

NOV. 2-8
2007

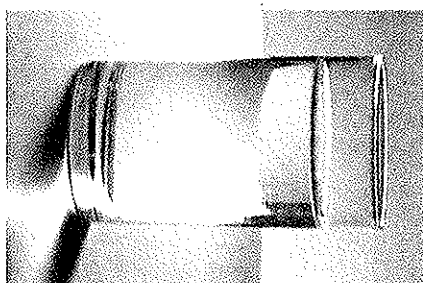
Volume 26
Number 37

215-238-1450

philadelphia
.bizjournals.com

\$2.25

PHILADELPHIA BUSINESS JOURNAL



**ZERO
WATER**
Filtration
system
readies
national
rollout.
P10

COMING UP

What you'll see in coming editions of the Philadelphia Business Journal

Tony Valdés (right) of Children's Crisis Treatment Center in Philadelphia, shows off some of the items he's collected at the childhood mental-health-services nonprofit agency. Learn what matters to him most. **CEO File | Next Week**

Jon Myerow, owner of two Tria wine and cheese bars, is betting his Tria Fermentation School will encourage people to take tastebud chances. **Growth Strategies | Next Week**



PHILADELPHIA
**BUSINESS
JOURNAL**

Philadelphia Business Journal (ISSN 0744-3587) is published weekly by Philadelphia Business Journal Inc., 400 Market St. Suite 1200, Philadelphia, PA 19106. Periodicals Postage Rates paid at Philadelphia, Pennsylvania and additional mailing offices. Subscription rate is \$100 for one year, \$170 for two years, and \$205 for three years. Subscriptions mailed out of the continental United States are \$500 for one year. POSTMASTER: Send address corrections to Philadelphia Business Journal Inc., 400 Market St. Suite 1200, Philadelphia, PA 19106.