



\$ THE \$ OTHER GREEN ISSUE

Who's earning what, and
where you should be working

Edited by Lauren McCutcheon and Janine White

Contributors: Bridget Salmons and Jonny Spielsinger

PHOTOGRAPHY BY JONATHAN PUSHNIK



GRACE WICKS
Urban gardener and owner,
Graceful Gardens

\$40,000

"This is only my second year, but my business—especially our edible landscaping—has developed quite a bit. Last year I had enough to pay myself a living wage and reinvest for next year."

CARLOS RUÍZ
Phillies catcher

\$475,000

Note to Ruben Amaro: Chooch's .491 OBP (Utley's was .424) in the post-season means it's time to give *Señor Octubre* a much bigger-league salary.

MICHAEL NUTTER
Mayor of Philadelphia

\$167,440

In the midst of the city's budget woes, the Mayor took one for the team last year, giving himself a 10 percent pay cut (\$18,604).

WE'LL BE HONEST.

After these many recessed, downturned, deflated and otherwise depressing months, we weren't exactly looking forward to finding out how much—or how little—Philadelphians are earning these days. But we dared to research. And what we found might surprise you. (It certainly surprised us.) Not only have some of our biggest industries been spared, but many are actually growing. And not everyone the economy knocked down stayed out. Read on for inspiring stories of lost jobs turned inventive careers, for fields you'll want to enter next—and, just for fun, for a glimpse at what your neighbors are making. Go ahead. Take a peek.



KAYLA FELL
Yoga instructor
\$24,000

"There is no room for ego or income on the mat. I teach CEOs, housewives, baristas, and we are all seeking the same thing: renewed peace, joy and awareness off the mat."



ROBERT TOLL
CEO, Toll Brothers Inc.
\$8.8 MILLION

In our 2006 salaries survey, we put Toll's earnings at \$26.6 million. *Ouch.* Still, we'd take it.

BILL GREEN
Councilman at large,
City of Philadelphia
\$117,990
(In 2009, gave his five percent cost of living increase—\$5,758—to Friends of the Free Library); moonlighting as a lawyer at Kutak Rock LLP
\$175,000

W. WILSON GOODE JR.
Councilman at large,
City of Philadelphia
\$117,990
(In 2009, only City Council member who did not give back any salary)

ANTHONY RADWANSKI
Communications director,
Philadelphia City Council
\$96,000

VINCENT J. FENERTY JR.
Executive director,
Philadelphia Parking Authority
\$183,000
BILL COLLECTOR
\$33,489+
POLICE OFFICER I
City of Philadelphia
\$42,813-\$55,603

PUBLIC HEALTH INSPECTOR
City of Philadelphia
\$35,879

FIREFIGHTER
City of Philadelphia
\$40,000+

ELECTRICIAN II
City of Philadelphia
\$37,000+

JOSEPH NEUBAUER
CEO, Aramark
\$3.2 million
HUMAN RESOURCES MANAGER
\$77,000
CUSTOMER SERVICE REPRESENTATIVE
\$11.50/hour

CORPORATE RECRUITER
\$48,000

EXECUTIVE ASSISTANT
\$50,000

BANK BRANCH MANAGER
\$41,500

TAX ASSOCIATE
Big 4 accounting firm
\$55,000

SENIOR BIOSTATISTICIAN
\$60,000+

BUSINESS SYSTEM ANALYST
\$70,000

CHASE UTLEY
Phillies second baseman
\$11.3 million

RAY EMERY
Flyers goalie
\$1.5 million

BRIAN WESTBROOK
Eagles running back
\$4 million

DESEAN JACKSON
Eagles wide receiver, including bonus
\$783,615

EAGLES CHEERLEADER
\$400-\$1,000/mo.

ARLENE ACKERMAN
CEO, School District of Philadelphia
\$325,000

MICHAEL MASCH
Chief business officer,
School District of Philadelphia
\$220,000

FIRST-YEAR TEACHER
Bachelor's degree, School District of Philadelphia
\$42,756

SUBSTITUTE TEACHER
Non-certified, School District of Philadelphia, up to
\$119.49/day

ELEMENTARY-SCHOOL TEACHER
Main Line private school
\$40,000

FRENCH TEACHER
Private lessons
\$22/hour

MANDARIN CHINESE TEACHER
Independence Charter School
\$75/class

ANN WEAVER HART
President,
Temple University
\$527,403

FRAN DUNPHY
Basketball coach,
Temple University
\$661,000

AMY GUTMANN
President,
University of Pennsylvania
\$825,000

MICHAEL VICK

Eagles quarterback

\$1.6 million

Not even close to the 10-year, \$130 million contract he signed with the Falcons, but it's way better than Leavenworth.

BETTY SOREL

PSPCA humane law-enforcement officer

\$40,000*

"The economy has made my job harder: If a family is having trouble putting food on the table, they're not going to be able to take care of their pet. My biggest challenge is not to take my work home with me."



BONUS TALK

Even in this economy, money isn't everything. These four local companies have other ways of rewarding employees

ANALYTICAL GRAPHICS, INC.

AGI staffers *and* their families can eat three full meals a day—catered by Faunbrook Catering in the Exton company's custom-built kitchen—free. And if Junior spills his chocolate milk, the on-site laundry is equipped with free washers, dryers and detergent.

PRICewaterhouse-coopers

The Well-Being Rewards program at Center City's PWC allows health-minded employees to rack up points for dentist appointments, yearly check-ups, gym time and the like, and redeem them for gift cards from stores like Macy's, Amazon and Bed Bath & Beyond.

UNIVERSITY OF PENNSYLVANIA HEALTH SYSTEM

UPHS is like one big happy family. Employees get a daycare discount at the Penn Children's Center in West Philly, and as of last July, UPHS covers up to \$5,000 in adoption expenses for parents-to-be.

IKEA

Who's the boss? It's hard to tell at Ikea's Conshohocken corporate headquarters, where you won't find VIPs with corner-office window views and low-level grunts in gray-walled cubes. Instead, the Swedish-born company promotes an "open and transparent work environment"—which means no titles and everyone working in one wall-less open space.


ARTHUR H. RUBENSTEIN

Executive VP, University of Pennsylvania Health System, and dean of the School of Medicine

\$1.8 million
M. SEAN GRADY

Chairman, department of neurosurgery, HUP

\$1.4 million
THOMAS L. SPRAY

Chief of the division of cardiothoracic surgery, CHOP

\$1.45 million
LOUIS BUCKY

Associate professor of plastic surgery, division of plastic surgery, Penn School of Medicine

\$1.5 million
COSMETIC SURGEON

Starting

\$200,000
COSMETIC SURGEON

Mid-career

\$400,000-\$500,000
COSMETIC SURGEON

Most experienced

\$1 million+
DERMATOLOGIST

Specializing in injectibles

\$300,000-\$500,000
CERTIFIED NURSING ASSISTANT

Main Line nursing home

\$35,360
ANESTHESIA NURSE
\$143,333
NURSE PRACTITIONER
\$81,098
DENTAL HYGIENIST
\$30-\$40/hour
DENTIST

Recent Temple grad

\$90,000-\$120,000+
MEDICAL BILLING CLERK
\$33,500
PHARMACIST
\$114,500
FRANK BALDINO JR.

CEO, Cephalon

\$14.5 million
DAVID EISNER

CEO, National Constitution Center

\$400,000+
"ONCE UPON A NATION" COLONIAL CHARACTERS/STORYTELLERS
\$12/hour
"ONCE UPON A NATION" SHOW PERFORMERS
\$50/show
TIMOTHY RUB, CEO, Philadelphia Museum of Art
\$400,000+
FREELANCE PHOTOGRAPHER
\$50,000-\$55,000
CORPS DE BALLET MEMBER

Pennsylvania Ballet

\$33,000

*Estimated

THE OTHER GREEN ISSUE

**JOHN
APPLEGATE**
Nurse
\$65,000

"My job satisfaction: being a strong positive force on patients' health and well-being. My job perks: flexible hours and a very good living."

MICKEY PASCARELLA
Realtor, Keller Williams
\$249,787

"The market is very different from what it was a few years ago. This is the time when people need a good realtor, someone who'll be honest about what their homes are worth and what their money will buy."

ALLEN IVERSON
76ers guard
\$650,000*
For the rest of the regular season

Chump change compared to the reported \$5 million a year Iverson earns from his *lifetime* contract with Reebok.

**UNDER
CONTRACT**

APPRENTICE
Pennsylvania Ballet
\$19,000

SOLOIST
Pennsylvania Ballet
\$39,000

PRINCIPAL
Pennsylvania Ballet
\$67,000

SEPTA BUS DRIVER
Up to
\$24.24/hour

SEPTA BOOTH CLERK
Average
\$21/hour

TOLL TAKER
NJ Turnpike, average
\$62,000

TOLL TAKER
PA Turnpike
\$40,000*

BRIAN L. ROBERTS
CEO, Comcast
\$39.26 million

HUGH E. DILLON
Blogger,
Phillychitchat.com
\$0

SUSAN BARNETT
News anchor, CBS 3
\$325,000+*

MONICA MALPASS
News anchor, ABC 6
\$400,000*

VAI SIKAHEMA
Sports director/anchor,
NBC 10
\$325,000+*

JOHN BOLARIS
Meteorologist, Fox 29
\$150,000*

AIRLINE CAPTAIN
US Airways
**\$70,000-
\$140,000**

FIRST OFFICER
Co-pilot, US Airways
**\$37,000-
\$100,000**

PILOT
US Airways, average
\$80,000

FLIGHT ATTENDANT
US Airways
\$22,000-\$40,000

GOLF INSTRUCTOR
Year-round
\$105,000+

GOLF INSTRUCTOR
Northeast season only
\$30,000-\$35,000

PERSONAL TRAINER
Center City gym
\$49,000

PERSONAL ORGANIZER
\$70,000

INTERIOR DESIGNER
High-end
\$345,000

LAURENTIUS
Salon owner and
freelance stylist
\$150,000

KIM GIDER
Owner/aesthetician,
Better Health Tanning and
Nail Spa, Conshohocken
**\$1,000-\$3,000/
week + tips**

NAIL TECHNICIAN
Bernard's Salon,
Cherry Hill, including tips
\$45,000-\$50,000

NAIL TECHNICIAN
Average nail shop
**\$250-\$350/week
+ tips**

VALET
Center City hospital
\$7.25/hour + tips

DOUGLAS R. CONANT
CEO, Campbell
Soup Company
\$13.1 million

WAITRESS
Full-time, swanky
Stephen Starr steakhouse
\$45,968/year
(down from \$60,096
last year)

WIT OR WITOUT STEAK SHOP EMPLOYEE
\$8/hour

STARBUCKS BARISTA
Center City, including tips
\$12/hour

LA COLOMBE BARISTA
Rittenhouse, including tips
\$20.38/hour

BANJO INSTRUCTOR
Private lessons
\$35/hour

FARMWORKER
\$8-\$12/hour

FARMER AT HEADHOUSE SQUARE FARMERS' MARKET
\$25,000
+ all-you-can-eat produce
(a \$10,000 value)



SECOND ACTS

What happens when you reinvent yourself during a recession?



LESLIE PADILLA

Old job: Senior director of public relations at CN8. **Last day:** January 6, 2009. **Why:** Station closed. **In transition:** She did charity work and unpaid consulting, interviewed at other large corporations—"Anything to keep busy." **Aha moment:** "The salaries I was being offered were not competitive with what I'd been paid in the past, so I figured, why not go out on my own? At that point, there was nothing to lose other than medical benefits." **New job:** Principal of Leslie Padilla Public Relations, LLC, an independent, Malvern-based firm representing Lindi Skin, Lynn Doyle, Salon 31, Julia Brufke Wenger—"women like me." **Advice:** "If you can be an entrepreneur now, when everybody is watching their budget and cutting their budget, then think how well you'll do when the country is out of recession."



EDDIE BLUME

Old job: Private equity adviser for Green family of Firsttrust Bank. **Last day:** December 2008. **Why:** Position dissolved. **In transition:** "I spent several months thinking I was going to be a business consultant." **Aha moment:** "I got a couple of calls from people saying, 'I'm looking to buy this company, can you do the legal work?' I quickly realized: I'm not a business consultant. I'm a lawyer." **New job:** Founding partner of Blume Partners, a boutique legal firm specializing in corporate law with a personal touch (including attending clients' kids' soccer games), with offices in Conshohocken and Center City. **Advice:** Use your BlackBerry and laptop to their fullest. "Working for yourself is easier than it ever was. Technology affords you the freedom to work where you want—and for small shops like mine to compete."



CYNTHIA KUPER

Old job: Founder, scientist, Versilant Nanotechnologies. **In transition:** Headed up a semiconductor company in Toronto. **Aha moment:** "Right after the birth of my son, I realized I was tired of the competition, of the stress. It felt like everyone was fighting for a smaller and smaller piece of the pie. I thought to myself: I have other, more creative interests. Let's explore those." **New job:** Founder of Henri Paul, a fine jewelry line featuring highly metallic rough-cut diamonds that have been polished using her own patented nanotechnology. **Advice:** It's about quality of life, not quantity of business. "I've decided if you're not nice, I don't want to work with you."



NATALIE VALENTINE

Old job: Special projects producer, CN8's *Your Morning*. **Last day:** January 6, 2009. **Why:** Station closed. **In transition:** Meetings; freelancing as a makeup artist. **Aha moment:** "It wasn't one moment, or one meeting. It was more of a journey of figuring myself out and building confidence. Then, when I really started to work on my website [Natalievalentine.com], I felt like I was taking a big step forward." **New job:** Independent television producer, developing new lifestyle and reality talent and program concepts. **Advice:** Put yourself out there—and adapt. "Consider commuting to New York. Use Facebook and LinkedIn to build your network. Take on an interim role in another industry. Take a class. But don't apologize for not having a job; just pick yourself back up and do what you want to do."



KATHY SNEAD

Old job: Legal secretary, Greenberg Traurig. **Last day:** March 4, 2009. **Why:** Laid off. **In transition:** Socialized "like it was my job"; took a 10-week class at the Women's Business Development Center, where she wrote a business plan. **Aha moment:** Realized "There weren't any jobs for legal secretaries, and even if I found a job, I'd be paid less, working more. ... I remembered I'd always promised myself I'd do something else once my kids were grown." **New job:** Founder of Center City's KS Outsourcing Solutions, offering small and start-up firms soup-to-nuts advice so they can work without a support staff. **Advice:** "You have to help yourself. No one person is going to do everything for you, but if you have a vision, an idea of something you want to do, and you have one specific thing you need help with, people almost feel ownership in what you're doing, and they'll help."



SAL DEPRISCO

Old job: Engineering manager for Johnson Matthey. **Last day:** December 2005. **Why:** Division closed. **In transition:** Project manager for Oreland-based Russell Roofing, generating sales, overseeing projects. **Aha moment:** Russell Roofing was receiving more and more "whaddya think-type" calls about roofs being poorly maintained by (non-Russell) solar installers. "Then the light went off" for DePrisco's bosses. "They thought, 'We got Sal, he's a chemical engineer.'" **New job:** Director of operations for Russell Solar, a new division of Russell Roofing. **Advice:** "Understand the needs of your prospective customer. Not the wants; the needs. Then give them what they need in the most scrupulous and responsible way. Even in this economy, even in these days, there are still ways to sell services and expand businesses."



10 HOT JOBS FOR THE NEXT 10 YEARS

Where Philadelphians can find work in the next decade

ACCOUNTANT. As Ambler-based résumé writer and employment consultant Kenny Hanson puts it, "Companies always need people to count their money." Sallie Glickman, CEO of the Philadelphia Workforce Investment Board, predicts 9,000 new jobs in this field.

ALTERNATIVE ENERGY. In addition to natural gas prospecting and the opening of a solar-cell plant at the Navy Yard in 2011, Philly's already got the future-is-now companies like Green Energy Capital Partners and BlackGold Biofuels.

ROAD CREW WORKER. Not just cash for caulkers, Philadelphia's \$800 million-plus in stimulus money should fund hard-hat projects.

MANAGEMENT ANALYST. In November, CareerCast.com put Philadelphia on a list of the top 10 best cities in which to find a managerial job. Glickman forecasts 10,000 jobs added.

HEALTH CARE. Mental health doctors:

"There will continue to be an increase in mental health disorders due to unemployment," Hanson says. **CEOs:** The new trend? Physicians' groups, health-care systems and hospitals are filling this position with physicians, meaning docs-to-be should study management along with anatomy.

Nurses: Glickman says retiring nurses in our region will create demand, but hospitals will be looking for "specialists" in areas like geriatrics and surgery assistance. **Physical therapy assistants:** An aging but active population means more pulls, strains and pain.

OFFICE CLERKS. Glickman says there are now 20,000 office clerks in the city (average pay: \$13.16 an hour); she expects expansion by about 15,000 over the next 10 years. While these jobs might have gone to girls fresh out of Goretti in decades past, Glickman notes it's now more common for hires to have at least some college education.

PERSONAL SERVICE PROS. Despite a dip in real estate sales and a rise in unemployment, Center City professionals earned an average salary of \$83,600 in 2009—leaving them with enough dough to hire massage therapists, personal trainers, urban gardeners and the like.

DITO VAN REIGERSBERG

As Miss Martha Graham Cracker, up to

\$2,000 PER NIGHT

"There have been fewer \$20 bills stuffed into my brassiere since the downturn. But more singles have been thrown my way. So I guess that evens out."



DITO VAN REIGERSBERG
As himself, actor

\$600 PER WEEK

CHARLES P. PIZZI
CEO, Tasty Baking Company
\$1.1 million

FISHING CAPTAIN
Cape May
\$150,000

GLEN T. SENK
CEO, Urban Outfitters, Inc.
\$3.16 million

ASSISTANT DESIGNER
Urban Outfitters
\$30,000-\$35,000

HAND MODEL
\$150/30-minute shoot

SWIMSUIT MODEL
\$125/hour

BOOT CAMP INSTRUCTOR
\$35/class

DOG WALKER
\$10/30 minutes

SURROGATE MOTHER
\$26,000+

SPERM DONOR
\$150/specimen

NANNY
Full-time, suburbs
\$15-\$20/hour

BABYSITTER
Suburbs
\$12-\$15/hour

A.C. GAMES DEALER
\$4.30-\$8.75/hour

(Plus tip pool of \$16.60/hour at Showboat; \$23.53/hour at Harrah's)

A.C. CASINO SLOT ATTENDANT
\$13-\$17.65/hour

A.C. CASINO COCKTAIL SERVER
\$4.31/hour + tips
(Most make closer to \$5/hour + tips)

A.C. TABLE GAMES PIT MANAGER
\$55,000-\$65,000

RON RUBIN
CEO, Pennsylvania Real Estate Investment Trust
\$2.48 million

CAR DEALERSHIP LOT ATTENDANT
\$500/week

SECURITY GUARD
Mental health clinic
\$12/hour

CONSTRUCTION MANAGEMENT DIRECTOR
\$125,000

BUILDING INSPECTOR
\$54,500

LYNN L. ELSENHANS
CEO, Sunoco
\$2.21 million

NICHOLAS DEBENEDICTIS
CEO, Aqua America
\$2.4 million

Many salaries are based on most recent SEC filings, form 990s and published reports available at press time; some CEO salaries include forms of compensation other than salary, such as stock awards and bonuses.