

APR 30-MAY 10  
2010

Volume 29  
Number 11

215-238-1450

philadelphia  
businessjournal  
.com

\$3.50

# PHILADELPHIA BUSINESS JOURNAL



**DREAM  
WEAVER**  
Make-  
a-Wish  
Foundation's  
Dennis  
Heron.  
**P13**



**Corporate  
Philanthropy**  
Exclusive research on the  
region's top corporate  
donors. **Inside**

## A record \$8M to United Way

PETER KEY  
STAFF WRITER

The United Way of Southeastern Pennsylvania has received an \$8 million gift from John C. Haas that is the largest in its history. "It's not just a gift," said Jill Michal, the United Way's president and CEO. "In so many

ways, it's an endorsement of our work and it feels really good."

Haas, 91, is the son of Rohm and Haas Co. founder Otto Haas. He made the gift from the Wyncote Foundation, which he and his children established



when they reorganized their trusts last year following the sale of Rohm and Haas to the Dow Chemical Co.

The United Way plans to use the money to support area programs related to the United Way Tocqueville Society, a national organiza-

SEE **UNITED WAY**, P26



**Philly Live!**  
The Spectrum's would-be successor is slowly moving through city approvals. **P3**

## Abington Health layoffs total 100

JOHN GEORGE  
STAFF WRITER

Abington Memorial Hospital is laying off 100 full- and part-time workers in response to a 3.7 percent drop in patient volumes during fiscal 2010.

The job cuts were across the board, according to a hospital spokeswoman, with 40 to 45 percent coming from the nursing staff and 15 percent coming from management.

Clerical, technical and operational staff positions are also being affected, according to Meghan Patton, vice president of human resources.

In addition, the medical center has cut its work force by eliminating another 64 positions through attrition.

The hospital, which is one of Montgomery County's largest employers, has 5,700 employees.

"Abington Memorial Hospital is experiencing growth in many outpatient areas, as well as an increase in surgical cases and visits to our emergency trauma center," said Laurence M. Merlis, president and CEO of Abington Health. "It is important to note that staffing ratios hospital-



Merlis

SEE **ABINGTON**, P27



CURT HUDSON

## Walk-ups on the rise

Ken Mallin in the stairwell inside 2025 Walnut Street. Story on page 7.

## A flurry of office leasing

NATALIE KOSTELNI  
STAFF WRITER

Companies from a range of sectors — including digital mapmaker Navteq Corp., financial firm State Street Capital and medical testing company QuestDiagnostics — signed onto new office space deals so far this year, marking what may be a return of robust leasing activity to the suburbs and signs of a recovery firmly taking hold locally.

For Exeter Property Group, signing Navteq to a 10.5-year lease on 45,739 square feet helps validate the success of a calculated risk it undertook deep into the recession in February 2009. Then the firm bought a two-building,

SEE **LEASES**, P26



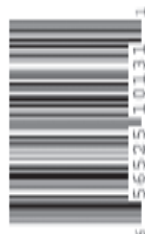
**Eyes have it**  
College of Optometry begins building expansion in Oak Lane. **P8**



**\$ in bloom**  
The Fairmount Park Conservancy raised record funds at its annual dinner. **P7**

**THE LIST**  
**Corporate givers**  
Corporate charitable contributions ranked by 2008 local cash donations. **B8, B12, B14**

**STIMULUS LISTINGS**  
Find stimulus-funded projects at [philadelphiabusinessjournal.com/stimulus](http://philadelphiabusinessjournal.com/stimulus). **P4**



Linked in facebook

### SOCIAL NETWORKING

Join the growing fan base on Facebook at [www.facebook.com/PhilaBusinessJournal](https://www.facebook.com/PhilaBusinessJournal) to get the inside scoop about Greater Philadelphia's business news operation. Find and join the Philadelphia Business Journal group on LinkedIn.

### FEATURES INDEX

ENTERPRISE	10	THE LIST	B8, B12, B14
CEO FILE	13	BUSINESS LEADS	18
PEOPLE ON THE MOVE	14	MARKETPLACE	24
GOOD WORKS	15	VIEWPOINT	28
NETWORKING	16	OP-ED	29
PHILANTHROPY SUMMIT B1		PEOPLE/CO. INDEX	31

# Pennsylvania College Eye Institute kicks off expansion

JOHN GEORGE  
STAFF WRITER

The Eye Institute of the Pennsylvania College of Optometry at Salus University broke ground this week on a \$10 million, 14,000-square-foot expansion at its Godfrey Avenue treatment facility in the Oak Lane section of Philadelphia.

The Elkins Park-based optometry school began offering clinical services in Philadelphia in 1920 and opened The Eye Institute in Oak Lane in 1978.

"The building really needs to be refreshed," said Dr. Thomas L. Lewis, president of Salus University. "Technology and communications have really changed during the past 30 years with electronic medical records and all the new instrumentation. So this project is going to be more than just refreshing the building. We are going to modernize it to provide more efficient and effective care now and into the future."

Lewis said the project will include making examination rooms more interactive with enhanced video technology to improve teaching capabilities, and provide technology to digitize all images taken at the facility and store them more efficiently.

"As we moved forward with these [expansion] plans, we realized that this was a great opportunity to enhance the patient experience and to improve the learning environment for our students," he said.

The Godfrey Avenue site, which handles between 50,000 and 60,000 patient visits a year, is the largest of the



The current facility is too small.



Dr. Thomas L. Lewis: students and patients to benefit.

three treatment and training sites operated by the Pennsylvania College of Optometry. The school also has smaller satellite facilities in the Strawberry Mansion and Mount Airy sections of the city that each handle about 2,500 to 3,000 patient visits a year.

The expansion project, which got under way Thursday, will allow all patient-care services to occur on one level.

Administrative offices will occupy the upper level at the site, which will include 12,000 square feet of unrenovated space being set aside to accommodate future growth. Lewis said the college is considering renting out the unused space to complementary health-care providers. The redesigned facility will feature three primary-care suites, a pediatric suite and a specialty suite, that will include referral ophthalmologic services, vision rehabilitative services and diagnostic testing.

In addition, the expanded facility will have more than 2,100 square feet of retail space.

"This renovation is all about convenience for patients and functionality for students and staff," said Dr. Susan C. Oleszewski, vice president for patient care services at the Eye Institute. "Our patients, students and faculty have so many demands to deal with that we wanted to make sure that their experience [here] was productive and efficient. For example, we will improve patient flow by creating one main entrance; centralizing patient check-in near the entrance; and locating an eyewear center next to that entrance."


The Eye Institute uses a multi-disciplinary approach to teach students about eye care and to treat patients. The approach involves optometrists, ophthalmologists, opticians, ophthalmic technicians, and other health-care professionals working together as a team.

The expansion project is expected to be completed in late spring of 2011.




The design makes room to grow.

jgeorge@bizjournals.com | 215-238-5137



**LEADING-EDGE NETWORKS**



**ENROLL NOW!**

Continuing professional education courses offered in:

- Six-Sigma
- Nonprofit
- Historic Preservation
- Hospitality and Food Service
- Building and Construction
- Business Skills (online)
- Professional Certifications

*Learn to think holistically, creatively and innovatively about your career. Identify and take advantage of new markets and opportunities. Thrive in the current business climate.*

Goodwin College of Professional Studies' Leading-Edge Networks are designed to help you increase your marketability, advance or change your career and proactively plan for career success. Offered through on-campus and online courses, workshops events, webinars and blended formats, our continuing professional education programs combine Drexel University's resources with flexible learning options to meet your needs as a busy working professional.

Register online at  
[www.drexel.edu/goodwin/continuing](http://www.drexel.edu/goodwin/continuing)  
or call 215.895.2154 for details.

LIVE IT.®

## BRINGING LIFE TO THE WORKPLACE



The Hankin Group has applied its expertise to the development of vibrant work communities. Outstanding space for lease with competitive terms and build-to-suit options on premier sites are now available. Benefits include 24/7 property management, ample parking, dining, shopping, and walking paths.

From concept to community, The Hankin Group offers new perspectives and possibilities. Contact Jack Purcell or Stacy Martin for information.

DISTINCTIVE  
COMMERCIAL  
PROPERTIES

 **THE HANKIN GROUP**  
**610.458.1900**  
HankinGroup.com

EAGLEVIEW<sup>SM</sup>

SPRING VALLEY

MORGANTOWN