

# "HOW PHILADELPHIA 100 CEO'S LEVERAGE TECHNOLOGY FOR COMPANY GROWTH"

*Tuesday, March 13<sup>th</sup> 2007 • 5:30-8:00 pm  
Federal Reserve Bank of Philadelphia  
7th and Arch Streets, Philadelphia PA*

*Event Co-Sponsored by:*



## What is the best way to integrate technology with your business?

You need to develop a strategy but don't know how. Cutting cost and making your daily routine more efficient is a must in your competitive environment. It's time to discard antiquated techniques and develop new ideas to push you ahead of the pack.

Our expert panel comprised of Philadelphia 100 CEO's will discuss how they have successfully used technology and how you can do it as well. This event will present ways for you to get more from your technology investments, save time and money, and facilitate marketing to your customers.

### Key Topics:

- Developing a Technology Strategy
- Streamlining Internal Processes by Improving IT
- Real World Experiences
- Best Practices and getting ROI from Technology Investments

Proper technology application is a key to success whether you are starting a business or growing an established business in the global economic era. Consumers in the US and abroad want your products or services their way, and they want them now. Please join our panel of experts on March 13th to discuss optimizing your technology investment to enhance your competitive position in today's global marketplace.

## Moderator:

**Daniel Geiger** is the founder and president of **Rome Technology Ltd.**; a web site design, web hosting, custom development and consulting firm. Rome Technology specializes in building dynamic, database-driven web sites, custom web applications and our flagship product Internet Metropolis, a content management Internet based software.

Daniel started Rome Technology in college during the Internet boom when all a web development business needed was a phone and a computer. Much has changed in the last few years but Rome Technology has been able to grow significantly every single year since its inception. Daniel attributes this to being able to roll with the punches, learning from mistakes and persistence. Since its' inception Rome Technology has developed hundreds of web sites and applications for small businesses and large public corporations including Johnson & Johnson. Daniel is a 2000 graduate of King's College in Wilkes-Bare, Pennsylvania and Rome Technology Ltd. is currently located in Lafayette Hill.

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

## Panelists:

**Gerard Ferro**, Chairman and Chief Executive Officer, is the founder, Chairman and Chief Executive Officer of **SUNRx**. He brings over 25 years of broad-based experience in the healthcare industry, with a focus on carving out the "excesses" in the system. Prior to founding SUNRx, Mr. Ferro served as co-founder, President and Chief Executive Officer of SIMCARE, Inc., (a medical Preferred Provider network and utilization review and management company), and its two subsidiaries: Professional Administrative Services (a TPA) and Benefit Specialist, Inc. (a benefits consulting firm). The companies were sold to Blue Cross Blue Shield in 1996. In addition, Mr. Ferro spent 14 years operating a broad spectrum of businesses specializing in benefit consulting, claims management administration technology and managed care network development. He also served from 1993 to 1995 on the GLOBAL EXCESS RE TPA Advisory Board and has served as an expert witness for the FBI, DOL and local authorities on healthcare fraud.

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

## Panelists, continued:

**Drew Morrisroe** began his information technology career in 1991 when he served as a part time assistant to the director of information systems at InterDigital Communications Corporation, an international wireless digital research and manufacturing firm. In 1994, while still an undergraduate college student, he started providing computer and networking consulting services to small businesses in the Philadelphia area.

Then in 1997 he founded CTN Solutions, Inc. to provide network integration products and services to companies with less than 1000 computer users. His organization helps business owners and their employees with complicated and complex technology issues. Since 2001, the company has expanded to provide network integration, application development, and web development services. Drew also provides management and IT consulting to organizations that need assistance using technology to meet their goals and objectives.

Over the past year his company has seen phenomenal growth as the need for reliable and skilled IT providers remains strong. For the 4<sup>th</sup> year, CTN has been listed in the Philadelphia 100 fastest growing privately held companies sponsored by the Philadelphia Business Journal and the Wharton School Small Business Development Center. Among CTN's clients are WHYY TV12, The GfK Companies, D.M. Sabia Construction, and Commerce Bank.

**Chris Burkhard**, founder and president of **CBI Group**, is a staffing industry leader. In this role, Burkhard leads the Newark, DE based professional service organization in providing solutions in human resources consulting and managed staffing.

Chris boasts an extensive amount of industry experience, including involvement in the start-up and management of several successful "niche" staffing businesses, including vendor-on-premise, human resource outsourcing, search and professional, technical, creative, finance and accounting, and light industrial staffing segments. Burkhard has held responsibility for all facets of business management including operations, client management, business development, and staff leadership.

Prior to founding CBI Group, Burkhard held a senior management position with Placers, an organization known for its vision, strong customer relationships, creativity, amoebic business model and unique entrepreneurial culture. He helped evolve and reposition the company to one with further reaching credibility and expertise to be a true consultant to its clients. It was with Placers that Burkhard also learned the value of establishing a culture-based organization driven by a flat, entrepreneurial structure and innovative client solutions.

Burkhard recognizes the responsibility of business leaders to support their communities, and actively supports and serves his community as a Board Member for Delaware SHRM, Junior Achievement of Delaware and the New Castle County Chamber of Commerce. Additionally he serves as a Leadership Council Member, Delaware State Chamber of Commerce Member and as a Rotarian.



.....

## “HOW PHILADELPHIA 100 CEO’S LEVERAGE TECHNOLOGY FOR COMPANY GROWTH”

### Notes from Tonight’s Meeting

.....

---

---

---

---

---

---

---

---

---

---

# 2005-2006 SPONSORS

The Entrepreneurs' Forum of Greater Philadelphia, Inc. is sponsored by members of the corporate, professional and investment community.

The Forum serves as a focal point to help individuals and early stage companies develop, grow and prosper in the nine-county Philadelphia area. We do this by providing information, resources, counsel and services in addition to networking opportunities. For additional information about the Forum, or to be added to our mailing list, call 215-640-3339.

## OFFICERS

### President

Richard Cohen, 215-979-1233  
Duane Morris LLP

### Past President

Maryellen Feehery, 215-241-7988  
Reed Smith LLP

### President Elect

Joe Flynn, 215-735-4422x 6185  
Republic First Bank

### Executive Director

Dan Ross  
danross.efgp@comcast.net

### Secretary

Chris Lam, 856-873-5517  
Ballard Spahr Andrews & Ingersoll

### Treasurer

Kim Murray Lowney, 215-636-5762  
BDO Seidman LLP

### Vice President, Sponsor Dev.

Irv Safra, 215-499-8101  
Safra Associates LLC

### Vice President, Marketing

Sue Cyliax, 267-880-0695  
E Edge, Inc.

### Vice President, Technology

Daniel Geiger, 610-323-5221  
Rome Technologies Ltd.

### Philadelphia 100® Consultant

Mark Heil\*, 215-483-3968  
CereNova Fund Marketing

### Philadelphia 100® Co-Chairs

Josh Slavitt\*, 215-923-4466  
Synnestvedt & Lechner LLP

### Five Minute Forum Director

Terrence Hicks, 215-972-6700  
Ben Franklin Technology Partners

### Strategic Plan Development Officer

Barry Meyers, 215-643-5558  
The People Source Group

### Ben Franklin Emerging Business Awards Co-Chair

Meg Jones, Reed Smith,  
215-851-8111  
Mark McGuriman, CBIZ  
610-862-2284

## BOARD OF DIRECTORS

### **BDO Seidman LLP**

Stephen J. Nardi 215-636-5517  
Stephan Parico\* 215-636-5500

### **CBIZ Accounting, Tax & Advisory, LLC**

John A. Lenzi 610-862-2215

### **Cozen O'Connor**

Joseph Bedwick 215-665-4753

### **CTN Solutions, Inc.**

Drew Morrisroe 610-828-5500

### **ExpertSpeakers!**

Marc Kramer 610-873-6978

### **Federal Reserve Bank**

Dede Myers 215-574-6482

### **Mid-Atlantic Capital Alliance**

Suzy Carney 215-790-3660

### **GFO Consulting**

Marc Sinkow 215-825-8545

### **Gregory/FCA Communications**

Doug Rose 610-642-8253 x33

### **Innovation Philadelphia**

Richard A. Miller 215-496-8163

### **Jacobs Law Group**

Neal Jacobs 215-569-9701

### **Kaplan & Associates, Inc.**

Jack Rosenbloom 215-569-9701

Alan Kaplan\* 610-642-5644

Dara Klein 610-667-1482

Henry Ian Pass 610-660-8001

### **The Law Offices of Henry Ian Pass**

### **La Salle University**

### **Entrepreneurship Insitute**

Dr. Marsha Timmerman 215-951-5133

### **Drexel Univ. LeBow College of Business Baiada**

### **Ctr. for Entrepreneurship in Technology**

Mark P. Loschiavo 215-895-0301

Terri McIlhenney 215-985-0302

### **Madway Business Marketing**

Bill Madway 610-519-4373

### **Meridian Venture Partners**

Thomas A. Penn\* 610-254-2999

### **Morgan Lewis & Bockius**

Jonathan Feinberg 215-963-5208

### **NUS College in Bio Valley**

Yu Ling Tok 215-966-6083

### **Penn State Great Valley**

Dr. Eric W. Stein 610-648-3256

### **PNC Bank**

Gerry Davis 610-668-6872

### **Praxis Capital, LP**

Ken Starr 484-537-0600

### **Private Investor Forum**

Richard Levin 215-884-9300 x140

### **Philadelphia Business Journal**

Lyn Kremer 215-238-1450

### **RSM McGladrey**

Steve Caine 215-641-8600

### **Square 2 Marketing**

Eric Keiles 215-230-3373

### **The Scullin Group, Inc.**

Frank E. Scullin 215-640-3335

### **St. Joseph's University**

Dr. George Sillup 610-660-3443

### **SUN Rx**

Gerry Ferro 800-786-1791

### **Temple University IEI**

Chris Pavlides 215-204-1035

### **Temple University SBDC**

Marcia Lyssy 215-204-2375

### **Trinity Capital Advisors**

Kevin Doyle 610-644-3366

### **UNreal Marketing Solutions**

Michael Stalbaum 610-664-6805 x11

### **Villanova University**

Dr. James Klingler 610-519-6443

### **Wachovia Bank**

Vik Dewan 215-670-3912

### **WestStar Group**

Carol J. Reitz 215-545-9780

James Hausch, Esq. 215-545-9740

### **Wharton Entrepreneurship Club**

Vivake Gupta 917-892-9738

Colin Pan

### **Wharton Programs for Working Professionals**

Claudia Lewis 215-573-5440

### **Wharton Small Business Dev. Center**

Therese Flaherty, Ph.D. 215-898-8635

### **Forum Operations**

Tyler Ward 215-238-0723

\* Past President



**The 2007 Philadelphia 100® marks the 19th anniversary of this prestigious event which honors the fastest growing, privately-held companies in the Greater Philadelphia region.**

**Currently accepting nominations!**

Nominate your company at:

**[www.Philadelphia100.com](http://www.Philadelphia100.com)**

---

## **Ben Franklin Emerging Business Awards**



2007 Ben Franklin Emerging Business Awards, Founded by the Entrepreneurs' Forum of Greater Philadelphia (EFGP) and the Ben Franklin Technology Partners of Southeastern Pennsylvania (BFTP), the "Bennies" event, now in its 13th year, honors the outstanding achievements of early stage companies.

**The Application deadline has been extended to March 12, 2007.**

This year's Bennies Awards will be awarded during the luncheon reception of the Angel Venture Fair at the Union League on Tuesday, April 24, 2007 from Noon until 2 p.m.

A limited number of sponsorships remain. Please contact Mark McGuriman, Chair of the Bennies, at 610-862-2284 or via email at [mmcguriman@cbiz.com](mailto:mmcguriman@cbiz.com) for more information.

**[www.benfranklinawards.org](http://www.benfranklinawards.org)**