

Earn interest on business checking. Really. See inside.

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# People

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*'If you're a senior leader, it's hard to think it's your fault when people don't comprehend the strategy.'*

Richard McKnight | guest columnist | Perspective on People P18

PHILADELPHIA BUSINESS JOURNAL 15

## 'Seize the day.'

WILLIAM H. WESTHAFER | ENVIRONETICS

### CEO FILE



JEFF FUSCO

Bill Westhafer of Environetics at the Marine Railway site, a undeveloped parcel inside the Navy Yard that Environetics is studying for new construction.

#### PERSONAL INFORMATION

**Name:** William H. Westhafer  
**Title:** Principal  
**Age:** 57  
**Company:** Environetics, Philadelphia  
**Type of company:** Architectural, interior and engineering design services.  
**Number of employees:** 36 locally.  
**Revenue in last fiscal year:** \$5 million.  
**Recent project:** Tasty Baking Co.'s bakery, Princeton Medical Arts Pavilion.  
**Education:** College of Wooster, BA in economics and art history (1976); Princeton University, M.Arch. (1982).  
**First job:** Aluminum arc welder.  
**Little-known fact about you:** I started out in a career on Wall Street with Morgan Bank before discovering architecture.  
**Home:** Charlestown, Chester County.

#### BUSINESS PHILOSOPHY

**Essential business philosophy:** You do not merely want to be considered the best and the brightest, but rather the only ones who do what you do.  
**Best way to keep a competitive edge:**

Continuous pursuit of excellence.  
**Yardstick of success:** Satisfied clients.  
**Goals yet to be achieved:** Receive ongoing AIA design awards. Grow to at least 50 staff, locally. Be recognized as a best place to work. Increase level of involvement in community service.

#### JUDGMENT CALLS

**Best decision:** Deciding with my partners to start a new company.  
**Worst decision:** Trusting those who could not be trusted.  
**Toughest decision:** To start afresh with a new firm after a 22-year tenure with a prior company. This started a series of unforeseen events, resulting in what is currently the most rewarding work of my career.  
**Mentors:** My colleagues.

#### TRUE CONFESSIONS

**Word that best describes you:** Calm.  
**Like best about your job:** The creative process.  
**Like least about your job:** The volatility of the design field.  
**The most important lesson you've learned:** To

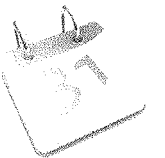
act on instincts.  
**Life motto:** Seize the day.  
**Greatest fear:** Boredom.  
**Person most interested in meeting:** Barack Obama — I would enjoy the opportunity of having a conversation with the president.  
**Company you respect most:** Apple — uncanny ability to keep delivering innovative and successful products.  
**First choice for a new career:** National Park Ranger.  
**Greatest extravagance:** Travel.

#### ET CETERA

**Award/honor most proud of:** Becoming president of Environetics.  
**Favorite book:** "War and Peace," by Leo Tolstoy.  
**Favorite movie:** "Dr. Zhivago," directed by David Lean.  
**Favorite restaurant:** Nectar.  
**Favorite vacation spot:** St. John, U.S. Virgin Islands.  
**Favorite place in the house:** Deck; location of weekend cooking, time with family and friends, and reading.  
**Favorite way to spend free time:** Outdoors.  
**Car you drive:** Volvo XC.

#### POWER CALENDAR

Must-attend events in the week ahead.



#### MONDAY, JUNE 13

**26th Annual Perkiomen Valley Chamber Golf Tournament and Social Networking Dinner.** 9:30 a.m., Spring Ford Country Club, 48 Country Club Road, Royersford. Presented by PV Chamber. Costs \$35-\$550. Visit [www.pvchamber.net](http://www.pvchamber.net).

#### TUESDAY, JUNE 14

**Lunch with the City's Leaders.** Featured speaker: Thomas Doll, EVP/COO/CFO of Subaru America Inc. 11:45 a.m. to 1:30 p.m., the Union League of Philadelphia, 140 S. Broad St., Philadelphia. Presented by Center City Proprietors Association. Cost is \$40 for members, \$50 for nonmembers. Visit [www.centercityproprietors.org](http://www.centercityproprietors.org).

#### WEDNESDAY, JUNE 15

**Email Marketing for Your Small Business.** Noon to 1:30 p.m., Caesar Rivise Bernstein Cohen & Pokitolow Ltd., 1635 Market St., 7 Penn Center, 11th Floor, Philadelphia. Presented by Center City Proprietors Association. Cost is \$10 for members, \$20 for nonmembers. Call 215-545-7766.

**NAWBO Annual Meeting — Suit Yourself: Success Strategies for Professional and Business Women.** 8:30 to 11:30 a.m., Holiday Inn, 432 Pennsylvania Ave., Fort Washington. Presented by the Greater Philadelphia Chapter of National Association of Women Business Owners. Cost is \$35 for members, \$45 for nonmembers. Visit [www.gonawbophilly.org](http://www.gonawbophilly.org).

See Networking on page 17 for more.

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**ON THE MOVE**  
Bancroft in Haddonfield, N.J., named Martin Bieber of the Kennedy Health System to its board of trustees. P16

**NETWORKING**  
Calendar of events. P17

**COLUMN**  
Strategy is too important to leave to the top brass. P18