



For about three hours, PAMPI collected kitchen, bed, bath and laundry supplies to benefit the Ronald McDonald House.

Good Works **P19**

ERIC FRAINT
YOUR PART-TIME
CONTROLLER LLC
CEO FILE

'Material wealth never brings fulfillment.'

PERSONAL INFORMATION

Name: Eric Frait
Title: President and CEO
Company, city: Your Part-Time Controller LLC of Philadelphia and Cherry Hill.
Type of company: Bookkeeping, accounting, controllership, and financial "best practices" consulting primarily for nonprofit organizations.
Recent project: Assisted the Pew Charitable Trusts, The William Penn Foundation, the Pennsylvania Council on the Arts, and the Greater Philadelphia Cultural Alliance on the development of the Pennsylvania Cultural Data Profile — an effort to collect financial data from nonprofit arts and culture organizations from across the state of Pennsylvania.
Education: Wharton School, University of Pennsylvania.
First job: Staff accountant at Laventhol & Horwath, CPAs.
Little known fact about you: I rowed on the freshmen heavyweight crew while a student at Penn.
Home: Cherry Hill.

BUSINESS PHILOSOPHY

Essential business philosophy: If you provide excellent service and deliver it on time, a person can be successful in almost any field.
Best way to keep a competitive edge: Communicate often with clients and staff to be sure that both are happy and that the quality of our work is consistently top-notch.
Yardstick of success: The number of clients who sing our praises.
Goal yet to be achieved: Expansion of our practice to New York and Washington.

JUDGMENT CALLS

Best decision: Deciding to specialize in working with nonprofit organizations. Though our margins are smaller, the satisfaction of contributing to a public good is deeply satisfying.
Worst decision: Other than accepting a few organizations as clients that we should not have, there are really no major business decisions that I regret, except perhaps not starting Your Part-Time Controller sooner.
Toughest decision: Turning away a prospective new client who we decide for one reason or another that we are unable to serve.
Mentor: Several people have offered important advice at critical times that have helped shape my professional life and the direction of our accounting practice. Some of them are: Richard Bloom, CPA; Doug Sell, CPA; Henry Bernstein, CPA; Stephen K. Urice, Ph.D., JD; and Tim Murray.



TRUE CONFESSIONS

Word that best describes you: I suspect most people would probably say "tall."
Like best about your job: Helping our nonprofit clients achieve their missions.
Like least about your job: Dealing with computer and related IT problems.
The most important lesson you've learned: Acquisition of material wealth never brings true fulfillment.
Life motto: The job of every person is to make the world a better place.
Greatest fear: Retirement; though there are days when I wish I was already retired.
Person most interested in meeting: Moses Maimonides, Benjamin Franklin, or Leonardo da Vinci — all accomplished great things in multiple fields.
Company you respect most: Aside from our own, The Philadelphia Foundation, an important community foundation serving the Delaware Valley.
First choice for a new career: Executive Director of a social service agency helping people who are hungry or homeless, or of an organization serving any of a number of other human needs.

ET CETERA

Award/honor most proud of: Being asked to serve on the board of The Philadelphia Foundation.
Most influential book: "Exodus."
Favorite movie: In order: "Field of Dreams," "Dances With Wolves," "The Godfather" and "Saving Private Ryan."
Favorite restaurant: The Italian Bistro in Center City or any Saladworks.
Favorite vacation spot: Anywhere as long as my family is there too.
Favorite way to spend free time: Doing things with my family.
Automobile you drive: Chevrolet Impala. ■

ON THE JOB

Young exec at Comcast-Spectacor is always in — or at — the game

In four-plus years of working in ticket sales, Ed Maurer said he rarely leaves his office at 5 p.m.



Maurer

He usually departs at 8, 9 and sometimes even 10 at night when some of his colleagues are already at home fast asleep. That's because he's making sales during the day and greeting clients at the games at night. "I'm not saying everyone should do it," Maurer said. "But that's what I expect out of myself to do a great job."

Rooted with this unremitting work ethic, this 27-year-old has rapidly sprouted up the ranks of Comcast-Spectacor, the Philadelphia-based sports and entertainment firm. And with his recent promotion to the director of group sales for both the Wachovia Center and Wachovia Spectrum, he is now one of the company's youngest executives.

Thus, the 76ers' Andre Iguodala and the Flyers' Simon Gagne aren't the only young rising stars at the Wachovia Complex.

"I think that I have a lot of people looking in my direction from above," said Maurer, who manages a staff of about 15. "They are looking at me to become successful, so I have to live up to their expectations."

After graduating from the University of Tennessee in December 2001, Maurer worked for two Comcast-owned minor league baseball teams in Maryland before relocating to Philadelphia last year to be the assistant director of group sales.

"It was kind of a dream of mine to end up in Philly," Maurer said. "It just happened sooner than later."

MORE PEOPLE

ON THE MOVE: New hires. **P 18**
GOOD WORKS: Philanthropy. **P 19**
NETWORKING: Calendar of events. **P 20**

NOV. 4-10
2005
Volume 24
Number 38
215-238-1450
philadelphia
.bizjournals.com

PHILADELPHIA BUSINESS JOURNAL

\$2

SEPTA COVERAGE



News
from
the
Web.
P41

Special report: Real Estate

Train stations are becoming the focal points for mixed-use developments. **P21**



Camden Tech

Waterfront incubator ready to make its mark on entrepreneurship. **P4**

Select arrives at a strategy



CEO Morr

NATALIE KOSTELNI
STAFF WRITER

Select Greater Philadelphia has for the first time outlined a plan that it expects will help accomplish its mission to market the region to attract and retain businesses and

firmly establish the area as a business destination.

Armed with pledges of \$16 million provided by businesses, counties, individuals and institutions from across the region, the Greater Philadelphia Chamber of Commerce affiliate has its work cut out for it.

Aside from marketing the region, Select is charged with working to break down those historical political and geographic barriers when it comes to economic development and "Improve Greater Philadel-

SEE SELECT, P42

Groups hope to bolster N.J.

ATHENA D. MERRITT
STAFF WRITER

New Jersey is slipping in the eyes of others. In last year's annual Beacon Hill Institute State Competitive Index, it fell from a 26th ranking to 44.

This year, it ranked a dismal 45 out of 50 states in the Small Business & Entrepreneurship Council's Small Business Survival Index.

The state's combined federal, state, local tax burden is also now ranked the third highest in the nation by the U.S. Department of Commerce.

Those are just a few of the troubling trends in the Garden State that have business groups

SEE N.J. PLATFORM, P42



BOB FLEISCHHAUER | BUSINESS JOURNAL

High fives for Five Below

Tom Vellios (left) and David Schlessinger stock up their new store. See story: **P3**



Sizzle on Broad

Where's the beef? More and more it is along the Avenue of the Arts. **P5**



Tall order

Eric Fraint says there's more to life than material wealth in CEO File. **P17**

Tylenol proves resilient as it adapts and turns 50

JOHN GEORGE
STAFF WRITER

FORT WASHINGTON — Tylenol turns 50 this month.

That's not too shabby of an accomplishment for a brand whose future was in jeopardy two decades



ago following a product tampering tragedy.

The pain reliever, made by McNeil Consumer & Specialty Pharmaceuticals in Montgomery County, today captures about 30 percent of the market for branded pain, cold and cough remedy products, which generate annual sales estimated by ACNielsen at \$5.1 billion.

Tylenol was introduced in the United States in 1955 as the first aspirin-free prescription pain reliever for children. Today an estimated 240 billion Tylenol tablets are consumed annually worldwide.

Although the product has evolved into new

SEE TYLENOL, P44



E-edition

Download the Business Journal online at philadelphia.bizjournals.com.



FEATURES INDEX

SMALL BUSINESS	12	THE LIST	29
CEO FILE	17	BUSINESS LEADS	31
PEOPLE ON THE MOVE	18	COLUMNS	26, 46, 47
GOOD WORKS	19	VIEWPOINT	48
NETWORKING	20	OP-ED	49
SPECIAL REPORT	21	PEOPLE/CO. INDEX	50