



NEWS RELEASE

FOR IMMEDIATE RELEASE

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BASSETT NEW YEAR'S EVE GALA RAISES OVER \$150,000 PROCEEDS TO SUPPORT ANNUAL FUND

Cooperstown, N.Y. – “The Golden Dragon Ball,” the Friends of Bassett’s 14th annual New Year’s Eve Gala, raised \$150,000, breaking all previous records for Friends’ special fund-raising events. The Gala Silent Auction and the Pre-Gala Auction & Raffle raised over \$48,000 of the total proceeds. Many bids were placed by non-attendees who used closed bid forms that were included in the auctions booklet and that were posted on the Friends Web site, www.friendsofbassett.org. Proceeds from the Gala were designated toward Bassett Healthcare’s Annual Fund, which helps to ensure that people who live and work in the communities in Bassett’s eight-county service area have access to Bassett’s world-class health care services, programs and staff.

Gala co-chairs Nancy Tallman and Carol B. Waller praised the members of the Gala Committee and the Silent Auction Committee, volunteers from across the region and Bassett employees, as well as the Friends’ fund development staff, who worked from January to December to produce the annual benefit.

The Gala Committee was comprised of Mary Bonderoff, Colleen Donnelly, Cay Franck, Jhil Ghaleb, Sally Graumlich, Anne Hall, Nancy Irvin, Roberta Kieler, Alyssa McGoldrick, Margaret McGown, Polly Renckens, Maureen Schuermann, Gayle Smith, Janet Snyder, Bob Snyder, Dana Strange, Kristin Waller-Donovan and Bruce Wilhelm. Serving on the Auctions Committee were John Anagnost, Mary Bonderoff, Colleen Donnelly, Penney Gentile, Kathleen Gozigian, Ursula Hage, Sheri Holohan, Cathleen Howarth, Nancy Irvin, Dana Jakubowicz, Kimberly Lierheimer, Alyssa McGoldrick, Margaret McGown, Nicole Retzler, Ellen Sanford, John Sanford, Robert Schneider, Maureen Schuermann, Gwen Schuster, Gayle Smith, Gwen-Ellen Snyder and Joan White.

The co-chairs offered special kudos to Bob Zaleski and the Bassett Healthcare grounds crew, the staff at Mohican Flowers and the staff at The Otesaga Hotel for helping to make the fund-raiser such an extraordinary success.

Scott A. Barrett, executive director of the Friends, reported that the Gala saw a 12 percent increase in revenues, which he attributed to a strong slate of corporate sponsors. “We are fortunate to have the loyalty of prominent regional businesses, such as our lead sponsors, New York Central Mutual Fire Insurance Company and Colonial Insurance Agency LLC, and that our special events are attractive to new corporate sponsors who are interested in expressing their commitment to health and wellness in our communities through their support of Bassett’s high quality health care.”

Also supporting the Gala were corporate sponsors Clark Companies, Scott & Betsy Clark; KenLou Foundation; and Tallman Enterprises Tree & Aerial Services. Supporting sponsors were Apple Converting Inc., Brewery Ommegang, Fenimore Asset Management Inc., KPMG LLP, Len & Dot Marsh, McKesson Corporation and Northern Eagle Beverages. Participating sponsors were Bruce Hall True Value Home Center; BSA LifeStructures; Cooperstown Dreams Park, Louis A. Presutti III; Greener World Landscape Maintenance; Halliday Financial Group; Lambert and Trosset, Attorneys at Law; Leatherstocking Group Inc., Matt Schuermann; McCarthy Building Companies Inc.; Media Logic; Northern Catskill Dental Associates PLLC; Royal Chrysler, Jeep, Dodge & Hyundai of Oneonta; Turnpike & Oneonta/Cooperstown Pennysavers; and Wilber National Bank.

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“We’re encouraging regional businesses to sign on early as corporate sponsors for the 2008 Gala,” said Barrett. “That way, they will benefit from all the promotional considerations we offer to our sponsors.” Other special event fund-

raisers organized by the Friends that are popular with sponsors and participants include the 11th annual KeyBank Bassett Invitational at The Otesaga Hotel’s Leatherstocking Golf Course on Tuesday, May 27, and the second annual O’Connor Golf Invitational, which will tee off at the Delhi College Golf Course on Wed., Sept. 17. Sponsorship opportunities also are available at two new events – the Tri-Town Regional Golf Invitational on Fri., June 20, at the Afton Golf Club and the Little Falls Golf Tournament at the Cedar Lake Golf Course on Fri., Sept. 12.

Planning already has begun for the 2008 New Year’s Eve Gala. Call the Friends office for more information: 607-547-3928.



Co-chairs of the 2007 Bassett New Year’s Eve Gala were Nancy Tallman (left) and Carol B. Waller. The sold-out benefit raised \$150,000 for Bassett Healthcare’s Annual Fund.