

SEPT. 22-28
2006

Volume 25
Number 31

215-238-1450

philadelphia
.bizjournals.com

\$2

PHILADELPHIA BUSINESS JOURNAL



A REAL CARD
Kathy Davis brings her inspirational credo to creating greeting cards. **P19**



Special report:
South Jersey
Business groups rally to ensure that N.J. property tax reform isn't done on their backs. **P23**

Field topper
AppLabs Technologies strikes a deal that makes it one of the largest of its kind. **P4**

Reworking
Fox Chase Cancer Center restructures its partnership deals. **P5**



Theater solution
The \$22 million Suzanne Roberts Theatre is on target for an October 2007 opening. **P6**



Shirt tale
Custom shirt maker Sarah Van Aken sizes up her career moves. **P14**

THE LIST
S.J. Employers
The largest employers in South Jersey are ranked. **P29**

East of Broad gets a boost



ERDY MCENRY ARCHITECTURE

Goldenberg project at 8th and Market.

NATALIE KOSTELNI
STAFF WRITER

The area called East of Broad Street in Center City, long in the shadow of its more successful, fast-changing brother — West of Broad — is on the verge of coming into its own.

A bevy of current and anticipated activity covering a swath of city blocks running from City Hall east to Independence Square and flanking both sides of Market Street has finally begun to

coalesce. Momentum for the area has been created.

"This is the next frontier," said Larry Steinberg, a director at Michael Salove Co., a retail brokerage in Center City. "There's a lot of opportunity east of Broad and that's going to define the next wave of retail development, and it's very important to the future of Center City."

Mega-projects are percolating for this section

SEE **EAST OF BROAD**, P43

Latest wrinkle: Medical spas

JOHN GEORGE
STAFF WRITER

The circular fountain in the lobby is the first hint that Dr. Nalin Patel's new office opening next week in Langhorne is not your typical dental practice.

Other clues include the concierge, the photo studio for before-and-after pictures and the coffee bar.

"We have curved walls instead of straight walls," Patel said. "Nothing is sharp. We don't want our patients reminded of anything sharp. Even the plants are not prickly."

Creating the proper atmosphere is a key feature to the



CURT HUDSON

SEE **MED SPA**, P42

Dr. Arpan N. Patel at his Oxford Valley Dental Excellence and Smile Spa.

Study clarifies the nebulous impact of cultural groups

PETER VAN ALLEN
STAFF WRITER



Amsterdam

the region's 218 arts-and-cultural organizations in a decade, according to the Greater Philadelphia Cultural Alliance and Pennsylvania Economy League, which released the results.

The study will help convey the economic impact the arts can

have, said Peggy Amsterdam, president of the Cultural Alliance.

"We can now communicate cultural value in a way that businesses can understand," she said.

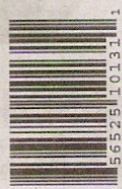
The study was conceived of, guided and funded by the Pennsylvania Cultural Data Proj-

SEE **IMPACT**, P42

Arts-and-cultural organizations in Philadelphia spend \$562 million a year and provide 14,000 jobs, according to a report being released next week.

The study is the first comprehensive look at

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Flying solo: Making a go of the one-person business



TACTICS

Frank Felsburg

Being a "solopreneur" has its challenges. Where to begin, how to get and stay motivated? What should you outsource? Which vendors should you hire? How can you keep your business and your family life separate? How do you beat the startup odds that most startups face? The ques-

tions can be daunting.

Let's go through them one at a time. Where do you begin? At the outset of my going solo, I loaded over 20 years worth of contacts into a contact management program (ACT, Goldmine and Salesforce.com are three good ones). If you can leverage clients from your previous position, you're off to an auspicious start. A friend of mine recently asked me, "Which customer is the hardest to get, the first one, or the 100th?" We agreed it's the first. After that,

the pressure's off.

How do you get and stay motivated? A fellow consultant says the worst thing for him would be to return to the corporate world. Coincidentally, his business helps people do just that. His motivation is to avoid going back. We all need to find ways to motivate ourselves and this is his.

Set goals for yourself and build a team of advisers to help you. Surround yourself with experts. I have a business coach who holds me accountable (he's my mentor

and tormentor), a speech coach, two graphic designers and a Web developer. You can't do it all yourself.

What should you outsource? Take an inventory of your strengths and weaknesses. If you don't know what you're good at, ask someone who knows you well. Or take an aptitude test such as the one administered by the Johnson O'Connor Research Foundation (www.jocrf.org).

Outsource the things you're not good at: the jobs you hate and won't do. If that is bookkeeping, hire a bookkeeper. If it's answering the telephone, hire an individual or a company that will answer the phone for you, realizing that the voice representing your organization is the image many people have of your company.

Which vendors should you hire? Hire vendors you trust, those that will save you money and will do a good job for you.

How can you keep the line between your business and family life from blurring? This could be the biggest challenge. Most people who work out of their homes do so for the work-family balance it provides them. That shouldn't be forgotten nor compromised. When day is done, close the office door and enjoy your family.

I remember reading John Gray's book "Men are From Mars, Women are From Venus." In it, Gray talked about his wife not getting much of his energy at the end of the day. So he scheduled her daily as his last appointment and gave her his undivided attention. It may sound cold but if that's what it takes, you might try it.

How do you beat the odds that most startups face? First and foremost, have a product that people need and want.

Next comes marketing. Know the best ways to explain your products to those who don't initially see the benefits. Determine your target market and have a laser-like focus on it. Have a mission; a vision.

Brand your products. All your materials should reflect your brand. You'll also need to brand yourself and/or your company. If you're going to sell your company in less than 10 years, it probably makes more sense to brand the organization, rather than yourself. Find out what your Unique Selling Proposition (USP) is. Get a copy of Ries and Trout's book "Positioning." It's a modern-day version of the classic "Reality in Advertising," by Rosser Reeves, which introduced the idea of a USP in 1961.

When I started, I was told a Web site was a sine qua non (which in Latin translates roughly as "without which, nothing"). A Web site helps build your credibility. If you can get by without one, more power to you, but the Internet these days is getting more "eyeballs" than television. If you can set up an online store that makes you money while you're sleeping, you're doing very well.

Know your product, know the market and know your competition. And remember, your network is your net worth! Networking is essential, as new clients are the lifeblood of your company.

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