

The Philadelphia Inquirer

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TODAY'S TOP STORIES

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PA. POLITICS

Battle looms for Wolf nominee



Marcus Brown, Wolf's choice for state police commissioner, faces rugged challenge. A2

IMMIGRATION

Influx of migrants creates backlog

The system for screening people seeking asylum in the United States is overwhelmed. A3



BUSINESS

Her business ideas glow in the dark

A Villanova woman's company is creating a line of wearable LED safety gear for after dark. C1

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WEATHER

High 22, Low 17

AccuWeather report, D8

Tuesday	29 14
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How cold was it? It was so cold a pedestrian's breath looked like steam at 12th and Arch Streets on Sunday. Overnight temperatures were expected to fall near zero. The outlook for the week remains chilly with the threat of snow Monday night. Story and more photos, B1. MICHAEL BRYANT / Staff Photographer

PRESIDENTS' DAY

Washington scholar cannot tell a lie

By Jeff Gammage
INQUIRER STAFF WRITER

La Salle University scholar Stuart Leibiger found his way to Washington — the president, not the state — through a series of excursions.

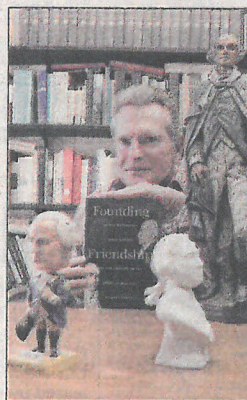
As a boy, he immersed himself in Lincoln, visiting presidential sites during a family trip through Illinois. He detoured into Civil War history in high school, met up with Madison and Jefferson while an undergraduate at the University of Virginia.

Not until he was earning his

doctorate at the University of North Carolina in the 1990s did he fully arrive at his destination, immersing himself in the public and private lives of the nation's first president.

On Sunday — Washington's birthday — Leibiger is to receive a seminal honor, when he will be presented with the George Washington Masonic National Memorial Association Award in Alexandria, Va. The award recognizes lifetime achievement and is given annually to someone whose

See LEIBIGER on A13



Stuart Leibiger, a La Salle University scholar, will receive a lifetime achievement award for perpetuating Washington's memory and virtue.

CHARLES FOX / Staff Photographer

attack

The weekend of terror in Copenhagen had echoes of last month's assaults in Paris.

By Griff Witte and Karla Adam
WASHINGTON POST

COPENHAGEN, Denmark — The targets were eerily familiar: a cartoonist, police officers, and Jews.

The manhunt, too, had echoes: a European capital on virtual lockdown as police searched block by block, with helicopters sweeping the skies.

And after the suspect had been shot to death on a Copenhagen street, the profile that emerged was remarkably similar: a habitual criminal who, after serving time in prison, emerged as an ideologically motivated killer.

A month after homegrown terrorists traumatized France, a 22-year-old who was born and raised in Denmark tormented this nation for 12 hours over a murderous weekend that left many in this normally placid country wondering whether Europe has entered a new normal of unending fear.

Before a predawn shoot-out with police ended his spree, the assailant left two people dead and five police officers wounded, having attacked a cafe hosting a debate focused on free speech and a synagogue where a bat mitzvah was underway. In each case, a heavy security presence likely prevented the attack from becoming a massacre.

The parallels between last month's attacks and the ones here focused investigators' attention on the possibility that the

See DENMARK on A14

NETANYAHU'S CALL TO JEWS

"Jews deserve protection in every country but we say to Jews, to our brothers and sisters: Israel is your home. We are preparing and calling for the absorption of mass immigration from Europe."

Story, A14

For-profit donation bins draw complaints

Viltex USA containers, found mostly in front of vacant lots in poor areas, can be difficult to remove.

By Tricia L. Nadolny

blue letters was this message:

up, and clothing — along with a mattress, a broken television, and an empty bottle of brandy — littered the sidewalk. He went to the police station.

500 feet from there. And a half-dozen more along nearby Broad Street.

All have appeared within the last six months.



Shelly Fisher's new line of LED gear was inspired by a trip to Asia, where her medical ID bracelets are made. Emily Cohen Photography

Small Business: Fashionable medical ID bracelets led to a line of wearable LED safety gear for after dark.

Lightbulb Moment

Three years ago, Shelly Fisher's medical-identification-bracelets company in West Conshohocken, Hope Paige Designs L.L.C., had just started to hit its stride.

Her goal — to create jewelry designed not only to potentially save lives but to be fashionable, thus more likely to be worn — had been realized. The market was responding with back-to-back years of doubling sales.

And then, about a year later, a light went on for Fisher. A light-emitting diode, or LED, to be precise.

It would be the catalyst for a new company, 4id L.L.C., and a new product line of LED-enhanced safety items — lighted adjustable bands, shoelaces, ear buds, and clips for runners, walkers, bikers, skiers, campers, pets — that generated \$500,000 in sales in 2014, its first year. Fisher expects revenue to top \$1 million a year from now.

"That's pretty good for not being in business two years," she said.

Not that Fisher intends to settle for that. Her companies — with a combined workforce of 20 employees sharing third-floor offices in Tower One of the Tower Bridge complex — likely will double in size before too long, Fisher said.

That's partly because she and her crew are already working on yet another iteration of safety-oriented products — with Bluetooth technology.

The ability to pivot in response to changing market conditions is a necessary entrepreneurial skill, experts say.

But for Fisher, 57, of Villanova, her persistent



search for the next product derives largely from a personal restlessness.

"These kinds of maneuvers keep the energy of your company going," she said. "It's exciting just trying something different."

The latest something different goes by names Power Wrapz, Power Armz, Power Lacez, Power Spurz, Power Stepz, and Power Budz.

They are for sale at national retailers including Urban Outfitters, T.J. Maxx, and Kmart, as well as at www.4id.com. They are priced primarily from \$15 to \$25, and most run on replaceable batteries with lights lasting 70 to 100 hours, depending on whether they are on steady or flashing.

For Fisher, the inspiration was a trip to Asia, See **FISHER** on C3

Among Items
4id L.L.C. offers are 9-inch-long strips with LEDs to make bikers, joggers, hikers, skiers, dog walkers, and others more visible at night.



Q&A with Bill Stephenson, CEO of DLL Group, about leasing as a solution to limiting waste.

PHILLY DEALS

Corporate help for Catholic schools

In 2012, Philadelphia Archbishop Charles J. Chaput rescinded the threatened closing of four Catholic high schools after a group of developers, executives, and foundations promised to raise money and take a more active role supporting them.

On behalf of those schools, a private group that helps families pay tuition has more than tripled its yearly scholarship grants through Pennsylvania's Educational Improvement Tax Credit Program and related credits.

The credits allow companies to redirect part of their state taxes to private, independent, and parochial schools so they can provide tuition assistance to any student who applies, until the money runs out.

Business Leaders Organized for Catholic Schools started as an archdiocese-controlled, lay- and ecumenically led, corporate-backed effort in 1980. After separating from the archdiocese in 2010, BLOCS raised an average of \$3 million a year in each of the next three years through corporate grants of the state tax credits. In 2012-13, the total more than doubled, to \$7.7 million. It reached \$10.1 million the next year, and the group is on track to raise \$15 million or more this year, says executive chairman Bill O'Brien.

O'Brien says the increase is a result not of a rise in state tax breaks, but of "a better-educated business community" that has increasingly signed up for the program. The money has been collected through more than 100 employers, listed at <http://IAmABLOCSscholar.org/donors/>.

Some large Pennsylvania companies are on the list, such as Aramark, Peco, PNC, and Beneficial Bank. Many are See **PHILLY DEALS** on C3



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