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E200 Class
of 2009

PARTICIPANT PROFILE

Marya Kaye: Creative Characters, Inc. *Making Modern Commercial Printing Accessible*

In the intensely competitive commercial printing industry, business-to-business printing firm Creative Characters remains above the fray, building a loyal customer base across the Delaware Valley with its user-friendly approach to the printing process.

Over 14 years ago, printing industry veterans Marya and Brigid Kaye came together to form the Center-City-based printing company Creative Characters with the innate understanding that building a successful print shop is about more than filling a pre-existing demand for end-product printed materials with industry-standard service. It is about understanding the printing and service needs behind each order by building an ongoing relationship with the customer organization's ordering personnel.

As two women at the helm of a business in a male-dominated industry, Marya and Brigid have faced unique challenges but have remained uniquely at the fore with regard to that relationship-building business model. Recognizing who their core customer is, the Creative Characters team has tailored their work process to suit the customer service and product needs identified by that group. Ordering from Creative Characters is user friendly, with online ordering capability; free access to their PDF creator program; an automated re-order reminder system; and a transparent pricing scheme. As needed, Creative Characters staffers are available for one-on-one sessions to tutor customers on the more technical aspects of commercial print ordering and to assist customers in the design aspect of commercial printing, on a project-by-project basis

or with regard to overall print-outreach strategies.

Today, Creative Characters focuses its business on printing functional and promotional materials for associations, non-profits and education industries. Thanks to its user-friendly business model, the firm now serves clients across the tri-state area, including Thomas Jefferson University, Will's Eye Hospital, many non-profits and small businesses, from its centrally-located Center City shop.

Now, sights set on taking this well-established business to the next level, Creative Characters has joined Philadelphia's E-200 "Class of 2009. Marya Kaye knew that the mentorship and education the E-200 program offers would be the keys to next-level growth. As an active member of Philadelphia's E-200 class, she has found both.

Since enrolling in E-200, Marya Kaye has embraced not only the intensive education in business theory that the program provides, but its peer-to-peer mentoring structure. By program's end, Marya hopes to apply the program's principals to her business by creating a three-year growth plan vetted by an adjunct advi-



Brigid Kaye, Jared O'Donnell, and Marya Kaye

sory board of her classmates. She looks forward to expanding and strengthening her business, courtesy of program processes designed to enhance the business' self-sufficiency, allowing her to step back from day-to-day operations management to strategically focus on corporate growth.

Creative Characters, Inc.

13 Walnut Street
Philadelphia, PA 19107
Phone: (215) 923-2679
Fax: (215) 923-2329
Email:
info@creativecharacters.com
Website:
www.creativecharacters.com



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Leexan Hong: CTE Healthcare Communications *Gaining Ground in Interactive Healthcare Education*

At the crossroads of psychology, education, and medicine lies the cutting-edge frontier of patient education—the active learning based model. And, at the epicenter of that patient education revolution stands CTE, a healthcare education firm headquartered in Philadelphia's West Philadelphia section that is among the nation's active learning method pioneers.

The active learning model fosters improved assimilation of health-related information by centering patient education programs on interactive educational tools, as opposed to more traditional instructional methods like pamphlets and lectures. By using teaching tools like internet or text message-based training and board games, active learning wellness education programs can be tailored to each participant's individual motivations. This technique is geared to increase the likelihood of behavior change in conformance with the program's message.

CTE founder and President Leexan Hong's commitment to introducing active learning based programs to public and private health education providers, alike, has already met with success. A Philadelphia native with a background in medicine, healthcare marketing and education, Leexan credits his uniquely-honed expertise in the healthcare education field, along with the collaborative environment that defines CTE, with setting CTE apart from the competition.

That dynamic combination allows CTE to continue gaining ground, despite recession-slashed education programming budgets. With each project, the CTE team works closely with the client to understand its training goals and financial constraints. CTE then conducts extensive research on the substantive training topic, in-

tended audience demographics, and existing motivations for behavior change. It is only then that the CTE team recommends a strategic training solution, often incorporating cutting edge interactive learning products with complimentary traditional educational resources. This combination allows budget-conscious clients to embrace novel active learning tools at their own pace.

To date, CTE has partnered with a major pharmaceutical company to implement a patient education initiative for people with mental illness. In the last four years, CTE and their pharmaceutical partner have reached over 100,000 patients and family members nationally. Currently, CTE is partnering with a local university to apply for a grant from the National Institutes of Health to develop an educational board game and video game for people with mental illness. The goal of developing these educational tools is to achieve better healthcare outcomes as well as lowering the cost of care. Long term, CTE intends to use these gaming platforms to develop tools for a wide variety of therapeutic areas.

Having gained a strong foothold in the healthcare education field, CTE is poised for record growth. As a member of Philadelphia's E-200 class of 2009, the firm is preparing to meet those growth demands head on.

Already, Leexan is applying the E-200 principals to craft a three-year growth plan for his business, which includes building the internal infrastructure necessary to allow him managerial distance from the firm's day-to-day operations to focus on its strate-



Leexan Hong, President

gic growth. In the future, Leexan intends to continue building on the firm's concentration on interactive healthcare educational materials. He also hopes to expand the firm's involvement in Federal Government contracting.

CTE Healthcare Communications

4548 Market Street,
Suite L8
Philadelphia, PA 19139
Phone: (215)687-4644
Fax: (215)359-1586
Email:
info@ctehealthcare.com
Website:
www.ctehelthcare.com



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PARTICIPANT PROFILE

Chip Purcell: Electric Man LLC

Residential Electrical Contracting on The Customers' Terms

For Chip Purcell, founder and president of Electric Man, a Frazier-based residential electrical contracting firm, starting his own business was never just about entrepreneurship. It was about using his strategic business development expertise to carve out for himself a satisfying career with a family-friendly lifestyle in an industry that would provide employees with the same. Coupling his passion for the value of skilled labor and a recognition of an underserved market niche for a truly customer-service focused electrical contracting firm, Purcell founded Electric Man in November 2005 and never looked back.

Since launching more than three years ago, Electric Man's industry-bucking concept—providing quality workmanship on the customers' terms—has built it a loyal customer base in the Main Line-West Chester-Downingtown area that it serves. From start to finish, The Electric Man puts the customers' needs first. Live customer service representatives eliminates time-consuming "phone tag," minimizing disruption to the customer's schedule. Electric Man's highly-trained team of electricians' professional demeanor, emphasizing efficiency, neatness and fair pricing, puts customers at ease during in-home estimates and work. Further bolstering customer confidence is the transparency with which every job is completed, as on-site electricians walk homeowners step-by-step through each stage. And, firmly anchoring that commitment to customer satisfaction is Electric Man's 100% money back guarantee.

Now, well into Electric Man's fourth year in business, Chip Purcell envisions broad expansion for his time-tested business model. Despite the challenges posed to all small businesses by the current economic downturn, Purcell recognizes that the stage is set for explosive growth in the household service industry, given that the unprecedented convergence of trades people retirement at rates exceeding replacement and a decline in homeowner home repair competence in the modern era.

Going forward, Purcell has his sights set on expanding his business to include plumbing services and, ultimately, heating, cooling and light repairs. As with his business' initial launch, Purcell will launch its expansion based on only the most deliberate research and analysis. But, this time, there's a crucial difference in Purcell's approach.

This time, Purcell has joined E-200.

As a member of Philadelphia's E-200 "Class of 2009," Purcell's business pursuits will be concentrated through the lens of the E-200 program. In the E-200 classroom, the Initiative's peer-to-peer mentoring structure will provide Purcell with a valuable support network of small business owners, lending guidance, advice and inspiration based on their own successes and failures. And, true to form, Purcell has eagerly joined his classmates in using the program's principles to craft three-year growth plans for their



Chip Purcell, Managing Director

businesses, tested by peer critique.

Going forward, Purcell is confident that that growth plan, focused on building the proper corporate infrastructure and funding channels to support his firm's expansion, will be the blueprint for its success.

Electric Man LLC

641 Lancaster Ave., Unit 1014

Frazer, PA 19355

Phone: (610)651-8190

Email:

chip@electricman.biz

Website:

www.electricman.biz



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PARTICIPANT PROFILE

Michael Einbinder-Schatz: Jobecca Technology Group, LLC *Full-Service IT Consulting Firm Finding its Own Success Through Insuring the Success of its Clients*

For IT consulting firm Jobecca Technology Group and the clients that it serves, the right kind of technology consulting is much more than computer and systems support. It is the vital link that allows client companies the managerial distance from daily operations necessary to focus on strategic growth. That reality fuels the relationships that Michael has forged with each of his clients and is the driving force behind Jobecca's own success.

Jobecca Founder and President Michael Einbinder-Schatz established the firm in 1996 as the outgrowth of his independent technology consulting work. The firm grew out of Einbinder-Schatz's passion for the technology industry and for the people that he serves. Einbinder-Schatz has built Jobecca into a full-service IT solutions firm, offering customized comprehensive technology solutions for small and medium-sized businesses and institutions across the region. The firm focuses on design, implementation, maintenance and ongoing support of LANs and WANs.

Jobecca is a managed services provider, delivering automated system maintenance and monitoring services for information technology. Jobecca also offers clients a systems support plan. The company's staff act as the client's defacto IT department, handling all aspects of IT support, including software and subscription renewals, and tech services like consulting and a quarterly technology and business review.

Most recently, Jobecca has added business continuity planning to its services roster. Jobecca Protect, the firm's best-in-class business continuity tool, guards against loss of information in a disaster by ensuring that all critical client systems are duplicated to two secure off-site facilities located in separate parts of the country, allowing for overnight recovery in the event of a true disaster.

In addition, for non-disaster related emergencies (like a server failure, Jobecca Protect provides the ability to have a standby server operational in as little as 15 minutes.

The cornerstone of Jobecca's client service model is the practicality of its technology solutions. With each project, the Jobecca team works closely with the client to comprehensively understand not only the client's IT needs, but the greater environment in which the client's technology component functions. By learning all aspects of a client's corporate structure, culture and processes, Jobecca produces customized technology solutions fully aligned with the client's identified need and budget. This fusion of Jobecca's IT expertise with the client's expertise on its own infrastructure and industry produces fully integrated results and enduring client relationships. In its more than 13 years in business, Jobecca is proudest of the 96% client retention rate that it has earned.

Ultimately, it is Einbinder-Schatz' zest for professional growth—so apparent in the successful yield of his years of personal investment in his business—that have drawn him to the E-200 program and that will propel his business to new levels. In the classroom, the E-200 program's peer-to-peer mentoring structure has provided Einbinder-Schatz with a valuable support network of small business owners, lending guidance, advice and inspiration based on their own successes and failures. With his trademark passion for learning, Einbinder-Schatz has eagerly joined his



Michael Einbinder-Schatz, President

classmates in using the Program's principles to craft three-year growth plans for their businesses, tested by peer critique. Going forward, Einbinder-Schatz is confident that that growth plan, focused on building the proper corporate infrastructure and funding channels to support his firm's expansion, the blueprint for his success.

Jobecca Technology Group, LLC

*10 Canal Street, Suite 236
Bristol, PA 19007
Phone: (215)891-9503
Email:
eschatz@jobecca.com
Website:
www.jobecca.com*



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PARTICIPANT PROFILE

MELAKU ANTOINE: LANSDOWNE BEVERAGE

Mapping a Strategy for Growth in the Beverage Distribution Industry

In a highly competitive industry like beverage distribution, careful, strategic business planning is often the difference between success and failure. For Melaku Antoine, owner of Lansdowne Beverage, more than four years in business have proven out his own business plan and built his business a firm foundation for a bright future.

From Lansdowne Beverage's location—just 1 block from the City of Philadelphia's western limits—to its one-stop shopping selection of beer, ice by the one-pound bag, propane, and extras like cigarettes, water, and snacks, Antoine keeps every aspect of his business in-tune with market demand. City-based customers appreciate the convenience of Lansdowne Beverage without the burden of the City-of-Philadelphia tax rate. And all of Antoine's customers value his discount ice prices—40 pound for \$5.00—and his sale of cold beer without a price mark-up.

Antoine helped his wife manage her small fashion business for several years before purchasing Lansdowne Beverage, and he holds a B.A. from Temple University's Fox School of Business—he remains energized by the learning and growth opportunities his business provides. Already, Antoine has faced and conquered the trials of cash-flow management and the challenges of operating the business as a family-owned business, initially having operated it as a family-owned enterprise in partnership with another family member. Thanks to the strength of his academic and practical business experience and his steadfast

resolve to see his business succeed, Antoine successfully streamlined its management, operating it today as a profitable sole proprietorship poised for continued growth.

Today, Antoine's focus is fixed on the future of Lansdowne Beverage. Possibilities for growth include: expanding the business physically, offering additional product lines like drink mixers, and purchasing ice machines to generate his own ice for sale. But, whichever avenue for growth he elects, he vows to never lose sight of the commitment to growth according to the careful planning that has so successfully sustained the business to date.

Intent on putting his plans for his business in fast-forward, Antoine joined Philadelphia's E-200 "Class of 2009." He looks forward to taking his formal business education to a new level of practical application. With the help of his E-200 classmates, who have formed a de-facto advisory board, courtesy of the program's peer-to-peer mentoring structure, Antoine is crafting a three-year growth plan to further focus him on the next-level growth of his business. Going forward, Antoine is determined to reach new individual customers while growing his roster of bar customers. Once armed with the strength of the



Melaku Antoine, President

E200 curriculum and network of mentors and advisors, Antoine's business will certainly be a company to watch.

Lansdowne Beverage

500 E. Baltimore Avenue
Blud #1
Lansdowne, PA 19050
Phone: (610) 623-3510
Fax: (610) 623-7000
Email:
melaku3@msn.com



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PARTICIPANT PROFILE

Lillian Beretta: Lillian's Paintbrush LLC

Creating Beautiful Spaces Across the Delaware Valley

Elevating interior painting to, at once, an art and a science, full-service interior painting firm Lillian's Paintbrush has grown into an industry-recognized talent in the mere six years since its founding. And, if founder Lillian Beretta has her way, that's just the beginning.

In 2002, Lillian tapped her personal passion for faux painting to launch Lillian's Paintbrush. After completing an initial few projects in private homes across the Delaware Valley to rave reviews, Lillian honed her skills with formal training with industry leaders like Michael Lane of Philadelphia, the Finishing School of New York, Faux Effects International and Modello Design.

Word-of-mouth referrals grew the firm's client base exponentially in the years that followed, and Lillian gamely kept pace. Soon, she had expanded the business to include all aspects of interior wall treatment, including faux painting, straight painting, and wallpaper, as well as a custom draperies division. To support that expansion, Lillian employed and personally trained work crews, instructing each new team member in the art of creative wall treatment as well as the firm's proven processes for efficient project completion.

Even as the economy has slowed, bringing many creative painting firms to their knees, Lillian's Paintbrush continued to thrive, thanks to a dynamic fusion of Lillian's

full-service business model, the company's reputation for crew-style efficient project completion, and Lillian's own easy client rapport. This winning combination has secured Lillian's paintbrush a diversified project roster—ranging from commercial to residential, all straight paint to a room-by-room mix of straight paint, wallpaper and faux paint—keeping the business strong and its growth possibilities endless.

Having built a strong foundation based on industry expertise and a strong client roster, Lillian is poised for record growth in the coming years. And, as a member of Philadelphia's E-200 "Class of 2009," Lillian is preparing her company to meet that demand surge head on.

Already, Lillian is applying the E-200 principals to craft a three-year growth plan for her business, which includes the internal infrastructure necessary to allow her managerial distance from the firm's day-to-day operations to focus on its strategic growth. In



Lillian Beretta, Owner

the future, Beretta intends to expand her business into design project management. She also hopes to expand the business' involvement in Federal Government contracting.

Lillian's Paintbrush LLC

2 Cortland Shire Drive
Moorestown, NJ 08057
Phone: (856) 222-0497
Fax: (856) 222-0486
Email:
lillianberetta@comcast.net
Website:
www.lillianspaintbrush.com



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PARTICIPANT PROFILE

Bernard Lindsay, Jr.: Lindsay and Sons Construction *Rebuilding Philadelphia, One Project at a Time*

Integrity, dedication, and perseverance, these are words that Bernard Lindsay, Jr. uses to describe what he feels are the best qualities about himself. These qualities, he feels, are also the key to successfully operating and growing a business in the construction industry. As owner of Lindsay and Sons Construction for the last 13 years, these qualities have brought the business tremendous success and have protected the business during the recent economic downturn. Lindsay and Sons Construction's successes with public works projects, institutional projects, and historic preservation endeavors have demonstrated the business's capacity, capability, and resilience.

Bernard Lindsay began his education in construction much earlier than most of his peers, spending his childhood summers alongside his father at building sites. Lindsay's father was a skilled carpenter and artist and felt it was important to pass down skills to his children that would make them self-sufficient. Lindsay's uncle was also worked in the construction industry, educated as an architect. All of this exposure to the industry helped fuel Lindsay's desire to succeed in it. In addition, as the oldest of five children, Lindsay naturally took a leadership role and it would be a position he would maintain in his transition to business owner. During this time, Lindsay also found a love of community which has permeated all of his decisions since.

Lindsay started Lindsay and Sons Construction as a home-based business in 1996 and has spent the intervening years growing his business by continually educating himself and broadening the services his business offers. Lindsay and Sons Construction now occupies two offices, one in Philadelphia and the other in Camden, NJ, strategically positioning themselves to conduct work in many different communities. Lindsay's commitment to community remains as he maintains a mentor/protégé program where area youth can learn about the construction industry and gain marketable job skills.

Lindsay and Sons is able to conduct work on just about any type of construction project with capabilities that include: general construction, construction management, site management, demolition, and interior/exterior renovation. These capabilities stem from Bernard Lindsay's commitment to educating himself, having attained construction certifications from St. Joseph's University, Temple University, and the City of Philadelphia's Emerging Contractors Program. Lindsay has also decided to take advantage of the many Federal procurement opportunities by becoming a participant in the SBA 8(a) Business Development Program and a registered HubZone business.

Lindsay's faith in the benefits of SBA Programs and Services continues with his entry into the Emerging 200 (E200) Program where he looks to develop a growth plan to take his business to the next level of development. He was originally referred by E200 Class of 2008 participant Kia Steave-Dickerson who described the wealth of information the program offered to Lindsay. So far, the course has been a great experience for Lindsay, helping to enhance his business knowledge and charting a course for future success. He has found the financial statement analysis portion to be especially helpful, learning how to properly manage his cashflow and how to approach lenders for financing. He also believes that the subsequent focus on marketing, human resources, and government contracting will make him a more effective, well-rounded business owner.



The Lindsay and Sons team at Fort Mifflin

So what's next for Lindsay and Sons Construction? The goal is growth and expansion. Lindsay hopes to encompass the entire Delaware Valley and, later, become a fully national company. The E200 growth plan is already helping him to develop a strategy to get there with a focus on more construction management projects and Federal procurement, as well as a possible foray into the residential construction market.

Lindsay and Sons Construction

*638 South 59th Street
Philadelphia, PA 19143
Phone: (215) 783-0954
Email:
info@lindsayandsons.com
Website:
www.lindsayandsons.com*



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PARTICIPANT PROFILE

MICHAEL SANDS: NATURAL PEST CONTROL CO.

Natural and Low-Toxic Solutions to Your Pest Problems

In the past, using harmful and toxic chemicals were usually standard operating procedure to eliminate pests such as bugs, rats, and the like. Michael Sands, on the other hand, believes that pest problems can be solved using a comprehensive, low-toxic approach that leaves property safe for both children and pets. As owner of Natural Pest Control Company, Mr. Sands has put his strategy to work time and time again – and with brilliant results.

Natural Pest Control's story began three decades ago when Mr. Sands decided to leave his position with a large pest management company in Pittsburgh and strike out on his own in the City of Philadelphia. Entrepreneurship was in his blood, with parents who were farmers in the Bahamas. Mr. Sands is a first generation American who was brought up to be independent and resourceful. After attaining a degree in Agri-Business from Penn State, Mr. Sands pursued a career in pest management because he loved the challenge it provided and the chance to solve problems for people in the community. What he found in the corporate world, though, was a disturbing lack of focus on customer service and education and an overuse of harsh and toxic chemicals. Like many entrepreneurs, Mr. Sands believed he could do it better and in 1979 he started Natural Pest Control Company.

He came to Philadelphia first to be with his wife whom he met in college, but secondly because the area presented an enormous opportunity for his business model. At the time, Philadelphia area pest control firms focused on the use of chemical sprays, but Mr. Sands knew that he could provide better and safer results with low toxic, low dosage methods. Mr. Sands started small, existing solely as a one man operation for his first 20 years in business. He purposely remained small, wanting to spend as much time as he could with his wife and raising his children. He modified his strategy later on, however, once his children left for college and he began an expansion of the business. This

strategy reflected the same comprehensive approach Mr. Sands has always believed in, as he brought on new employees and provided them with a training program that goes beyond the industry standard. Mr. Sands has dedicated himself to building a company with long-term sustainability, providing education programs to his employees that focus on teamwork, leadership, and overall self-improvement. These programs help to "certify" those employees, giving them the knowledge, resources, and equipment they need to be successful.

Mr. Sands is now turning that education strategy to himself by joining the SBA's Emerging 200 (E200) initiative. In order to achieve the next stage of growth and stability for Natural Pest Control, Mr. Sands knew that he needed to find another avenue of education. He heard about the program from an E200 cosponsor, The Urban League of Philadelphia, and decided to register for it. Mr. Sands saw it as a chance to enhance his basic business knowledge, as well as join a network of fellow Philadelphia area entrepreneurs, all in an effort to better identify opportunities and overcome obstacles.

Mr. Sands is definitely enjoying his time in the E200 program, taking in all the information the program has to offer in areas such as: goal setting, financial statement analysis, marketing, human resources, and government contracting. The CEO Mentoring Groups have been particularly helpful, giving everyone a chance to help each other through similar business challenges. Mr. Sands plans to expand his marketing efforts through Internet sites such as Angie's List and is learning about the SBA's 8(a) Business Development Program which could help him in the Federal procurement sector.

Mr. Sands' ultimate goals involve growing the



Michael Sands, Owner

business into a larger enterprise by putting the right people in place that will allow him to take a more advisory role. He believes that service is the seed of success and that idea permeates his business, with his tremendous focus on his employees' personal and professional growth. This service focus will lead to future growth and expansion. The E200 will definitely assist him in getting there and the growth plan derived from the program could very well be the road-map to Natural Pest Control's next 20 successful years in business.

Natural Pest Control Co.

622 Cooper Street

Camden, NJ 08102

Phone: (856) 338-1229

Fax: (856) 338-1484

Email:

sandsnatural@aol.com



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PARTICIPANT PROFILE

Srini Lokula: Ram Tech Systems, Inc. Offering IT Solutions in a Global Economy

Keeping a business competitive in an increasingly global economy often requires a globally competitive product, globally competitive pricing, and a globally-connected IT team to create and implement the technology solutions necessary to put those elements in place. Since 1996, IT firm RAM Tech Systems, Inc., has been partnering with businesses across the Delaware Valley and around the world to help them do just that.

For well over a decade, Ram Tech has specialized in automating Business Operations, develop cutting edge systems, Systems and Network Security, Database development and administration, Web Sites, Web Portals, and Business Intelligence consulting. In that time, company President and CEO Srini Lokula has grown Ram Tech from a one-man operation to team of 32 IT professionals. That growth has earned the firm a place on Inc. Magazine's list of the 500 fastest growing companies in the United States for the past three (3) years and on the Deloitte "Fast 500" list in 2008.

Coupled with its IT expertise, Ram Tech's firm grasp on international business trends and its global network of IT professionals fuel its continued growth as recent economic globalization and recession make global competition and outsourcing practical realities for an increasing number of Main Street U.S.A. businesses. Ram Tech's roster of international business data and IT personnel uniquely qualify it to take its consulting role beyond traditional IT confines to include in-depth international outsourcing analysis and coordination, as well as invaluable insights into the global marketplace.

Since first arriving in the United States from his homeland, India, in 1990, with just \$300.00 in the bank, Lokula has had his sights set on building an IT firm renowned for expertise on industrialism in the technology age. Immediately, Lokula set about building on his formal education—he earned a Bachelor's in Mechanical Engineering and a M.S. in

manufacturing—to achieve that goal. Extensive coursework in robotics with an internship at General Motors, experience at G&J Steel and Tubing and Pamarco Global Graphics lead Lokula to focus on computer-based technologies as the industrial revolution of the future.

In the years that followed, Lokula honed his computer automation skills, launching Ram Tech with an initial focus on that discipline. The firm soon amassed an impressive client base in a broad range of industries, including the financial, banking, mortgage, insurance, and the federal government. With the help of Ram Tech, manufacturing-driven client companies streamlined production by implementing scan technology and computer automation of inventory and machinery. As Ram Tech grew, it added capabilities to provide the same caliber IT professionals overhaul for clients in the financial industry with new databases, security portals with single sign-on technology, and front- and back-end web page support.

Having earned his place as a member of Philadelphia's E-200 "Class of 2009," Lokula looks forward to putting into practice the program's intensive education in business theory. Using principals learned in the E-200 classroom, Lokula is able to enhance his networking capabilities with fellow e-200 members and their friends; and was successful in partnering strategically with major US corporations to work on US Navy, US Army, US Air Force, DOT federal contracts. Lokula is carefully crafting a three-year plan to guide Ram Tech's future growth. In sight are his goals to further diversify Ram Tech's client pool, including opening new loca-



Srini Lokula, President

tion in Philadelphia area to support local business including US Navy; obtain Facility Security Clearance, expand federal government contracting business; heighten the firm's business intelligence, network security, and database focuses; and create the kind of corporate infrastructure throughout the organization that will allow him the managerial distance from day-to-day operations to focus on increasing revenue production.

Ram Tech Systems, Inc.

**200 Biddle Ave., Ste 201
Newark, DE 19702
Phone: (302)832-6600
Email:
slokula@rtsiusa.com
Website:
www.rtsiusa.com**



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PARTICIPANT PROFILE

Jon Wybar and Avi Golen: Revolution Recovery LLC *Philadelphia-based Recycling Firm Channels its Exponential Growth through E200 Strategies*

Recycling can save more than just the environment. It can actually slash untold amounts off of corporate bottom lines when coordinated properly. That's the message that Revolution Recovery LLC, a building materials recycling firm based in Northeast Philadelphia, is spreading all across the tri-state region and into West Virginia, as its growing legion of customers reap the rewards of the recycling programs that the firm has put into place for them.

Revolution Recovery LLC coordinates comprehensive building materials waste management programs for clients, including planning, containers, trucking, management, effective material handling equipment, and innovative material collection techniques. By recycling that construction waste, Revolution Recovery keeps it from landfills and delivers it to end markets, all while saving contractors money on their traditional waste removal fees.

To serve the widest range of building industry clientele, Revolution Recovery offers two waste recovery methods. On-site recycling allows disposed-of building materials to be separated by type into roll-off containers or other receptacles at the job site before being removed to recovery facilities. For the right project, this method can save up to 40% on new construction costs. Revolution Recovery also offers single stream recycling, whereby loads of mixed construction debris are taken to Revolution Recovery's state-of-the-art Philadelphia recovery facility where disposed-of materials are separated by type. This debris recovery method is ideal for urban construction sites where dumpster space is at a premium.

Fundamentally, Revolution Recovery's business model is built on the premise that, when properly viewed, waste is not trash to be disposed of, but a collection of commodities to be salvaged and re-introduced into the marketplace. Through a combination of the two recovery methods employed by

Revolution Recovery more than 80% of construction debris previously destined for landfills is able to be re-purposed. Working in tandem with its network of independent recyclers and processors, Revolution Recovery's Philadelphia recovery facility successfully returns the following materials to the marketplace for re-use: woods, metals, drywall, cardboard, plastics, concrete, brick, carpet, and ceiling tile.

It is this alternative concept of "waste being a collection of resources" that has driven Revolution Recovery to grow at a record pace, reporting a 250% annual growth rate since it was founded in 2004, and firm founders Jon Wybar and Avi Golen are certain that this concept will continue to propel the firm's exponential growth. Determined to direct that growth strategically, Wybar and Golen have committed themselves to the E-200 program, signing on as members of the Philadelphia E-200 "Class of 2009."

Through the E-200 program, Wybar and Golen are tapping into the strength of the program's formal business curriculum, as well as its network of mentors and peers, to most effectively take their business to the next level. In the classroom, the program's peer-to-peer mentoring structure has provided Wybar and Golen with a valuable support network of small business owners, lending guidance, advice and inspiration based on their own successes and failures. Wybar and Golen have eagerly joined their classmates in using



Jon Wybar and Avi Golen, Owners

the program's principles to craft a three-year growth plan for their business, tested by peer critique. Going forward, Wybar and Golen are confident that that growth plan, focused on using their Philadelphia recovery facility as a model for expansion into new geographic markets, will be the blueprint for their future success.

Revolution Recovery LLC

7333 Milnor Street
Philadelphia, PA 19136

Phone: (215) 333-6505

Fax: (215) 333-6437

Email:

jon@cwmanagement.net

Website:

www.cwmanagement.net



STEP IT UP!

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**Philadelphia
E200 Class
of 2009**

PARTICIPANT PROFILE

Michael Chow: Sang Kee Peking Duck House

A Business Success Story Steeped in Chinatown Tradition

For many, the Center City Asian-cuisine restaurant at the corner of 9th and Vine has become an integral part of the Philadelphia experience. For nearly 30 years, the flagship location of Sang Kee Peking Duck House has stood at that corner, a beloved monument of sorts to owner Michael Chow's tenacious commitment to building a successful restaurant and to the Chinatown tastes and traditions that launched its success.

The seed of Chow's inspiration for the Sang Kee Peking Duck House was planted nearly forty years ago by Chow's grandfather, before Chow left his native Hong Kong to take up residence in Philadelphia. In preparation for the move, Chow had begun training to work in the restaurant trade, when his grandfather suggested that he specialize in preparing duck, a signature dish of his homeland. Even in those early years, Chow knew that this advice went beyond sentimentality; it was, in itself, the touchstone for a business plan. Peking Duck, as it is known in the States, is popular, inexpensive "street food" in Hong Kong; requiring little in the way of space or kitchen equipment to prepare, the start-up and overhead costs for a Peking Duck restaurant would be incredibly low and the potential for profit great.

Set now on his goal to open a Peking Duck restaurant in Philadelphia, Chow spent many years carefully studying the authentic recipe and technique behind the dish and of the business aspects of the restaurant industry. For more than two years, Chow studied his craft in Hong Kong before moving to Philadelphia in 1978 and continuing his studies here in the City's Chinatown section. Once in Philadelphia, Chow studied night and day, mastering the English language through English classes and learning all aspects of the restaurant business by working in a variety of Chinatown restaurants. Chow also honed his business strategy, surveying Chinatown and confirming that, while "Peking Duck Houses" were popular in New York City, there were, as yet, no such restaurants in Philadelphia's Chinatown.

In 1980, all of Chow's study and planning came to fruition when he purchased a struggling seafood and dairy restaurant at 9th and Vine Streets. At that time, the neighborhood was troubled and the building, itself,

was in poor shape, but the restaurant purchase gave Chow the opportunity to realize his dream. Immediately upon re-opening the restaurant as the Sang Kee Peking Duck House in December 1980, Chow won a loyal customer base in the Chinese-American community. Soon, a sizeable contingent of native-English-speaking Americans became restaurant regulars.

It is this diverse customer base that Chow credits with propelling his restaurant to its current success. Today, the Sang Kee Peking Duck House has more than tripled its original size, thanks to Chow's purchase of the building that housed the restaurant, along with a neighboring building, and boasts a second location by the same name located on the Main Line. Both restaurants offer a menu expanded from the limited number of dishes that Chow originally served, but still focus on the authentic Hong Kong Peking Duck dish on which the business was founded.

Going forward, Chow looks to further strengthen his hold on the Philadelphia dining industry. He is working to expand his catering business, a nod to the lure of the low-start-up-and-overhead cost business that launched the restaurant itself; with a restaurant already in place, starting a catering business requires little to no additional capital investment and holds great promise for profitability. Chow also hopes to open more restaurant locations across the Philadelphia region.

Poised on the brink of next-level success, Chow is intent on insuring the sustainability of that growth by guiding it according to the right business plan. As a member of Philadelphia's E-200 "Class of 2009," Chow is making that plan a reality.

In the E-200 classroom, Chow will craft that three-year business plan, testing it against the pro-



Michael Chow, Owner

gram's intensive business theory curriculum and a defacto advisory board made up of his classmates and entrepreneurial peers. Through the program, Chow is intent on freeing himself for more strategic work on his business by re-inventing many of his business' internal operating systems, allowing him greater managerial distance from daily operations. And, if nearly thirty years of business success is any harbinger of the future, Sang Kee Peking Duck House is certainly a business to watch.

Sang Kee Peking Duck House

**238 N. 9th Street
Philadelphia, PA 19107**

Phone: (215)925-7532

Email:

michaelchow@comcast.net



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PARTICIPANT PROFILE

Franne McNeal: Significant Business Results *Turning Possibility into Profitability*

Four questions literally worth thinking about. What \$1,000,000 opportunity or expense could significantly impact your bottom line in the next 12 months? How are you controlling and expanding the strategic growth of your organization? How effectively are you adapting your business results based on five key measurement criteria? What existing resources within your business are “stuck” on potential versus “driving towards” profitability?

Executives and professionals immediately value Franne McNeal, Significant Business Results Coach, as a trusted business advisor, strategic thinking partner and a seasoned process expert. Significant business results include increased sales, improved cash flow, and reduced expenses. Presidents, business owners and other key executives, engage McNeal to help them capitalize on specific opportunities to enhance management, financial and stakeholder accountability.

Business executives want more than goal setting, training and advice from consultants. The highly competitive global marketplace demands that strategic planning and processes deliver measurable results, which all levels of the organization can identify, understand and meet. Franne McNeal’s experience with small, medium and large corporations, gives her a distinct advantage in responding to the needs of organizations in survival, growth and spin-off modes.

Franne McNeal, brings over 26 years of corporate, entrepreneurial and academic experience. She provides a diverse perspective, fresh thinking and sustainable resources businesses in a variety of industries. Fortune 100 corporations, franchises, and small businesses, count on the informed, direct, and unbiased questions from Franne McNeal. “Franne holds you accountable, because she challenges your assumptions, and helps you turn possibilities and potential to performance and profitable results,” states Sirena Moore, President of Elohim Cleaning Contractors, Inc.

Ms. McNeal’s consulting background includes exten-

sive education and certifications, which enrich her critical questions, analysis and results measurement with her clients. McNeal loves the challenge of complex problems and helping others finding solutions, a skill she honed as an undergraduate at Princeton University and the President of Cloister Inn. She later held leadership and management roles in human resources, sales, training, operations, and information technology within several large corporations. In her 2nd entrepreneurial venture, McNeal owned a computer training company that provided services to the City of Pittsburgh, along with other companies. She closed her business in 1996 to take a position as Vice President of Leadership Training and Development of a large banking institution. Franne found that she missed the world of entrepreneurship, so in May of 2001 she left her corporate position and spent the summer with Philadelphia City Sail, an organization that provides underserved Philadelphia youth with an opportunity to sail the waters of the Delaware River. By August of 2001, with the wind to her back, McNeal started HR Energy, a business coaching service.

Even though she battled breast cancer and later a stroke in 2006, McNeal earned her MBA in August 2007. McNeal became Vice President of the Business Coaching Division of Significant Business Results, LLC, in 2009. As a Philadelphia native, McNeal tapped into her Northeast Corridor network, and has grown a client base in Philadelphia, New York and Washington, DC. She recently worked with an online retail company that had faced two years of declining sales, and helped the organization implement a targeted marketing plan that resulted in the client gaining five new annual contracts and a 20% increase in sales.

The SBA’s Emerging 200 (E200) program helped McNeal, a) apply E200 principles, b) develop a comprehensive growth strategy and c) network with her peers.



Franne McNeal, Vice President

McNeal’s ultimate goal is to have 100 of her clients, each experience \$5,000,000 or more in significant business results. Her three-year growth plan includes expanding the business coaching division by adding seasoned business coaches through virtual and online franchises. If her past success in developing opportunities is any indicator, you may be working with the Business Coaching Division of Significant Business Results, LLC, in the near future.

Significant Business Results

P.O. Box 807
Bryn Mawr, PA 19010
Phone: (215) 552-8719
Fax: (610) 581-0110
Email:
coach@hrenergy.com
Website:
www.hrenergy.com



Philadelphia
E200 Class
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PARTICIPANT PROFILE

Richard D. Cottom, CPP: Sovereign Security, LLC *A Personal Approach to Security Services*

Twenty seven (27) years in the security business have taught Richard D. Cottom, CPP, Founder and President of full-service security firm Sovereign Security that, at its root, his is a “people business.” From the front end of his business to the back, Rick Cottom directs it accordingly and loves every minute of it.

A veteran of the Philadelphia security industry—having started his career fresh out of college on industry leader Spectra-Guard’s (now Allied Barton) management team and gone on to head up security at Philadelphia Community College and Drexel University—Rick Cottom has taken a carefully-measured, strategic approach to building his own business, and the result has been singular. In just four years since Rick founded Sovereign Security, he has grown it into a full-service security firm 140 employees strong, one client and one employee at a time.

Rick began building his business more than one year before opening its doors, carefully crafting a business plan firmly rooted in his own time-tested understanding of the motivators driving the most desirable employees and clients. Over that time, Rick designed an employee recruitment and retention model that allows him access to the highest caliber staff that the Philadelphia employee pool has to offer. Under that model, Rick offers his staff once-weekly pay, a direct line of communication with him (Rick knows each employee personally, and each employee is provided with his cell phone number), and extensive training opportunities. Under his business plan, Rick applies same care to his business development strategy, headquartering the firm in the heart of Center City, insuring the quickest response time to job sites, and personally performing the

initial assessment on each job. It is this personal connection with each employee and client that allows Sovereign Security to maintain long-term relationships with employees and clients, alike, because it allows Rick to hand-pick the appropriate personnel for each job, matching employee temperament and training to the appropriate environment.

Over the years, this approach has been successful, earning Sovereign Security a diverse client base, including PECO Exelon, the Pennsylvania Convention Center, Philadelphia Life Sciences Institute, MERCK Pharmaceuticals, and the Philadelphia Housing Authority. Sovereign Security offers its clients a broad array of security services, specializing in armed and unarmed guard service, security management, security consulting, risk assessment, and cutting-edge electronic security tools.

Having built a strong foundation based on industry expertise and a strong client roster, Sovereign Security is poised for record growth. As a member of Philadelphia’s E-200 “Class of 2009,” Rick is preparing the company to meet that demand surge head on.

Already, Rick is applying the E-200 principals to craft a three-year growth plan for his business, which includes the internal infrastructure necessary to allow him managerial distance from the firm’s day-to-day operations to focus on its strategic growth. In the future, Rick intends to continue to develop working relationships with



Richard Cottom, President

large companies in need of a diversity supplier, eventually making Sovereign Security a national brand.

Sovereign Security, LLC

714 Market Street, Suite 450
Philadelphia, PA 19106
Phone: (215)625-4200
Fax: (215)625-8600
Email:
rcottom@sovereign-security.com
Website:
www.sovereign-security.com

SBA E200 - HELPING SMALL BUSINESSES STEP IT UP!

In 2008, Philadelphia joined with a group of select major cities across the country to participate in an SBA training initiative called Emerging 200, or "E-200." E-200 is a pilot training initiative that immerses owners of promising inner city businesses in a condensed, MBA-like curriculum designed to stimulate urban economies by helping their most promising businesses grow.

Philadelphia Mayor Michael Nutter and former SBA Administrator Steve Preston both spoke passionately about the Initiative and the positive impact it will have on the Philadelphia economy at the March 27, 2008 program launch. They were joined at that event by many leaders of community organizations and businesses throughout the city, several of whom are co-sponsoring the Initiative.

Through the SBA Emerging 200 initiative entrepreneurs will participate in an intensive and comprehensive training program focused on developing business growth strategies and attracting capital to fuel that growth. Participants will also work with experienced mentors, attend workshops, and develop connections with banks and the private equity community.

"It [has been] clear from [the] first [E-200] session that what we have here is lightning in a bottle," said David Dickson, District Director of the SBA's Philadelphia District Office, which is administering the Initiative in the Philadelphia. "Mayor Nutter sounded the rallying cry at the Initiative's Philadelphia launch in March 2008 for the urban small business community to seize the opportunity to

join in this Initiative, and the rising stars of that community responded in force. They came into this training with their businesses poised on the brink of real growth, and there is no limit to what they can accomplish with the tools and relationships they will take from the Initiative."

Now in its second year, the E-200 Program continues to exceed expectations. Tapping into the Program's cutting-edge formal curriculum, it is the Program's diversity of industry that continues to provide a unique educational experience.

The E-200 Class of 2009 has attended sessions focusing on growth goals, marketing, sales, financials, government contracting and accessing capital. Through this coursework, the class worked with area lenders and government procurement experts, drafted growth plans for their own businesses, and developed connections with a new network of resources.

The Class of 2009 includes:

- Creative Characters, Inc.
- CTE Healthcare Communications
- Electric Man LLC
- Jobecca Technology Group, LLC
- Lansdowne Beverage
- Lillian's Paintbrush, LLC
- Lindsay and Sons Construction
- Natural Pest Control Co.

- Ram Tech Systems, Inc.
- Revolution Recovery
- Sang Kee Peking Duck House
- Significant Business Results
- Sovereign Security LLC

The Emerging 200 Initiative in Philadelphia is co-sponsored by:

- City of Philadelphia
- AMEC Earth and Environmental, Inc.
- Asian American Chamber of Commerce of Greater Philadelphia
- Delaware Valley Industrial Resource Center
- Greater Philadelphia Chamber of Commerce
- Hispanic Association of Contractors and Enterprises (HACE)
- PNC Bank
- Service Corps of Retired Executives (SCORE), Philadelphia Chapter
- Urban League of Philadelphia
- Women's Business Development Center

Other cities across the United States that are engaged in the Emerging 200 Initiative are:

Albuquerque; Atlanta; Baltimore; Boston; Chicago; Dallas; Denver; Des Moines; Detroit; Jacksonville; Memphis; Milwaukee; New Orleans; and Portland.



"It has been clear from the first E-200 session that what we have here is lightning in a bottle," said David Dickson, District Director of the SBA's Philadelphia District Office.

SBA PHILADELPHIA DISTRICT OFFICE CONTACTS FOR E200

Dave Dickson, District
Director
610-382-3073
david.dickson@sba.gov

Michael Kane, Business
Development Specialist
610-382-3085
michael.kane@sba.gov

Jennifer Pilcher, Public
Information Officer
610-382-3084
jennifer.pilcher@sba.gov

U.S. Small Business Administration

