



THE ROAD AHEAD

SURVIVING AND THRIVING IN TODAY'S ECONOMY

A 360 DEGREE VIEW FROM TOP PHILADELPHIA 100 WINNING FIRMS

AND INDUSTRY ADVISORS

A Two Part Series

Wednesday, November 12th 2008 • 5:30–8:00 pm

Tuesday, December 9th • 5:30–8:00 pm

Federal Reserve Bank

7th and Arch Streets, Philadelphia, PA

The Entrepreneurs' Forum of Greater Philadelphia is dedicated to helping you achieve your dreams. On Wednesday, October 22nd., we celebrated the accomplishment of those dreams with Philadelphia's top entrepreneurs at our 20th annual Philadelphia 100 awards ceremony.

On November 12, 2008, you will hear how the top winners have achieved their success. These leaders will also share their views on navigating the challenges of today's economy.

From our award-winner entrepreneurs, you will learn:

- Their three keys to success
- The three steps they each are taking to prevail in the coming years.

On December 9, 2008, you will hear a panel of industry advisors discuss the state of the current entrepreneurial environment from a macro perspective. They will discuss the area of banking, venture capital, legal and marketing to complete a 360 degree view of how to survive, thrive and continue to pursue your dreams.

Entrepreneurs Panel:

Steve Masapollo, CEO Solar Works NJ, #1 2007/2008 Philadelphia 100 Winner!. For the past 30 years, Steve has applied his creative and business skills to produce several leading companies. At 25 years old he was the youngest Vice-President of the prestigious PMA Marketing agency in Philadelphia, PA. He worked with numerous companies in many diverse sectors including the energy field. After 12 years in the Healthcare field as CEO of an \$85,000,000 company with 500 employees he stepped down to pursue the renewable energy field. Four years ago he applied this experience to the solar industry with the formation of SolarWorks NJ LLC. Solar Works NJ is a well-organized, respected solar integrator that sells designs and installs solar energy system. Our major territory is Burlington, Camden & Gloucester counties. We have also completed residential and commercial projects in Central and Northern NJ. It is a seamless

complete turnkey operation that does residential and commercial applications. Started with personal funds of \$10,000 the company has grown in 3 short years to over \$8,000,000. It is projected to do 14,000,000 in 2008 and 25,000,000 in 2009.

Mike Wiley, President McGrath Systems, #2 2008 Philadelphia 100 Winner!. Michael Wiley, the president and founder of McGrath Systems, began his career working for the largest technical recruiting firm in the United States. He founded McGrath Systems in 2005, and from its inception has maintained the position as president of the organization. Within the first 4 years of business, Michael Wiley has built McGrath Systems from a one person home-based business to one of the regions fastest growing staffing and recruiting firms. Under Mr. Wiley's leadership, he has driven the company's revenues by more than

Entrepreneurs Panel continued:

2100%, maintained 12 straight consecutive profitable quarters while successfully adding 5 new vertical markets and a second office. McGrath Systems was recognized in October, 2008, as the 2nd fastest growing privately held company in the Greater Philadelphia area. As a successful business leader, Mr. Wiley continues to expand the capabilities and business relationships of his firm through professional relationships and affiliations with associations such as the Philadelphia Chamber of Commerce, the Eastern Technology Council and the Entrepreneur's Forum.

Ned Moore, Chairman and CEO Portico Systems, six times Philadelphia 100 Award Winner!. Ned Moore has been involved in the healthcare industry working with health care payers for more than 10 years. He brings to Portico Systems an understanding of the current market challenges along with their strategic impact and the opportunities that they present for the industry. Outside of Portico Systems, Ned has had an impressive record of success in a wide array of sectors including information technology, real estate and distribution industries. As part of this experience he has focused on all facets of these industries including enabling companies to leverage and build customer relationships as well as financial and operational excellence. Ned graduated with a Bachelor of Science degree in Economics from Villanova University and is a member of the Board of Directors of the Philadelphia Boys Choir & Chorale where he also serves as the Chairman of the Robert G. Hamilton Endowment Fund. Ned has been recognized by the Philadelphia Business Journal with a 2007 Forty Under Forty Award, which recognizes commitment to professional excellence and community involvement. He is also a semi-finalist for the 2007 Ernst & Young Entrepreneur of the Year Award. Portico Systems offers health plans software solutions exclusively focused on unlocking the value of Provider Network Management. Our hallmark Portico Provider Platform empowers health plans to infuse agility into their provider network management functions while delivering actionable provider information. The platform streamlines provider network processes while accelerating new revenue streams, enhancing employee effectiveness and optimizing provider relationships.

Jiri Stejskal, PhD, President & CEO CETRA Language Services, 2008 Philadelphia 100 Award Winner! Dr. Jiri Stejskal, founder of CETRA Language Solutions, earned both M.A. and Ph.D. degrees in Slavic Languages and Literatures at the University of Pennsylvania, and an Executive MBA degree at Temple University. In addition to his duties as President and CEO of CETRA Language Solutions, he has also taught undergraduate and graduate language courses at the University of Pennsylvania, and has served on numerous boards of non-profit organizations. Currently he serves as the President of the American Translators Association, Vice President of the International Federation of Translators, and Treasurer of the American Foundation for Translation and Interpretation. Founded in 1997, CETRA Language Solutions provides translation, interpretation, localization, multilingual typesetting, voice-overs, and transcriptions services for corporate and government clients in nearly 100 languages. Its worldwide network of more than 4,000 professional linguists and dedicated in-house staff provide professional, friendly, responsive service that saves you time, simplifies the process for you and makes working with CETRA Language Solutions a pleasure. CETRA Language Solutions, a Philadelphia 100 company, was ranked by Inc. Magazine among the 5,000 fastest-growing private companies nationwide. Among the company's notable achievements is participation in high-profile projects such as the transcription and translation of Saddam Hussein's trials.

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.

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2008–2009 Event Calendar

Unless otherwise noted, meetings will be held at the Federal Reserve Bank, 7th and Arch Streets, Philadelphia. Networking from 5:30 to 6:30 PM. Program from 6:30 to 8:00 PM.

September 9, 2008
Federal Reserve Bank

Mastering the Rockefeller Habits
Presenter: David Carter, MBA - President/Owner, ActionCOACH - Philadelphia

October 14, 2008
Federal Reserve Bank

“What’s Your Value Prop?”
Presenter: Jose Palomino - President/g2m Group, Inc. and Author of Value Prop.

November 12, 2008
Federal Reserve Bank

The Road Ahead, Surviving and Thriving in Today’s Economy
Presenters: Select Philadelphia 100 awards recipients
A Two Part Series!.

December 9, 2008
Federal Reserve Bank

The Road Ahead, Surviving and Thriving in Today’s Economy
Presenters: Industry Experts. Part Two!

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5 Minute Forum

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The Entrepreneur’s Source

The Entrepreneur’s Source is an independent consulting company offering a range of services to individuals interested in self-employment.

Our *core* business is helping individuals discover the possible business models that will meet their goals, needs and expectations. Clients undergo an education and evaluation process that elicits information that goes well beyond just transferable skills, vocational preferences, and financial capabilities. The result is an in-depth, multi-faceted Possibilities Profile that points to a wider range of businesses for the Client and a better-informed, more-prepared candidate for a franchisor. The goal of this proven system is to help the Client discover and understand their options from initial exploration and validation, right through the transition to entrepreneurship.

The Entrepreneur’s Source has no exclusive ties to any company. We are Client Focused in our consulting role. Interestingly, by following our proven system over 95% of *The Entrepreneur’s Source’s* clients discover businesses that they would not have looked at on their own, or that they had looked at but dismissed prematurely.

Please register by calling 215-640-3339 or emailing your contact info to: info@efgp.org
www.efgp.org