

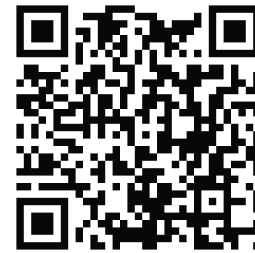
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**URBAN
DIGS**
CEO
Jacqueline
Buhn of
Athenian
Properties.
P17



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THIS WEEK



Where the pros go
Power Train Sports plans
on franchising its exercise
gyms. **P3**

Nova high-tech
Villanova has created a
state-of-art tech learning
center at the Navy Yard. **P4**

TARP talk
The big banks have paid
back the money, not so
with the small ones. **P5**



BizBites
Get a whiff of the latest
food news from the eatery
scene. **P9**

THE LIST
South Jersey law
South Jersey law firms
ranked by number of
South Jersey attorneys. **P6**

South Jersey hotels
South Jersey hotels
according to the number
of rooms. **P18**

Endo looks to expand

Pharma firm wants HQ along Route 202

NATALIE KOSTELNI
STAFF WRITER

Endo Pharmaceuticals Inc. is seeking to expand along the Route 202 Corridor. The company is in the market for more than 350,000 square feet so it can relocate its corporate headquarters from Chadds Ford.

The company has reportedly zeroed in on Valley Creek Corporate Center in Exton after

SEE **ENDO**, P26



Restaurants flourish in Collingswood

Chef Joey Baldino in the doorway of his soon-to-open Zeppoli Restaurant in Collingswood, Camden County. Special Report: South Jersey Business. **P10**

CURT HUDSON



NATALIE KOSTELNI | BUSINESS JOURNAL

A new life for New Market site

NATALIE KOSTELNI
STAFF WRITER

Toll Brothers Inc. is proposing a condominium project at the former New Market Pavilion parcel in Society Hill that, in spite of being a prime site in one of the most desirable neighborhoods in Philadelphia, has failed for nearly 20 years to get a development out of the ground.

The Horsham residential homebuilder is proposing to

SEE **NEW MARKET**, P27

Union cries foul at Davis Vision

JOHN GEORGE
STAFF WRITER

The union representing workers at the Davis Vision eyeglass manufacturing plant in Newtown Square have filed unfair labor practices charges against the company.

The IUE-CWA Local 81408 represents about 110 workers at the Delaware County site, which churns out 3,800 eyeglasses a day

SEE **VISION**, P26



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JACQUELINE BUHN
ATHENIAN PROPERTIES

CEO FILE

'Take the long view and the high road.'



JEFF RUSCO

Jacqueline Buhn in her backyard garden.

PERSONAL INFORMATION

Name: Jacqueline Buhn
Age: 59
Title: President
Company: Athenian Properties
Type of company: Real estate services company in Philadelphia.
Number of employees: 25-30
Revenue in last fiscal year: \$1.8 million (2010).
Recent project: Athenian with our partner Razak Co., led the development and facilities planning of Lenfest Hall at the Curtis Institute of Music. When we came into the

project it was \$7 million over its \$65 million budget, and we finished it at \$5 million under budget.

Education: Yale University, BA in religious studies (1973); University of Washington, master's of architecture (1979).
First job: Telephone research for data centers.
Little-known fact: I was once a union carpenter.
Home: Center City.

BUSINESS PHILOSOPHY

Essential business philosophy: Take the long

view and the high road.

Best way to keep a competitive edge: We pride ourselves in meeting clients' long-term goals and ensuring that the job is done right, not just taking short cuts.

Yardstick of success: When beneficiaries and staff as well as clients are all proud of the work.

Goal yet to be achieved: Significantly contributing to making Philadelphia an even more vibrant and sustainable city.

JUDGMENT CALLS

Best decision: Moving to Philadelphia in 1982 and starting Athenian in 2001.

Worst decision: I guess I have learned to live with it, whatever it was.

Toughest decision: To break away from my previous company and start Athenian.

Mentors: Astra Zarina, Stanley Taraila and Maggie Newman.

TRUE CONFESSIONS

Word that best describes you: Enthusiastic.

Like best about your job: The people — our staff and clients.

Like least about your job: Resolving any disputes.

The most important lesson you've learned: Taking the high road is always worth it.

Life motto: Serve others.

Greatest fear: The deterioration of the public school system in Philadelphia.

Person most interested in meeting: The person who is going to turn around our school funding situation.

Company you respect most: Any of the companies listed as B Corporations — these companies are using the power of their businesses for social and environmental change.

First choice for a new career: Landscape architect.

Greatest extravagance: Landscape architecture (you should see my garden!).

ET CETERA

Award/honor most proud of: The Philadelphia 100.

Most influential book: "The History of God," by Karen Armstrong.

Favorite movie: "The Fast Runner," directed by Zacharias Kunu.

Favorite restaurant: Tinto.

Favorite vacation spot: Italy.

Favorite way to spend free time: Working in my back yard (pictured).

Car you drive: My bicycle. My husband drives a Fiat 500, and his bicycle. ■

POWER CALENDAR

Must-attend events in the week ahead.



MONDAY, AUG. 15

PNC Executive Series. Featuring Peter Laviolette, head coach of the Philadelphia Flyers. 11:30 a.m. to 1:30 p.m., The Mansion on Main Street, 3000 Main St., Voorhees, N.J. Presented by Chamber of Commerce Southern New Jersey. Cost is \$20 for members, \$45 for nonmembers. Visit chambersnj.com.

TUESDAY, AUG. 16

Breakfast Before Business. 8 to 9:30 a.m., Courtyard by Marriott Westampton, 30 Western Drive, Westampton. Presented by Burlington County Chamber of Commerce. Free for members, \$10 for nonmembers. Visit www.bccoc.com.

WEDNESDAY, AUG. 17

Lunch with the Lieutenant Governor Kim Guadagno. 11:30 a.m. to 1:30 p.m., Crowne Plaza Cherry Hill, 2349 W. Marlton Pike, Cherry Hill. Presented by Chamber of Commerce Southern New Jersey. Cost is \$35 for members, \$60 for nonmembers. Visit chambersnj.com.

THURSDAY, AUG. 18

Business After Business Networking Reception. 5 to 7 p.m., Fitness Together, 483 E. Uwchlan Ave., Chester Springs. Presented by Exton Region Chamber of Commerce. Free for members, \$30 for nonmembers. Visit www.erc.net.

See Networking on page 21 for more.

MORE INSIDE



ON THE MOVE
Aleta Rupert has been named executive director/vice president of development for the American Heart Association. P19

COLUMN
Thought leaders don't just sell goods, they sell expertise. P20

NETWORKING
Calendar of events. P21