

Business Terminated
How an employee lawsuit drove one CEO into bankruptcy

Convincing employees to follow your lead
Vision Setting

Smart Investments
Tips from money manager Bob Turner

January 2011

PHILADELPHIA

smart

required reading for
growing companies

CEO



FUTURE 50

**Greater Philadelphia's
Fastest-Growing Companies**



**JULIAN AND
TINA KRINSKY,**
CEO and chief vision
officer, Julian Krinsky
Camps and Programs



Our vision: To
provide an exceptional
summer experience for
our customers, assure a
diverse mix of custom-
ers both nationally and
internationally, and be

internationally recognized as the leader in our industry for innovation, quality and safety.

Vision sharing: [Our vision] is posted around the office, and in the summer, when we hire so many seasonal staff, we print it on the back of our business cards so that when they meet a parent or anyone, they can quickly refer to the same vision statement. We start the seasonal staff in May or June, so we have to communicate the vision every year. We make sure that we spend a significant amount of time [on it] in orientation; we have days where, from morning 'til evening, we communicate the vision, so they know clearly, by the end of that orientation, who we are.