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CLEVELAND

Cover Story

2008 Pillar Award for Community Service

HELPING PEOPLE

How Charles Ciuni built Ciuni & Panichi into much more than an accounting firm

Charles Ciuni founded his business in 1973 with the idea that it would help clients create economic value both in their work and in their lives. But in order to do that, Ciuni needed to build more than just a reputable accounting firm.

Ciuni & Panichi Inc. needed to be a place where employees would give back to their communities and feel good about doing so. More than three decades later, Ciuni's employees have gone above and beyond his expectations in helping their fellow man in Northeast Ohio.

Firm members are encouraged to volunteer time — both during work hours and in their own personal lives. The Susan G. Komen Northeast Ohio Race for the Cure is just one of the many events in which Ciuni team members gather together to help others.

Employees also step up when the holidays arrive, collaborating to collect newly pur-

chased gifts, clothes and groceries for large families with more than 10 members to make their seasons just a bit brighter.

The firm looks at a potential employee's initiative for volunteerism and his or her willingness to be active in the community.

An employee-driven committee helps ensure that colleagues are aware of upcoming events and regularly researches new opportunities where the firm can offer a helping hand.

By instilling the idea of service to others at every level, it becomes part of the lifeblood of the organization. It maintains the firm's ideal that people are what make

things happen and shape the firm's identity.

Creativity, enthusiasm, positive goal-setting and personal development are encouraged in every aspect of the firm's operation. Rewards are based on the level of effort an employee puts into the task at hand and the value that this effort ultimately creates.



Thus, when a new effort was conceived to help the local food bank, more than 11 employees had stepped up to help box packages of food more than a month before the event was even to take place.

The firm donates more than \$20,000 annually to more than 50 local organizations, clear evidence that Ciuni's wish has come true: Giving back to the community is an organizational priority at Ciuni & Panichi. <<

HOW TO REACH: Ciuni & Panichi Inc., (216) 831-7171 or www.cp-advisors.com



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