



**STEP IT UP!**

Join the **ENTREPRENEURS** shaping the Future

**SBA EMERGING 200**

**CLASS OF 2008**

**PARTICIPANT  
PROFILES**

**U.S. Small Business Administration**



**Your Small Business Resource**

*This article does not constitute or imply an endorsement by SBA of any opinions, products or services of any private individual or entity.*



**STEP IT UP!**

Join the **ENTREPRENEURS** shaping the Future

**Philadelphia  
E200 Class  
of 2008**

# PARTICIPANT PROFILE

## Martin Overline: Aardvark Pest Management

### *Defying Pest Control Stereotypes with a Progressive Approach to Pest Management*

Martin Overline, founder of Aardvark Pest Management in Philadelphia's Frankford section, made his mark on the City's commercial pest control industry by maintaining a strong connection with his Philadelphia roots while cultivating progressive pest control expertise. Now celebrating nearly 14 years at Aardvark's helm, Overline joins Philadelphia's inaugural E-200 class with both eyes firmly on the future.

Since its founding in 1995, Aardvark has defied the widely-held stereotype of pest control as an unsophisticated and chemical-dependent discipline. Aardvark's hallmark is its integrated approach to pest management, using practical, pesticide-free solutions to pest problems whenever possible. Aardvark's long-term contracts with corporate, healthcare and academic giants are a testament to the successful balance that Aardvark has achieved between this commitment to eco-friendly methods and more-than-competitive results.

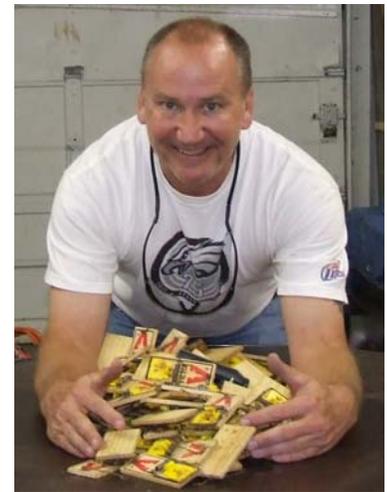
Achieving and maintaining that balance has been Overline's passion for the more than thirty years that he has worked in the pest control industry. Since beginning that career in 1978 as a U.S. Airforce Entomology Engineer, Overline has recognized that modern pest control is an art form—a skilled combination of learned pest identification and pest management techniques, investigative skills honed over years of on-the-job experience, and instinct. As the wholesale pesticide use that fueled the United States' post World War II pest control industry fell into disfavor in the modern era, industry leaders like Overline began to view chemical pest-fighting techniques as a last resort, favoring a more intellectual attack on pests. Instead of responding to a pest report with an automatic chemical application, Overline thoroughly investigates the scene

to properly identify the species of pest, taps his knowledge of that pest's living habits, and eradicates it using the most target-specific, earth-friendly technique available. In the majority of infestations, Overline finds that forcing a creature from an environment often only requires putting stress on it by removing its harborage or eliminating its food and water source.

Firmly committed to a greener practice of pest control, Overline has taken an active role in educating a new generation of pest management professionals. In 2006, Overline was elected Governor of the Pennsylvania Pest Management Association for Southeastern Pennsylvania. In that role, Overline oversees the organization's rigorous certification and continuing education programs.

Overline's native Philadelphia has embraced his progressive pest control techniques and his pest control company, Aardvark. Now 10 employees strong, Aardvark serves some of Philadelphia's most inveterate institutions, like the University of Pennsylvania HealthSystem, Drexel University, the Philadelphia International Airport, the Philadelphia Police and Fire Departments, and neighborhood favorite Chickie's and Pete's.

As one of only 19 members of Philadelphia's inaugural E-200 class, Overline is intent on taking control of Aardvark's next stage of growth. Now, for the first time ever, Overline will receive a formal business education, courtesy of the E-200 Initiative's condensed, MBA-like curriculum. And, when Overline graduates from



Martin Overline, President

the Initiative, the eyes of all of Philadelphia will be on him, looking to him and his classmates to use their new arsenal of business skills to take their businesses—and with them this City—to the next level.

Based on Aardvark's already-proven growth record, Martin Overline won't let them down.

### **Aardvark Pest Management**

*4534 Ditman Street  
Philadelphia, PA 19136  
Phone: (215)333-4442  
Fax: (215)333-2244  
Email:  
aardvarkpest@comcast.net*



**STEP IT UP!**

Join the **ENTREPRENEURS** shaping the Future

**Philadelphia  
E200 Class  
of 2008**

# PARTICIPANT PROFILE

## KENNETH WONG: CHINA POWER & LIGHT, INC.

### *Philadelphia Asian American Community Leader Makes Historic Inroads In the Region's Construction Trades with Northeast's Only Asian-American-Owned Union Commercial Electrical Contracting Firm*

Opening doors for Asian Americans has been the guiding focus of Chinese-American businessman Ken Wong's career, resulting in countless opportunities for Asian American community members, an enriched regional business community, and an extraordinary career path for Wong, himself. Today, Wong's community-centered mission has led him to found China Power & Light, Inc., a commercial electrical contracting business headquartered in Philadelphia's Chinatown—the only Asian-American-owned union commercial electrical contracting company in the Northeastern United States, according to Local I.E.B.W. 98.

Founded in 2005 with the intention of up-ending any stereotypes complicating inclusion of Asian Americans in the commercial construction industry, China Power & Light has built a reputation for quality work that has led to roles in rewarding regional projects. China Power & Light specializes in low-voltage cabling and wiring, and its contractors have worked on projects ranging from the construction of Center City's famed Comcast building, to construction projects for national organizations Pizza Hut and Kentucky Fried Chicken, to completing the audio, video and electrical wiring for New Jersey's North Hanover School District. Keeping pace with modern demands, the China Power & Light team has also cultivated expertise in the industry's most environmentally-aware technologies, including installation of solar panels and tubes.

From the outset, China Power & Light's founder and CEO, Wong's, career has been inspired by the example set by his father, Harry Wong. With minimal English language skills, Wong emigrated from China to Philadelphia in 1949, just as communist China closed its borders. Over the years that followed, Harry Wong established a career and raised four college-educated children in his adopted homeland. Ever-mindful of this real-life model of triumph over adversity—both on a personal and professional level—Wong is steadfastly confident that, with proper preparation, nimble adaptability, and reasoned economic restraint, his own entrepreneurial efforts can succeed.

In 2004, Wong's professional accomplishments led to his appointment by Bush administration Presidential Executive Order as a Commissioner to the President's Advisory Commission for Asian Americans and Pacific Islanders.

That Commission was a national committee tasked with identifying the Asian American and Pacific Islander communities' access to information and opportunity. It was Wong's experience on that Commission that sealed his ongoing commitment to economic development efforts within that community, and, ultimately, to China Power & Light's founding.

That year, I.B.E.W. Local 98 involved Wong in efforts to develop a greater rapport between the Asian American community and the commercial electrical contracting industry. Those efforts yielded awareness of the need for an increased Asian American role in construction in the Northeastern United States, the dearth of which was all too evident in the lack of Asian American involvement even in large construction projects like the erection of the Philadelphia Convention Center, neighboring the most concentrated Asian American population centers like Philadelphia's Chinatown.

With the birth of China Power & Light, Wong has made historic inroads for the Asian American community in the construction trades in the Philadelphia region. With his enrollment in Philadelphia's inaugural E-200 class, Wong hopes to expand those industry-specific opportunities, educate the broader Asian American business community in the Initiative's tenets, and strengthen his own business interests to ride out the current tide of economic uncertainty.

Through the E-200 Initiative, Wong has tested his business plan and infrastructure against an intensive business theory curriculum and developed new strategies to meet challenges. As he works to craft a three-year growth plan by his E-200 graduation, the Initiative has renewed his confidence, not only in China Power & Light's sustainability beyond the current economic slowdown, but in the Philadelphia small business community of which it is a part.

Indeed, just as valuable as the Initiative's curriculum, its hallmark peer-to-peer mentoring structure



Ken Wong, President

has brought value to Wong's E-200 experience. Together, Wong and his classmates—an unprecedented assembly of small business owners—have applied the Initiative's principals to their businesses through a dynamic free flow of ideas and mutual support. And, in the process, Wong and his classmates have forged meaningful bonds, becoming each other's de-facto advisory board and valued resource partners, creating for themselves the kind of networking and business opportunities that will carry them successfully into the future.

**China Power &  
Light, Inc.**  
137 N. 11th Street  
Philadelphia, PA 19107  
Phone: (215)574-8882  
Fax: 215-574-2080  
Email:  
kenwong.cig@gmail.com



**Philadelphia  
E200 Class  
of 2008**

# PARTICIPANT PROFILE

## **Frank Cuthbertson: CKG Architects** *Fusing Innovative Designs with Regulatory Expertise to Provide Clients with Maximum Value*

CKG Architects is a full-service architectural and interior space planning firm headquartered in Philadelphia's Germantown section with a branch office in Sewell, New Jersey. The CKG team credits its strong competitive edge to the seasoned ingenuity that it brings to each engagement. With 50+ years combined industry experience between the firm's two principals, Lennox Caruth, Sr., and Francis Cuthbertson, Jr., alone, the CKG team delivers clients creative design solutions supported by a detailed project analysis that sets them apart from the competition, perhaps now more than ever.

For CKG, the key to surviving and thriving in today's unpredictable economic climate, like any other, is reliability, not only in its production of innovative designs, but in its ability to bring those designs to fruition well within the client's budget. Tapping their time-tested regulatory expertise, the CKG team precision projects the affect of issues like ADA, fire code, and building code requirements on each project and its cost, taking the guesswork out of project planning.

From the start, it has been that reliability that has built CKG's business. Today, CKG serves a diverse client roster of public and private clients replete with referral business and return customers. CKG's customers include religious and healthcare organizations, private developers, and public entities like the Philadelphia Housing Authority, SEPTA, and Philadelphia's Capital Programs Office. CKG professionals have worked on such high profile projects as New York's Giant Stadium, Philadelphia's proposed Foxwoods Casino, and Citizens Bank Park.

CKG's creative and administrative direction is borne of a collaboration of principals' Caruth and Cuthbertson's backgrounds in in-house and architecture firm positions, respectively. When Cuthbertson founded CKG in 1996, he brought

with him varied architecture experience earned at architecture firms across the Philadelphia area. When Caruth joined the firm as a principal in 2006, his corporate in-house architecture background complimented Cuthbertson's own experience. The fusion of these two perspectives brings added depth to the CKG team's networking reach, client relationships, and creative inspiration.

Having built a strong business foundation, Caruth and Cuthbertson knew that the E-200 Initiative's intensive education in business theory could catapult CKG to the next level of success. Using principals learned in the E-200 classroom, Caruth and Cuthbertson are carefully crafting a three-year plan to guide CKG's future growth. In sight are their goals to open a satellite office in Delaware and create the kind of corporate infrastructure throughout their organization that will allow them the managerial distance from day-to-day operations to focus on increasing revenue production.

But, perhaps the most rewarding aspect of Caruth and Cuthbertson's E-200 experience has been the Initiative's peer-to-peer mentoring structure. Bonding over the common challenges and rewards of small business ownership, this group of Philadelphia area small business owners have become each other's support group, defacto consultants, and, in many cases, valuable resource partners. Already, CKG has used referrals from E-200 classmates to retain a much-needed professional book



Lennox Caruth, Sr. and Frank Cuthbertson,  
Principals of CKG Architects

keeper. In turn, Cuthbertson has welcomed an E-200 classmate into a professional networking group to which he belongs.

With so much practical yield from their E-200 classes and relationships to date—even before graduation from the Initiative—Caruth and Cuthbertson look forward to what the future holds for CKG and for their E-200 classmates.

### **CKG Architects**

*5443 Germantown Ave.  
Philadelphia, PA 19144  
Phone: (215)844-5191  
Fax: (215)844-5196  
E-mail: archphily@aol.com*



**STEP IT UP!**

Join the **ENTREPRENEURS** shaping the Future

**Philadelphia  
E200 Class  
of 2008**

# PARTICIPANT PROFILE

## Kathleen Rabun: Clinton Street Bed and Breakfast

### *Re-envisioning Hospitality in Philadelphia*

The elegant red brick townhome on Clinton Street, in the heart of Philadelphia's Washington Square West section, has had many incarnations since it was built in 1836, but perhaps none so vibrant or so intimately woven into the fabric of the City, itself, as its current role – the Clinton Street Bed & Breakfast.

This eight-room, all-suite inn re-envisioned hospitality in Philadelphia, marrying historic ambiance with modern convenience. The Clinton Street Bed & Breakfast offers eight individually decorated suites stocked daily with groceries to prepare a full breakfast, all within walking distance of the City's restaurant, theater and historic districts, and some of its most revered academic and healthcare institutions. The Inn's intimate setting and attention to detail create a private oasis for guests, immersing them in the authentic "Olde Philadelphia experience," while allowing them to discover the City on their own terms.

This avant-garde lodging model has earned the Clinton Street Bed & Breakfast a loyal following of patrons from around the globe. The Inn's broad appeal results in near-capacity occupancy year-round, welcoming regionally-based and international business and leisure travelers, alike, for both short-term and extended stays. The property's sagely diversified customer base includes: cast and crew members working on celebrity speaker series engagements and theater productions, conventioners attending events at the nearby Philadelphia Convention Center, visiting professors teaching at local Universities, and family members of in-patients at the City's hospitals.

Word-of-mouth recommendation and solid relationships with area universities and hospitals have made the Clinton Street Bed & Breakfast a fast fixture on the Philadelphia landscape. Orchestrating the Inn's rise from upstart to institu-

tion is Innkeeper and Owner, Kathleen Rabun.

In 2003, Rabun invested her life savings in her life's dream – building her own bed and breakfast. That year, Rabun purchased the then-deteriorating property at 1024 Clinton Street with an eye to converting it into an elegant inn. A Clinton Street resident, herself, since 1982, Rabun had honed her own business plan based, in part, on the successes and failures of the neighborhood's earlier guest houses when the Clinton Street Property became available. At that time, Rabun was well-acquainted with the local business environment and real estate market in general (and with the Clinton Street Property in particular, as she had long admired it from her own home directly across the street), and she knew that the time was right to introduce her unique hospitality model to the public.

Room-by-room, Rabun has restored the Clinton Street Property to its former stature. Once the family home of a prominent official in President Theodore Roosevelt's administration tasked with the completion of the Panama Canal, 1024 Clinton Street is once again alive with promise.

Today, Rabun finds herself at the helm of a thriving business, and she knows that this is only the beginning. 2007 saw the Clinton Street Bed & Breakfast named the "Best Bed & Breakfast in Philadelphia" by CitySearch. With that momentum, it is clear that 2008 marks the gateway to an even brighter future for Rabun. For the



Clinton Street Bed and Breakfast

first time ever, Rabun will enter the new year armed with a formal business education, courtesy of her charter participation in the E-200 Initiative. As she looks to the future, Rabun has her sights set on luxury improvements to the Clinton Street B & B, and is exploring expanding her hospitality model to other properties across the City. With the lessons of E-200 Initiative firmly in hand, there is every reason to believe that she will succeed.

### **Clinton Street Bed and Breakfast**

1024 Clinton Street  
Philadelphia, PA 19107  
Phone: (215)802-1334  
Fax: (215)923-2579  
Email:  
krabun@gmail.com



**Philadelphia  
E200 Class  
of 2008**

**PARTICIPANT PROFILE**

**Frank Mallas: Friday Architects/Planners, Inc.  
*Advancing Clients' Visions One Project At A Time***

Friday Architects/Planners, Inc., is a Philadelphia-based architecture firm committed to the collaborative practice philosophy on which it was founded. Firmly focused on its view of successful design as an expression of the people for whom it is created, Friday's design professionals partner with their clients to transform not only physical cityscapes with meaningful building projects, but to transform the lives of citizens through a focus on community and residential projects.

Founded in 1970, Friday was among the first Philadelphia architectural firms to successfully incorporate into its general practice a concentration devoted to underserved community projects. Over the years, Friday has made a name for itself by helping to revitalize some of Philadelphia's disadvantaged neighborhoods with new community and daycare centers, expanding and modernizing community cornerstones like worship and educational facilities, and renovating and re-shaping modern meeting places like shopping malls.

Today, Friday continues to distinguish itself by working with a wide variety of regional clients from the public, private, and non-profit sectors. With each project, Friday invites those clients to contribute to the design process, creating a workshop-like environment where Friday designers engage in a dynamic exchange of goals and ideas with clients at regular building committee meetings. By giving clients of all economic and social persuasions a real voice in the creative process and in the resulting construction, Friday has built a strong reputation on which to build a strong future.

As Friday looks to its next chapter, it remains guided by its collaborative ideal. True to form, Friday has flourished in the E-200 Initiative's peer-to-peer mentoring format. The free flow of ideas and expertise between Friday and its classmates, shaped by the Initiative's intensive education in business theory, has sharpened Friday's focus on its own growth goals and the internal systems necessary to achieve them.

Determined to reach new markets while re-strengthening its Philadelphia-market base, Friday has fused its time-tested strengths with E-200 principals, crafting a growth plan to meet the challenges of today's tumultuous economic climate. There is no doubt that the hallmark workshop-like creative process that has sustained Friday for a generation will carry it into the next, through the steady infusion of new talent into the firm. As they have for many years, Friday's principals will maintain active leadership and teaching roles at architecture schools, maintaining a vital connection to the most promising design theories and new architects that those institutions have to offer.

Going forward, Friday will round out its blend of clients with more work from the burgeoning sports market and from the Delaware Valley's vast suburban markets. And, as Friday moves to the next level of growth, it will manage that growth with a re-invented personnel infrastructure, including the addition of a dedicated office manager and controller.



Frank Mallas, Principal

Through its body of work, Friday fulfills its mission, lending a creative voice to the people of this region and making *their* mark on both its skyline and its soul. Through its commitment to the E-200 Initiative, Friday builds a business model designed to advance that mission for years to come.

**Friday  
Architects/  
Planners, Inc.**

26 S. 20th Street  
Philadelphia, PA 19103  
Phone: (215)564-0814  
Fax: (215)564-1157  
Email:  
fmallas@fridayarc.com  
Website:  
www.fridayarc.com



**Philadelphia  
E200 Class  
of 2008**

# **PARTICIPANT PROFILE**

## **Barbara Zaga: Glasstoration Technologies™, LLC.**

### *Building a Business Model Based on Today's Economic Realities*

Glasstoration Technologies™, LLC, a glass restoration and protection firm headquartered in Philadelphia's Germantown section, anticipates record growth based on product lines keyed into the budget constrictions felt by so many in today's economic climate.

Glasstoration Technologies™ products help clients to keep spending in check by extending the life of expensive glass products like commercial display windows and windshields. In 2004, Glasstoration Technologies™ launched its business with its signature system for removing graffiti from glass and graffiti-proofing glass. That system has saved clients untold amounts of money that would otherwise be spent in replacing graffiti-marred display windows and the like. Most recently, Glasstoration added a new flagship product to its roster—ShieldPro™, a clear, removable film applied to windshields to virtually eliminate windshield damage caused by projectile roadway debris. ShieldPro™ saves Glasstoration's clients hundreds of dollars by avoiding both windshield repair and replacement costs and the vehicle value depreciation associated with a replaced windshield.

Over the years, Glasstoration Technologies™ has built a strong customer base in and around the city of Philadelphia. High-profile clients like SEPTA, several Center City banks, and the Center City District business group have catapulted Glasstoration Technologies™ to center stage in its industry. Across the City, from the Frankford section to the historic district, Glasstoration Technologies™ has added to beautification efforts by banishing graffiti from bus shelters, tourist map kiosks, and landmarks like the Frankford Transportation Center and the Parkway's Café Cret.

That hard-won industry reputation was instrumental in Glasstoration Technologies™ being awarded worldwide distribution rights for ShieldPro™, the product that promises to launch the firm's next

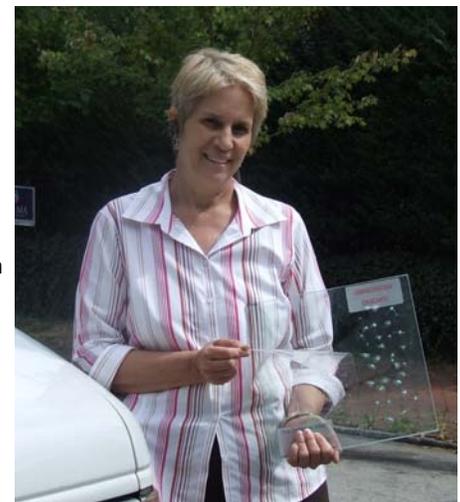
stage of growth.

Already, ShieldPro™ is receiving rapt attention from the tour bus industry and motor coach community, two of the groups hardest-hit by windshield repair costs. Through marketing mediums like premium partnership agreements and trade show demonstrations, Glasstoration Technologies™ is introducing ShieldPro™ to customers across the country, and demand for the product continues to grow.

Poised on the brink of next-level success as ShieldPro™ takes hold, Glasstoration Technologies™ founder and President Barbara Zaga has her sights set on building a successful company that gives back to its City—her own hometown, Philadelphia. The firm is headquartered in the heart of a Federally-designated Historically Underused Business Zone ("HUBZone"), ideal for employing economically disadvantaged community members as the firm continues to grow. And, as continued growth necessitates increasing amounts of warehouse and workshop space, Zaga will expand the firm by renovating some of the neighborhood's neglected buildings.

All of this planning and progress made Zaga and her business, Glasstoration Technologies™, an ideal candidate for Philadelphia's inaugural E-200 Initiative class. In the classroom, the Initiative's peer-to-peer mentoring structure has provided Zaga with a valuable support network of business owners, lending guidance, and advice and inspiration based on their own successes and failures.

Zaga has eagerly joined her classmates in using the Initiative's principles to craft three



Barbara Zaga, President, demonstrates Glasstoration Technologies™ ShieldPro™ product using a windshield sample.

year growth plans for their businesses, tested by peer critique. Going forward, Zaga is confident that that growth plan, focused on building the proper corporate infrastructure and funding channels to support her firm's expansion, will be the blueprint for her firm's success.

**Glasstoration Technologies™, LLC**  
*P.O. Box 44292  
Philadelphia, PA 19144  
Phone: (215) 849-1599  
Fax: (215) 849-7102  
Email:  
glasstoration@verizon.net*



**STEP IT UP!**

Join the **ENTREPRENEURS** shaping the Future

**Philadelphia  
E200 Class  
of 2008**

# PARTICIPANT PROFILE

## Gina Burke: J. Cabot Catering *A Family Business Making Its Mark in Philadelphia*

A love of food and a love of family are at the root of J. Cabot Catering's enduring success in the often-fickle catering industry. Family owned and operated for nearly 15 years, J. Cabot Catering has made its mark on the regional catering scene creating customized dining experiences with a menu ranging from regional favorites to international cuisine.

Since first opening its doors for business in 1992, J. Cabot Catering has built its brand on its strong customer-service ethic. Every J. Cabot Catering event is a collaboration of J. Cabot's team of professional chefs and event planners firmly guided by the client's own taste and budget. Whether catering an intimate dinner party from a client's own kitchen or preparing a banquet for hundreds at one of the region's public venues, it is J. Cabot's commitment to customer satisfaction makes each event truly unique.

For President and Founder Gina Burke, J. Cabot Catering is, at once, the culmination of a lifetime in the food industry, a thriving family business, and a legacy to be passed to her children. Since the early 1980's, the Burke family has been a fixture on Philadelphia's restaurant landscape. Before launching their catering business, Gina Burke and her business-partner husband, Joe, had owned and operated two eateries—a pizza shop in Philadelphia's Northeast section and a café in Center City, inside the Curtis Center. Having perfected a storehouse of recipes and the delicate art of working together in a family business over those early years in the restaurant industry, Gina and Joe Burke easily fell

into their rolls at J. Cabot. Gina heads up the business and event-planning office, while Joe, together with their son, Joe, Jr.,—a Restaurant School student—manage the kitchen.

Today, J. Cabot Catering serves clients across the tri-state area from its centrally-located headquarters in Philadelphia's bustling Spring Garden section. Some of the venues where J. Cabot has earned preferred caterer status are the Atwater Kent Museum, the Abington Art Center, Belmont Mansion, Bartram's Garden and Camden County Boathouse.

Now, sights set on taking the well-established J. Cabot Catering brand to the next level and the next generation, J. Cabot Catering has claimed its place in Philadelphia's inaugural E-200 class.

Determined to reach new markets while continuing to strengthen its market base, J. Cabot Catering has fused its time-tested strengths with E-200 principals, crafting a growth plan to meet the challenges of today's tumultuous economic climate. Doubtless, the family business model that has long sustained J. Cabot will carry it into the next generation with a healthy mix of tradition and new ideas infused by younger family members. Going forward, J. Cabot will round out its



Gina Burke, Owner

blend of clients with more work from the burgeoning wedding industry and from the Delaware Valley's vast suburban markets. As J. Cabot moves to the next level of growth, it will manage that growth with a re-invented personnel infrastructure, including the addition of a dedicated sales staff.

### **J. Cabot Catering**

*301 Callowhill Street  
Philadelphia, PA 19123  
Phone: (215)574-0887  
Fax: (215) 574-0899  
Email:  
jcabotcatering@aol.com*



**Philadelphia  
E200 Class  
of 2008**

**PARTICIPANT PROFILE**

**Kia Steave-Dickerson: K.I.A. Enterprises, Inc.**

***Television Personality Kia Steave-Dickerson Uses Her Design and Construction Expertise to Build a Growing Business and Re-Build the Neighborhoods of Her Native Philadelphia***

Bringing a touch of Hollywood Glamour to the West Philadelphia neighborhood of her childhood, television design personality Kia Steave-Dickerson headquarters her growing interior design and construction business, K.I.A. Enterprises, Inc., in the Walnut Hill neighborhood of Philadelphia's University City section. In an unmistakable nod to her father, African-American design pioneer William Steave's, legacy of distinctive design and community commitment, Steave-Dickerson is intent on using her own creative energy to not only further her own professional success, but to inspire in her neighbors the confidence to achieve their own dreams.

Steave-Dickerson's passion for the world of interior and theatrical design organically grew from working at her father's side throughout her childhood as he dressed the stages of a variety of theater productions across the City. Over those formative years, Steave-Dickerson honed her craft and drew her inspiration from her father's success, perhaps marked most notably by his induction into the prestigious International Alliance for Theater and Stage Employees, IATSE Local 8, as its first African American member.

Educated both informally and formally in Philadelphia—she studied interior design at the Philadelphia College of Textiles and Science, now known as Philadelphia University, and Methods and Materials in Construction at Temple University—Steave took on the design and construction industries with her own unique brand of seasoned ingenuity. With every project, Steave-Dickerson brought to the table a mix of technique and her own imaginative selection of color and fabric to suit each client's personal style.

In the early 1990's, Steave-Dickerson launched a multimedia design career, working behind the scenes as a prop stylist on major motion pictures and in front of the camera as a personality on television design programs. Steave-Dickerson has dressed sets for feature films like "12 Monkeys," and "The Sixth Sense." More recently, she has made a name for herself as a featured designer on

television shows like "Trading Spaces"—a role that earned her episode an Emmy nomination—and "Renovate My Place" for Comcast TV One.

Not content to rest on her own accomplishments, Steave-Dickerson has applied her design and construction expertise to neighborhood revitalization and social service. For over a decade, Steave-Dickerson has worked to create housing for people whose lives are in transition, providing not only basic shelter, but a fine-living aesthetic that provides dignity and a sense of self-worth to carry them into the next phase of their lives. In 1996, Steave-Dickerson completed work on a University City Philadelphia apartment building inherited from her father, refurbishing it for use as transitional housing for men with troubled pasts who want to rebuild and transform their lives. In 2004, Steave-Dickerson founded the non-profit "Sacred Living Spaces," dedicated to revitalizing City properties and re-purposing them to better serve the community.

Today, Steave-Dickerson serves clients across the country, but with an increasing focus on commercial construction. Steave-Dickerson's work can be found in private homes, schools, professional sports stadiums, and municipal buildings. Her client base includes film directors M. Night Shyamalan and Jonathan Demme, The Lincoln Financial Center (Eagles Stadium), Chrysler Corp., the City of Philadelphia, and Grammy-winning recording artist Jill Scott.

Poised on the brink of explosive success, Steave-Dickerson knew that she needed a new strategic view of her business to take it to the next level. And she knew that the E-200 Initiative would give her the tools to make that happen.

Through the E-200 Initiative, Steave-Dickerson has tested her business plan and infrastructure against an intensive business theory curriculum and developed new strategies to meet chal-



Kia Steave-Dickerson, President

lenges. As she works to craft a three-year growth plan by her E-200 graduation, the Initiative has spurred her to re-invent many of her firm's internal operating systems, as well as its personnel roster. By implementing new payroll and credit-line management techniques, outsourcing her human resources and payroll functions, retaining additional support staff, and streamlining internal procedures by creating a procedures manual, Steave-Dickerson hopes to set her business up for long-term, sustainable success.

**K.I.A.  
Enterprises, Inc.**  
225 South 49th Street  
Philadelphia, PA 19139  
Phone: (215)471-0261  
Fax: (215)471-5542  
Email:  
kia@kiainc.org  
Website:  
www.kiainc.org



**Philadelphia  
E200 Class  
of 2008**

# **PARTICIPANT PROFILE**

## **Michael and Kathy Callahan: Leahy Caregivers, Inc. *Creating Career Paths with a Living Wage***

Leahy Caregivers, Ind., is a Certified Nursing Assistant Training School that not only offers classes tailored to the Red Cross Training Program authored by Director and CEO Kathy Callahan, but it offers certification examination preparation, job interview preparation, and mentor and job placement programs. And that makes all of the difference to its nearly 300 graduates annually, the vast majority of whom the program catapults from welfare to work for a living wage, with nearly 100% of the program's graduates attaining State certification, and 98% of them finding employment as C.N.A.s.

With each four-week class term, Leahy Caregivers offers a full-emersion education experience, preparing students—many of whom are entering the workforce for the first time—not only to meet trade-specific job requirements, but for the rigors of work life, itself. From the emphasis placed on timeliness and attendance at class sessions, to the regular “commercial breaks” during class sessions addressing current events and their significance to the health professions, to the interview skills lessons included in each class term, Leahy Caregivers indoctrinates students with an air of professionalism and an educated world view.

In addition to its classroom-based lessons, Leahy Caregivers prepares students with a rigorous clinical program. Leahy Caregivers is located on the Philadelphia Nursing Home's campus, and the school's students work regular rotations inside the nursing home—the largest in Philadelphia—caring for patients. This well-rounded approach to C.N.A. training puts

Leahy Caregivers graduates in high demand following graduation for C.N.A. positions not only at the Philadelphia Nursing Home, but at the program's other partner facilities, including Methodist Hospital, Presbyterian Hospital, Temple University Hospital, and the University of Pennsylvania Hospital.



Kathy and Michael Callahan, Principals

Through the combination of its C.N.A. training and placement programs, Leahy Caregivers offers what can be a life-changing opportunity to build a career and, even more fundamentally, a strong sense of self esteem. Significantly, that opportunity is not limited to those with a high school diploma or G.E.D. The program is open to anyone who is over the age of 18, has an acceptable criminal record, scores at least a 70 on the State-mandated 7<sup>th</sup> grade English and Math proficiency examination, and can lift at least 50 pounds.

Fueled by its successes, Leahy Caregivers will open two new training facilities in January 2009. The new sites, in the Frankford and Germantown sections of Philadelphia, respectively, will be conveniently located to public transportation, nursing home facilities in need of trained C.N.A.s, and large pockets of Philadelphia's most financially distressed population who could most benefit from the training opportunity that the program provides.

Anticipating record growth in the upcoming months, Leahy Caregivers is a natural fit for the E-200 Program. In addition to the new facilities that Leahy Caregivers has planned, it will also add an L.P.N. training program to its roster of offerings. Through the E200 Initiative, Leahy Caregivers is crafting a three-year growth plan to manage that upcoming growth, insuring that its internal infrastructure keeps pace.

**Leahy  
Caregivers, Inc.**

*2100 W. Girard Avenue  
Philadelphia, PA 19130  
Phone: (215)983-7224  
Fax: (215)685-0950  
Email:  
mcalla2615@aol.com*



**Philadelphia  
E200 Class  
of 2008**

# PARTICIPANT PROFILE

## **Pamela Loughner, Ph.D.: Loughner and Associates, Inc.**

### *Philadelphia-Area Workplace Training Firm Provides*

### *Full-Service Consulting to Meet Modern Workforce Development Demands*

Loughner and Associates, Inc., is a full-service consulting firm specializing in creating custom corporate learning and workforce development solutions for organizations of all types. The firm's innovative and value-conscious approach to matching the client's substantive workplace training needs with the right mix of high-tech and traditional delivery methods, maximizes the client's investment and maintains Loughner's competitive edge.

Intent on providing comprehensive client service, Loughner and Associates focuses its practice on three workforce development disciplines: creating custom workforce training programs; presenting training workshops for client's in-house learning and development professionals; and providing consulting services in the workforce development, operations, and strategic decision-making arenas. In these disciplines, Loughner's instructional designers and business consultants guide clients through every aspect of workplace training, from crafting targeted instructional materials for delivery of customized training content via a variety of media.

The hallmark of Loughner's approach to client service is adaptability, tailoring personalized training solutions to fit each unique organization and stage in corporate development. From the start of each engagement, Loughner's professionals work closely with the client to understand their workplace training goals and the context in which the training will be executed. It is only then that the Loughner team recommends a substantive approach to meet the client's need, complete with the most effective delivery vehicle to implement each proposal. And, in that spirit of client service, the Loughner team adjusts nimbly with the natural

evolution of a project or a client in transition, efficiently re-aligning projects as necessary with new information or changes in the client's strategic focus, budget, or timelines.

Over the years, this approach has been successful, earning Loughner and Associates a diverse group of clients, including organizations in the telecommunications, information technology, pharmaceutical, healthcare, steel, energy, retail, and apparel industries. To date, the firm's workplace training solutions have been implemented in 42 countries spanning the globe.

Having built a strong foundation based on industry expertise and a strong client roster, Loughner is poised for record growth. Increasingly, traditional institutional training triggers like the introduction of new technology and the addition of new practice areas, are converging with modern trends, like replacing retiring baby boomers in the workforce and corporate globalization, to produce unprecedented demand for workplace training expertise.

As a member of Philadelphia's inaugural E-200 class, Pamela Loughner, Ph.D., President of Loughner and Associates, is preparing the company to meet that demand surge head on.

Already, Dr. Loughner is applying the E-200 principals to craft a three-year growth plan for her business, which includes the internal



Pamela Loughner, Ph.D., President

infrastructure necessary to allow her managerial distance from the firm's day-to-day operations to focus on its strategic growth. In the future, Dr. Loughner intends to continue her focus on incorporating the most cutting-edge technology in her firm's repertoire of training media. She also hopes to expand the business' involvement in workforce studies and Federal Government contracting.

### **Loughner and Associates, Inc.**

*2541 D. Huntingdon Pike  
Huntingdon Valley, PA 19006  
Phone: (215)938-0734*

*Fax: (215)938-7554*

*E-mail:*

*pam@loughnerandassociates.com*

*Website:*

*www.loughnerandassociates.com*



**STEP IT UP!**

Join the **ENTREPRENEURS** shaping the Future

**Philadelphia  
E200 Class  
of 2008**

# PARTICIPANT PROFILE

## Morris Davis: M. Davis and Company *Finding True Success Through Relationships*

Morris Davis, Founder and President of M. Davis and Company (“MDAC”), a full service market research and consulting firm headquartered in Philadelphia, credits his thirty-one-year marketing career with shaping the philosophy by which he guides both his life and his company today. Thirty-one years in his industry have taught Davis that true business success can only be attained with the managerial distance to strategically focus on corporate growth and on cultivating strong symbiotic relationships within the greater business community.

It is that commitment to growing his own business—as well as the Philadelphia small business community of which it is a part—that initially drew Davis to the E-200 Initiative. In the E200 Initiative, Davis saw the opportunity to network with an unprecedented assembly of Philadelphia small business owners. In that dynamic environment, Davis hoped to cross-fertilize with other small businesses to identify new business strategies and opportunities for growth.

As Davis embarked on his E-200 experience, he had already built MDAC into a thriving enterprise. MDAC is a full-service market research and consulting firm, specializing in both qualitative and quantitative market research, with clients in a wide variety of industries. Via that platform, MDAC partners with its clients to mine targeted market segments for the information its clients need to best tailor their marketing message to their goals. Representative services include: advertising/brand and positioning studies; and the design and administration of business-to-customer, business-to-business and employee satisfaction surveys.

MDAC’s hallmark is its partnership with each of its clients to precision-craft the market surveys that it executes and analyzes on their behalf. The MDAC team works closely with each client to design both the market survey content and the delivery mechanism to target only the most pertinent data. With each project, MDAC insures complete and accurate data by exercising its extensive market reach through a strategic mix of research methods—

ranging from focus groups to telephone, mail, internet or face-to-face surveys—and a full arsenal of multi-lingual, multi-cultural research capabilities.

With the success that Davis’ collaborative market research methodology has brought him to date, it is no surprise that he has applied that collaborative philosophy to his participation in the E200 Initiative—with great success. Through the E-200 Initiative, Davis has no doubt that he has refined his own business plan through the lens of the Initiative’s peer-to-peer mentoring structure. Working together, E-200 class members have focused on their respective firm’s growth goals and worked to identify the internal systems necessary to achieve them. As Davis had hoped, this collaboration has built a sound business plan for MDAC, as well as strong and lasting networking relationships with other participating firms.

But, perhaps Davis’ faith in the collaborative process has been most rewarded by the more unexpected benefits of the Initiative, both tangible and intangible. As Initiative’s momentum has grown with each passing class session, class members have put theory into practice, acting as de facto consultants to their classmate’s businesses in their respective areas of expertise, with the MDAC team wholeheartedly contributing to this impromptu skill-for-skill trade. Offering up MDAC controller Gerson Sigman’s financial insight, the MDAC team has helped classmates to install appropriate financial management software, edit a chapter of a book regarding business accounting, and retain much-needed professional bookkeeping services. In return, MDAC has tapped E-200 participant Untra Corp.’s computer networking expertise to evaluate its own computer network.

But, much more than the direct, tangible benefit of this collaboration to MDAC and its E-200 classmates, the unified efforts of this E-200 class offer something much greater, not only to



Gerson Sigman, Controller, and  
Morris Davis, President

its members, but to the Philadelphia small business community and to the City as a whole—hope. Hope that, by banding together—whether as classmates sharing a common classroom, small business owners sharing a common vision, or citizens sharing a common city—success for one *can* mean success for all.

As witness and substantial contributor to such a noble embodiment of his own long-held philosophy, Davis is sure to take MDAC to the next level with renewed commitment. And, if Davis, himself, holds any sway, he will take his beloved Philadelphia along with him.

### M. Davis and Company

1520 Locust Street  
Philadelphia, PA 19102  
Phone: (215)790-8900  
Fax: (215)790-8930  
Email:  
gerson@mdavisco.com  
Website:  
www.mdavisco.com



Philadelphia  
E200 Class  
of 2008

# PARTICIPANT PROFILE

## Pamela Gallo: Pamela Gallo Consulting *A Full-Service Business Development Agency Linking Small Business With Big Opportunities*

Pamela Gallo Consulting is a business development agency that brokers relationships between its small business clients and enterprise corporations and government entities by identifying each client's niche in those markets and developing and implementing a targeted marketing plan. Filling the role of the client's Business Development Director, Pamela Gallo, Founder and President of Pamela Gallo Consulting, closes the gap of competitive advantage between her small business clients and their medium and large counterparts by providing the dedicated man hours to prospecting new business that her clients cannot otherwise spare.

Already market-proven with solid infrastructures and revenue histories of grossing between \$5 million and \$25 million annually, Gallo's clients look to Gallo to diversify their client base. Often, these client companies depend on a single large customer to sustain their business, making their futures, at best, uncertain. Gallo works to insure each client's longevity by securing it a contract with a large corporation or government entity within her first year of involvement and setting a goal of securing three large customers for each of her clients over the course of her relationship with them.

Gallo credits her client service model with her professional success. By handling each step of the marketing process—from concept to execution—Gallo eliminates the middleman role played by a client's in-house marketing team, providing a seamless delivery of the marketing message to the target audience and maximum return on her client's invest-

ment. Gallo begins each engagement with in-depth study of the client's business, including its market positioning, competition, client preferences, and existing marketing plan. Then, she crafts and implements a customized marketing strategy, including marketing materials and a customized pitch presentation, based on analysis of how the client's product or service meets the target audience's need. Gallo's full-service execution of her marketing strategy often includes attendance at procurement conferences and networking events on her client's behalf; cold calling to set appointments; e-mail campaigns; delivery of pitch presentations to potential clients; and completion of proposals, RFI's, RFP's, and "Sources Sought" on her client's behalf.

Like her clients, Gallo's own business is poised on the threshold of explosive success. Based on over 14 years of experience in the business development industry, Gallo knew that mentorship and education would be the keys to next-level growth. As a member of the inaugural E-200 class, she has found both.

Since enrolling in the E-200 Initiative in Fall 2008, Gallo has embraced not only the intensive education in business theory that the program provides, but its peer-to-peer mentoring structure. Gallo has applied the Initiative's principals to her business by creating a three-year growth plan vetted by an adjunct advisory



Pamela Gallo, Founder and President

board of her classmates. Gallo looks forward to expanding and strengthening her business, courtesy of the new client-screening process she is developing based on the Initiative's financing module and the strong support network that she has built with E-200 classmates.

### Pamela Gallo Consulting

101 Route 130 South  
Cinnaminson, NJ 08077  
Phone: (856)829-4900

Email:  
info@pamelagalloconsulting.com  
Website:  
www.pamelagalloconsulting.com



**STEP IT UP!**

Join the **ENTREPRENEURS** shaping the Future

**Philadelphia  
E200 Class  
of 2008**

## **PARTICIPANT PROFILE**

### **Sam Thevanayagam: Parts Life, Inc.**

#### ***Parts Obsolescence and Supply Chain Solutions Firm Focuses on Corporate and Community Development***

Parts Life, Inc. provides parts obsolescence and supply chain solutions to its customers, thereby extending the life of their expensive and mission-critical assets. Its customers span a variety of industries, ranging from the Department of Defense to the automotive, construction equipment and aerospace industries.

Parts Life, Inc.'s, customized process for solving its customers' parts obsolescence issues-R.O.P.E (Rapid Obsolescence Planning & Execution) - uses a variety of methods: reverse engineering, design, secondary market purchase, and strategic sourcing to serve its clients. Products range from discontinued parts for sophisticated manufacturing and military machinery to component parts for automobiles, trucks and construction equipment. With each solution, Parts Life's unique value proposition creates added value, supplying environmentally friendly parts while meeting quality, delivery requirements on budget.

The supply chain solutions division of Parts Life, Inc., creates a wide range of operations and project management projects. The company has made its mark in this business with innovative approaches to operations, transportation, warehousing, packaging, and distribution. Most recently, this expertise won Parts Life a contract with a major American auto manufacturer to produce its automobile seats on a just-in-time basis at an off-site facility. True to form, Parts Life provided that client with considerable savings by designing a cost effective manufacturing and packaging process.

Drawing on a twenty-two year career in Operations and Supply Management, Parts Life's Founder and President, Sam Thevanayagam, is intent on not only advancing his company, but his community. Before launching Parts Life, Inc., in 2004, Thevanayagam's entrepreneurial drive led his career, quickly moving him to upper manage-

ment status in one of Philadelphia's largest manufacturing companies. Through a series of assignments and mentors, Thevanayagam not only contributed to a fast growing company, he learned to serve the community through his work.

Parts Life already supports the struggling United States manufacturing sector by sourcing to largely Philadelphia-area manufacturers to produce its parts. As Parts Life grows, Thevanayagam anticipates opening an in-house manufacturing facility in the City of Philadelphia or Camden, New Jersey, solidifying his commitment to helping inner-city-based workers find employment, helping second career professionals develop new skills, and growing the local economy by keeping local employment rates strong.

Intent on putting his plans—for his company and his community—in fast-forward, Thevanayagam joined the E-200 Initiative. As a member of the Initiative's inaugural Philadelphia class, he looks forward to refocusing his skill set, recalibrating his view of business as an executive working *for* a business to a business owner working *on his own* business. With the help of his E-200 classmates, who have formed a de-facto advisory board, courtesy of the Initiative's peer-to-peer mentoring structure, Thevanayagam is crafting a three-year growth plan to further focus on the next-growth level of his company. Moving forward, President Sam Thevanayagam is determined to reach new markets while re-strengthening his market base. In a nod to the budget restraints so common



Sam Thevanayagam, President

in today's economic environment, Thevanayagam will use skills learned in the E-200 Initiative to broaden its blend of products and services. The addition of further capabilities in Life Cycle Sustainment & Engineering Services will increase Parts Life, Inc.'s, ability to serve its customers and stimulate much needed jobs in the manufacturing sector in the inner city.

#### **Parts Life, Inc.**

**101 Route 130 South  
Suite 9  
Cinnaminson, NJ 08077  
Phone: (856)786-8675  
Fax: (856)735-0093  
E-mail:  
sam@partslifeinc.com  
Website:  
www.partslifeinc.com**



Philadelphia  
E200 Class  
of 2008

# PARTICIPANT PROFILE

## Melinda Emerson: Quintessence Multimedia Young Multimedia Entrepreneur Builds National Firm Reputation One Client Story at a Time

Melinda Emerson's firm, Quintessence Multimedia, specializes in marketing consulting, multicultural outreach, digital media production and interactive design. But, most of all, it specializes in storytelling. In all disciplines, Quintessence conveys each client's message with a targeted understanding of audience appeal.

Through the challenges and rewards of building her business over the last 10 years, Emerson has not only built lasting client relationships, she has built a story of her own.

From the earliest days of her career, Emerson was set on launching her own media production company. Inspired by Oprah Winfrey, Emerson decided the name of her company as a sophomore in college. She worked as a television news producer for six years prior to starting Quintessence. Years of managing the creative demands and deadline rigors of broadcast news left Emerson with keen storytelling ability, an insider's media savvy and lightening-fast decision-making skills that would become indispensable in the business world.

In 1999, then 26 year-old Melinda Emerson founded Quintessence as a video production company, tapping skills she learned as a network news producer. With each project, Emerson's full-service firm offers clients script-to-screen execution, including storyboarding, production in all formats, and editing in its post-production facility.

Eager to expand the reach of her clients' messages, Quintessence soon expanded its offerings to include multimedia design capabilities. From a full-service digital production facility, the Quintessence team creates design and content for web portals, intranet webcasts and podcasts.

Clients seeking comprehensive marketing planning turn to Quintessence for multi-tier strategy including e-business solutions, grassroots outreach, and multicultural marketing expertise.

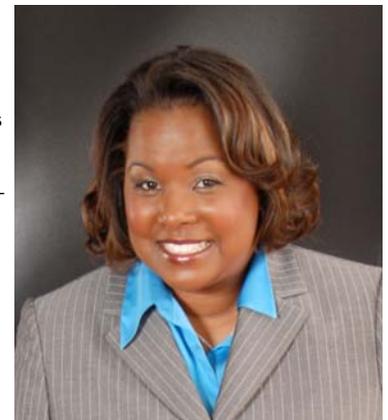
By 2008, Emerson was on the fast-track to success. Reaping the dividends of the days and nights that she had poured into the business that is her passion, Emerson

had built an extraordinary client list and earned the industry recognition to match it. Some of Quintessence's most high-profile clients include Johnson & Johnson, Verizon, Enterprise Rent-A-Car, GlaxoSmithKline, and IKEA. Her work for those clients has earned her recognition as an executive on-the-rise by the likes of Ebony magazine, the Philadelphia Business Journal, the City of Philadelphia, the Philadelphia Tribune, the American Red Cross of Philadelphia, and the NAACP. She has also garnered national media attention from NBC Nightly News, Wall Street Journal, Black Enterprise, and US News and World Report. Emerson has received many awards including Top 50 Women in Business in PA, Philadelphia Business Journal Woman of Distinction, American Red Cross of Philadelphia Rising Star of the Year, City of Philadelphia MED Week Award, and Ebony Magazine Top 30 Leaders of the Future.

But, in 2008, Emerson joined the rest of the small business community in facing one of the most daunting challenges yet—the unpredictable economy. Budget cuts at some of Quintessence's larger clients put Emerson's business model to the test, making her enrollment in Philadelphia's inaugural E-200 class even more imperative to fortifying her long-range business plan.

Through the E-200 Initiative, Emerson has tested her business plan and infrastructure against an intensive business theory curriculum and developed new strategies to meet challenges. As she works to craft a three-year growth plan by her E-200 graduation, the Initiative has spurred her to re-invent many of her firm's internal operating systems and renewed her confidence, not only in Quintessence's sustainability beyond the current economic slowdown, but in the Philadelphia small business community of which it is a part.

Indeed, just as valuable as the Initiative's curriculum, its hallmark peer-to-peer mentoring structure has brought value to Emerson's E-200 experience. Together, Emerson and her classmates—an unprecedented assembly of small business owners—have applied the Initiative's principals



Melinda Emerson, President

to their businesses through a dynamic free flow of ideas and mutual support. And, in the process, Emerson and her classmates have forged meaningful bonds, becoming each other's de-facto advisory board and valued resource partners, creating for themselves the kind of networking and business opportunities that will carry them successfully into the future.

### Quintessence Multimedia

67 Long Lane, Suite 50

Upper Darby, PA 19085

Phone: (610)352-0680

Fax: (610)352-0687

Email:

[producerpa@quintessenceinc.com](mailto:producerpa@quintessenceinc.com)

Website:

[www.quintessenceinc.com](http://www.quintessenceinc.com)



**STEP IT UP!**  
Join the **ENTREPRENEURS** shaping the Future

**Philadelphia  
E200 Class  
of 2008**

# PARTICIPANT PROFILE

## Nakia Stith: Top of the Clock

### *A Daughter Faces Down the Odds to Re-Build the Company Founded by Her Father and Emerge Stronger Than Ever*

For Nakia Stith, the 30-year-old CEO of Top of the Clock, the security and protection services firm founded by her father, professional and personal demands collided in 2001 under circumstances that would test the strength of her character, the bonds of her family, and the metal of her business. That year, Nakia Stith's father was diagnosed with a terminal illness, requiring her to leave her own science education career behind to save the company that he founded. That year, Nakia Stith embarked on what was certainly the defining hour for the company that she would come to save from the brink of failure, and was, perhaps, the defining hour of her life.

Top of the Clock is a security and protection service providing security plans and staffing for individuals, events, and public buildings like schools and multi-unit housing facilities.

Gregory Stith started Top of the Clock in 1991, providing security in small Philadelphia clubs. A contract to provide security at some of Philadelphia's public housing facilities catapulted Top of the Clock into the uniformed guard business, dramatically increasing the firm's size in a veritable instant. Soon, Top of the Clock made great inroads into dismantling the open air drug markets at those facilities, due in large part to its employment of men from those communities, who understood those communities, as the armed guards now patrolling them. For, perhaps, the first time, the residents of those facilities could relate to those charged with protecting them and began to act as informants.

But, as is often the case, quick success does not come without its penalties. This meteoric rise left little time to create the kind of corporate infrastructure necessary to properly support Top of the Clock's growth spurt in accommodation of the PHA contracts, a weakness that would later be magnified by Gregory Stith's sudden and career-ending illness.

By 2001, when Nakia Stith took her place at the company, her father's illness had already significantly limited management control of its internal systems and personnel for some time. With her father as off-site mentor, Nakia Stith studiously set about learning each aspect of the business, in turns sitting site duty as a

security guard, and handling payroll and scheduling. Having experienced the company from those vantage points, it was undeniable that internal corruption and malaise paralyzed the firm's highest levels and that Nakia Stith would have to terminate the majority of head office staff and rebuild the company from the ground up.

In the meantime, Nakia Stith would have to carry the company on her own.

As CEO of Top of the Clock, Nakia Stith insured the company's longevity by retooling its fundamental foundations, building strong internal systems and a reliable workforce. Nakia Stith forged tighter internal accounting practices and unemployment policies. She also set about creating a clear hierarchy and a strong firm infrastructure by creating a job description for each position. She then filled open positions with trained professionals who brought positive energy to the firm and who were able to grow with her vision of the company.

By 2008, Nakia Stith had streamlined the company to handle a bigger book of business than ever before. Parlaying the company's strong industry reputation, Nakia Stith won contracts to handle security for high-profile clients and events. She also forged partnerships with other businesses.

But, as the company grew stronger, Gregory Stith's health continued to fail. In June 2008, he passed away, leaving Nakia to lead Top of the Clock without him, and leaving the company at the threshold of a new era.

With the company's fate in her hands, Nakia knew that education and mentorship would be her lifeline. And, in the E200 Initiative, she has found both.

Through the E-200 Initiative, Nakia is re-enforcing her business model through exposure to intensive education in business theory and charting new avenues for growth. Within the framework of the Initiative's peer-to-peer mentoring structure, she



Nakia Stith, President

is testing the three-year growth plan that she is creating through the Initiative against a defacto advisory board of her small-business classmates. Most particularly, Nakia Stith is using the fundamentals of the Initiative's curriculum to build a strong marketing plan and looks forward to implementing that and other aspects of her business plan from the managerial distance that she is learning through the Initiative.

### **Top of the Clock, Inc.**

111 N. 46th Street  
Philadelphia, PA 19139  
Phone: (215)476-2474  
Fax: (215)747-5720  
E-mail address:  
nakia.stith@gmail.com  
Website:  
www.topoftheclock.com



**Philadelphia  
E200 Class  
of 2008**

# **PARTICIPANT PROFILE**

## **Mustafa Sualp: Untra Corporation Philadelphia-Based IT and Web Solutions Firm Achieves Success through Complete Integrated Solutions**

IT firm Untra Corporation's President and CEO, Mustafa Sualp, has built his business on the same theory that fuels his beloved technology industry—full integration. And, on every level, it works.

Sualp founded Untra in 1999 as the outgrowth of his independent technology consulting work for websites and investment deals. Since then, the firm has grown organically out of Sualp's passion for the industry and for the people that he serves. Today, Sualp has built Untra into a full-service IT and web solutions firm, offering customized comprehensive technology solutions for small and medium-sized businesses and institutions across the region. Under that rubric, the firm has developed five distinct practice areas: untraWEB, a web design and application development practice group; untraIT, specializing in IT support, outsourcing, maintenance and systems integration; untraBIZ, providing business IT strategy, security and continuity; untraNET, devoted to network infrastructure and wired/wireless networking; and untraHOST, offering clients e-mail and web hosting and managed services. Untra added a sixth practice area in the Spring of 2008 called UntraAMS, which stands for Academic Management Systems. UntraAMS provides solutions, strategic consulting, and technology management services to educational institutions. The first software product under this category, AEFIS 2.0, is set to launch in Spring 2009.

For Untra's decade in business, the cornerstone of Untra's client service model has been the practicality of its technology solutions. With each project, the Untra team works closely with the client to comprehensively understand not only the client's IT and web 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, Untra produces customized technology solutions fully aligned with the client's identified need and budget. This dynamic fusion of Untra's IT expertise with the client's expertise on its own infrastructure and industry produces fully integrated results and enduring client relationships. In 10 years, Untra has never lost a client.

Not surprisingly, the collaborative philosophy at the root of Untra's commercial success also structures its own office environment. The office's loft-like open floor plan—in which even Sualp, himself, does not have a

separate office—portends Sualp's open-door management philosophy and the cohesive workforce that it creates. By eschewing divisions among staffers based on employee hierarchy or department, Sualp promotes mutual consultation among all levels of his staff. Against this backdrop, Sualp's personal mentoring relationship with each of his staffers easily converts Untra's goals to the team's collective goals and promotes success for Untra as a whole.

As Untra has grown, Sualp has realized that the principal benefit that Untra affords its clients—the managerial distance from day-to-day operations management to strategically focus on corporate growth—was a benefit that he no longer afforded himself. By Spring 2008, Sualp had become so absorbed in the day-to-day project management that he loved, that he could not strategically focus on corporate growth. That's when Sualp realized that, to grow Untra to the next level, he must free himself to identify new resources and growth opportunities for the company.

And that's when Sualp joined E200.

Eager to recalibrate his business model through the Initiative's intensive education in business theory, Sualp joined 20 of his fellow entrepreneurs in an experience that has been much more than academic. Within the framework of the Initiative's peer-to-peer mentoring structure, Sualp and his E200 classmates have, as expected, identified new avenues for growth and the outside resources that will help them to achieve it, but, they have found perhaps the greatest resource in each other.

Together, Sualp and his classmates have applied the Initiative's principals to their businesses through a dynamic free flow of ideas and mutual support mirroring Sualp's own collaborative ideal. And, in the process, Sualp and his E200 class-



The Untra Corporation Team  
Mustafa Sualp, President (pictured top-right)

mates have forged meaningful bonds, becoming each other's support groups, de facto business consultants, and, in many cases, valuable resource partners. It is in that spirit of collaboration, that Sualp has freely shared his technological expertise with his E-200 classmates, assessing and advising them on their technology needs upon request.

And, empowered by the principals of the E-200 initiative, it is in that spirit of true entrepreneurship that Sualp will boost his business to the next level of success.

**Untra Corporation**  
*234 Market Street  
2nd Floor West  
Philadelphia, PA 19106  
Phone: (215)873-0800  
Fax: (215)873-0801  
E-mail: msualp@untra.com  
Website: www.untra.com*



**STEP IT UP!**

Join the **ENTREPRENEURS** shaping the Future

**Philadelphia  
E200 Class  
of 2008**

# PARTICIPANT PROFILE

## JOHN CURETON AND JONATHAN FORD: URBAN HARVEST PARTNERSHIP, INC.

### *Technology Services Firm Committed to Corporate and Community Development*

Technology services firm Urban Harvest Partnership, Inc., is a formidable contender in the ever-advancing technology services industry, courtesy of its traditional computer networking expertise, focus on next-generation technologies like wireless networking, and strong connection with its West Philadelphia neighborhood.

With over 30 years combined industry experience between the firm's two principals, John Cureton and Jonathan Ford, alone, the Urban Harvest team delivers clients innovative technology solutions supported by a detailed project analysis that sets it apart from the competition. Since its founding, Urban Harvest has specialized in providing desktop services, secure wireless networking and document collaboration, as well as providing cabling services for telco, CAT5 data and audio/video installations.

As wireless technology has moved to the fore, both domestically and internationally, Urban Harvest has claimed its place among industry newsmakers. Urban Harvest helped to set the pace for the future of regional wireless networking as an instrumental player in the City of Philadelphia's bid to create a city-wide wireless network, the largest in the United States. In a testament to its capacity to complete projects on the largest scale, Urban Harvest built 80% of Philadelphia's wireless network, which boasts 5000 wireless routers, 2000 wireless routers, and 150 square miles of network. And, courtesy of its resources for site survey, design, implementation and support of WLAN networks, Urban Harvest has also completed WLAN Networks for a variety of hospitality, educational and transportation industry customers.

But, even in an increasingly wireless world, Urban Harvest's time-tested expertise in traditional networking makes it an industry star. From the outset, the Urban Harvest team's dedication to excellence in this, the fundamental discipline of its field, has built it a loyal client base in the more traditional technologies. More recently, these skills have distinguished Urban Harvest in the world of wireless technologies as a firm uniquely qualified to complete all aspects of wireless networking, a specialty saturated with less-than-seasoned newcomers ill-equipped to complete the backend wiring so necessary in these installations.

As clear to Urban Harvest's Principals as the entrepreneurial drive that has lead their careers is their drive to serve the community through their endeavors. Since its founding, Urban Harvest has staunchly supported workforce

development efforts in its West Philadelphia neighborhood by hiring and training neighbors and members of local career rehabilitation programs. As trained technology professionals with abundant practical experience, these Urban Harvest team members take control of their own career paths, advance Urban Harvest's professional mission, and fuel the local economy.

By 2008, Urban Harvest's industry reputation had built an extraordinary client list and earned the industry recognition to match it. Some of Urban Harvest's most high-profile clients include Motorola, Educational Testing Services—Chauncey Conference Center, EarthLink, Pennsylvania Department of Transportation (PENNDOT), and The Center for Urban and Theological Studies. Urban Harvest's work for those clients earned it a place in the Greater Philadelphia "Philadelphia 100" list of the top 100 fastest growing companies in the Delaware Valley and the esteemed Pennsylvania Minority Business Enterprise Award.

Having built a strong business foundation, Cureton and Ford knew that the E-200 Initiative's intensive education in business theory could catapult Urban Harvest to the next level of success. Using principals learned in the E-200 classroom, Cureton and Ford are carefully crafting a three-year plan to guide Urban Harvest's future growth. In sight are their goals to expand their international wireless business and create the kind of corporate infrastructure throughout their organization that will allow them the managerial distance from day-to-day operations to focus on increasing revenue production.

But, perhaps the most rewarding aspect of Cureton and Ford's E-200 experience has been the Initiative's peer-to-peer mentoring structure. Bonding over the common challenges and rewards of small business ownership this group of 20 Philadelphia area small business owners have become each other's support group, defacto consultants, and, in many cases, valuable resource partners. Already,



Jonathan Ford and John Cureton, Principals

Urban Harvest and its classmates have explored partnering to bid on large contracts, referred prospective employees to each other, and shared possible business opportunities.

With so much practical yield from their E-200 classes and relationships to date—even before graduation from the Initiative—Cureton and Ford look forward to what the future holds for Urban Harvest and for their E-200 classmates.

### **Urban Harvest Partnership**

**6050 Osage Avenue  
Philadelphia, PA 19143  
Phone: (610)482-4282  
Fax: (215)701-0640  
Email:  
ford@uhwireless.com  
Website:  
www.uhpwireless.com**



**STEP IT UP!**

Join the **ENTREPRENEURS** shaping the Future

**Philadelphia  
E200 Class  
of 2008**

# PARTICIPANT PROFILE

## Richard Goloveyko: Veyko Inc.

### *Creating Beautiful Metalwork Across the Northeast*

Veyko Inc. is a Philadelphia-based ornamental metalwork and architecture firm that is as committed to Philadelphia's pool of creative talent as it is to enhancing its own bottom line. Fortunately, Veyko founders Richard Goloveyko and Lisa Neely have discovered that, beyond virtue being its own reward, these values that so benefit Veyko's community provide a sound foundation for Veyko's own professional success.

Veyko has been designing, fabricating and installing contemporary ornamental metalwork out of its headquarters in Philadelphia's Northern Liberties section since 1999. Veyko is an interdisciplinary firm, applying its modern aesthetic to furniture design, full-service architecture design, and metal fabrication. Most recently, Veyko has distinguished itself in the metal sculpture medium, fabricating art pieces for public display at New York's Memorial Sloane Kettering Cancer Center and Lincoln Center for the Performing Arts. Locally, Richard Goloveyko's winning bench design, which Veyko is fabricating in-house, will soon adorn SEPTA's 8<sup>th</sup> Street Subway Station.

From the start, Goloveyko and Neely knew that Center City Philadelphia would provide an ideal urban lifestyle. They actively participate in the creative arts community and have the space and opportunity for maximum growth. Graduates of Penn and Princeton Master of Architecture programs, respectively, Goloveyko and Neely were familiar with Philadelphia's neighborhoods when they settled on the Fairmount Avenue industrial building that now houses Veyko. In selecting that location, Goloveyko and Neely were drawn by the neighborhood's access both to a sophisticated workforce via its thriving community of creative professionals and to the major transportation arteries linking Philadelphia to the rest of the eastern seaboard.

Veyko's location gives it an unmistakable com-

petitive edge over New-York- City-based industry rivals. The firm's Philadelphia address affords both lower overhead costs for the firm and a high standard of living for its employees. Also, having its shop in the heart of the northeast corridor makes Veyko eligible to bid on environmentally conscious construction projects across the region. Consistent with regulations on those projects, Veyko's fabrication shop and raw material sources are within 500 miles of any building site in New York City and much of the rest of the mid-Atlantic corridor.

Veyko plans to cement the Philadelphia ties that have hereto bolstered its growth by constructing its new headquarters less than ten blocks north of its current building. With the help of PIDA and PIDC, the building will revitalize a section of the Philadelphia Empowerment Zone and create multiple jobs. The decision to build vs. purchase an existing building is based upon the desire to reinforce the corporate culture of Veyko. Many of their employees are also involved in the community and choose to live in the Center City area for lifestyle reasons. The new facility is within close proximity to the Market-Frankford Subway Line and the Crane Arts Center, an artist studio collective and gallery, with which Veyko hopes to develop a synergistic relationship.

Coinciding with Veyko's current growth, the timing of its membership in the E-200 Class is ideal to catapult the firm to the next level of business success. The firm's founders attribute both its success and its struggles to its having grown solely from their passion for the art and science of architecture.



Richard Goloveyko, President

Through E-200, Goloveyko and Neely are making business connections and strengthening their current operations by constructing a tangible three-year growth plan to pilot the next phase of Veyko's development. Armed now with the deeper-rooted confidence that comes with a combination of practical business experience and sound business education, Veyko is certainly a company to watch.

#### **Veyko Inc.**

*216 Fairmount Avenue  
Philadelphia, PA 19123  
Phone: (215)928-1349  
Fax: (215)928-8886  
Email:  
rg@veyko.com  
Website:  
www.veyko.com*



**STEP IT UP!**

Join the **ENTREPRENEURS** shaping the Future

**Philadelphia  
E200 Class  
of 2008**

## **PARTICIPANT PROFILE**

### **Heather and Michael Gabor: W.P. Cooke**

#### ***First-Generation Family Business Owners Intent on Passing A Thriving Business to Future Generations of Their Own Family, and A Thriving City to Future Generations of Fellow Philadelphians***

As the only large wholesale tire distributorship in Philadelphia's city limits, the family-owned-and-operated W.P. Cooke has built a successful business on longstanding relationships with private inner-city resident and City government customers, alike. Intent on passing a thriving business to future generations of their own family and a thriving city to future generations of fellow Philadelphians, owners Heather and Michael Gabor are committed to growing W.P. Cooke into a premier tire and automotive maintenance purveyor, right from its original North Broad Street location.

A fixture in its North Philadelphia neighborhood for decades, W.P. Cooke has seen this City fall on hard times and rise again, courtesy of the citywide gentrification now beginning to sweep up North Broad Street. A casualty of those hard times was the Philadelphia tire dealerships, the majority of which have long fled the city, leaving a multitude of underserved city-based customers in their wake. Refusing to abandon the city of its founding or the neighbors that it served, W.P. Cooke dug in and continued to operate out of its North Broad Street store.

Over the years, that business strategy has served W.P. Cooke well. Its convenient North Broad Street address, along with its dealership agreement with American tire maker Goodyear, have been instrumental in winning it sought-after tire maintenance contracts with SEPTA and the Philadelphia Housing Authority. Similarly, W.P. Cooke's commitment to the community and wide variety of in-stock tire brands have built it a strong customer base of private inner city residents.

Just as its avant-garde business strategy has carved W.P. Cooke a formidable niche within its industry, its traditional family-business management structure is sure to carry it into a successful future. As W.P. Cooke's owners and managers,

brother-and-sister Heather and Michael Gabor have fused their complementary professional backgrounds to create a dynamic leadership team cognizant of the business' time-tested strengths as a foundation for growth. Heather, an attorney by trade with small business ownership experience, manages the business' human resources and legal interests. Her brother, Michael, having logged many years working in the W.P. Cooke shop, lends extensive operations experience to his management of the business' inventory, showroom floor, and tire installation bays.

Together, the Gabors share a common faith in the company's promise, a faith that led them to join Philadelphia's inaugural E-200 class.

As E-200 participants, the Gabors join an unprecedented gathering of Philadelphia-area small business owners in a pilot Initiative designed to re-shape their businesses and, in so doing, the City that they call home, by immersing them in a comprehensive curriculum of cutting-edge business theory. Reveling in the Initiative's peer-to-peer mentoring structure, the Gabors have, for the first time, shared the challenges and goals of their business with a defacto advisory board of their peers. As they work to craft a three-year growth plan based on the Initiative's principals and the input of their classmates, the Gabors are committed to gaining managerial distance from the day-to-day operations of the business to focus on strategic corporate growth. Moving forward, the Gabors look forward to building the internal infrastructure to support that goal, including retaining a



Heather and Michael Gabor, Owners

dedicated sales staff. Soon, the Gabors will expand their business to include an auto mechanics division providing services like tire alignments. But, perhaps foremost among their goals for their business is to sustain it for the next generation of Gabors; whatever the future holds, W.P. Cooke will remain a family business.

### **W.P. Cooke**

**4731 N. Broad Street  
Philadelphia, PA 19141  
Phone: (215)329-5381  
Fax: (215)329-9001  
Email:  
hgabor@wpcooke.net  
Website:  
www.wpcooke.net**

## 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 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."

Through E200, the Class of 2008 attended sessions focusing, in turn, on growth goals, marketing, sales, financials, exporting, government contracting and accessing capital. Through this coursework, the class worked with mentors, developed connections with banks and the private equity community, and drafted a growth plan for their own businesses.

The Class of 2008 includes:

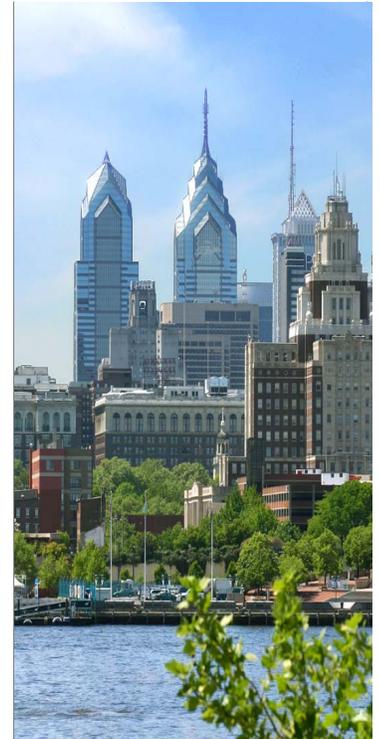
- Aardvark Pest Management, Inc.
- China Power & Light, Inc.
- CKG Architects
- Clinton Street Bed & Breakfast
- Friday Architects/Planners, Inc.
- Glasstoration Technologies™, LLC
- J. Cabot Catering
- K.I.A. Design and Construction
- Leahy Caregivers, Inc.
- Loughner and Associates, Inc.
- M. Davis & Co., Inc.
- Pamela Gallo Consulting
- Parts Life, Inc.

- Quintessence Multimedia
- Top of the Clock
- Untra Corporation
- Urban Harvest Partnership, LLC
- Veyko Inc.
- W.P. Cooke.

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
- Greater Philadelphia Minority Business Strategic Alliance (GPMBSA)
- Hispanic Association of Contractors and Enterprises (HACE)
- PNC Bank
- Service Corps of Retired Executives (SCORE), Philadelphia Chapter
- Sovereign Bank
- 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; Des Moines; Memphis; Milwaukee; and New Orleans.



*"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  
215-580-2700  
david.dickson@sba.gov

Michael Kane, Business  
Development Specialist  
215-580-2707  
michael.kane@sba.gov

Jennifer Pilcher, Public  
Information Officer  
215-580-2703  
jennifer.pilcher@sba.gov

U.S. Small Business Administration

