

AHERN ADVISORY

St. Mary's Update

As most of you know, during the holidays, I reach out to my 225,000 readers to ask for their assistance with the St. Mary's Food Bank;

- Each year, the support is tremendous;
- Each year, I thank you from the bottom of my heart, for your kind contributions to the Food Bank.
- For every \$1.00 collected, it equates to \$7.00 of food.
- For every \$100.00 collected, equates to \$700.00 of food.

These donations are used to feed families with small children and the elderly. This year, to date, the support has (again) been very encouraging. I would like to specifically thank;

- Fikes Truck Lines, Inc.
- Patrick Gallagher.
- Land Link Traffic Systems.
- Koch Trucking Company, Inc.
- Ira and Cheryl Gaines, and;
- Lynn Buckley, for their kind contributions to the Food Bank.

I recognize that we all have our passions and we all have our special charities; I also recognize that during these difficult times, it's very hard to make ends meet; let alone make a contribution to somebody you don't know. However, each year, I receive many kind comments on my fundraiser. Unfortunately, this year, I received one comment that really hit a nerve.

It was from one of my readers that has been on my newsletter mailing, for quite some time, and his comment was as follows;

- "I hope that you raise a lot of money for the Food Bank so that you can feed all those illegal immigrants".
- Initially, I was very upset with this readers comments, but;
- When you put things in perspective, the economy has taken a devastating effect on many people, and;
- There are many people that are angry and the only way they can release their anger is to lash out at someone.
- Unfortunately, Ahern and the Food Bank happened to be the recipient.

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THE AHERN ADVISORY

in this issue

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Ahern & Associates, Ltd.

Accredited Member
National Bureau of Certified
Consultants Inc.

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When I request donations to the Food Bank, there is never intent to offend anyone:

- The intent is to help people that are in need, and;
- If, for some reason, you are offended by my donation request, you can certainly opt out of our readership.

I have produced the Ahern Advisory since 1997. Our readership has grown from 300 readers, to approximately 225,000 readers and is constantly growing;

- It's a weekly publication.
- It's free of charge, and;
- It's Ahern's way of giving back to the community.

At the same time, it's not meant to offend anyone, but to give them honest advice, as well as an overview of what's happening in the transportation industry.

In closing, for the numerous emails and donations that were made, I thank you! In reference to the several few that were offended, I apologize if the fundraising offended you, it was not meant to.

I hope that all of you have a joyous and Happy Holiday and Happy New Year!

From Ahern & Associates, we appreciate your past patronage, business and friendship.

QUOTE OF THE WEEK: **“Have a heart that never hardens, and a temper that never tires, and a touch that never hurts”.** (Charles Dickens)