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How One Partner's Passion Provides Clients And Others With Twelve Months Of Inspiration

CPA firm **Gainer Donnelly & Desroches** of Houston (FY06 net revenue of \$13.5 million) has its own *Ansel Adams* on staff. Founding partner **Sam Gainer** and his wife, Norma, travel the world capturing dynamic people and scenes through his camera lens. For years, Sam's photos have graced the office walls and he's shared his art with clients. A tradition that began with featuring a photo on the firm's holiday card grew into production of an exquisite calendar. In the first year, the firm printed 3,000 calendars. Demand drove the print run to more than 10,000 for the 2008 calendar, with the theme, "Castles & Palaces of the World."



The *Houston Museum of Natural Science* recently approached Sam regarding an exhibit related to the theme of his 2006 calendar, "Natural Wonders of the World." The *Houston Business Journal*, in a story about the calendars, mentioned a debate the firm faced about whether to spoil the photos by punching a hanging hole in the calendar. A number of people like to frame their favorite pictures. To solve the problem, the firm provides downloadable, high-resolution versions of the 2008 calendar on its Web site – all *smartly branded* with the firm's logo. For more on the firm's calendars and to view some of the many breathtaking photos, go to: www.gddcpa.com/departures_calendar.html ■

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