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# PHILADELPHIA BUSINESS JOURNAL

**LOVING IT**  
Jeff Backal  
of Team  
Builders  
Plus  
finds  
joy in what  
he does. **P17**

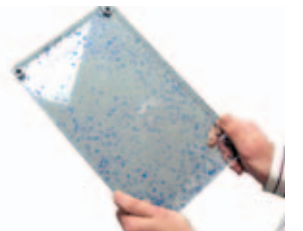


**Special report: Law & Accounting**  
Suburban law offices help Philadelphia law firms diversify their client base and win over family-conscious lawyers **P21**



**New HQ**  
Ikea's new headquarters exemplifies its products and philosophy. **P3**

**Redevelopment**  
New life is being breathed into the gigantic former U.S. Steel site. **P4**



**Adult stem cells**  
Neuronyx is encouraged by early testing of its experimental therapy. **P9**

## No moss grows on Musser

Overcoming setbacks, leader helps to spur new round of firms

PETER KEY  
STAFF WRITER

WAYNE — As CEO of Safeguard Scientifics Inc. for nearly 50 years, Warren V. "Pete" Musser helped many small companies become big ones. Now, almost six years after he left Safeguard during the dot-com implosion, he's doing it again at the age of 80.

**SAFEGUARD**  
Still rolling **P5**  
**INFOLOGIX**  
Wireless boom **P42**



CURT HUDSON

SEE **MUSSER**, P42 He ran Safeguard Scientifics for nearly five decades, now Pete Musser is onto something new.

## Nutter lists ideas for fixes

ATHENA D. MERRITT  
STAFF WRITER

As mayoral candidate Michael A. Nutter sees it, Philadelphia is a \$3.6 billion corporation with 17 board members and 1.5 million shareholders expecting a return on their investment. And the city, to borrow a phrase from a popular ABC television show, is in need of an

**EYE ON CITY HALL**  
First in a series based on interviews with Philadelphia's mayoral candidates.

SEE **NUTTER**, P41



CURT HUDSON

'Buddy, can you spare a dime?'

## Groups seek remedy for city panhandling

PETER VAN ALLEN  
STAFF WRITER

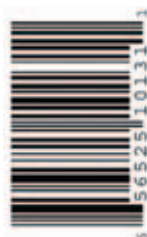
Center City retailers and economic development groups are calling for a renewed effort to curb panhandling on Philadelphia's retail corridors. Enforcement of behavior standards, greater outreach and a community court to focus on quality-of-life issues are just a few of the proposals suggested. "It's an irritant, yes," said Wayne Glassman, owner of Wayne Edwards, a men's apparel store at 1525 Locust St. "When I walk to my parking lot, I get accosted. When I walk to get coffee, I get accosted. I'm a store owner and I compete with malls and New York City. You don't see it in

SEE **PANHANDLER**, P41



**Himalayan made**  
Deepa Mischler provides a market for Nepalese jewelry makers **P12**

**THE LIST Foundations**  
Local grant-makers are ranked by total giving. **P28**



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# NUTTER: Mayoral candidate says three issues are central to moving Phila. forward

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“extreme makeover.”

Three issues are central to moving the city forward, according to Nutter, who helped to usher in a citywide smoking ban, ethics reforms and tax cuts as a member of City Council: protecting the public, education and economic development.

The candidate, one of as many as six candidates vying for the Democratic nomination in a May 15 primary, outlined his priorities during a meeting with reporters and editors at the Philadelphia Business Journal.

Improving Philadelphia also requires an examination of internal operations and the loss of burdensome components, such as the Philadelphia Gas Works and quite possibly Philadelphia International Airport, he said.

The former 4th District councilman envisions a city with an open, transparent, ethical government, one where people want to create businesses, whether incentives and virtually everything including the kitchen sink are offered or not. Getting there will take the combined effort of the city, its residents and its businesses, Nutter said.

“We are not just a transit stop between D.C. and New York anymore,” Nutter said. “We are the fifth largest city, and we need to start acting like it.”

Philadelphia must better leverage and improve the assets it has, Nutter said. While it boasts more than 83 colleges and universities, just 18 percent of its



CURT HUDSON

Michael A. Nutter makes a point.

residents hold bachelor’s degrees. The city’s zoning code is outdated, its business taxes too high and city operations are inefficient, which makes doing business with the city difficult, Nutter said.

If given the job of “CEO of Philadelphia,” the first thing Nutter said he would do is thoroughly examine its operations. “I would have an audit of every city operating department, what was their mission, what was their charter, why were they created in the first place.”

Nutter would also look into tapping the

city’s obvious (and maybe not so obvious) assets that have been underused.

For instance, the libraries — which two years ago Nutter battled to keep from becoming express branches with reduced hours and no librarians — could add cafés to generate traffic and revenue.

Philadelphia could also take a page from New York, which is cashing in on items that bear city logos, and make City Hall a place to grab a bite to eat or a souvenir by adding a restaurant and gift shop. New York has generated \$20 million in revenue selling souvenir gear from its instantly recognizable NYPD and FDNY police and fire departments’ hats and shirts; even the sanitation department’s brown caps have become a popular item, Nutter said.

Moving Philadelphia forward means ridding it of such beleaguered operations as the Philadelphia Gas Works. “We can’t continue to be in the gas business, that’s not a core function of city government,” Nutter said.

Nutter is also open to considering a state takeover of the airport. The former Speaker of the House, Rep. John Perzel of Philadelphia, has pushed privatization of PGW in the past, as well the airport takeover.

“It’s certainly something that needs to be put on the table and examined,” Nutter said. “I’d like to see the pros and cons of why we should continue [operating the airport].”

Moving the city forward will also require an investment in its current and fu-

ture work force. Public schools should concentrate on reducing class sizes, making classes more interesting and challenging and making more of an investment in students, particularly during the critical middle school years, he said. Parents must become more involved and businesses must play a role as well, by working with schools to develop curriculums and offer mentoring and internships, Nutter said.

“You need to come out of high school with one of two things — either college ready or work ready,” Nutter said.

Also, there must be job opportunities for people with criminal records for the city to succeed, Nutter said. Better coordination and more accountability among the state and region’s work force investment boards must also be examined, he said.

“It’s not just whether people get a job, it’s whether people keep a job,” Nutter said.

Nutter also pushed the idea of a city-wide plan, something that hasn’t been undertaken since the 1960s and the re-establishment of an Office of Transportation to address transportation issues in the city, including parking and SEPTA.

Nutter is one of four declared candidates for mayor, along with U.S. Rep. Chaka Fattah, state Rep. Dwight Evans and businessman Tom Knox. U.S. Rep. Bob Brady and union leader John Dougherty have also been exploring candidacies, but have yet to declare.

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# PANHANDLERS: Economic development groups, retailers seek a remedy for problem

FROM PAGE 1

New York City and you certainly don’t see it in malls. We have to attract people from other ZIP codes. Our customers live in nice homes, and they just want to come in [and shop]. They don’t want these other issues.”

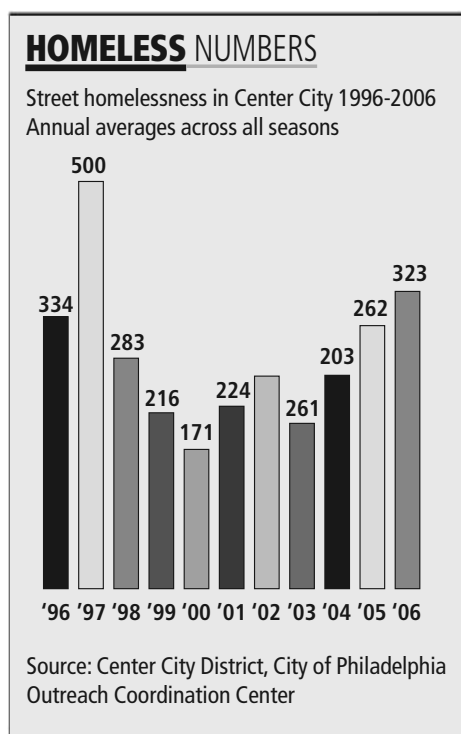
In the winter issue of the Center City Digest, the newsletter of the city improvement groups Center City District and Central Philadelphia Development Corp., President Paul R. Levy devoted three pages to the topic, urging new strategies.

Levy cited a steady gain in the number of homeless in Center City, from 171 people in 2000 to 365 last year, according to the city’s Outreach Coordination Center.

Homelessness hit its recent peak in 1997, with 500 people in Center City. At that time, Levy wrote: “Homeless people need help. But being homeless is not an excuse for urinating and defecating on the street. Being homeless is tragic, but it is not an excuse for intimidating people or breaking the law.”

To help combat panhandling, Center City District has long had an advertising campaign, “Real Change,” asking well-meaning pedestrians to refrain from giving to panhandlers, which they say enables them and worsens the problem.

“The more you give change, the more things will stay the same,” a print ad for the campaign states.



BRENT ANDERS

Larry is one of many on the streets.

“I think everyone recognizes that Philadelphia has made significant progress on this issue, but that we’ll have to redouble efforts because of some recent backsliding,” Levy said this week.

Center City District has been careful to make it an issue of standards of behavior, rather than an issue of rich and poor. The organization maintains a homeless-out-

reach team, coordinated with the city’s Outreach Coordination Center and the Philadelphia Police Department’s Special Services Detail. Donations to the Center City District Foundation are used to create jobs for “disadvantaged individuals” but also to support the Philadelphia Community Court, which focuses on quality-of-life issues — theft from auto, retail theft, minor

drug possession, vandalism, prostitution.

Cities as diverse as San Francisco, Cincinnati and Colorado Springs, Colo., have also wrestled with humane ways to deal with the homeless.

Mayor John F. Street’s task force on homelessness has recommended an increase in the number of “outreach teams;” additional professionals trained in behavioral health, psychiatry and drug-and-alcohol abuse; more permanent housing with support service for individuals suffering from mental health and drug-and-alcohol issues; additional church-group support; and smaller-scale shelters.

A 1998 public spaces law sought to crack down on “aggressive conduct, including aggressive solicitation [and] various forms of clutter on the public right of way.”

On a recent day, a man who identified himself as Larry sat on the milk crate on the 1700 block of Walnut Street with a coffee cup in hand. Larry, a North Carolina native, has lived in Philadelphia for six years, he said, and has been on the street “off and on, for a year or two.”

A manager at McDonald’s called Larry her “buddy,” but not all retailers are so sympathetic. Larry said he understands that retailers may shoo him away.

“If they do that, that’s their business,” he said. “You deal with that if you put yourself in this situation.”

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