

APR. 20-26  
2007

Volume 26  
Number 9

215-238-1450

philadelphia  
.bizjournals.com

\$2.25

# PHILADELPHIA BUSINESS JOURNAL



**TASTING  
SUCCESS**  
*Moguls in the  
making. P10*



**Shula and Shula**  
From football heroics to carving out a piece of the steakhouse world. **P3**



**Trumbauer**  
A house designed by the famous architect goes up for sale. **P6**



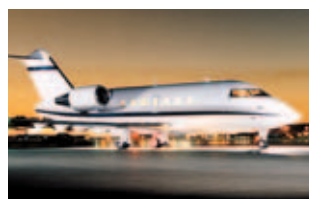
**Aroma advances**  
New coffeehouse crew is fast, really fast, making a name for themselves. **P12**



**Special report:  
Technology and  
Innovation**  
Rob Fleming (left) and Christopher Pastore of Philadelphia University. **P21**

**THE LIST**  
**Tech employers**  
The biggest in the Delaware Valley listed by employees. **P27**  
**Systems integrators**  
The largest in the region also listed by employees. **P30**

## JetDirect flies to top ranks



COURTESY OF SENTIENT JET

**PETER KEY**  
STAFF WRITER

**BERWYN** — A company that six years ago serviced jets at the Chester County Airport in Coatesville has become one of the largest pri-

vate jet operators in the country.

JetDirect Aviation LLC has more than 110 jets under management and will generate revenue of more than \$700 million this year, according to its chairman and CEO, Gregory Campbell.

This month, the company completed its sixth deal since late 2005, when it bought Sentient Jet Inc., a Weymouth, Mass.-based company that runs a program that gives

SEE **JETS**, P43

## The city might learn from Minn. anti-crime model

**ATHENA D. MERRITT**  
STAFF WRITER

Greater police presence, more surveillance cameras and common radio links between police and private security guards are all among the promises being made by mayoral candidates to stem violence in Philadelphia, which has claimed more than 100 lives this year.



Two years ago in downtown Minneapolis, a coordinated effort between police and businesses, which incorporates all three objectives, rolled out resulting in a sharp decline in crimes in that city's business district.

The Downtown Security Collaborative is a partnership between Minneapolis First Precinct police, the Minneapolis Downtown Council and the Greater Minneapolis Building Owners and Managers Association (BOMA). It is rooted in the premise that the city's downtown security guards greatly outnumber police (by a 13 to 1 ratio), and by improving communication between them, crime

SEE **CRIME**, P43



Susan Mock, chief operating officer of Asher & Co., helped move the accounting firm from 1845 Walnut St. to larger space 10 Penn Center, with its artistic lobby.

CURT HUDSON

## Growing firms seek space

**NATALIE KOSTELNI**  
STAFF WRITER

For the last 15 years, Asher & Co. has been in 1845 Walnut St., scattering across multiple floors as the accounting firm grew.

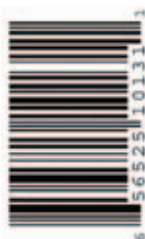
Things were getting tight in its 17,238 square feet of office space and with the prospect of the accounting firm continuing to expand, it initiated a search a year ago to

### **CENTRE SQUARE**

Penn Health Systems signs big lease. **P42**

find new digs in Center City. It recently signed a 12-year lease on 25,800 square feet at 10 Penn Center, increasing the amount of space it had on Walnut Street by 50 percent.

SEE **ORGANIC**, P42



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# JETS: JetDirect, with six deals, has zoomed into the top ranks of private operators

FROM PAGE 1

members access to private jets.

To help fund the deal, the terms of which weren't disclosed, JetDirect received an investment from ABS Capital Partners, a private-equity firm based in Baltimore.



Campbell

JetDirect's origins go back to 2001 when Campbell and his son, Brian, bought Chester County Aviation Holdings Inc., which provided fuel and service to jets at the Chester County Airport.

The two expanded its operations to include a charter-jet service. When the company proved successful, they decided to acquire others like it.



Hankin

To do that, Campbell formed JetDirect and got financial backing from CD Ventures, a Berwyn firm that he co-founded, and Argosy Partners of Wayne. He since has received backing from Brantley Partners of Beachwood, Ohio; American International Group Inc. of New York; and HSBC Holdings PLC of London.

Last year, JetDirect bought four companies: Chester County Aviation; Jet-

Corp LLC of St. Louis; Spirit Aviation Inc. of Van Nuys, Calif.; and Regal Aviation Inc. of Dallas. This year, it acquired Presidential Aviation of Fort Lauderdale, Fla., in February before buying Sentient this month.

Sentient will operate as a subsidiary of JetDirect and its president and CEO, Steven Hankin, will retain those titles. He also will become president and chief operating officer of JetDirect.

The Sentient deal makes JetDirect a major player in the jet membership business, which is also called the jet card business because its programs are similar to prepaid debit-card programs. Customers pay a fee to join a program that gets them access to a jet within a specified number of hours and the cost of each flight is deducted from their fee.

Jet membership programs are a twist on the concept of fractional jet ownership, which was pioneered by NetJets Inc. in the 1980s. Fractional jet ownership is sort of a jet version of time sharing; rather than buy a jet, a corporation or individual buys a piece of one. NetJets maintains the planes, provides pilots for them and gets them — or other planes if they're being used — where their owners need them to be.

Jet membership programs have proved popular, but companies that run them can have problems getting the jets



COURTESY OF SENTIENT JET

A Sentient jet sits on the runway.

## UP CLOSE

**COMPANY:** JetDirect Aviation LLC

**LOCATION:** Berwyn

**CHAIRMAN AND CEO:** Gregory Campbell

**TYPE OF COMPANY:** Private jet operator and maintenance firm

**EMPLOYEES:** 1,000

**BIG DEVELOPMENT:** Merged with Sentient Jet Inc.

Source: JetDirect, Sentient

they need to keep growing. Sentient gives JetDirect a way around that.

The merger "enabled us to become one of the two or three leaders in the industry very rapidly and it gave us the

infrastructure and aircraft for growing at the rate we can continue to grow at," Hankin said.

Like other companies in the industry, JetDirect doesn't own the aircraft it uses. Instead, it manages them for others and pays to use them when their owners aren't flying them.

JetDirect and Sentient are merging their flight operations. JetDirect will transfer the members of its jet membership program into the one operated by Sentient and may eventually adopt Sentient's name.

"We certainly want to continue with the Sentient brand because it's best known in the marketplace," Campbell said. "We're still debating internally what we'll call the overall company."

Whatever it is known as, JetDirect plans to keep growing. Campbell said the company has some geographic markets it wants to be in, so it will look at acquisitions that could take it into those. It also has plans to ramp up its internal growth.

While he wouldn't rule out a public offering for JetDirect at some point in time, Campbell said one isn't necessary now because the company is generating enough cash to enable it to carry out its plans.

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# CRIME: The Minneapolis First Precinct works closely with building security officers

FROM PAGE 1

can be decreased.

Thirty-nine surveillance cameras are in use in Minneapolis' downtown area, which has a population of about 32,000, less than half of Philadelphia's growing downtown population of about 88,000. Coupled with a

common radio link, which connects nearly 40 downtown building security officers directly to law enforcement by police radios, it has given police a greater presence, First Precinct Officer Melissa Chiodo said.

Since its launch in 2005, the First Precinct's only homicide was caught on camera, while other crimes dropped: auto theft (41 percent) robbery (24 percent), larceny (5

percent) and aggravated assault (4.6 percent), she said. "The security companies that use the radio link have more cameras and eyes out in the community than we do."

When a bank was recently robbed, police were able to immediately broadcast the suspect's description to security officers who in turn tracked the suspect's location on video cameras, allowing police to make an arrest within minutes, she said.

The next generation of cameras will be able to pinpoint within 10 feet the location

of a gun that is fired in the downtown, said Sam Grabarski, president and CEO of the Minneapolis Downtown Council. That high-tech ability for police to look, before they respond, was among the crime fighting initiatives offered by businessman Tom Knox in laying out what he would do as Philadelphia mayor, during an interview with the Philadelphia Business Journal.

Citywide surveillance cameras also are part of the plans offered by state Rep. Dwight Evans and the three other major candidates running in a May 15 primary, former City Councilman Michael A. Nutter, and U.S. Reps. Chaka Fattah and Bob Brady.

Philadelphia has seen some success with a pilot program that has placed 18 surveillance cameras citywide. They were used in 80 incidents, resulting in more than 20 arrests, Deputy Police Commissioner of Administration and Technology Jack Gaittens said.

The city hasn't installed any cameras in Center City, but hundreds are already mounted by private entities, such as colleges and universities, and have been used by police over the past 20 years, Gaittens said. Police are awaiting requests for proposals to add more cameras, but a common radio link hasn't been embraced by

the department, which provides outside policing authorities, such as SEPTA police and security guards at colleges and universities, with a direct link to their radio room instead, Gaittens said.

"We don't see that as being an option in the near future," Gaittens said of a direct link. "We don't see outside personnel as being on our radio band, we want to limit the radio traffic."

Minneapolis' private security officers are on a separate radio band from police for legal reasons, Chiodo said.

Both Knox and Brady called for the need for a common radio link in conversations with the Business Journal.

The five candidates have all said they would try to add police officers.

Faced with budget constraints that have left police understaffed, Minneapolis increased its presence downtown by tapping Hennepin County Sheriff's deputies, and using private security guards and unarmed "safety ambassadors."

Police and sheriffs work overtime to beef up patrols during the summer and safety ambassadors, the equivalent to those who work in business improvement districts in Philadelphia, along with private security guards, serve as additional eyes and ears in battling crime, Grabarski said.

"I think there are a lot of similarities, and it could be implemented [in Philadelphia]," Grabarski said. "One of the things that struck me about Philadelphia is that those areas that had a safety ambassadors program felt a lot safer at night."

More than 50 officers patrol Philadelphia's downtown, working in partnership with 42 unarmed, uniformed community service representatives supplied by the Center City District, which is funded by an assessment on property owners. The CCD officers are equipped with two-way radios. The effort, which includes tracking crime patterns, is being credited with cutting crime in half downtown and reducing petty crimes by more than 70 percent, according to last year's State of Center City report prepared by Center City District and its sister organization, Central Philadelphia Development Corp.

Minneapolis' downtown effort also includes a secured Web site, which allows police and private security to share information, such as photographs or videos of chronic offenders. A community attorney and paralegal are assigned to the precinct to help improve the rate of prosecutions.

"It was a very vibrant downtown, it was not something we were trying to resuscitate, but rather preserve," BOMA Executive Director Kent Warden said. "The statistics clearly show that the more serious crimes against persons, shootings, major theft and that kind of thing are fairly significantly down. On the other hand the number of arrests for the lesser crimes is a growing number and that's a good thing." ■

**'We want to limit the radio traffic.'**

**Jack Gaittens**  
Philadelphia deputy police commissioner



Minneapolis sheriffs, police and guards teamed up to boost uniform presence.