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# PHILADELPHIA BUSINESS JOURNAL



## ADVANTAGE BOVARNICK

Managing  
partner  
Robert  
Bovarnick  
serves up  
in CEO File.

**P15**

## THIS WEEK

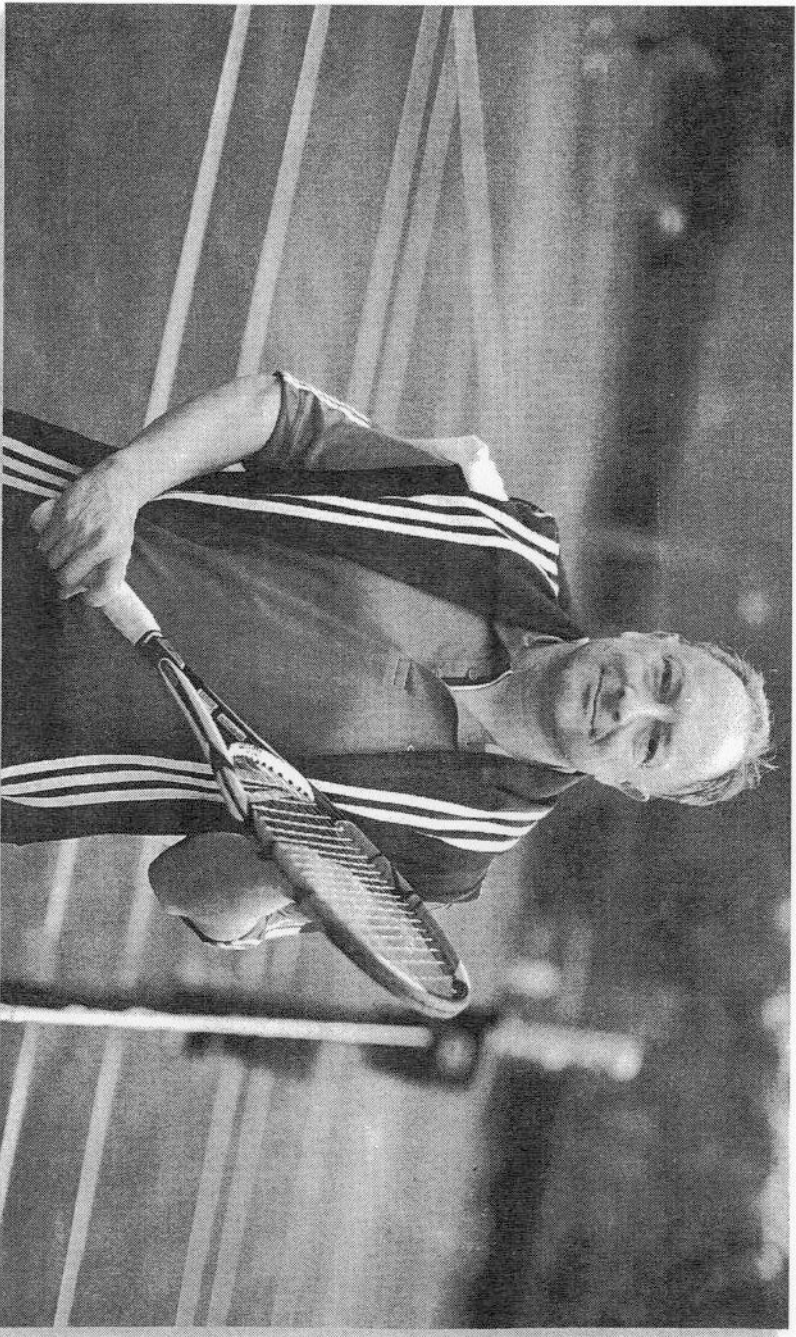


### 5 Bright Ideas

Offered up: Some ways  
to make the aging SBA as  
relevant today as it was  
55 years ago.

P6, 7

# 'Trust your swing.'



JEFF RUSCO

Robert Bovarnick readies for a match at the Radnor Valley Country Club.

## PERSONAL INFORMATION

**Name:** Robert M. Bovarnick  
**Title:** Managing partner  
**Company city:** Bovarnick and Associates, Philadelphia  
**Type of company:** Law firm  
**Number of employees:** 3, plus two contract attorneys  
**Revenue:** \$750,000  
**Recent project:** Resolving a multimillion dispute between major shareholders of a large nutritional supplement company without expensive and protracted litigation.  
**Education:** University of Washington, BA in political science (1980); University of Miami, JD (1983).  
**First job:** Dishwasher at Cooks Nutrition Restaurant in Bellevue, Wash.  
**Little-known fact about you:** I love cooking but hate baking.  
**Home:** Bala Gynwyd.

## BUSINESS PHILOSOPHY

**Essential business philosophy:** Do, or do not, there is no try.  
**Best way to keep a competitive edge:** Being true to myself.

**Yardstick of success:** Referrals from colleagues and existing clients.  
**Goal yet to be achieved:** Finding the right person to partner with so I can take a vacation with my family and relax.

## JUDGMENT CALLS

**Best decision:** Starting my own firm.  
**Worst decision:** Not transferring to the University of Pennsylvania as an undergraduate.  
**Toughest decision:** Firing someone with a family.  
**Mentor:** Kerry Johnson.

## TRUE CONFESSIONS

**Word that best describes you:** Passionate.  
**Like best about your job:** Meeting new people and learning about them.

**Like least about your job:** Chasing the money.  
**The most important lesson you've learned:** Trust your swing (believe in yourself).

**Life motto:** Content but never satisfied.  
**Greatest fear:** Not living up to my potential.  
**Person most interested in meeting and why:** Robin Williams — have you ever seen him interviewed?

**Coffee Co. —** because it took a commodity and made it a global phenomenon (even though I prefer Seattle's Best).  
**First choice for a new career:** General manager, Seattle Mariners.  
**Greatest extravagance:** Having my clothes made for me.

## ET CETERA

**Award/honor most proud of:** Being told by my kids that I am the greatest father, ever.  
**Most influential book:** "Personal Power," by Tony Robbins.  
**Favorite movie:** "Casablanca," directed by Michael Curtiz.  
**Favorite restaurant:** Nobu.  
**Favorite vacation spot:** Seattle — to spend time with my parents who won't be around forever.  
**Favorite room in the house and why:** Computer room — because it allows for private time and escape.  
**Favorite way to spend free time:** Exercising.  
**Automobile you drive:** BMW 850i. ■■■■

**Command you respect most and why:** Starburke