



Growing stronger through giving.

Inaugural year in review

Change for the Better





Front Cover: Safe Humane Chicago Service Day Top: Ducks launch for Special Olympics Windy City Rubber Ducky Derby
 Bottom Left: Feed My Starving Children Service Day Bottom Right: Walk MS

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Above: Pam with Calvin and Fred with Yoshi, before a badly needed hair cut

I think we all know how much Sasser Family Holdings is a values-based organization. Our values, such as respect, teamwork, incredible customer service, and continuous improvement, are keys to our success. Another key value, however, is philanthropy—service back to the greater community. This is the goal of our culture, led by the work of the Change for the Better Council.

I want to thank everyone for their resources, time, and talent contributed through Change for the Better. Everyone benefits when we do what we can to improve quality of life in the communities where we live, work and raise our families. We are very lucky to be able to contribute to those less fortunate in this way.

And there is never giving without also receiving. My wife Pam and I had a fantastic day at Safe Humane Chicago this past summer, and made a very special friend. Yoshi, a scruffy shih-tzu, walked right up to us as if she knew we were meant to be family. We both fell in love with her right away and brought her home the same day. She has been providing us with constant joy—and the occasional chewed shoe—ever since.

I look forward to seeing you at our next giving adventure,

A handwritten signature in black ink that reads "Fred M. Sasser".

So Many Opportunities to Give

Our employees have such big hearts! And because of our tradition of giving, we give our employees the time and resources to help support causes and organizations that are important to you. Check out all the ways to get involved and contribute your time, talent, and treasure to the greater community through Change for the Better.

Service Days (see pages 8-9)

These Chicago-based, bi-annual adventures are opportunities to get out, roll up your sleeves, and help those less fortunate. Bonus: Team-building activities will deepen your connection to the Sasser crew.

Employee-Driven Events (see pages 11-12)

When passionate employees motivate enthusiastic co-workers, the sky's the limit. These events may be treasured, annual traditions, or one-hit wonders. Support someone else's cause, or promote your own!

A Perfect Match (see pages 12-13)

We'll put our money where your money is by matching your charitable contributions dollar for dollar. Hint: You may already be making a donation that qualifies for corporate matching funds.

Make a Suggestion (see page 19, questionnaire inside back cover)

Want a corporate sponsor for your fundraising team? Participants in your walk for a cure? Contributions in-kind for your mentoring program? Help getting the word out about your cause? Organizational support from our in-house experts? A boost in your monthly tithes? The Change for the Better Council is here to help!



Left: Walk MS Right: Northern Illinois Food Bank Service Day

“What’s great about Sasser is they’ve created a model of how other corporations could interact with our programs. They’re involved on so many levels: creating backpacks for school children, providing financial support, hands-on help during Service Days, and involvement on our auxiliary board. We’ve never seen this level of engagement where we’ve had 40 people show up on a given day to paint and do yard work. Their assistance and involvement has gone above and beyond our expectations to provide a world-class level of support for the children in our care.” —Dan Kotowski, *president and CEO, ChildServ*

Center Left and Right: *ChildServ Service Day* Bottom: *Dan Kotowski and the ChildServ staff sharing the gratitude from Service Day recipients*



A History of Giving – our charitable roots

Long before Change for the Better was created, and long before Sasser Family Holdings, Inc., was established, a giving philosophy was put into action by Doris Sasser, Robert Sasser's wife and Fred R. Sasser's mother. Her contributions would serve as a foundation for the philanthropic work taking place throughout the organization today.

- 1953 Avenues to Independence was founded to integrate kids with developmental disabilities into the community, close to home, among family and friends. Today Avenues is a non-profit organization that provides homes, jobs and community living programs to Chicago area adults with physical, intellectual, and other developmental disabilities to enable as much independence as possible
- 1960s Doris Sasser began to contribute her time and resources to Avenues.
- 1970s Doris Sasser served on the Avenues Board of Directors.
- 1978 Robert and Doris Sasser sponsored a dorm-like residence for 16 adults with moderate disabilities.
- 1990s Fred R. Sasser joined the Avenue's Board of Directors, serving as its president for several years.
- 2000 Fred R. and wife Pam host the annual reception for Avenues' Heritage Society, later renamed the Sasser Society, created to honor those who include Avenues in their estate planning.
- 2010 Fred's son Collin joined the Chicago Division of the Partnership Board, helped build the Avenues website and social media presence.
- 2013 Fred's daughter Rebecca and her husband Shad Peterson significantly supported an endowment campaign to benefit Avenues.
- Ongoing Avenues to Independence Annual Golf and Tennis Classic
Each July, Chicago-area Sasser Family Holdings business units participate in this annual event to strengthen relationships with their customers and vendors in a relaxed setting, while helping to raise money for a very worthwhile organization.

Below: Sasser family and Sasser Family House at Avenues of Independence (Doris Sasser Center)





Above: Avenues to Independence Golf and Tennis Classic 2016

“My favorite Avenues memory? One year, at the fundraising dinner following the annual Avenues to Independence Golf & Tennis Classic, we were specifically raising money to help purchase a vehicle properly fitted to transport clients of Avenues’ who are in wheelchairs. So I donated along with other employees of our organization. The following year at the dinner we were able to hear from an Avenues’ client who was directly impacted by the purchase of that van. A lifelong Cubs fan in his later years, John Davis had never been able to attend a game. When he was young, his mobility challenges and lack of money were the barriers. Once he found a home with Avenues, it was only his physical challenges that limited him. The purchase of that van changed that for him. As soon as he found out that transportation was no longer an issue, he used the money he made working at the Avenues work center to buy two tickets, one for himself and one for one of his favorite Avenues employees. He got a little emotional telling that story, and I still get emotional thinking of his story. Knowing that our dollars had a direct and lasting impact was overwhelming. Knowing that something many Chicagoans take for granted, the opportunity to see the Cubs play at Wrigley Field, was a dream come true for John was humbling.”

—Kelly Pronek



Above: A triumphant Jane Lin with the day's accomplishments

Service Days – all together now!

Everybody loves our fun, philanthropic field trips! Once in summer and once near the holidays, select between various heart-warming options and spend part of your workday making a tangible contribution. You'll be elbow-to-elbow with other members of the organization and their guests helping those in need. (Feel free to invite your spouse, friend, or offspring—18 or older—to join us on these unforgettable outings.)

Northern Illinois Food Bank Solving hunger by providing nutritious meals to hungry neighbors in 13 counties.

On Dec. 1, 2016, team Sasser packed 1,380 pounds of cereal and 700 pounds of carrots to help deliver thousands of meals to needy families. Way to go!

Feed My Starving Children Committed to feeding children hungry in body and spirit, has reached nearly 70 countries in its history.

“There are eight or nine people on a team and we had four teams. We work assembly-line style and it's timed, so it gets competitive between teams! The boxes we fill go on an airplane to third world countries where children are literally starving. The powder is specially formulated so all they need is water to mix and create a meal for a child at an orphanage, school, or wherever.”

—Gina LoCacciato

Below: Feed My Starving Children 2016





Left: ChildServ volunteers beautifying residences for traumatized teens Right: Habitat for Humanity Service Day

ChildServ Building better lives for children and families.

Charlie Vinopal has worked directly with ChildServ over the years to ensure the best possible outcomes for everyone involved, from Sasser employees, to ChildServ staff, and the disadvantaged kids and families they serve. As a result, the program has steadily expanded year-over-year. We started by donating 30 backpacks filled with school supplies and guiding one busload of kids and parents throughout Brookfield Zoo in 2012. That expanded to 50 backpacks and two busloads of zoo-goers. And in 2016, dozens of employees painted and did yard work at two group homes that house six teenagers each. The residents of these homes are wards of the state and have suffered abuse, neglect and/or trauma in their lives. The makeovers helped the kids feel special, and helped ChildServ secure additional funding.

Habitat for Humanity Believes that everyone, everywhere, should have a healthy, affordable place to call home.

In our time with Habitat, two groups were able to build and finish new homes for families on the south side of Chicago. They worked hard, laughed a lot, and helped reduce poverty housing and homelessness in Chicago.

Safe Humane Chicago Creating safe and humane communities by inspiring positive relationships between people and animals.

Since 2014, Sasser volunteers have helped groom, exercise, and even train Court Case dogs who have been seized from abusive or criminal owners and need proper socialization and training to be ready for loving homes.

Below: Sasser volunteers and their four-legged friends at Safe Humane Chicago



Employee-Driven Events

Sometimes tragic circumstances bring people together to accomplish incredible things. This is so often the case with employee-driven charitable events.

Annual Walk MS

Union Leasing took action when Jo Davidson and Kathie Jarzombek, beloved employees, were diagnosed with Multiple Sclerosis within 18 months of each other. Each year since, the UL Walk MS Team walks and collects money for the *National MS Society* to promote research and support their co-workers. In 2010 Team Union had 25 walkers and raised \$10,000. In 2016 they had 65 walkers, raised \$26,000, and were ranked seventh in the state of Illinois out of more than 1,000 teams! Way to take action! To find out how you can help, contact Union Leasing.

Below: *Union Leasing Walk MS Team* Bottom Left: *City2Surf Run* Bottom Right: *Preparation for the Windy City Duck Derby*





Above: "This past year Greg Carson (center) agreed to shave his head if we met our fundraising goal," said Kathie Jarzombek. "We did, so Greg, along with Jim Carroo (left) and Jo Davidson (right), shaved their heads."

Annual JDRF One Walk

Todd Kahn has a daughter with juvenile diabetes. For many years he and daughter Alexandra have spearheaded a team, Alexandra's Amazing Butterflies, to walk to support the *JD Research Foundation*. Despite coming from a much larger corporation that supports employee fundraising efforts, Todd has exceeded previous years' donations since joining the Sasser organization in 2014. Todd and Alexandra deeply appreciate the enthusiasm.

CFCL Australia's City2Surf Run

Each year members of the CFCL Australia team join 85,000 runners making their way across Sydney in this massive event. Funds raised by our team benefit the *Starlight Children's Foundation*. Starlight is a national non-for-profit organization with a mission to brighten the lives of the seriously ill and hospitalized children around Australia and the world.

Suzanne's Friends for Life

Jay Wilensky helped form a chapter of the *Leukemia Research Foundation* in 1997 to honor his sister-in-law Suzanne. Annual fundraisers have drawn corporate sponsors and up to 1,500 attendees, raising millions of dollars for critical research. In recent years, Jay's daughter Carly has participated in the fundraising as well.

Windy City Rubber Ducky Derby

Joel Tomas, whose niece Hali has Down syndrome, spearheaded this adorable event. Sasser employees attended a lunch-n-learn with Splash the Duck, where they made donations to increase the number of rubber ducks on "Hali's Quackers" team. The ducks then raced down the Chicago River in support of *Special Olympics*.

A Perfect Match – double your donations

Sasser Family Holdings will match employee contributions of \$25 up to a maximum of \$250 in a calendar year to IRS 501(c)3-certified nonprofit organizations. “This doesn’t mean you have to find another \$25 to give, because you may already donate and your current contributions may be eligible for matching,” Kelly Pronek said. “The money you contribute to your church or community group, the youth football or soccer team your kids are on, maybe the 4-H, could be doubled. Fill out the charitable match form or come talk to one of us if you have any questions.”

In June, SFH launched A Perfect Match, a campaign to help spread the word to all full-time employees of our North American businesses. The campaign has been successful, boosting 2016 matching contributions from \$2,800 in June to \$8,500 in December—just \$1,500 short of the \$10,000 annual matching goal. In 2014, SFH made just \$4,255 in matching contributions, so we’re heading in the right direction. A fun fact: if each North American employee donated \$250 that was matched by SFH, that would be roughly \$62,500 for an approximate total of \$125,000 in donations. Along with the charitable match, we continue to make charitable contributions on behalf of our employees to the charity of their choice when they hit milestone anniversaries every five years.

Rosendo Arroyo, from CF Rail Services, was the first repair facility employee to take advantage of the SFH Charitable Match in 2016. “My cousin Bridget just beat breast cancer,” he told us. “She did a walk in September and asked me if I wanted to go, which of course I did. They asked for donations and that’s when I remembered the company said they would match whatever I gave [up to \$250]. So I talked to Fabiola, our office administrator, and she helped me with the form (see page 13). I thought it would take a long time to get the money, but it went fast. If you want help with fundraising, just let them know!”

Below: Rosendo (left) and Team Bridget





Charitable Match Form

Change for the Better 

Thank you for choosing to participate in A Perfect Match. This program was created to support our culture of giving by matching individual financial donations from \$25 up to \$250 each calendar year made by you to your preferred organization. Organizations must be recognized as 501(c)(3)* organization.

INSTRUCTIONS:

Please complete the form below, and submit to ChangeForTheBetter@sfhsinc.com. Please include proof of your donation with your form.

Employee Information		
Please complete the following information so that we may make the donation on your behalf:		
<input type="text"/>	<input type="text"/>	<input type="text"/>
Name	Business Unit	Department
<input type="text"/>	<input type="text"/>	
Home Address	Gift amount you would like SFH to match	
Organization Information		
Please complete as much of the following information as possible to help us connect with the organization to make a matching donation on your behalf:		
<input type="text"/>	<input type="text"/>	
Organization Name	Donation Website	
<input type="text"/>	<input type="text"/>	<input type="text"/>
Address	Phone	Fax
<input type="text"/>		
Contact / Donation email address		
<input type="text"/>	<input type="text"/>	
Employee Signature	Date	
HR USE ONLY		
<input type="text"/>		
Matching Gift Amount		
<input type="text"/>	<input type="text"/>	
HR Approval: Name & Title	Date	

*The IRS defines 501(c)(3) organizations as: charitable, religious, educational, scientific, literary, testing for public safety, fostering national or international amateur sports competition, and preventing cruelty to children or animals. The term charitable is used in its generally accepted legal sense and includes relief of the poor, the distressed, or the underprivileged; advancement of religion; advancement of education or science; erecting or maintaining public buildings, monuments, or works; lessening the burdens of government; lessening neighborhood tensions; eliminating prejudice and discrimination; defending human and civil rights secured by law; and combating community deterioration and juvenile delinquency.



Change for the Better Council – governance & guidance

Gina LoCacciato – President

Chicago Freight Car Leasing’s director of business operations and transformations participated in the ChildServ outing to the Brookfield zoo her first week on the job in 2014. She’s been lending her talents to the Council since early 2016. The best part of serving on the Council? She says, “Folks always agreeing. We’re all there to make things better. We don’t have personal agendas that can cause roadblocks, so everyone’s always willing to step in, express gratitude, get it done. It’s a well-oiled machine!”

Betsy Lima – Treasurer

Chicago Freight Car Leasing landed Betsy as a staff accountant in September of 2015, in part because of the Change for the Better program. “I wanted to work for a company involved in giving, so I asked about it when I interviewed,” she says. “It was also the first thing I asked about when I got here. I love giving back—it makes me feel good and, I like working for a company that’s so open to it.”

Brie Feldman – Secretary

When Brie attended the first Service Day event at the Brookfield Zoo in 2013, she was temping as an administrative assistant for Sasser Family Holdings, Inc. “My first brush with Change for the Better—it was awesome! They were taking a picture of the whole crew, and I was right in the middle. I remember thinking, ‘I’m just a temp, but I’m in for the long haul.’ A couple weeks later I became a permanent employee!”

We’re Recruiting! Come to a Meeting!

Second Tuesdays from 1-2pm, we meet in the 8th floor training room. If you can’t make it in person, you can contact us for instructions on how to dial in. change4thebetter@sfhsinc.com.



Left: Paul Deasy and Jane Lin at Northern Illinois Food Bank Right: Team Alexandra’s Amazing Butterflies

- Gina LoCacciato President
- Betsy Lima..... Treasurer
- Brie Feldman Secretary
- Kelly Pronek..... Advisor, 2015 Council President
- Charlie Vinopal..... Advisor
- Kathie Jarzombek..... Co-chair - Walk MS Committee, 2015 Council Treasurer
- Jo Davidson Co-chair, Walk MS Committee,
- Todd Kahn Chair, JDRF Committee
- Allison Donlon
- Christopher Brown
- Deniz Seterson-Carroo
- Jay Wilensky
- JoAnna Zyzda



Above: Kelly Pronek volunteering at the Northern Illinois Food Bank

"I was honored to serve as the first President of the Change for the Better Council, and continue as a hands-on advisor today. I love being able to show the world the heart this organization has. It's so inspiring to see people expressing gratitude for the opportunities they've been given by improving the lives of those less fortunate.

Thanks to the work of several dedicated employees, by the end of 2014 we had a lot of events and programs in place under the moniker of Change for the Better. We realized that we needed to do something to ensure this remained woven into the fabric of our culture, we needed better structure, accountability, and governance. The Change for the Better Council was born and assembled in 2015. The goal is to expand what we have and create meaningful relationships with organizations that will serve others long after we're all retired and off into the sunset. We want to increase participation by raising awareness of the charitable opportunities and relationships that we have via lunch & learns, ice cream socials, emails, signage, hallway conversations—whatever it takes! And the Council is there to make sure that we are effective in our giving and that our volunteer efforts support quality organizations.

Participation is growing. Our impact is growing. The hard work is paying off!"
—Kelly Pronek

Lifelines – here when you really need us

We make it a point to reach out to strangers in need, so when one of our own is in trouble, we are there. No matter how long you've been with us, if you're part of our team, we have your back.

We're All in This Together

Lauren Zielinski of Sasser Family Holdings, Inc., was diagnosed with stage 2 breast cancer on May 20, 2016. Thankfully, her treatments have been effective and her body is responding very well. She has received constant support from everyone, including the executive team and her new boss, Jay Wilensky. Jay's wife Dina fought the same type of breast cancer Lauren is fighting today, so he's able to help Lauren as a result of his personal experience. Lauren has received support from several other male employees at Sasser whose wives also battled breast cancer. The strength, wisdom, and compassion we gain from our own difficulties can lighten the burdens of others.

In addition to the outpouring of warm sentiments and healing intentions, the Sasser organization and fellow employees stepped up to contribute to a fundraising effort conducted by Lauren's friends and family on her behalf. The Change for the Better Council made a \$3,000 donation to Making Strides Against Breast Cancer (part of the American Cancer Society) to support Lauren and team Stevens Strong. Sixty-three teams participated in the Making Strides walk to benefit the American Cancer Society on October 16, 2016, and team Stevens Strong ranked highest in terms of donations.

Below: *Team Stevens Strong*





Above: "Pistol Pete's Posse got a Champion's Award for raising \$2,500, thanks in part to the Sasser sponsorship," says Marcia. "Thank you!"

Reaching Out to New Team Members

Marcia Schroeder has been a regional sales manager at Union Leasing since the Sasser acquisition of Walser Leasing in January of 2016. She and husband, "Pistol Pete," met in Minneapolis in 1984 and married in 1987, so they'd been together 32 years when they moved to Madison, WI to be near family to help with Pete's condition, early onset Alzheimer's, complicated by diabetes and combative behavior.

Pete became "Pistol Pete" because he was a tremendous basketball player in high school and continued to play for years with some of the Vikings and Timberwolves at a health club in Minneapolis. In fact, one of the Timberwolves broke Pete's nose with his elbow coming down from a rebound. When he became a real estate broker and opened his own agency, he named it Pistol Pete Realty and made a commercial spinning a basketball on his index finger the whole time! Pete also loved dancing to the crooners, particularly Frank Sinatra. Pete had his 64th birthday in April of 2016 and passed away three months later.

"Alzheimer's is a horrible disease and eats up not only the one with the disease, but the entire family trying to cope with it," Marcia said. "There aren't very many places where someone new and responsible for sales could survive what I survived. Companies have numbers to meet and things to be done, and I can't say enough about how Union Leasing and Sasser came to my aid. Allison Donlon from Human Resources worked with me and Blue Cross/Blue Shield to help get Pete moved to a better hospital closer to home. Donna Morgan and Roger Setzke drove up here to set up my laptop. Rhonda drove up and had lunch with me. Kent flew down to South Carolina with me. It felt like there was a whole family behind me. My job isn't that big and I am certainly replaceable, but they didn't make me feel like it. This company has a huge heart.

Pete and I danced up until June, at least four nights a week, and I know one day he and I will dance on the streets of heaven, together again."



Let's Do This!

By now you're eager to join in the fun, support causes dear to your heart, and bask in the giving glow. So what should you do?

- Watch for our emails
- Check for signage around the office
- Attend a Lunch & Learn
- Suggest a Lunch & Learn
- Submit a request for financial or organizational support
- Join the Council
- Start now!

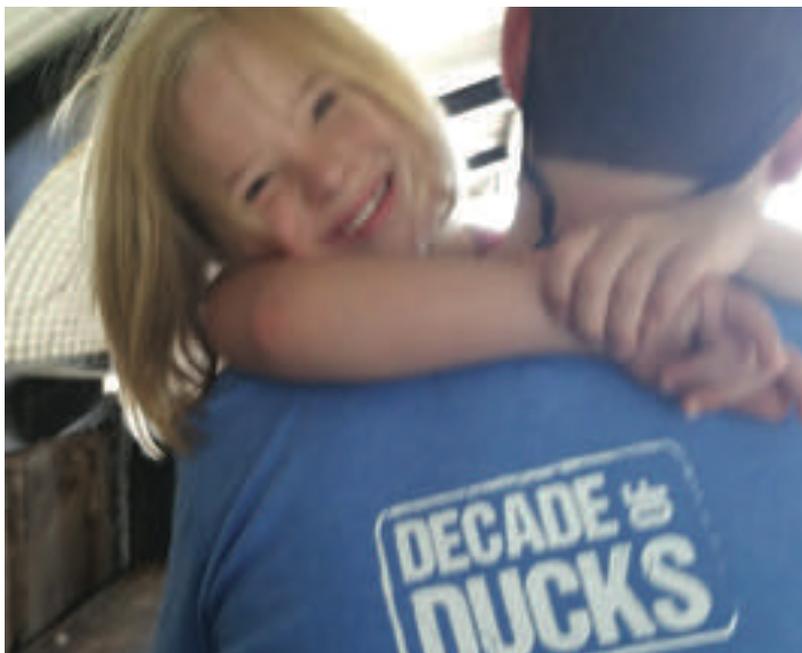


There's nothing easy about volunteering, but our volunteer events are gratifying because they bring you up close and personal with the work of giving back. If you can't participate in our events, another meaningful way to be involved is to join the Change For The Better Council, which also gives you a chance to roll up your sleeves and give back in a variety of important ways.

"My niece Hali is a participant in Special Olympics and the Duck Derby is a means to raise money for this fantastic organization. This was the tenth year for the Hali's Quackers team, and I approached the Change for the Better Council for help getting the word out. I filled out the Request for Support form asking for help promoting a lunch & learn, which I organized. It was a huge success! We packed the conference room, the company bought lunch, and everybody had a good time taking pictures with Splash the Duck. We completely sold out of 188 rubber duckies and raised \$1,039.00! We're definitely going to do it again next year.

Sasser Family Holdings is an amazing company with a huge heart. Their philanthropy and community-focused Change for the Better Council really goes above and beyond any organization I've worked for."
—Joel Tomas

Below: Hali, exhausted and smiling after the successful Duck Derby



SUPPORT REQUEST QUESTIONNAIRE

Change for the Better



REQUIREMENTS:

To qualify, the organization must have a 501(c)3 designation. You must also have a previous connection to and be actively involved in supporting the organization. Charity Navigator (www.charitynavigator.org) is an independent evaluator of nonprofits that the committee will use as part of our evaluation process. You are welcome to use this resource.

INSTRUCTIONS:

Please complete the form below, and submit to ChangeForTheBetter@sfhsinc.com.

Organization Information		
Please complete as much of the following information as possible to help us connect with the organization to make a matching donation on your behalf:		
<input type="text"/>	<input type="text"/>	
Organization Name	Donation Website	
<input type="text"/>	<input type="text"/>	<input type="text"/>
Address	Phone	Fax
<input type="text"/>		
Contact / Donation email address		
<input type="text"/>	<input type="text"/>	
Employee Signature	Date	
Additional Questions		
<input type="text"/>		
Has the company been involved with this organization in the past?		
<input type="text"/>		
What is the goal of the organization?		
<input type="text"/>		
Please tell us why you became involved with this organization?		
<input type="text"/>		
How have you supported this organization (donations, volunteer work, fundraising, etc.) & what was the impact?		
<input type="text"/>		
What type of support are you requesting?		

*The IRS defines 501(c)(3) organizations as: charitable, religious, educational, scientific, literary, testing for public safety, fostering national or international amateur sports competition, and preventing cruelty to children or animals. The term charitable is used in its generally accepted legal sense and includes relief of the poor, the distressed, or the underprivileged; advancement of religion; advancement of education or science; erecting or maintaining public buildings, monuments, or works; lessening the burdens of government; lessening neighborhood tensions; eliminating prejudice and discrimination; defending human and civil rights secured by law; and combating community deterioration and juvenile delinquency.



Organizations We've Served To Date:

Alzheimer's Association
American Cancer Society
American Heart Association
Autism Speaks
Avenues to Independence
Cancer Council
ChildServ
Feed My Starving Children
Global Brigades
Habitat for Humanity
Highland Kim Academy
Jesuit Volunteer Corp
Journeys – The Road Home
Juvenile Diabetes Research Foundation
Kellogg Cancer Center
Kookaburra Kids
Lighthouse Children's Home
Little City
Leukemia Research Foundation
Lupus Foundation America
Making Strides Against Breast Cancer
Memorial Sloan Kettering Cancer Center
Misericordia
Mundelein Seminary
National MS Society
Northern Illinois Food Bank
Relevant Radio
Ronald McDonald House Charities
Safe Humane Chicago
South East Brain Tumor Foundation
Starlight Children's Foundation
Special Olympics
Sydney Children's Hospital
Temple Shalom

Who else would you like us to support?

"The success of our businesses is directly tied to our culture and who our employees are as people. I can't think of anything that better demonstrates the character of our employees or our organization than the work done by the Change for the Better Council. Through volunteering time and making charitable donations throughout the year to organizations that help people from all walks of life, locally and around the globe, SFH employees make the world a better place. Congratulations to our Change for the Better Council for all of their hard work and for making us a stronger organization."

—Jeff Walsh

Change for the Better 