



City of Philadelphia

City Council
Chief Clerk's Office
402 City Hall
Philadelphia, PA 19107

RESOLUTION NO. 110093

Introduced February 10, 2011

Councilmember Reynolds Brown

RESOLUTION

Recognizing, honoring and celebrating Nicole Cashman and Cashman and Associates Public Relations and Special Events on their 10th Anniversary.

WHEREAS, Cashman and Associates was founded in 2001 by Nicole A. Cashman, a Drexel University graduate, media and events virtuoso with extensive insight into upscale luxury brands; and

WHEREAS, Cashman got her start in public relations when she attended Drexel University and did a co-op in New York City at Saks Fifth Avenue in public relations and events; and

WHEREAS, After she graduated, Nicole Cashman worked as the public relations director for Bloomingdales and later working as Director of Special Events and Public Relations for twenty-eight Strawbridge's stores for the May Company in Philadelphia; and

WHEREAS, In 2001, Cashman opened her public relations firm, as the President, CEO and Sole Proprietor, mostly doing freelance work with a few different clients; and

WHEREAS, Cashman and Associates specializes in upscale lifestyle brands including travel and destination, fashion and beauty, sports and entertainment and the restaurant and beverage industries; and

WHEREAS, Through creative talent, strong relationships and proven experience, Cashman and Associates execute customize and articulate public relations programs for both retainer and project-based clients; and

WHEREAS, Cashman and Associates integrates strategic marketing and customized special events to heighten consumer awareness and trade recognition; and

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WHEREAS, Ten years later, Cashman and Associates has offices in Philadelphia and New York City, more than 12 employees and a network that extends through all major media markets across the county; and

WHEREAS, Owner, Nicole Cashman has dominated in a world where mainly men succeed; Cashman proves to women that they can be successful if they set their mind to it, and never give up; and

WHEREAS, Cashman has been the recipient of the Center City Proprietors Association New Small Business Award, the City of Hope's Spirit of Life Award, and the Drexel University Young Alumni Association's Young Alumni Entrepreneur Award; and

WHEREAS, Cashman has been named one of the *Philadelphia Business Journal's* "Women of Distinction," and has received the Next Generation of Women Leadership Award from Councilwoman Blondell Reynolds Brown and included in *Philadelphia STYLE Magazine* as "100 Ones to Watch" and *Philadelphia Magazine's* "50 People to Watch"; now, therefore, be it

RESOLVED, BY THE COUNCIL OF THE CITY OF PHILADELPHIA, That we hereby, recognize, honor and celebrate Nicole Cashman and Cashman and Associates Public Relations and Special Events on their 10th Anniversary.

FURTHER RESOLVED, That an Engrossed copy of this resolution be presented to Nicole Cashman and Representatives of Cashman and Associates as evidence of the sincere sentiments of this legislative body.