

**FINANCIAL SERVICES**

**Mark Lerardi** has been named director, tax at **Smart Devine and Co.** Previously, Lerardi was senior tax manager at Smart Business Advisory and Consulting.

**Rob Kania** has been promoted to vice president, retirement services at **NFP Lincoln Benefits Group.** Previously, Kania was retirement consultant. **Claire M. Steinberg** has been promoted to chief operating officer, from vice president of corporate development. **Denise Cianfero** has been promoted to director, health and welfare. Previously, Cianfero was benefits consultant.

**Bradley Fouss** has been promoted to executive vice president and director, wholesale banking at **Sun National Bank.** Previously, Fouss was director of specialized lending.

**Tama Copeman,** founder and CEO of **Alcyone<sup>7</sup>,** has been named to the board of directors of Mid-

Atlantic Diamond Ventures as chair.

**Henry J. Miller III** has been named managing director at **Locust Capital Management.**

**Michael Scheier** has been named home lending specialist at **Citibank.** Previously, Scheier was business development manager at Sidus Financial. In addition, **Philip Birkmire** has been named home lending specialist. Previously, Birkmire was wholesale relationship manager at MetLife Home Loans.

**Mark McCarron** has been named vice president, chief investment strategist at **McCabe Capital Managers Ltd.**

**Lisa Parker** has been named branch manager at **Royal Bank America.**



Kelley

**MARKETING & MEDIA**

**Brian Kelley** has been named public relations coordinator at **Independence Seaport Museum.**

**Mike Raetsch** has been named vice president director of client services at **Neiman Group.** Previously, Raetsch was senior vice president group account director at McCann Erickson New York.

**Elizabeth Cavallaro** and **Andrew Dremann** have been promoted from associate to principal at **Post & Schell.** **Daniel Oberdick** and **Julie Oh** have been hired as associates. **Barbara Zemlock,** principal of Post & Schell, has been named to the board of directors of Pennsylvania Association of Criminal Defense Lawyers.

**Anastasius Efstratiades,** partner and co-chairman, business and finance department, of Obermayer Rebmann Maxwell & Hippel, has been named to the board of directors of

**Camden County Regional Chamber of Commerce** as chairman of the board of directors.

**Eric Van** has been named attorney at **Flaster/Greenberg.** Previously, Van was attorney at Gordon Silver.

**Chris Lukach** has been promoted to senior vice president/chief operating officer at **Anne Klein Communications Group.** Previously, Lukach was vice president/co-owner.

**HEALTH CARE, BIOTECH & PHARMACEUTICALS**

**Jackie Cody Downing** has been named global vice president of human resources at **Shire.**

**William Morsell,** senior vice president of Keystone Mercy Health Plan, has been named to the board of directors of **Northern Home for Children** as chairman of the board.

**Arthur Lazarus** has been named senior medical affairs director at **Shire Pharma-**

**ceuticals.** Previously, Lazarus was senior research physician at AstraZeneca.



Wichser

**MISCELLANEOUS**

**The Entrepreneurs' Organization** has named a number of people to its board of directors. They are: **Chris Wichser,** president of Javers Group, who has been named to the board as president; **Frank Signorello,** president of operations and compliance for the Global Exchange Group Inc.; **Robert Simpson,** managing partner of Brinker Simpson & Co.; **Paul Alford,** CEO of Student Media Group; **Alonzo Adams,** president and CEO of Busy Bee Cleaning Inc.; and **Gary Giegerich,** president of DMI Sports. **Margaret-Ann Koch**

has been promoted to director of Lower & Middle School at **Woodylynde School.** Previously, Koch was interim head of Upper School and director of Middle School. **Samantha Frazier** has been promoted to communications manager, from advancement associate. **Penny Moldofsky** has been promoted to director of the Literacy Institute and director of the summer program, Lower School. Previously, Moldofsky was director of Lower School. **Jill Dougherty** has been named director of Upper School. Previously, Dougherty was reading specialist at Springfield School District.

**NONPROFIT**

**Josh Kruger** has been named development associate at **Philadelphia Children's Alliance.** Previously, Kruger was development coordinator at William Way LGBT Community Center.

**Lisa Washington** of Atlas Energy, **Bob Cohen** of Acme Corru-

gated Box, and **Elijah Gray** of Milestone Bank have been named to the board of directors of **JEVS Human Services.** In addition, **Samuel M. First** of The Jacobs Law Group has been named to the board of directors as chair.

**Jerome Parker,** president of Delaware County Community College, has been named to the board of directors of **Chester County Economic Development Council** as chairman of the board.



Kielinski



DiNardo

**TECHNOLOGY & TELECOM**

**T. Brad Kielinski** has been named CEO and founder at **IT Pros** in Philadelphia.

**Philip Moyer** has been named managing director, technology group at **Safe-guard Scientifics.**

**Darrin Bruce** has been named sales engineer at **EMS Inc.**

**Jim DiNardo** has been named vice president of operations at **E-SoftSys.**

**SUBMIT ITEMS**

**ALL PEOPLE ON THE MOVE SUBMISSIONS** are now gathered through an online submission form at [www.bizjournals.com/Philadelphia/potm/form](http://www.bizjournals.com/Philadelphia/potm/form). Emailed press releases will be returned to sender. Mailed releases are discouraged but can be sent to People Editor, Philadelphia Business Journal, 400 Market St., Suite 1200, Philadelphia, Pa. 19106. Photos will not be returned. Direct questions to: [ssherwood@bizjournals.com](mailto:ssherwood@bizjournals.com).

# The silent killers of business success: Misaligned teams

How is it that a company can sometimes have a superb strategy and all the resources necessary to execute it, but still underperform?

Researchers at the Sloane Management School — Michael Beer and colleagues — think they've found the answer. They sum it up in the term "silent killers of strategy execution." Like bad cholesterol, these killers lurk undetected in the organization's bloodstream waiting to clog the arteries of progress. Sometimes they can be fatal.

Of the following silent killers, which do you think is the most injurious to a firm's strategic intentions?

1. Organizational structure doesn't match the strategy.
2. In-fighting at the top.
3. Poor coordination across functions.
4. Inadequate performance appraisal system.
5. Poorly designed business processes.

If you chose No. 2, you'd be right. In case after case, Beer and colleagues have found that when senior leaders cling to their turf, refuse to be swayed by the better opinions of their peers, or — more likely — just passively refuse to work out differences, good intentions



## Perspective on People

Richard McKnight

and good strategy go off the rails.

OK. If senior team alignment is so important, exactly what is it? My partner and I think it's two things: 1) agreement on the content of the strategy by the senior leaders, and 2) interpersonal effectiveness among them. It is unusual to see both in a senior leadership team. In fact, seeing either is uncommon, and it's extraordinary when a senior team has both.

In the most successful companies, the top team not only creates the organization's business strategy but also executes on that plan in a collaborative way. If the organization has a vague formula for winning, employs run-of-the-mill business processes, and cannot make

the best use of its talent and other assets, the senior "team" is probably not truly functioning as a team at all.

Having said all this, we hasten to point out that alignment in either domain is never fully realized once-and-for-all. Alignment ebbs and flows with changes in marketplace demands and opportunities as well as changes in interpersonal dynamics. We tell our clients "you must work at it continuously."

How do you know if the quality of teamwork at the top in your organization is hurting your success? In our experi-

*Most formal systems are built to reward individuals, not teams... They literally reward competitive behavior between executives.*

ence, it's by answering a simple True/False question:

"Our senior leaders function more as a collection of individuals than as a cooperative and effective team."

If your answer is true, watch out. Let's turn the coin over. What are hall-

marks of a well-aligned team? As I said, it's twofold: 1) agreement on the content of the strategy, and 2) interpersonal effectiveness. And the key to the latter is your answer to this question:

True or False: "Our senior leaders see conflict as an opportunity to learn. When it arises, they explore differences actively and work through them constructively."

If your senior team is dysfunctional and you have the clout to do something about it, what do you do? Look first to the incentive system, both for formal and informal. Most formal systems are built to reward individuals, not teams. They are also usually so strategy-misaligned that they literally reward competitive behavior between executives. Secondly, if you're in a position to do so, surface and facilitate the resolution of conflict among team members. As difficult as this might be for some leaders, ignoring such differences unwittingly reinforces potentially success-killing behavior.

RICHARD MCKNIGHT is a principal of McKnight Kaney LLC, a strategy execution and organization design firm in the Philadelphia area and the co-author of "Leading Strategy Execution," among other books. For more information, visit [McKnightKaney.com](http://McKnightKaney.com).

**THURSDAY**

AUG. 4

**Business After Business.** 5 to 7 p.m., Camden County Boathouse, 7050 N. Park Drive, Pennsauken, N.J. Presented by Chamber of Commerce Southern New Jersey. Cost is \$25 for members, \$50 for nonmembers. Visit chambersnj.com

**MONDAY**

AUG. 8

**5th Annual HBA Charity Golf Outing.** 11 a.m. to 6:30 p.m., Talamore Country Club, 723 Talamore Drive, Ambler. Presented by Healthcare Businesswomen's Association, Greater Philadelphia. Cost is \$65-\$250. Visit hbaphilly.org

**Business Referral Luncheon.** 11:30 a.m. to 1 p.m., Pepper's Restaurant, 236 Town Center Road, King of Prussia. Presented by BNI King of Prussia Chapter Free. Call 610-792-2105.

**TUESDAY**

AUG. 9

**Chef and the Farmer.** 5:30 p.m. to 7:30 p.m., Cichettaria 19, Rittenhouse Square, 267 S. 19th St., Philadelphia. Presented by Center City Proprietors Association. Cost is \$45 for members, \$55 for nonmembers. Call 215-545-7766.

**MONDAY**

AUG. 15

**Business Referral Luncheon.** 11:30 a.m. to 1 p.m., Pepper's Restaurant, 236 Town Center Road, King of Prussia. Presented by BNI King of Prussia Chapter Free. Call 610-792-2105.

**TUESDAY**

AUG. 16

**Networking Mixer.** 4 to 6 p.m., Salter's Fireplace, Patio & Grill, 3130 Ridge Pike, Eagleville. Presented by Perkiomen Valley Chamber of Commerce. Free. Call 610-489-6660.

**MONDAY**

AUG. 22

**Business Referral Luncheon.** 11:30 a.m. to 1 p.m., Pepper's Restaurant, 236 Town Center Road, King of Prussia. Presented by BNI King of Prussia Chapter Free. Call 610-792-2105.

**MONDAY**

AUG. 29

**Business Referral Luncheon.** 11:30 a.m. to 1 p.m., Pepper's Restaurant, 236 Town Center Road, King of Prussia. Presented by BNI King of Prussia Chapter Free. Call 610-792-2105.

**TUESDAY**

AUG. 30

**Build Your Business networking Luncheon.** 11:30 a.m. Champps Americana, Providence Town Center, 51 Town Center Drive, Collegeville. Presented by Perkiomen Valley Chamber of Commerce. Cost is \$20 for members, \$25 for nonmembers. Visit www.pvchamber.net

**FRIDAY**

OCT. 14

**Relationship Fundraising: Finding the Personal Touch in an Impersonal World.** 8:30 a.m. to 12:30 p.m., the Pyramid Club, 1735 Market St., 52nd Floor, Philadelphia. Presented by the Nonprofit Center at La Salle University's School of Business and USAirways. Free. Call 215-951-1701 or email nonprofitcenter@lasalle.edu

**TUESDAY**

NOV. 15

**Center City Soiree: Make Friends in High Places.** 5:30 p.m. to 7:30 p.m., R2L Restaurant, Two Liberty Place, 37th Floor, Philadelphia. Presented by Center City Proprietors Association. Cost is \$30 for members, \$50 for nonmembers. Call 215-545-7766



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**Best Clinical Research Organization (NEW)**

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### Questions?

**Contact Jennifer Wolf at**  
[jenniferwolf@bizjournals.com](mailto:jenniferwolf@bizjournals.com)

### **SUBMIT** ITEMS

**ITEMS SENT** to Networking must arrive at least 15 days in advance of publication. More lead time is better. To get an event publicized, please be sure to include the following: title of event; date; time, from start to end; location, with street address; presenting, sponsoring or hosting company; RSVP information, cost and contact information (phone, e-mail or Web site address). Events must be tied to a nonprofit organization or be free and informational.

**E-MAIL ITEMS** to Sharon Oliver at [soliver@bizjournals.com](mailto:soliver@bizjournals.com).







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# 2011 MINORITY BUSINESS LEADER AWARDS™



## Meet Greater Philadelphia's Top Minority Business Leaders and Companies

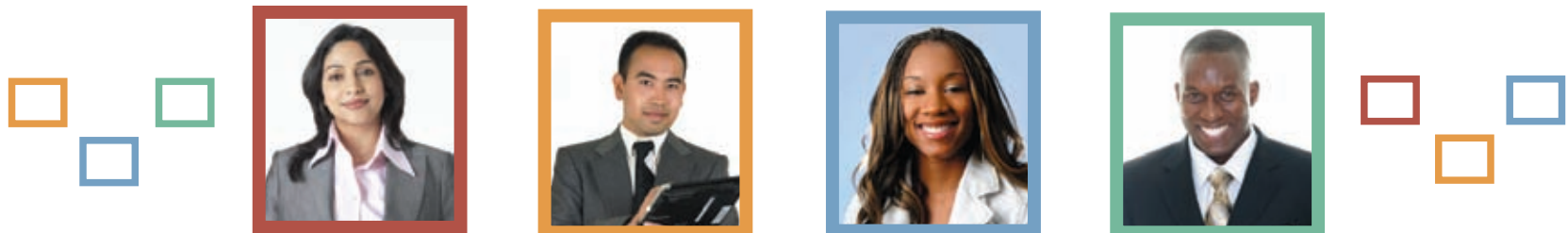
Philadelphia Business Journal and presenting sponsor Wells Fargo invite you to celebrate Minority Business Leaders and Company Advocates.

When: Thursday, August 4, 7:30am-9:30am

Where: Crystal Tea Room, Wanamaker Building

Register Today: <http://tinyurl.com/mblpbj2011>

Tickets: \$50



## Congratulations 2011 Minority Business Leaders & Companies

### Executives:

**Ramona Riscoe Benson,**  
African American Museum

**Kerry Benson,**  
PFM Group

**Alfredo Calderon,**  
ASPIRA of PA

**Jenny Chung,**  
JC Melrose Country Club

**Della Clark,**  
The Enterprise Center

**Robert Davis,**  
Fox Chase Cancer Center

**JoAnne A. Epps,**  
Temple University,  
Beasley School of Law

**Geoffrey Kent,**  
Cognis IT

**Vicki Lee,**  
Old Philadelphia Associates, Inc.

**Christopher Lewis,**  
Blank Rome

**Cecilia Moy Yep,**  
Philadelphia Chinatown  
Development Corporation

**Maria Quinones-Sanchez,**  
Philadelphia City Council

**Michael Rashid,**  
AmeriHealth Mercy  
Family of Companies

**Surekha Shah,**  
Bio-Pharm, Inc.

**Valerie Traore,**  
Food Bank of South Jersey

### Emerging Company Leaders

**Telissa Lindsey,** T.L. Consulting Services, LLC

**Gabriel Mandujano,** Wash Cycle Laundry

**Melonease Shaw,** Maven, Inc.

**Heseung Ann Song,** Mighty Engine (formerly Osiris)

### Company Advocates

Comcast Corporation  
Lincoln Financial Corporation

VILLA

### Lifetime Achievement Award

**Ernest E. Jones,** Philadelphia Workforce Development Corporation

Presented by: Partner:



Event questions?  
Contact Jennifer Wolf at [jenniferwolf@bizjournals.com](mailto:jenniferwolf@bizjournals.com)

LEADS, FROM P21

**Condominium vs. Daryl Rothmund/Douglas Culbert/Empire Builders Construction Management LLC/Naseeb Developers LLC/18 N. 3rd St. LLC,** construction contract, case #11-0700658, 07/08/11.  
**City Of Philadelphia vs. Atid Investments LLC,** real estate tax lien, case #11-07T0024, 07/08/11.

**CAMDEN COUNTY**

**Lisa M. Long and Jeffrey Long vs. A One Waste Solution Inc./James Burns Jr.,** tort, case #L-3137-11, 06/21/11.  
**Darcie Harrison and William T. Harrison vs. Super Fresh/Super Fresh 493/Super Fresh Food Markets Inc./The Greater Atlantic and Pacific Tea Co.,** personal injury, case #L-3146-11, 06/22/11.  
**Celeste Vales vs. Zallie's ShopRite of Berlin/Wakefern Food Corp./Shop Rite Supermarkets Inc./WFC-1 Realty Corp. et al.,** personal injury, case #L-3152-11, 06/22/11.  
**Wells Fargo Bank NA vs. Bob Construction LLC/William L. Sternberg,** contract, case #L-3156-11, 06/22/11.  
**Saturn Holdings LLC vs. Inventa Technologies Inc.,** contract, case #L-3157-11, 06/22/11.  
**Wells Fargo Bank NA vs. Bologno Enterprises LLC/James A. Bologno,** contract, case #L-3158-11, 06/22/11.  
**Wells Fargo Bank vs. Shilla International Co.,** contract, case #L-3159-11, 06/22/11.  
**Supermedia LLC vs. A-1 South Jersey Moving & Storage,** book account, case #L-3170-11, 06/23/11.  
**Federal Realty Investment Trust vs. Platinum Nail & Beauty Inc./Ji Chan An/Claudia Le/Quan Tran,** book account, case #L-3175-11, 06/23/11.  
**John Dzwil dba Dzwil Contracting vs. Eastern Energy Services Inc.,** construction, case #L-3176-11, 06/23/11.  
**Jamilah Al-Kaleeb vs. Northeast Restaurant Group Inc. t/a T.G.I. Fridays,** personal injury, case #L-3177-11, 06/23/11.  
**Kjell and Vicki Samuels vs. American Home Mortgage Servicing Inc.,** contract, case #L-3179-11, 06/23/11.  
**Jesus Martinez vs. The Jet Pulverizer Co./Edwin Fay,** discrimination, case #L-3186-11, 06/23/11.  
**Barbara and Frank Filip-**

**pino vs. Garden State Discovery Museum Center for Learning/Garden State Discovery Museum Ltd.,** personal injury, case #L-3191-11, 06/23/11.  
**Sovereign Bank vs. Patidar Inc./Naina Corp./Kishan Corp./Vashree Corp./Sita Ram Inc. et al.,** action on negotiable instrument, case #L-3198-11, 06/24/11.  
**Toye and Warren Bethea vs. Garden State Cablevision/Comcast Corp./Thomas Simon Jr.,** auto negligence/personal injury, case #L-3212-11, 06/27/11.  
**Marco Antonio Fabrizioo and Lauren H. Jimenez vs. Monmouth Race Track et al.,** personal injury, case #L-3218-11, 06/27/11.  
**Bank of America vs. Palsi Family LP/Palsi Corp./John Palsi/Elsie Ann Palsi et al.,** contract, case #L-3236-11, 06/27/11.  
**James F. Rooney vs. Any Garment Cleaners LLC/Chapel Equities LLC et al.,** personal injury, case #L-3238-11, 06/27/11.  
**David Nevins and Hannah Nevins vs. Mitchell L. Morgan Management/Morgan Properties Inc./J&J Lawncare Inc.,** personal injury, case #L-3240-11, 06/27/11.  
**Thomas Myers vs. Hara Donuts Corp. dba Dunkin Donuts/DB Real Estate Assets I LLC/Dunkin Donuts Franchise Restaurants LLC/Pramuka Krupa Realty Inc.,** personal injury, case #L-3243-11, 06/27/11.  
**Berlin Coil LLC vs. Royal Seamless Corp./Hedwig Obara,** book account, case #L-3244-11, 06/27/11.  
**1st Colonial National Bank vs. In The Knick of Time LLC/Patricia Costello/James Curran,** book account, case #L-3245-11, 06/27/11.  
**Security Resources vs. Briad Construction Services/Peace Security Inc.,** contract, case #L-3248-11, 06/27/11.  
**Wells Fargo Bank NA vs. Richard M. Lamanis LLC/Richard M. Lamanis,** contract, case #L-3256-11, 06/28/11.  
**Wells Fargo Bank NA vs. Michael Bauman LLC/Michael Bauman,** contract, case #L-3257-11, 06/28/11.  
**Wells Fargo Bank vs. Arjun Investment Group/Rajiv J. Patel/Paresh R. Patel,** contract, case #L-3258-11, 06/28/11.  
**TD Bank NA vs. Lear Holding LLC/Richard A. York/Linda L. York,** contract, case #L-3260-

11, 06/28/11.  
**Train's Towers Inc. vs. Metrotek Electrical Services Co.,** book account, case #L-3265-11, 06/28/11.  
**Avalon Carpet Tile and Flooring vs. CRA Site Lawn & Land Development Inc.,** contract, case #L-3275-11, 06/29/11.  
**Waste Management of New Jersey Inc. vs. Winslow Center Partners LP dba The Belknap Co. Ltd.,** contract, case #L-3279-11, 06/29/11.  
**Tasha Miles vs. Cleanton Amusement Park/Adrenaline Family Entertainment Inc.,** personal injury, case #L-3288-11, 06/30/11.  
**Mary Manzo vs. Haddon Hills Apartments/Haddon Hills Associates/Haddon Hills Associates LLC,** personal injury, case #L-3289-11, 06/30/11.  
**TD Bank NA vs. C&C Mattress Discounter Inc./Peter J. Cancelli,** contract, case #L-3290-11, 06/30/11.  
**Jason Gerner vs. Harmony Place/Joanne Diffenbaugh/Steven Langert,** discrimination, case #L-3292-11, 06/30/11.  
**Joann Spera vs. Borgata Hotel Casino & Spa dba The Borgata,** personal injury, case #L-3293-11, 06/30/11.

**HIGH-END HOMES**

**CHESTER COUNTY**  
**William R. and Virginia L. Hagerman to Davinder Singh and Rajdeep Basra Athwal,** 658 Dorset Road, Devon 19333, Lot 3 Dorset Road, \$1,300,000.  
**Conestoga Property LLC to Jason C. and Melissa A. Owens,** 2388 S. Chester Springs Road, Chester Springs 19425, Conestoga Pike, \$935,000.  
**Toll PA II LP/Toll PA GP Corp. to Drew P. Ronnermann and Charisse Marei-Ronnermann,** 4008 Trillium Way, Chester Springs 19425, Lot 73 Byers Station, \$838,717.  
**George M. Whiteman to Douglas Bye-Jeh Tsai,** 882 Box Hill Lane, Wayne 19087, Lot 3 Box Hill Lane, \$825,000.  
**NVR Inc./NV Homes to Ralph and Elizabeth F. Bincarrowsky,** 112 Hidden Pond Drive, Chadds Ford 19317, Lot 19 Kinterra, \$765,229.  
**National Residential Nominee Services Inc. to Eric and Tanya Karas,** 60 Lily Pond Lane, Chester Springs 19425, Lot 24 Stonec-

roft, \$710,000.  
**Pusey Mill Realty LLC to Levi K. and Annie K Fisher,** 3649 Highpoint Road, Cochranville 19330, Lot 2 Pusey Mill Road, \$685,000.  
**Pulte Homes Of PA LP/Pulte Home Corp. Of The Delaware Valley to Thomas A. and Alice Kay Gennarelli,** 822 Grist Mill Lane, West Chester 19380, Unit 3 Preserve At Applebrook, \$684,000.  
**Freeman Rodger and Alexandra J. Cottrell to Owen J. and Mary Kate Stein,** 744 Bair Road, Berwyn 19312, Bair Road, \$680,000.  
**American International Relocation Solutions LLC to Joseph M. Childs and Mandee Nichole Parker Childs,** 1100 Mason Drive, Downingtown 19335, Lot 27 Sawmill, \$661,000.  
**Jennifer Caruso By Attorney/Michael Caruso to Robert L. and Shirley A. Sheller,** 116 Hillside Lane, Pottstown 19465, Lot 19 Chestnut Hill, \$660,000.  
**Edward J. and Lisa M. Quinn to Michael A. Russo,** 1066 Bartlett Lane, Chester Springs 19425, Lot 74 Wetherill Estates, \$620,000.  
**Harold L. Jr. and Kathleen M. Atkinson to Glenn B. and Dahnelle L. Schmidt,** 102 Windy Hollow Drive, Phoenixville 19460, Lot 44 Charlestown Hunt, \$620,000.  
**De Lage Landen Operational Services LLC to Kurt A. and Mary E. Husebo,** 150 Pembroke Circle, Phoenixville 19460, Lot 27 Valley Forge Woods, \$612,500.  
**Paul B. and Melissa C. Acton to Paul and Erika Swarouth,** 15 Autumn Hill Lane, Phoenixville 19460, Lot 41 Sunwood Farm, \$600,000.  
**Thomas S. and Leslie A. Davis to Sarah E. and Andrew C. Hafflett,** 1357 Nathan Hale Drive, Phoenixville 19460, Lot 17 Valley Forge Meadows, \$544,000.  
**Vincent A. and Anna J. Salvati to Michael C. Melcher and Patricia Dwyer,** 602 Milleson Lane, West Chester 19380, Lot 304 Bow Tree, \$540,000.  
**Pat and Kathleen Kelly to Bryon R. and Regis L. Wornson,** 5 Heidi Lane, Chester Springs 19425, Lot 11 Matthews Meadows, \$520,000.  
**James Lee Jr. and Tamra Lewis to Anand N. Shah and Sherry S.**

SEE LEADS, P25

THE PERFECT ADDITIONS TO ANY EXECUTIVE'S OFFICE

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- Nicholas Monsarrat

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**LEADS, FROM P23**

**Garg**, 1351 Argyle Road, Berwyn 19312, Lot 9 Hawthorne, \$508,000.

**MONTGOMERY COUNTY**

**Wassmer Residential Inc. to New Hanover Township**, 2943 N. Charlotte St., Gilbertsville 19525; Dotterer Road, New Hanover, \$3,200,000.

**General Hancock Partnership Enterprises to So Holdings LP**, 616-C Norristown Road, Horscham 19044; 115 Garden Golf Blvd., Montgomery, \$1,602,300.

**Nicholas L. Zammer and Elizabeth C. Guillory to Jerry Berenson and Linda Hoffa**, 435 Great Springs Road, Bryn Mawr 19010, Lower

Merion, \$1,255,000. **Thomas G. and Alwxandra V.A. Frazier to Grace G. and Thomas G. Ashton Jr.**, 300 Quarry Lane, Haverford 19041, Lower Merion, \$1,100,000.

**Edward H. Dever to Marilyn Bergman**, 9 Shirley Road, Narberth 19072; 845 W. Lancaster Ave., Lower Merion, \$1,000,000.

**Rosemary E. Vieira to Robert and Lesley H. Aronchick**, 1950 W. Montgomery Ave., Villanova 19085, Lower Merion, \$860,000.

**Retained Realty Inc. to Simon W. and Jill A. Herriott**, 933 Black Rock Road, Gladwyne 19035, Lower Merion, \$825,000.

**OB-Gyn Real Estate Associates to Medaire Realty Co.**, 1437 Dekalb St. 2nd Floor,

Norristown 19401, Norristown, \$825,000. **Joseph Dalonzo to Christian F. and Carolyn M. Witzke**, 1029 Lorien Drive, Ambler 19002, Lower Gwynedd, \$760,000.

**Edward P. and Leslie R. Gerstenfeld to Xiwen Wang and Chaowei Niu**, 936 Honeysuckle Lane, Wynnewood 19096, Lower Merion, \$735,000.

**Jerry Berenson to Joel and Pamela Tocker**, 612 Shady Lane, Narberth 19072, Narberth, \$725,000.

**Jay E. and Bebe H. Kivitz to Pablo Laje and Maria V. Fraga**, 801 Primrose Lane, Wynnewood 19096, Lower Merion, \$705,000.

**Richard A. and Christine W. Booth to Stacey Rosenstein**, 120 Sibley Ave. Unit 402, Ard-

more 19003, Lower Merion, \$700,000. **NVR Inc. t/a Ryan Homes to Matthew D. and Renata R. Bradford**, 1406 Reiner Road, Eagleville 19403, Worcester, \$658,785.

**Hovnanian K. American Mortgage LLC to Kaldoon T. and Luma F. Al-Saleem**, 17 Sunflower Drive, Huntington Valley 19006, Lower Moreland, \$647,000.

**Rene Weisman to Larry S. and Diane M. Taub**, 120 Inverness Drive, Blue Bell 19422, Whittpain, \$642,000.

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\$850,000. **Linda D. Zaimis to Blanche Miller**, 2048 Locust St., Philadelphia 19103, 8th Ward, \$800,000.

**Toll Naval Associates to Catherine E. Hamilton**, 708 Captain's Way, Philadelphia 19146, Unit 2308 Naval Square, \$527,475.

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# CULINARY: Burlington County College's \$9 million Culinary Arts Center opens

FROM PAGE 1

"Students are very eager to come to the culinary center. There's so much interest in food and cooking right now," said Elizabeth "Chef Beth" Dinice, who heads up the new program.

According to the Bureau of Labor Statistics, a growing number of budding food-service professionals are going into training programs offered by independent cooking schools, culinary institutes, two-year or four-year colleges and the like. While chefs often get the glory, projections by the BLS show much of the industry growth in the next several years will be with managers, supervisors, food prep workers and servers.

Other schools in the area already have established programs in related areas. Drexel University offers a bachelor of sciences degree in culinary arts. St. Joseph's University has a food products retailing and wholesaling institute. Temple University and the University of Pennsylvania, as well as numerous suburban schools, offer broader programs in hospitality services management. Community College of Philadelphia and Bucks County Community College offer programs in culinary arts and chef training. And the JNA Institute of Culinary Arts and the Restaurant School offer in-depth training.

Not everyone going into the programs was raised on the Food Network, and shows like "Top Chef" and "Cake Boss." A significant number of students in BCC's program are in a career transition.



**Chef Beth Dinice.**

"With career changes and with the way the economy has changed, people are changing careers or they got laid off," said Dinice.

One BCC student in the program, B.J. Hartshorn, 33, spent 15 years in administrative jobs and is now studying classical cooking techniques.

"I wanted to pursue something I have a passion for. I love to cook," she said, adding: "My long-term goal is to love going to work everyday."

Officials at BCC first discussed opening



**A classroom and a redesigned stained-glass window from the Farmers Trust Co. Bank building in Mount Holly.**

a culinary arts school six years ago, but the project went through a lengthy process of fundraising, planning and construction, culminating in last week's ribbon cutting.

Of the total cost, roughly \$3 million apiece was provided by the state, the county and BCC itself.

Much of the school makes use of the historic Farmers Trust Co. Bank in downtown Mount Holly. The renovation was designed to meet LEED certification stan-



**'Top Chef' is popular on Bravo.**

dards. "Green" aspects include material reuse, water-use reduction, optimized energy performance and "daylighting," when possible.

Students in BCC's new Culinary Arts, Hospitality and Tourism program will have access to a demonstration hall-and-theater with space for 100 people, a culinary lecture hall, teaching kitchen, cafe-and-dining room (open to the public), student arts-and-cooking supplies store and other features. Overall, it covers 19,000 square feet.

The 47-seat café serves meals prepared by the students.

While many food-service jobs are entry-level positions, Dinice takes issue with anyone who thinks the field cannot be lucrative.

"Restaurants take in \$1.5 billion a day," she said. "You can earn a very nice living. I know a lot of six-figure chefs you never heard of. The thing is, you have to be absolutely passionate about it because it's very hard work. In the very beginning, you're not going to make much money, the first three to five years. [At that stage], it's not about the money, it's about getting into the best kitchens out there." ■

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# BLATSTEIN: 1400 Spring Garden project

FROM PAGE 1

The deal took more than three years to finally complete for a range of reasons. First, Pennsylvania wanted to wait until it had a lease in place for its roughly 1,000 employees who worked out of the building. Then the deal got delayed again when the state wanted to make sure it was completely moved into its new offices at 801 Market St. When it looked as if things were finally in place, Blatstein's Tower Investments of Philadelphia ran into financing issues and negotiated an extension with the state. Eventually those hurdles got resolved.

The 19-story building totals 300,000 square feet and has a 208-space parking garage. It was constructed in 1954 for the state and became vacant in late 2008 when the state relocated its 11 state agencies to 801 Market.

Originally called the Philadelphia State Office Building, it's the second major office building in that immediate neighborhood to come on the block. Philadelphia Media Network, parent to the Philadelphia Inquirer and Daily News, is trying to sell its headquarters at 400 N. Broad St., an 18-story, 470,000-square-foot building and offers have been made on that property.

Minimum bids for the state building started at \$15 million but closed at \$21 million.

"I think most people would consider it to be a very strong number for the seller. It's a healthy number," said Steve Marzullo, an investment broker with CB Richard Ellis who helped arrange the transaction. "You have a large corner site with access to public transit right there from the building, parking below grade and the ability to construct above that. The potential for the site is huge."

The building sits in a neighborhood experiencing increased development and adjacent to the desirable museum district flanking the Benjamin Franklin

Parkway and not far from activity along North Broad Street that has been spurred by the expanded Pennsylvania Convention Center. In recent years, the redevelopment of 1500 Spring Garden into an office property has also attracted a number of high-profile office tenants to the area and increased pedestrian traffic.

Blatstein's project will be completed in two phases with the first entailing 204 apartments that is expected to be completed by next summer, Blatstein said.

Phase two will include a 20-story tower along 15th Street with 150 apartments and 60,000 square feet of retail space on two levels facing Spring Garden. That addition will get kicked off in a "few years," Blatstein said.

The city has started to see an uptick of proposed apartment projects. The Philadelphia Planning Commission has reviewed two development proposals in recent months for new residential units, said Gary Jastrzab, executive director of the Planning Commission in an email. Both need zoning variances. One, at 18th and Arch streets, proposed by PMC Property Group of Philadelphia, will be a mixed-used project with 236 units. It was recommended for approval by the Planning Commission in May. The second, the former AAA Building at 2040 Market St., is also being proposed by PMC and would have 282 units. EB Realty and PMC broke ground in January on a 101-unit complex at 600 N. Broad and the zoning board of adjustment just OK'd a 64-unit development at 921-31 Ellsworth St., according to the Center City District.

While some smaller apartment projects are in the works, a couple of larger ones are also in the pipeline. For example, Pearl Properties of Center City expects to begin construction this fall on a rehab of the old Granary building at 411 N. 20th St., turning it into 218 apartments and 40,000 square feet of retail space.



1400 Spring Garden project.



Bart Blatstein of Tower Investments.

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**Q** What is the Bureau of Charitable Organizations looking for these days?

**A** The PA Bureau of Charitable Organizations ("Bureau") administers the State's charitable solicitation law and maintains registration and financial information on over 11,000 charities soliciting in the Commonwealth. The Bureau has recently sent letters to numerous charitable organizations stating that their registration is not approved until they include fundraising expenses on their IRS Form 990. This new initiative requires charitable organizations to comply with the fundraising rules set forth by the IRS. Charities are required to either send a letter of explanation or amend their Form 990. The Bureau no longer requires extensions if the Form 990 was extended. The Bureau no longer mails registration reminders. Charitable Organizations receiving \$100,000 or more are required to have a review or audit by an independent Certified Public Accountant.

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**PHILADELPHIA BUSINESS JOURNAL**

This general information is not intended to provide individual advice. Schedule an appointment with a professional to discuss your particular situation and needs. Questions sent to these professionals may be answered in future issues.

*'Apparently, you can do without food before you can do without watching "The Bachelorette.'*

Dell Poncet | The Way it Was

See column, facing page

philadelphiabusinessjournal.com | JULY 22-28, 2011

## READERS REACT

Online readers comment on recent Business Journal headlines

### Liquor Control Board's future debated

It is about time. This is a good thing. Allow entrepreneurs to have an all-inclusive beverage business with wine, spirits and beer under one roof. The current LCB stores are poorly run and the staff are not trained or managed well.

James McManaman

### Jane says QVC not Fonda her past

No tears for Jane. What she did back then may have been a foolish, youthful transgression, but to a lot of military members looking at the wrong end of Viet Cong and North Vietnamese weapons, it was pretty much a morale buster. If you kill someone and then exhibit honest repentance, the person's still dead and you're still responsible and need to face the consequences. Jane Fonda may have softened her thinking on this stuff, but lots of GIs are still deeply offended by her youthful actions. Too bad, Jane. Accept the lingering consequences and get over it. You'll still sell lots of books, but a lot of those vets can't lose some of the innermost scars of combat and being made to feel THEY were the bad guys. Count me in. Re: the QVC decision, as Michael Corleone was fond of saying...It's just business.

Paul Decker

Good for QVC!

Betsy Barber

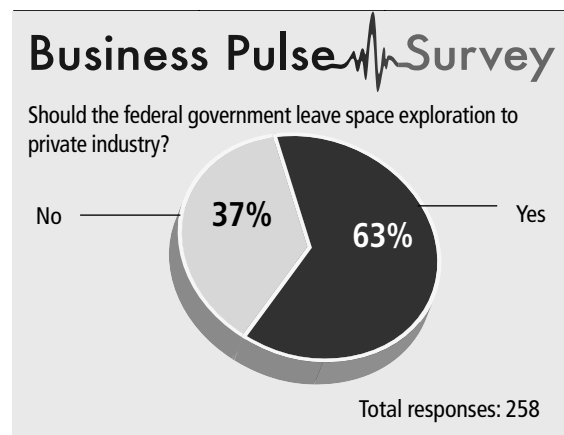
### Borders going out of business: Tweets all about it

I weep for the workers. But the demise of the bookstore only marks the impending demise of printed books, not books. Future generations will get their literary fix digitally, with sound and video. They won't mourn the loss of the printed page any more than we mourn the loss of velum and illustrated, hand written texts that were displaced by the invention of the printing press. The Nook and their online store may extend Barnes and Noble's life for a while, but a business model built on oversized stores where people come to sit, eat and browse won't be viable for long.

Ernestine Young

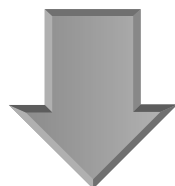
The Wynnewood location is one of my hide-aways. This stinks.

Ronald Jones



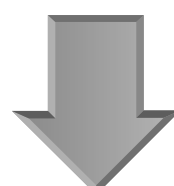
## Gainers & Losers

Lemon, cherry ... whatever. Get some water ice. Stat!



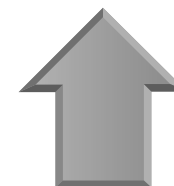
### City ethics

Philadelphia fires one employee and demotes another after evidence turns up they were getting gifts and fancy dinners from vendors. Leaves a bitter taste, doesn't it?



### Borders fans

The impending demise of Borders means the last bricks-and-mortar, big-box bookseller is Barnes & Noble. Not everyone was a fan of the model, but its absence from the market will be felt far and wide.



### Water ice sellers

As the mercury rises to ridiculous heights, this group has to be dreaming of dollar signs. Make ours a double.

## Wildwood embraces its kitschiness

My family and I just took a weeklong vacation in Wildwood.

It was a trip down the old memory lane for me, because I grew up going to this motel capital of the world for a week every summer — and not the fancy places in Wildwood Crest or the northern part of the island. We always stayed right off the boardwalk.

To a child and an adolescent, it was heaven. What could be a better than a beach with a two-and-a-half-mile-long amusement park attached?

But along the way, I forgot about Wildwood. My last vacation there, before the recent one, was probably a quarter-century ago. Around the same time, apparently, a lot of people began forgetting about Wildwood. It never sunk to the level of Asbury Park or early 1970s Atlantic City, but by the 1990s, the resort town was tired and in trouble.

A May 1995 Philadelphia Inquirer story sets the scene in its opening paragraph describing “half-deserted streets and boarded-up buildings.”

“It looks just like Camden,” a longtime Wildwood resident was quoted as saying.

So why do I bring this up? I think Wildwood is a perfect example of what can happen when a business community comes together and gets fully engaged in the future of their city. What came out of those depressing years of the mid-1990s was a plan to transform Wildwood by fully embracing its fun and kitschy past.

About 15 years ago, studies from Penn, Yale and Kent State showed that Wildwood, with its ubiquitous motels, had — according to the Wildwood website — “the largest collection of mid-century commercial architecture in the nation.” That sounds all dry and academic. But that architecture, which now has the fun



### Notebook

Craig Ey

tag of “Doo Wop”, was anything but dry. The optimism of the post-war years comes through in neon lights, heavy use of pastels, wavy roof lines and plastic palm trees.

The community founded the Doo Wop Preservation League in 1997 to save the midcentury buildings from the wrecking ball and “cultivate a distinctive resort character for the Wildwoods — one that can't be duplicated anywhere else in the world.”

Investment dollars have poured in to restore motels such as the vintage 1957 Starlux, which underwent a \$3 million transformation several years ago. A Doo Wop museum complete with an ice cream counter that sells malted shakes has opened on Ocean Avenue. And a huge 1950s-inspired “Wildwoods” sign was erected at the Boardwalk and Rio Grande Avenue. It's already iconic.

Wildwood still has problems. Get a few blocks off the Boardwalk and signs of deterioration aren't exactly hard to find. But you get a sense that Wildwood has turned the corner and is now well-positioned to compete for tourist dollars.

The lesson for communities everywhere: Embrace what you are, don't run from it and, oh yeah, sell the heck out of it.

CRAIG EY is editor of the Philadelphia Business Journal.





## The Way it Was

Dell Poncet

# 1989: Food Lion stalks the state

Each week we look back on some of the stories that were in the news in years past. This week we checkout the equivalent week in 1989.

### Food doesn't come in like a Lion

From the depths of North Carolina a supermarket chain, mostly big in the South, was making noises like it was going to make a leap into Pennsylvania 22 years ago. Food Lion of Salisbury, N.C., announced it was building a distribution center in Chambersburg.

The company was counting on further growth in the Northeast.

"We see Harrisburg as the first market and growing from that south-central Pennsylvania area, with Pittsburgh and Philadelphia coming late in the game," said a Food Lion spokesman. It didn't work out that way. As far I can tell, there are no Food Lions in or around Philadelphia.

Against what always seems logical to me — because, unless you're a supermodel, people have to eat, you'd think — supermarkets are not a growth industry. Acme Markets has had its difficulties — slashing 900 jobs in April — and A&P owner of Superfresh and Pathmark, is in bankruptcy.

In these embattled times, if your choice is between eating and paying your cable TV bill, apparently you can do without food before you can do without watching "The Bachelorette."



### QVC merges with CVN

In a marriage of TV home-shopping networks, QVC of West Chester announced it would acquire all of CVN Cos. in a deal worth at least \$435 million. The combined company would be in a better position to contend with industry leader Home Shopping Network.

Think, ladies, of all the Control Knit Fly-front Jeggings (featured price \$28.18 as of July 18) you could buy with that much money.

### Its slip core was showing

Two Liberty Place skyscraper was under construction, in fact, its slip-formed core was being visible. The innovative construction method was touted as the same as that used by Minutemen and Titan II missile silos. Its older sister One Liberty Place did not use the slip-core method.

### Round and down

The badly located Metropolitan Hospital — the weird round hospital near the weird circular Philadelphia police headquarters called the Roundhouse — was trying to reorganize after filing for bankruptcy. Keeping the building operational as a hospital didn't pan out in the long run. These days it's condominiums after being converted by Lubert-Adler some years ago.

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Philadelphia Business Journal | 400 Market Street | Suite 1200  
Philadelphia, PA 19106 | 215-238-1450  
philadelphiabusinessjournal.com

## American City Business Journals

Philadelphia Business Journal is a publication of  
American City Business Journals, Inc.,  
120 West Morehead St. Suite 400, Charlotte, N.C. 28202  
Whitney Shaw, President & CEO  
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**H. Wheeler** P1    **W. Green** P3    **J. Cowles** P6    **J. Johnson** P6    **R. Blaber** P7    **A. Hatala** P7    **S. Somboonsong** P8    **W. Somboonsong** P8    **C. Wichser** P16    **T. B. Kielinski** P16

A selection of the people and companies you will find in this week's Business Journal.

**PEOPLE INDEX**

<b>A</b>	Kelley, Brian	16	Rote, Kyle Jr.	3
Adams, Alonzo	Kielinski, T. Brad	15, 16	<b>S</b>	
Akers, Michelle	Koch, Margaret-Ann	16	Scheier, Michael	16
Alford, Paul	Kruger, Josh	16	Shah, Ameet	1, 15
Ambrosi, Bob			Signorello, Frank	16
Archie, Robert			Sikora, Bryan	8
<b>B</b>	<b>L</b>		Simpson, Robert	16
Bacon, Thomas	Langel, John	1, 3	Sklaroff, Michael	4
Birkmire, Phillip	Lazarus, Arthur	16	Somboonsong, Sutida	8
Blatstein, Bart	Lerardi, Mark	16	Steinberg, Claire M.	16
Boland, Stephen	Luedeka, Rob	6		
Boxx, Shannon	Lukach, Chris	16	<b>T</b>	
Bruce, Darrin			Tsiouris, George	8
Buehler, Rachel			<b>V</b>	
<b>C</b>	<b>M</b>		Van, Eric	16
Cavallaro, Elizabeth	Mallin, Ken	5	<b>W</b>	
Chow, Michael	Marzullo, Steve	27	Wheeler, Hal	1, 4, 5
Cianfero, Denise	McCarron, Mark	16	White, Patrick	7
Cohen, Bob	Miller, Henry J. III	16	White, Reggie	3
Collins, Doug	Moldofsky, Penny	16	Wichser, Chris	16
Copeman, Tama	Morsell, William	16	Wiesen, Kenneth	13
Cowles, John	Moyer, Philip	16		
<b>D</b>	Murtagh, Frank	15	<b>Y</b>	
Decker, John			Yoshimura, Brandon	12
DiNardo, Jim	<b>O</b>		<b>Z</b>	
Dince, Elizabeth	Oberdick, Daniel	16	Zemlock, Barbara	16
Dougherty, Jill	Oh, Julie	16	Zukin, Wayne,	4
Downing, Jackie Cody	Overbeck, Carla	3		
Dremann, Andrew	<b>P</b>			
Drusch, Mark	Parker, Lisa	16		
<b>E</b>	<b>R</b>			
Efstratiades, Anastasius	Raetsch, Mike	16		
<b>F</b>	Rampone, Christie	3		
Fantini, Gretchen	Rene, Elukene	8		
Feldman, John P.				
Fields, David				
First, Samuel M.				
Foudy, Julie				
Fouss, Bradley				
Frazier, Samantha				
<b>G</b>				
Giegerich, Gary				
Goodman, Stephen M.				
Gray, Elijah				
Green, William J.				
<b>H</b>				
Haas, Howard				
Hamm, Mia				
Hartshorn, B.J.				
Hatala, Alexander J.				
Horwitz, Jerome				
<b>J</b>				
Jaffe, Richard				
Jastrzab, Gary				
Jaworski, Ron				
Johnson, Jack				
<b>K</b>				
Kania, Rob				



Brandon Yoshimura P12

CURT HUDSON

**COMPANY INDEX**

<b>A</b>	ACME Inc.	6	MedAxiom	7	<b>S</b>		
Acme Corrugated Box	16	MetLife Home Loans.	16	Mikado	8	Safeguard Scientifics	16
Acme Markets	29	Milestone Bank	16	Milestone Bank	16	Salt	8
Adventure Aquarium	12	Mixx	8	Morgan Lewis Bockius	13	Samerica Corp.	5
Alcyone*7	16	<b>N</b>				Sang Kee	8
Animo Juice	15	Neiman Group	16			Sang Kee Asian Bistro	8
Anne Klein Communications Group	16	NFP Lincoln Benefits Group	16			Sang Kee Noodle Bowl	8
Aperto	8	Noodle Bar	8			Sang Kee Noodle House	8
ARC Properties	4	Northern Home for Children	16			Scott Paper Co	6
ARC Wheeler	4	<b>H</b>				Shire	10, 16
Arco Chemical Co	6	Hill Farmers' Market	8			Shire Pharmaceuticals	16
Association for Corporate Growth	3	Home Shopping Network	29			Sidus Financial	16
AstraZeneca.	16	<b>I</b>				SkyAuction.com Inc.	12
Atlas Energy	16	Independence Seaport Museum	16			Smart Business Advisory and Consulting	16
Azie on Main	8	IT Pros	15, 16			Smart Devine and Co.	16
<b>B</b>		<b>J</b>				St. Joseph's University	26
Ballard Spahr	3, 4	Jacobs Law Group	16			Student Media Group	16
Bonomo Turkish Taffy LLC	12	Javers Group	16			Sun National Bank	16
Brinker Simpson & Co.	16	Jerome Parker	16			Superfresh	29
Brown University	12	JEVS Human Services	16			Sweet Box	8
Bucks County Community College	26	JNA Institute of Culinary Arts	26			<b>T</b>	
Bureau of Labor Statistics	26	<b>K</b>				Teikoku	8
Burlington County College	1, 26	Keystone Mercy Health Plan	16			Temple University	10, 26
<b>C</b>		a.kitchen	8			Thai Pepper	8
Calypso	8	Kutak Rock	3			Touchstone Wireless	6
Camden County Regional Chamber of Commerce	16	<b>L</b>				Tower Investments	27
CB Richard Ellis	27	Lisa Washington	16			Trace International Holdings	6
Center City District	27	Live Nation	5			<b>U</b>	
Chester County Economic Development Council	16	Locust Capital Management	16			University of Pennsylvania	10, 26
Chestnut Hill Farmers' Market	8	Loffles LLC	12			<b>V</b>	
Citibank	16	Lourdes Health System	7			Varolo	13
Community College of Philadelphia	26	Lubert-Adler	29			<b>W</b>	
Conigent Inc.	15	<b>M</b>				Wheeler Bros	4
Cucina Zapata	8	Mallin Panchelli Nadel	5			William Way LGBT Community Center	16
CVN Cos.	29	McCabe Capital Managers Ltd.	16			Win Signature Restaurants	8
<b>D</b>		McCann Erickson New York	16			Women's Professional Soccer	3
DailyDeals	13	<b>R</b>				Woodlynde School	16
Dechert	3	Reed Smith	13				
Delaware County Community College	16	Restaurant School	26				
Django	8	Royal Bank America	16				
DMI Sports	16						
Drexel University	26						
Duane Morris	3						
<b>E</b>							
e-Miles Inc.	13						
E-SoftSys	16						
EB Realty	27						
EMS Inc.	16						
The Entrepreneurs' Organization	16						
<b>F</b>							
Farmers Trust Co. Bank	26						
Flaster/Greenberg	16						
Flavor	8						
Foamex International Inc.	6						
Food Lion	29						
Food Network	26						
Friends of the Boyd	5						



Burlington County College P1