

FEB. 16-22  
2007  
Volume 25  
Number 52  
215-238-1450  
[philadelphia  
.bizjournals.com](http://philadelphia.bizjournals.com)  
\$2.25

# PHILADELPHIA BUSINESS JOURNAL

**HABLA TV**  
Univision 65's Diana Bald. **P3**



**Philadelphia Life**  
The Business Journal's quarterly luxury lifestyle magazine celebrates the good life, from vintage cars to modern-day butlers. **Inside**

**Lincoln location**  
Reports are that Lincoln Financial may be moving some operations. **P4**



**Smokeless tea**  
Blue Whale is chewing on its tobacco-alternative products. **P12**



**SJ 25 Nominations**  
Get in the running for our ranking of South Jersey's fast-growing firms. **P29**

**THE LIST**  
**Minority business**  
The area's largest are put in order by number of local employees. **P20**

**Labor unions**  
The biggest in the region are ranked by number of members. **P22**

**Interior designers**  
Listed by local square footage completed in 2006. **P23**

## Staking out the steaks

PETER VAN ALLEN  
STAFF WRITER

Center City could see as many as five new steakhouses in coming months.

The new restaurants will come on the heels of a surge of steakhouse openings in recent years — including Morton's, Ruth's Chris, Capital Grille, the Palm, Smith & Wollensky, the Prime Rib, Barclay Prime and Ted's Montana Grill. That's just Center City. The suburbs have had their own boom in steakhouses, including Fleming's, Morton's, Sullivan's and Ruth's Chris.



**A veal chop at Fleming's in Radnor.**

"I can foresee that four or five more steakhouses will end up [in Center City]. Many are looking. Fogo de Chao

SEE **MEAT**, P32



COURTESY OF THE SALVADOR DALI GALLERY IN CALIFORNIA

**Still Life Moving Fast (1956)**  
— The first of many Dali paintings to incorporate imagery related to DNA.  
Below: Michael F. Rieders at his lab.



JOHN GEORGE

## Scientist tracks Dali's DNA

JOHN GEORGE  
STAFF WRITER

A forensic toxicologist who is chairman of a Willow Grove laboratory thinks he has identified and collected the DNA of Spanish surrealist painter Salvador Dali.

Michael F. Rieders of NMS Labs first became fascinated by Dali when he was growing up in West Mount Airy.

"[Dali] was great at taking scientific discoveries and turning them into works of art," Rieders said. "One of his most famous works, 'Melting Clocks,' was meant to show the effects of an atomic bomb."

Dali was captivated by James D. Watson and Francis Crick's 1953 discovery of the double helix structure of DNA, deoxyribonucleic

SEE **DALI**, P33



CURT HUDSON

Tom Knox

## Knox vows to lighten business tax burden

ATHENA D. MERRITT  
STAFF WRITER

Mayoral candidate Tom Knox portrayed himself as just the right broom to sweep Philadelphia clean, thanks to his outsider status and background in business.

Swept out would be the city's burdensome business

### EYE ON CITY HALL

Third in a series based on interviews with Philadelphia's mayoral candidates.

tax rate, high crime rate, high health-care costs and patronage jobs, Knox said in outlining his objectives during a meeting with reporters and editors of the Philadelphia Business Journal.

As a kid from the city's Abbotsford public housing complex, Knox made his fortune turn-

SEE **KNOX**, P32



**DailyUpdate** Sign up @ [philadelphia.bizjournals.com](http://philadelphia.bizjournals.com)

Get the latest business news headlines emailed to you every weekday.

Sign up for our free Daily Update TODAY!



### FEATURES INDEX

SMALL BUSINESS	12	THE LIST	20, 22, 23
CEO FILE	17	BUSINESS LEADS	24
PEOPLE ON THE MOVE	18	COLUMNS	34, 35
NETWORKING	19	VIEWPOINT	36
GOOD WORKS	21	OP-ED	37
PHILADELPHIA LIFE	B	PEOPLE/CO. INDEX	39

## MEAT: Center City has a slew of steakhouses but as many as 5 more may be coming

FROM PAGE 1

opened, Chima has a signed deal, Fleming's is looking, Del Frisco is looking, and others," said Larry Steinberg, a broker at Michael Salove Co., a commercial real estate firm.

With steakhouses already abundant on Broad Street and elsewhere in Center City, restaurant chains still see a market ravenous for steak. The recent surge comes after a lull in restaurant openings, said restaurant publicist Peter Breslow, a principal at Breslow Partners in Center City.

"This is the next wave of restaurant openings. This city will handle as many quality steakhouses as will show up," Breslow said. "I think [steakhouse chains] see the competitiveness of the dining scene. The dining scene is tied in with the arts-and-cultural attractions. There's a lot of energy here, and that's attractive not just to outside restaurant companies but steakhouses."

Fogo de Chao was the first of the recent rash of steakhouse openings. The Brazilian restaurant, which opened in November, uses the gaucho culinary tradition of roasting meats over an open flame. The meat is presented on skewers and carved tableside. Fogo de Chao (pronounced fo-go dèe shoun) has seven U.S. locations. The Philadelphia restaurant, in the Widener Building, is at Chestnut and Juniper streets, in the former J.E. Caldwell & Co.

Along the same lines, Chima Brazilian Steakhouse plans to open its third location this spring. Currently, Chima has locations in Fort Lauderdale, Fla., and Vienna, Va., outside Washington.

At least two other chain restaurants are apparently in the exploratory phase, according to Steinberg.

Fleming's Prime Steakhouse and Wine Bar, which has the same parent company as Outback Steakhouse and is based in Tampa, Fla., opened a location in Radnor in the fall — its 45th site. The restaurant, at 555 E. Lancaster Ave., is consistently packed. The manager at the Radnor



A gaucho displays more steak than you can shake a spit at at Fogo de Chao.

restaurant, Pat English, said Fleming's is looking for locations in Center City and Cherry Hill.

Del Frisco's Double Eagle Steak House is Lonestar Steakhouse's high-end entry. The chain has locations in

### HERE'S THE BEEF

#### CENTER CITY:

**Barclay Prime**, 237 S. 18th St.  
**Capital Grille**, 1338 Chestnut St.  
**Fogo de Chao**, 1337 Chestnut St.  
**Morton's**, 1411 Walnut St.  
**The Palm**, 200 S. Broad St.  
**Prime Rib**, 1701 Locust St.  
**Ruth's Chris**, 260 S. Broad St.  
**Shula's**, 17th and Race streets  
**Smith & Wollensky**, 210 W. Rittenhouse Square  
**Ted's Montana Grill**, 260 S. Broad St.

#### THE SUBURBS:

**Fleming's**, 555 E. Lancaster Ave., Radnor  
**Morton's**, 500 Mall Boulevard, King of Prussia  
**Ruth's Chris**, 220 N. Gulph Road, King of Prussia  
**Sullivan's**, 700 W. Dekalb Pike, King of Prussia

Source: Companies, Zagat Survey

suburban Denver, Las Vegas, New York, Orlando, Fla.; and Texas locations in Dallas and Fort Worth. A sister steakhouse, Sullivan's, has locations in King of Prussia and Wilmington.

The map of existing steakhouses is still fresh. Ted's Montana Grill, owned by cable mogul Ted Turner, opened a year ago. The bulk of the other major steakhouses in town have opened within the past five years.

But the new steakhouses do not concern Thomas Allen, general manager of Morton's in Center City.

"Places are popping up all over the place. It doesn't change what we do," Allen said. "We just try to put the best products out so our guests have a great time."

pvanallen@bizjournals.com | 215-238-5145

## KNOX: Mayoral candidate says he knows how to lighten businesses' tax burden

FROM PAGE 1

ing fledgling businesses around. In turning Philadelphia around, he said the cost of taxes must be brought under control and the work force must be re-educated.

As mayor, Knox plans to target the city's business privilege tax, which taxes businesses whether they make a profit or not. Knox would seek to eliminate the gross receipts portion of the tax and lower the net income portion to the rate of the wage tax, which as of Jan. 1 was 4.26 percent for residents and 3.7557 percent for nonresidents. The net income portion of the business tax is now 6.5 percent.

Knox thinks the tax cut can be funded by ferreting out \$400 million that he estimates is wasted each year because of poor management, patronage, nepotism, lack of productivity, the city's pay-to-play culture and downright fraud — all factors in city businesses being among the highest taxed in the country. The city budget last year was \$3.7 billion.

"You need someone with hands-on experience hiring the right people and making sure those people are accountable," Knox said. "You have to make sure you review people and make them accountable, and we don't do that in Philadelphia."

For Philadelphia to move forward, it must also improve its work force and increase its voice at a state level, to get the

funding it needs, Knox said.

The city's education efforts must include making inmates job ready to reduce recidivism, which in turn will reduce crime, Knox said. Vocational technical training should also be offered citywide, to give those who don't desire to pursue secondary education other options to enter the work force, he said. The city must also invest more in its community colleges and businesses, said Knox, who would like to create a trust fund for community colleges as mayor.

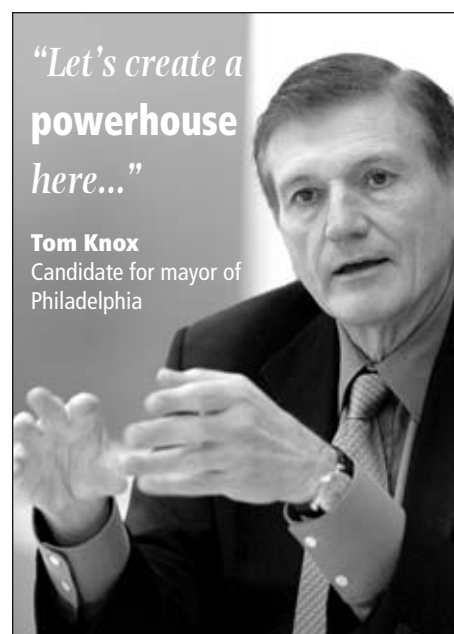
"Once we get taxes under control and get our work force re-educated, I think we can get our businesses back in town," Knox said.

Knox would seek to combine efforts with others in the region on such issues as transportation, health care and crime by giving it a more powerful voice among state legislators who can impact change, said Knox.

"Let's create a powerhouse here, where we can go and get what's right for southeastern Pennsylvania," Knox said. "They don't like Philadelphia up there, they think it's a sinkhole and everything coming here is wasted."

Knox envisions the introduction of bus rapid transportation, along such roadways as Columbus Boulevard and Roosevelt Boulevard.

Unloading the Philadelphia International



Tom Knox  
Candidate for mayor of Philadelphia

CURT HUDSON

Airport and Philadelphia Gas Works, both of which Knox charged were ripe with patronage jobs, would also be in the city's interest, he said. He would seek to overhaul the Gas Works to make it more attractive to potential buyers, so the city could dictate terms including the continuation of low-income programs.

Knox refused to discuss a crime-fighting plan or ideas for cutting health-care costs,

saying they would be unveiled later in the campaign.

The former CEO of United HealthCare has already poured \$5 million into his campaign for a chance to lead the city, prompting legislation (since put on hold till after the primary) by Councilman Jim Kenney to lift the city's existing caps on campaign contributions to level the playing field.

In a crowded mayoral run that features a bevy of political heavyweights, Knox sees himself as holding the disadvantage, one he hopes money will erase. To date, former City Councilman Michael A. Nutter, state Rep. Dwight Evans, U.S. Rep. Chaka Fattah, U.S. Rep. Bob Brady and Al Taubenberg, longtime president of the Greater Northeast Philadelphia Chamber of Commerce and the only Republican in the race, have declared their candidacies.

Knox said money can help to overcome the advantage that Evans, Fattah and Brady have in holding office and being able to funnel funds to the region. Nutter resigned his post, which is required under the city laws.

"[Philadelphia] needs someone with hands-on experience hiring the right people and making sure those people are accountable. ... A new broom sweeps clean and I'm going to be able to come in and sweep clean."

ameritt@bizjournals.com | 215-238-5149