY**, SMART BUSINESS

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Community Service about the role philanthropy plays in creating a culture of giving and encouraging others:

organizations. Additionally, ArcelorMittal provides community support through in-kind gifts and our employees' time and knowledge.

Our commitment to the world around us extends beyond the bottom line to include the people in which we invest, the communities in which we support and the world in which we operate. We believe that successful businesses and successful communities go hand in hand. Financial support is only one aspect of our philanthropy. Employees are encouraged to give of their time, knowledge and resources. ArcelorMittal philanthropy focuses on our three core business values: sustainability, quality and leadership.

We actively encourage employees to challenge themselves on a daily basis and to consistently raise the bar in their own performance and abilities on the job. Similarly, we encourage employees to build and demonstrate leadership through active community participation. We believe volunteering creates a valuable experience for both the individual employee and the nonprofits in which they partner. Engaging positively with the communities in which we operate and demonstrating our commitment is part of our DNA. As a leader in the industry, we feel we must demand no less. Similar to individual citizens, we believe corporate citizens have a responsibility to actively participate and support in the development and maintenance of vibrant, strong, sustainable communities.

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DOOLITTLE & BURROUGHS, LLP  
Attorneys & Counselors at Law  
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Philanthropy is woven within the fabric that makes up the corporate culture at Buckingham, Doolittle & Burroughs LLP. The community in which we serve is of utmost importance, and we are able to make the community better by being philanthropic.

All attorneys are required to contribute a portion of their compensation to foundations that use the donations to contribute to charities in the community. In Cleveland, all of the attorneys contribute portions of their compensation to BDB's donor-advised fund at The Cleveland Foundation.

Additionally, many of our attorneys and staff participate in community service. For example, members of our Cleveland office have ongoing commitments to the Littlest Heroes, a Northeast Ohio organization that provides support to children with cancer and their families, and Achievement Centers for Children, a center of support and expertise for children with special needs.

The attorneys and staff at BDB Cleveland also have an ongoing relationship with Transioun Housing, which is a battered women's shelter in Cleveland. Over the years, the members of this office have made donations to the ladies who live in this shelter in the form of household goods, holiday gifts for their children and money. Members of BDB have decorated the shelter during the holidays and, in the

past, have rehabbed some of the housing for some of the women by not only providing all the materials but the manual labor, as well.

We also allow staff and attorneys to participate in fundraising efforts during working hours and the firm also supports those efforts financially.



Fifth Third Bank's culture promotes philanthropy as a core value of its employees and corporate giving practices and encourages the companies we support to consistently give back to the community. This commitment to the community has endured for more than 145 years, and Fifth Third is proud to have provided more than \$4.3 million (in the form of foundation grants, local donations and in-kind donations) in the last year, including more than \$1 million to deserving organizations in Northeast Ohio.

At Fifth Third, the belief is that building a stronger community helps build a stronger bank. In 1948, Fifth Third became one of the first financial institutions in the country to establish a Corporate Foundation. The Foundation Office reviews hundreds of funding proposals and requests for assistance from nonprofit entities and works strategically to align private and corporate contributions to affect the greatest and most positive change possible.

Equally important as corporate giving, the bank encourages individual philanthropy. Employees also spend countless hours volunteering or serving on nonprofit boards and offering expertise in their chosen field.

The Foundation Office assists Fifth Third employees by matching dollar-for-dollar regular gifts to high schools and institutions of higher learning.



Corporate philanthropy is a hallmark of CVS Caremark. One example is the CVS Pharmacy Foundation's focus on children with disabilities through the "All Kids Can" campaign, a five-year, \$25 million commitment to making life easier for children with disabilities. The program supports nonprofit organizations that provide innovative programs and services in local communities focused on helping children with disabilities learn, play and succeed in life.

In addition to the foundation, CVS sponsors individuals and stores in charitable giving. That is, an individual who volunteers can get a grant or a store can receive a larger grant amount.

Also, CVS Caremark subscribes to corporate responsibility and encourages giving in multiple ways, including allowing managers in different markets the latitude to respond to their community needs. CVS Caremark strongly supports the foundation's work, which has national partnerships with organizations such as Easter Seals. Such partnerships multiply the dollars and maximize the effectiveness more than an individual company effort.

Furthermore, employees are encouraged to give to the United Way. We believe it's important for other companies to

give back to the community, as well, because the problems in communities are so large that just one company or organization cannot do it alone. Developing partnerships with nonprofit, faith-based and other civic organizations allows companies to increase the availability of resources exponentially.



Think Media Studios is honored to support the Pillar Awards for the fourth year. Brian Glazen opened the doors to Think Media only four years ago, and quickly, the community of Northeast Ohio opened its doors to this young, thriving company. Think Media encourages giving back to the community that has so warmly welcomed it. Brian and his employees believe that growth comes from a spark within, and so, it is their philosophy to make a positive and lasting change in the community by not only sharing their expertise and resources but also their time. Among the organizations they have worked with to impact change are the Cleveland Clinic, Progressive and ICI Paints.



It is our philosophy at Hughie's Audio-Visual to support and give back to the organizations and companies that have helped us grow. Whether in the form of equipment donations or monetary contributions, it is our way of saying thank you to those who have put their trust in us to professionally handle their presentation needs.

We also recognize that, by supporting community projects and activities, we can enhance our community's reputation and, in turn, help stimulate new business from which we all can benefit. Over the past few years, we have contributed to companies in the Greater Cleveland community through volunteerism and financial support. They, in turn, have been able to help people in need, and for that, we are grateful.



LaCentre Conference and Banquet Facility has quickly built a solid reputation as the premier venue for hosting full-service conferences, special events and business meetings. Our world-class facility has embraced elegance, high-tech communications and delectable culinary creations to assure your event is an absolute success. Numerous nonprofit organizations hold their charity fund-raisers each year at our facilities, providing their guests with unparalleled ambiance.

LaCentre's creativity extends to its technology, atmosphere, capability, flexibility, form and taste. Our dedicated and devoted staff provides clients with a positive and enriching experience with more than 25,000 square feet of meeting space to accommodate events of nearly any size.

# THE PILLAR FUND

The Pillar Fund has been to reward nonprofit institutions for smart business practices and innovative ideas, and to provide source capital to strengthen their organization and mission.

It is supported by an annual donation from Smart Business Cleveland's award recognition event. Funds are also donated to various philanthropic missions aligned with The Pillar Fund Foundation.

Grants range from \$500 to \$3,000. Over the past eight years, grants have included the following:

Ohio Chapter

Home of Hope

Ohio

Diocese of Cleveland  
(International Children's Games)

League

Ohio  
and Justice

Center Club  
Bar School

and Clinic (News Day)

Contact Kathy Deutsch at *Smart Business*,  
deutsch@sbnonline.com.

# THANK YOU FOR YOUR SUPPORT

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- Cuyahoga Community College Foundation
- CVS Caremark
- Davis & Young LPA
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