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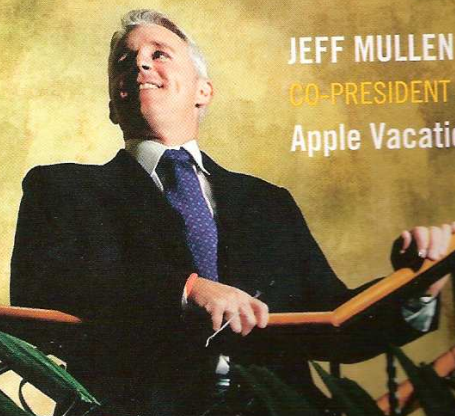
smart

required reading for
growing companies

CEO

the
culture
issue

risk & relaxation



JEFF MULLEN
CO-PRESIDENT AND CEO
Apple Vacations

old job, new tricks

How Philadelphia CEOs
stay on top of their game

smartCPAs

Readers pick the region's
best accountants

marketing essentials

Five techniques to
drive your growth

Why the Mullen family
bet big in building their
\$1 billion travel empire

old job, new tricks

How CEOs learn the latest

Even at the very top, learning never stops. In today's rapidly changing marketplace, CEOs need to keep current with industry trends, business news and personal leadership development. These executives told SmartCEO how they stay up to date.

BLAIR SOUDER, founder, ShiftMyGift.com
I read *Harvard Business Review*, *Fast Company*, a personalized Google news feed, *Business Week*, and *The Wall Street Journal*. I use Facebook, LinkedIn and Twitter to get a sense of what's going on and to discuss events and trends. Through professional associations such as Greater Philadelphia

Senior Executive Group, I also am able to listen and share perspectives directly. Since my interests lie at the intersection of capitalism and sustainability, I follow news outlets such as Greenbiz.com, Good.is and the TED talks, and I am well integrated into the world of social entrepreneurship through professional organizations such as Investor's Circle. I attend conferences like Lifestyles of Health and Sustainability and meet and learn from some tremendous thought leaders.



TINA WELLS, CEO and founder, Buzz Marketing Group
I'm constantly learning from the more than 9,000 buzz-

spotters I employ all over the world that are living each evolving trend. Through them and my own presence on social media platforms, I've communicated with major corporations and youth at the touch of my fingertips. On a formal level, my enrollment in the Wharton School at the University of Pennsylvania provides access to influential figures in business and a host of peers to learn from. I am then able to implement this knowledge through my work with different clients in various industries. Networking continues to play a crucial role in my education as a young CEO. I've attended international conferences, most recently in Brazil, along with events in Philadelphia with the Chamber of Commerce.

problems are at the forefront in their budget decisions. I feel print publications are still superior in terms of research on business-related content. It is important to publish "White Papers" related to our business, preferably with co-authors from the industry. It benefits industry at large if leaders share their experiences for others to incorporate best practices at their organizations.



JEANNINE LISITSKI, executive director, Women Against Abuse, Inc.

I went back to school a few times during my career, first for my master's degree and then for a certificate program in executive leadership. Most recently, I finished my coursework for a Ph.D. in social research/social work. I am currently in the self-study phase in preparation for the comprehensive exams. I am driven to continue my education because the stakes are high in my chosen field: peoples' lives.

JIM PATERNO, founder, Stockton Real Estate Advisors, LLC

I place a lot of value on the role of mentors. I have found that constant communication with individuals who have helped me in my career is critical to ongoing success. Regularly meeting with mentors provides a great opportunity to gain knowledge, perspective and unique insight relative to general business and industry developments and is an integral component of personal leadership development.



TED MASSARO, CEO, M Financial Planning Services, Inc.

My preferred method of staying abreast is viewing various financial publications and electronic media to obtain a macro view of global as well as national events. Our broker dealer, LPL Financial, provides a wealth of independent non-biased research information that further enhances my knowledge and understanding of issues that can materially impact our firm's clients. I participate in various continuing education courses throughout the year, which enhance and reinforces my skill set to work with our clients. Lastly, I have a quarterly coaching session to help me improve my overall business skills.



JATIN BAINS, founder, chairman and president, Channel Logistics LLC

In the homeland defense industry, select conferences allow us to interact freely with the target community. The forum is also good to see where the mindshare is leaning and what particular

uring the health of community, one son at a time.

eforging ahead with innovative plans that offer nient access, tremendous value, and practical ons to help our members enjoy better health keeping their costs down. And we're dedicated e communities we serve here in Pennsylvania cross the entire country.

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UnitedHealthcare®

HealthCare Services, Inc. Insurance coverage provided by or through UnitedHealthcare or its affiliates. Administrative services provided by UnitedHealthcare Insurance HealthCare Services, Inc. or their affiliates. Health plan coverage provided by or HealthCare company.