



**Philadelphia
E200 Class
of 2008**

PARTICIPANT PROFILE

Martin Overline: Aardvark Pest Management

Defying Pest Control Stereotypes with a Progressive Approach to Pest Management

Martin Overline, founder of Aardvark Pest Management in Philadelphia's Frankford section, made his mark on the City's commercial pest control industry by maintaining a strong connection with his Philadelphia roots while cultivating progressive pest control expertise. Now celebrating nearly 14 years at Aardvark's helm, Overline joins Philadelphia's inaugural E-200 class with both eyes firmly on the future.

Since its founding in 1995, Aardvark has defied the widely-held stereotype of pest control as an unsophisticated and chemical-dependent discipline. Aardvark's hallmark is its integrated approach to pest management, using practical, pesticide-free solutions to pest problems whenever possible. Aardvark's long-term contracts with corporate, healthcare and academic giants are a testament to the successful balance that Aardvark has achieved between this commitment to eco-friendly methods and more-than-competitive results.

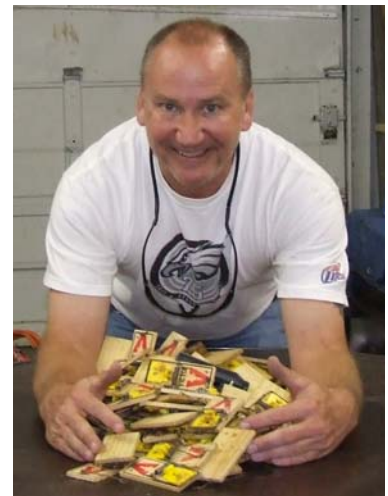
Achieving and maintaining that balance has been Overline's passion for the more than thirty years that he has worked in the pest control industry. Since beginning that career in 1978 as a U.S. Airforce Entomology Engineer, Overline has recognized that modern pest control is an art form—a skilled combination of learned pest identification and pest management techniques, investigative skills honed over years of on-the-job experience, and instinct. As the wholesale pesticide use that fueled the United States' post World War II pest control industry fell into disfavor in the modern era, industry leaders like Overline began to view chemical pest-fighting techniques as a last resort, favoring a more intellectual attack on pests. Instead of responding to a pest report with an automatic chemical application, Overline thoroughly investigates the scene

to properly identify the species of pest, taps his knowledge of that pest's living habits, and eradicates it using the most target-specific, earth-friendly technique available. In the majority of infestations, Overline finds that forcing a creature from an environment often only requires putting stress on it by removing its harborage or eliminating its food and water source.

Firmly committed to a greener practice of pest control, Overline has taken an active role in educating a new generation of pest management professionals. In 2006, Overline was elected Governor of the Pennsylvania Pest Management Association for Southeastern Pennsylvania. In that role, Overline oversees the organization's rigorous certification and continuing education programs.

Overline's native Philadelphia has embraced his progressive pest control techniques and his pest control company, Aardvark. Now 10 employees strong, Aardvark serves some of Philadelphia's most inveterate institutions, like the University of Pennsylvania HealthSystem, Drexel University, the Philadelphia International Airport, the Philadelphia Police and Fire Departments, and neighborhood favorite Chickie's and Pete's.

As one of only 20 members of Philadelphia's inaugural E-200 class, Overline is intent on taking control over Aardvark's next stage of growth. Now, for the first time ever, Overline will receive a formal business education, courtesy of the E-200 Initiative's condensed, MBA-like curriculum. And, when Overline graduates from



Martin Overline, President

the Initiative, the eyes of all of Philadelphia will be on him, looking to him and his classmates to use their new arsenal of business skills to take their businesses—and with them this City—to the next level.

Based on Aardvark's already-proven growth record, Martin Overline won't let them down.

Aardvark Pest Management

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SBA E200 - HELPING SMALL BUSINESSES STEP IT UP!

This year, Philadelphia joined with a group of select major cities across the country to participate in an SBA training initiative called Emerging 200, or "E-200." E-200 is a pilot training initiative that immerses owners of promising inner city businesses in a condensed, MBA-like curriculum designed to stimulate urban economies by helping their most promising businesses grow.

Philadelphia Mayor Michael Nutter and former SBA Administrator Steve Preston both spoke passionately about the initiative and the positive impact it will have on the Philadelphia economy at the March 27, 2008 program launch. They were joined at that event by many leaders of community organizations and businesses throughout the city, several of whom are co-sponsoring the Initiative.

Through the SBA Emerging 200 initiative entrepreneurs will participate in an intensive and comprehensive training program focused on developing business growth strategies and attracting capital to fuel that growth. Participants will also work with experienced mentors, attend workshops, and develop connections with banks and the private equity community.

"It [has been] clear from [the] first [E-200] session that what we have here is lightning in a bottle," said David Dickson, District Director of the SBA's Philadelphia District Office, which is administering the Initiative in the Philadelphia. "Mayor Nutter sounded the rallying cry at the Initiative's Philadelphia launch in March for the urban small business community to seize the opportunity to join in

this Initiative, and the rising stars of that community responded in force. They came into this training with their businesses poised on the brink of real growth, and there is no limit to what they can accomplish with the tools and relationships they will take from the Initiative."

In the weeks to come, the Class of 2008 will attend E-200 sessions focusing, in turn, on growth goals, marketing, sales, financials, exporting, government contracting and accessing capital. Through this coursework, the class will work with mentors, develop connections with banks and the private equity community, and draft a growth plan for their own businesses.

The Class of 2008 include:

- Aardvark Pest Management, Inc.
- China Power & Light, Inc.
- CKG Architects
- Clinton Street Bed & Breakfast
- Friday Architects/Planners, Inc.
- Glasstoration Technologies, LLC
- J. Cabot Catering
- K.I.A. Design and Construction
- Leahy Caregivers, Inc.
- Loughner and Associates, Inc.
- M. Davis & Co., Inc.
- Pamela Gallo Consulting
- Parts Life, Inc.

- Quintessence Multimedia
- Top of the Clock
- Untra Corporation
- Urban Harvest Partnership, LLC
- VEYKO, Inc.
- W.P. Cooke.

The Emerging 200 Initiative in Philadelphia is co-sponsored by:

- City of Philadelphia
- AMEC Earth and Environmental, Inc.
- Asian American Chamber of Commerce of Greater Philadelphia
- Delaware Valley Industrial Resource Center
- Greater Philadelphia Chamber of Commerce
- Greater Philadelphia Minority Business Strategic Alliance (GPMBSA)
- Hispanic Association of Contractors and Enterprises (HACE)
- PNC Bank
- Service Corps of Retired Executives (SCORE), Philadelphia Chapter
- Sovereign Bank
- Urban League of Philadelphia
- Women's Business Development Center

Other cities across the United States that are engaged in the Emerging 200 Initiative are: Albuquerque; Atlanta; Baltimore; Boston; Chicago; Des Moines; Memphis; Milwaukee; and New Orleans.



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