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In Business on the Main Line

Louis W. Fryman to join Conrad O'Brien firm

Philadelphia — Conrad O'Brien Gellman & Rohn, P.C. is pleased to announce that Louis W. Fryman of Lower Merion has joined the firm as a shareholder. He will continue his national litigation and business practices and further strengthen the firm's arbitration and mediation practice headed by former federal Chief Judge Louis C. Bechtle.

"Lou is a giant in the Pennsylvania legal and business community, and everyone in the Conrad O'Brien family is thrilled to have the opportunity to work shoulder to shoulder with him—delivering outstanding service to our clients," said Firm Chairman Jim Rohn. "His guidance and wisdom, gained from years of leading a major firm and service on numerous corporate and community boards, will make us all markedly better at what we do."

While Fryman is best known for his contributions to the law, he has consistently given his time to the community, serving on eight Boards of Directors, including the Boards of Main Line Health System, The Lankenau Hospital Foundation and the Walnut Street Theatre. Most notably, he is in his second term and was just re-appointed as chair of the State Ethics Commission of Pennsylvania.

He and his wife, Rhoda, have two children and four grandchildren.

Joining Fryman at Conrad O'Brien will be his longtime assistant, Sandy O'Brien.

Hill Wilson appointed to Salvation Army board

PHILADELPHIA — The Salvation Army of Greater Philadelphia has appointed Bryn Mawr resident Rhonda Hill Wilson, Esq., to its advisory board. Wilson's past leadership and dedication to serving the charitable organization prompted the appointments. As a member of the advisory board, Hill Wilson will help ensure that The Salvation Army continues to deliver services to those in need. Last year, the organization provided nearly 617,000 meals and more than 322,000 nights of lodging to Philadelphia-area residents who otherwise would have gone hungry or slept in the streets.

Hill Wilson is an award-winning attorney who has been practicing law for nearly three decades in Pennsylvania and New Jersey. She concentrates her practice in nursing home negligence, while also handling medical malpractice, catastrophic personal injury, wrongful death, motor vehicle accident and premises liability matters.

Louis Rossman, D.M.D., heads endodontist group

CHICAGO — Dr. Louis E. Rossman of Bala Cynwyd was elected president of the American Association of Endodontists during its recent 2008 Annual Session in Vancouver, B.C., Canada.

Dr. Rossman has been actively involved in the activities of the association for years, serving as president-elect from 2007-2008, vice president from 2006-2007, secretary from 2005-2006, treasurer from 2004-2005, and District I director from 2000-2003, while also participating in the work of numerous committees, including Research and Scientific Affairs, Workforce Assessment, Public and Professional Affairs, and Strategic Planning. He also has played an integral role in planning numerous annual sessions, serving as general chair of the meeting in 2002.

Dr. Rossman maintains a full-time practice limited to endodontics in Center City Philadelphia and is a clinical professor of endodontics at the University of Pennsylvania School of Dental Medicine.

He and his wife, Val, have two children.

Peter Scilovati promoted at Turner Investment

BERWYN — Peter Scilovati of Devon has been promoted to client service director in the Distribution Team at Turner Investment Partners, an investment-management firm that invests in core, growth, and value stocks on behalf of institutions and individuals.

In his new role as client service director, Scilovati, 43, a principal of the firm, is responsible for coordinating efforts to communicate the firm's investment process, strategies, and performance to managed-account sponsors, advisers, and clients; for meeting those clients' needs for information; and for providing feedback on investment matters to clients, his colleagues on the Client Service Team, and Turner's portfolio managers/security analysts.

Joining Turner in 2001, Scilovati served as client service manager before being promoted to director. Previously, he was vice president, director of managed account client services at Brandywine Asset Management.

Gladwyne man among top physician execs

David J. Shulkin, M.D., president and CEO, Beth Israel Medical Center in New York, was ranked 12th in Modern Physician's list of the 50 Most



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Powerful Physician Executives. Included in the award are hospital CEO's, physicians who are in government and industry, those representing consumer and professional organizations, and medical school leaders. Nominees were selected by over 20,000 readers of Modern Physician and Modern Healthcare. Rankings were determined by those who received the most votes. The Most Powerful Physician Award was created to recognize physicians who have visionary leadership towards running and improving our healthcare system.

Dr. Shulkin has been president and CEO at Beth Israel in New York for three years. Prior to this he had been Chief Medical Officer at the University of Pennsylvania Health System, Temple University Hospital, and the Medical College of Pennsylvania Hospital. He was also founder and CEO of DoctorQuality, Inc. Dr. Shulkin has been on the editorial board's of numerous journals, including the Journal of the American Medical Association. Currently the editor of Hospital Physician, he is also on the editorial boards of the Journal of Patient Safety, the Journal of Clinical Outcomes Management and the Journal of Disease Management.

Dr. Shulkin is a board-certified internist, a fellow of the American College of Physicians, professor of Medicine at Albert Einstein School of Medicine, and a senior fellow at the Leonard Davis Institute in Health Economics at the University of Pennsylvania.

Dr. Shulkin has received numerous prior awards, including being named one of the country's top health care leaders for the next century by Modern Healthcare, and an International Leader in Health Care by the Healthcare Forum.

Richard Odorisio heads VF Convention Bureau

PLYMOUTH MEETING — Richard J. Odorisio of Bryn Mawr, chief operating officer of VF Hotels, has been elected to chair the board of directors of the Valley Forge Convention and Visitors Bureau (VFCVB) for a one-year term.

Odorisio, whose company owns and operates the local Crowne Plaza and Valley Forge Suites hotels and Fairfield Inn, is a 30-year regional hospitality veteran with prior experience at the Philadelphia Convention and Visitors Bureau and the Omni and Wyndham hotel chains. He succeeds hotelier Andrew S. Tod, executive vice president/principal of GF Management Inc., who served two one-year terms as chairman and remains on the board.

"I'm honored to enjoy the confidence of the Bureau's board of directors to lead the organization representing one of Montgomery County's most important and successful economic engines – its hospitality industry," said Odorisio. "The meetings and visitors our staff helps bring here spend in excess of a billion dollars annually and support nearly 20,000 jobs at no cost to county government or citizens. We're extremely proud of the value our sales and marketing efforts add to our more than 500 member businesses."

VFCVB's \$5.2 million budget is funded by Montgomery County's room occupancy tax, Commonwealth of Pennsylvania tourism promotion matching funds and membership dues. The 2 percent tax is assessed all hotel guests on the cost of room rentals.

Also elected to the executive committee were officers Daniel J. Reavy, Verizon-PA (vice chairman); Raymond N. Skaddan, Larson Allen, CPAs (treasurer); and Suzanne S. Ryan, PECO Energy Company (secretary).

In the past month, Montgomery County's Board of Commissioners, which appoints all directors of the county-based private, non-profit corporation, named the following to the Bureau's board: Daria Fink, president, The Encampment Store (at Valley Forge National Historical Park); Richard W. Kubach, III, vice president, RWK Enterprises Inc. (owner and operator of the Best Western Inn at King of Prussia); and Rafael A. Suárez, executive director of Norristown's Elmwood Park Zoo. All will serve four-year terms.

Mark Bettger new market development specialist

PHILADELPHIA — Gregory FCA, one of the nation's top 50 public relations firms, announced Mark Bettger has joined the company as market development specialist for the quickly growing public relations firm based in Ardmore. In his new role, Bettger will identify and build practice areas in key vertical markets the firm serves. Bettger, who previously worked for high-end magazine publisher CurtCo Robb Media, will initially focus his outreach on gaining market share in professional services, as well as growing Gregory FCA's recently announced green division, G3.

"Mark comes from a rich publishing pedigree working for one of the world's leading luxury publishers," says Greg Matusky, founder and president of Gregory FCA. "We undertook an extensive search to find a professional with his level of media and sales experience, as well as a proven track record of identifying and penetrating new markets."

While at CurtCo Robb Media, Bettger helped facilitate the 2004 launches of the Robb Report Motorcycling magazine and Robb Report Luxury Home titles. A schooled sales professional, he is experienced in developing emerging verticals and uncovering overlooked market opportunities.

Bettger holds a B.A. in music business management from Berklee College of Music, Boston. He is also a member of Organizational Dynamics at University of Pennsylvania, Philadelphia.

For more information about Gregory FCA, please contact Jackie Zima at 610-642-8253, ext. 138; 215-534-2973 (mobile); or write to Jackie@GregoryFCA.com. To download hi-res photos of Bettger, visit: <http://www.flickr.com/photos/24463731@N03/>.

Emily F. Pollard, M.D., named 'Woman of Accomplishment'

HAVERTOWN — Emily F. Pollard, M.D. FACS, Ardmore resident and Bala Cynwyd plastic surgeon, has been named one of Women's Yellow Pages 14 Women of Accomplishment for 2008-09.

Pollard is featured on the cover of the 22nd edition and profiled in a special section within the Women's Yellow Pages print directory. Ellen Fisher, founder and publisher of the Women's Yellow Pages said, "The Women of Accomplishment are at different stages of their careers, and work in diverse fields, but they all share the vital trait of being impassioned leaders. These exceptional women embody the word 'accomplishment,' and it fills me with pride to be able to honor them."

In her profile, Pollard reveals many facets of her personal life and career, summing it up with a comment about how she chose her specialty. "I knew I wanted to go into medicine because of my father who is a surgeon. I fell in love with the vast scope of plastic surgery: caring for women and men, young and old, head to toe. Although women are the biggest consumers, when I started out, only 5 percent of plastic surgeons were women. Now it's heading towards 10 percent. We're a bunch of gutsy women."

Pollard shares her keys to success: "Discipline, hard work, and balancing it all with a sense of humor."

