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Frim the Gridiron to the Office: CPA Firms Create Super Bowl Wager for Charity

It won't just be the Packers and the Steelers battling for bragging rights next week.

Independent public accounting firms in Wisconsin and Pennsylvania have joined the fray, with an eye toward helping a worthy cause.

Kolb+Co., a Brookfield, Wisconsin-based public accounting firm, has created a clever Super Bowl wager with Schneider Downs, Pittsburgh's largest independent public accounting firm.

"Our idea is to involve our entire offices in a team spirit day, where every employee can support their team through casual dress when they make a \$5 donation," said Tom Luken, President and CEO of Kolb+Co. "Once the Super Bowl has been decided, all proceeds will be donated to a charity selected by the winning office."

Luken added that both firms will match the employee contributions to raise the stakes. Kolb+Co. has chosen to donate the funds to Children's Hospital and Health System Foundation if the Green Bay Packers win, and Schneider Downs has selected the Pittsburgh Pirates Charities as their designated charity.

In accepting the challenge on behalf of Schneider Downs, Raymond W. Buehler, Jr., President and CEO, suggested adding a second layer to the challenge.

"Just to keep it interesting: If the Steelers win, Tom will have his photo taken wearing a Troy Polamalu jersey and hair wig," Buehler explained. "And, heaven forbid, should the Packers win, I'll have my photo taken in a Packers jersey while wearing a foam cheesehead."

The firms are frequent collaborators through their membership in IGAF Worldwide, an association of independent accounting firms comprised of firms located in 60 countries throughout the world. Buehler is the current Chair of the IGAF World Board. Luken is a previous member of IGAF's North American Board of Directors.

Schneider Downs is a Top 50 accounting firm providing tax, audit and business advisory services to public, private and nonprofit companies. The firm offers 75 services from five business units: Assurance and Tax Advisors; Business Advisors; Technology Advisors; Wealth Management Advisors and Corporate Finance Advisors. With offices in Pittsburgh and Columbus, Schneider Downs serves clients in Pennsylvania, Ohio, West Virginia, New York, Maryland and beyond. For more information, visit www.schneiderdowns.com.

Kolb+Co. is the largest, locally owned public accounting firm in southeast Wisconsin and provides integrated services and coordinated solutions to closely held businesses and their owners. For more information, visit www.kolbco.com.

IGAF Worldwide was founded in 1977 by ten firms in the United States and Canada. Since that time, the association has grown to over 130 firms with a combined total of over 185 offices in 60 countries around the world. In 2010, member firms had a combined total of more than 1,000 partners and more than 9,400 personnel generating approximately US\$1.2 billion in annual revenues. For more information, visit www.igafworldwide.org.

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