

## People on the move



McKee



Strobeck



Kelly



Marco



Ford



Lewis



Levitt



Wyce

### EDUCATION

**Patrick Kingsley**, partner of Stradley Ronon Stevens & Young, was appointed an adjunct faculty member at **Rutgers University School of Law** in Camden.

**Joe Mazza**, principal of North Penn School District, has been named lead learner at Knapp Elementary School in Lansdale.

### FINANCIAL SERVICES

**Drew Talone** has been named sales manager at **Lincoln Mortgage Co.**

**Christopher Pecoraio** has been promoted from vice president senior loan officer to market credit manager, health-care lending at **TD Bank** and **Mi-**

**chael Zulawski** has been promoted from assistant vice president, commercial loan officer I to commercial loan officer II.

**Chris McKee** has been named sales manager at **Devon Financial Partners**. Previously, McKee was manager of a Philadelphia unit at New England Mutual.

### HEALTH CARE

**Rolando J. Portocarero**, vice president of finance and president and chief financial officer of **Health Partners**, was named one of the Delaware Valley's 50 Most Influential Latinos by the Delaware Valley's Most Influential Latinos Foundation.

**Shannon Stanek**, owner of Exton Vet

Clinic and Stanek Veterinary Housecalls; and **Mark Strobeck**, CEO of Corridor Pharmaceuticals Inc., have been named to the board of directors of **Horse Power for Life**.

Dr. **William Henry** has been named otolaryngologist at **Aria Health**.

### LAW

**Thomas C. Kelly** has been promoted from associate to member at **Burns White**.

**Gregory Lomax** and **Dominic P. Marco Jr.** have been named member attorneys at **Lauletta Birnbaum**. In addition, **Randy W. Ford** has been named an associate attorney. Previously, Ford was law clerk at John W. Hargrave and Associates.

**Lori Lewis** has been named associate at **Capehart Scatchard**.

**Behnam "Ben" Salehi** and **Peter Bietz** have been named associates at **Spector Gadon and Rosen**.

### MEDIA AND MARKETING

**Maggie Kane** has been promoted from assistant account manager to account manager at **Domus Inc.**

**Steph Parker**, 23, community manager of local advertising and public relations agency Neiman, has been named one of **Forbes** magazine's, "30 Under 30 in Marketing & Advertising."

### MISCELLANEOUS

**Tom Hawes** has been named senior director

of sales, commercial services, Northeast at **Green Mountain Energy Co.**

**R. Matthew Richards** has been named to the board of directors of the **Delaware Valley Safety Council** as president.

**Evan Levitt** has been named senior consultant at **Bloom Metz Consulting**.

**Larry DiVietto Jr.**, president and CEO of Land Dimensions Engineering, has been named to the **New Jersey Future** board of trustees.

### NONPROFIT

**Sharon K. Barker** has been named CEO and executive director at **Montgomery Early Learning Centers**. Previously, Barker was interim co-CEO and se-

nior vice president of community impact and development at United Way of Bucks County.

**Denise Di Simone**, senior vice president of PNC Bank, and **Donna Massanova**, partner and employee benefit plans practice leader of ParenteBeard, have been named co-chairpersons of the 12th Annual **Philadelphia Affiliate of Susan G. Komen** Pink Tie Ball, being held in October 2013.

The **National Constitution Center** announces its board of trustees.

**John Ellis "Jeb" Bush**, former governor of Florida, has been named chairman. Former Pennsylvania governor **Edward G. Rendell** has been named vice chairman. **Doug DeVos**, president of

Amway Corp., has been named chairman of the executive committee of the National Constitution Center's board of trustees. In addition, **Vince Stango** has been named interim president and CEO of the National Constitution Center.

**Jennifer McLean**, chief financial officer of Pennrose, has been named to the board of directors of **Girls Inc. of Greater Philadelphia and Southern New Jersey**.

**Marion Wyce** has been named to the board of directors of **Center for Literacy** as public relations/marketing committee.

### REAL ESTATE

**Evangelia Papadopoulou** and **Joseph Sedler**, both owner/partners of **Keller Williams Real Estate**, recently joined the Keller Williams Northampton County market center.

### 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).

# At top companies, values aren't just motivational posters

Frequently when we visit a client site, my business partner, Tom Kaney, and I see posters listing the company's values in the lobby. Since much of our work is centered on helping companies formulate and execute strategy, we often ask ourselves: Do these values really matter to this company? Really serve as a basis for decision-making and achieving business results?

All too often the answer is no, but we recently visited with executives at Philadelphia's Day & Zimmermann where values clearly do matter. Judging by the organization's financial success and industry recognition, those values are key business drivers. In our view, every company can learn from D&Z.

We were calling on Bill Yoh, who serves as chief customer officer and chairman of subsidiary company YOH. We were delighted that Beth Albright, senior vice president of human resources, also joined us. The company had come to our attention as a model of strategy execution and as a customer- and employee-focused culture. Often listed as one of the most admired companies and best places to work, D&Z has had more than 100 years of success.



## Perspective on People

Richard McKnight

Lining the walls leading to the conference room where we met were posters describing the core D&Z values: safety, diversity, integrity, success.

We decided to ask our hardest question first: You're in the service business; tell us about a time when you chose to uphold your values and in so doing had to walk away from a lucrative contract.

This didn't faze Bill Yoh a bit. "Safety is a huge value for us," Yoh said. "In our staffing business, our employees typically work in other company's sites. Because we value safety, we can't expose our employees to unacceptable risks. We recently pulled out of a very lucrative contract at a manufacturing facility. We had become uneasy about unsafe conditions and conducted a detailed inspection. The factory wasn't safe and we

asked for improvements the client was not willing to make. We fired that client."

Albright, who joined the company in 2011, found that at D&Z, a family-owned company founded over a century ago, the talk about values goes far beyond lip service. How so, we asked? She described a management retreat she attended at the beginning of her employment. "I knew I was at the right place," she said, "when Hal Yoh, CEO, stated, 'We must remember that 24,000 families are depending on us,'" a reference to D&Z's 24,000 employees. "At D&Z," Albright said, "we make every decision by filtering it through our commitment not just to our customers but also to our employees and their families and the communities in which we operate."

An example of D&Z's values-in-practice centers on management's response to the results of a recent employee engagement survey. In the survey, D&Z employees said they wanted to be informed more regularly about the company's strategic initiatives.

In response, Bill's brother Hal, CEO of D&Z, began writing a twice-monthly blog on the subject. And in promoting a

new approach to continuous improvement, Bill began making brief video clips on the subject. Nothing fancy, he just used his iPhone. Bill travels a lot on business, so for one of the videos he positioned himself in an Iowa cornfield adjacent to a D&Z site. In another, he stood in front of Buckingham Palace while on business in the United Kingdom. Creativity. Innovation. Clearly, these are two other values that are important to this company.

Living a company's values needs to be more than lip service and lobby posters. If they're the right ones and you're creative and innovative in interpreting and living them, you can, like D&Z, make them the core of your success.

When we parted, Bill Yoh was going off to make another video, this time on the company elevator. "I have to give my elevator speech about the strategy," he said, "so why not in an elevator?" Why not, indeed! Go D&Z!

RICHARD MCKNIGHT is a principal of McKnight-Kaney LLC, executive coaches and organization development consultants. He is the co-author of "Leading Strategy Execution," among other books. He can be reached at [RMcknight@McKnightKaney.com](mailto:RMcknight@McKnightKaney.com).