

JEFFREY REINHOLD *professional rejuvenation*

Early in the 20th century, Philadelphia's main downtown thoroughfare, Broad Street, was lined with auto manufacturers and showrooms and was known as "Automobile Row." Some hints of its past are still visible, due in part to the Philadelphia-based real estate development company Historic Landmarks for Living. According to CEO Jeffrey Reinhold, *CLA '79, SBM '86*, the Packard Motorcar Building, located at 317 N. Broad St., once was an eight-floor manufacturing plant that assembled cars floor by floor from top to bottom. Now, the Packard building is a monument to the cars once assembled there, but its sprawling lobby, high ceilings and woodwork welcome the building's residents.

Since 1983, Historic Landmarks for Living has renovated urban buildings and warehouses—such as Philadelphia's Wilbur Chocolate Co. complex (now the Chocolate Works) and the Touraine, which was once a hotel—into multifamily rental properties. Reinhold has been the company's CEO since 2003 and currently is charged with once again updating its 23 residential properties. But Historic Landmarks for Living is not solely focused on refurbishing Philadelphia's past. The company also owns and oversees properties in Baltimore, Chicago, St. Paul, Minn., Pittsburgh, West Chester, Pa., and the greater Harrisburg, Pa., area.

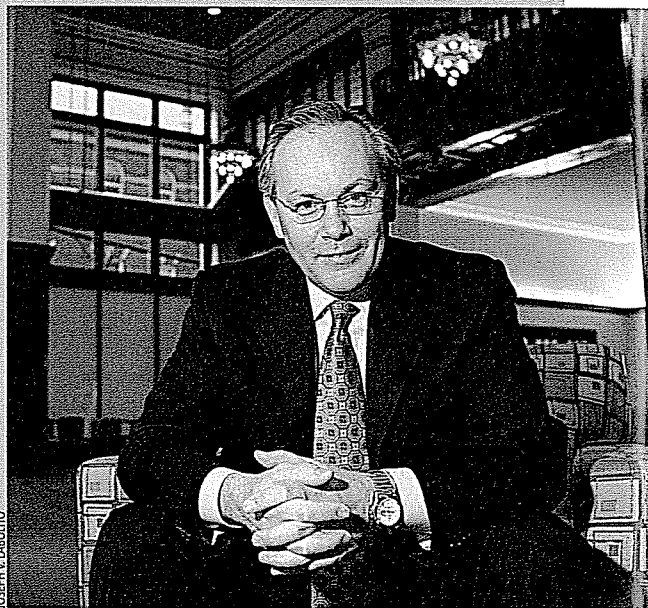
Similar to the individualism that marks each of the company's buildings, a series of

unique posts comprises Reinhold's career. When the U.S. economy flagged after his graduation from Temple in 1979, Reinhold decided to return to the university to earn his master's degree in business administration.

"As I remember it, interest rates were really high and it was a difficult job environment," Reinhold recalls. At that time, he worked as a graduate assistant at Temple University Press. "I loved it there," he says, "because I learned the business aspect of the press. I got to see the business side of the school, too. That experience allowed me to interview with one of Philadelphia's largest banks in 1982, First Fidelity Bank."

Reinhold entered First Fidelity Bank's training program and worked in real estate lending and bankruptcy. In 1995, he left to serve as chief financial officer at Checkpoint Systems, an antitheft company. "When I joined, the company's revenue was \$128 million," he says. "When I left in 2000, revenue had risen to about \$700 million and we had completed approximately 10 or 12 acquisitions."

He then shifted gears once more to oversee the finances of the New York-based IT services company Plural. It was after the 2002 sale of Plural to Dell that he reconnected with



JOSEPH V. LABOLITO

Historic Landmarks for Living founder Stephen Solms, whom he knew from his banking career in the '80s. Solms hired him as CEO.

Temple influenced Reinhold's success, he says, and he now serves on the President's Advisory Board and the Board of Visitors for the College of Liberal Arts. "Being an attractive enough candidate to be hired by First Fidelity Bank," he says, "stems from Temple. The training and exposure I received there allowed me to then take a giant step in my life experience and my business experience. Temple was the right choice for me."

—*Maria Raha*

Phyllis L. Ehrlich, CLA '74, CHP '76, is co-editor of the book *Occupational Therapy in Home Health Care*. The second edition of this book was published in 2008.

Martin Banner, MUS, '75, has published numerous modern performing editions for choruses and orchestras. In August 2008, his edition of Johann Adolf Hasse's "Quoniam" was performed at the Norfolk Chamber Music Festival in Connecticut. Additionally,

in January 2009, the Florida All-State Choir performed Banner's edition of "Te Deum in D" by Carl Czerny, and the Texas All-State Women's Choir performed his edition of Johann Michael Haydn's "Dixit" in February 2009.

Bruce J. Wisotsky, CLA '75, LAW '78, was selected for inclusion in the "Bankruptcy and Creditor-Debtor Rights Law" section of the 2009 edition of *The Best Lawyers in America*. He practices law in the bankruptcy

and creditors' rights group of Norris McLaughlin & Marcus in Bridgewater, N.J. Wisotsky lectures on various bankruptcy issues and serves on the New Jersey regional advisory board of the Anti-Defamation League. He also is vice president and director of Help Darfur Now, a nonprofit organization that aids refugees in the Darfur region of Sudan.

Jay Finestone, CLA '76, is director of social work at Temple University Hospital, Episcopal Campus. He recently