

Volunteers from the Philadelphia Direct Marketing Association prepared a feast for the families of the critically ill children residing at the Ronald McDonald House over Thanksgiving.

Good Works P15

ON THE JOB

Peco's Diaz: To the rescue with some energy-saving tips

For the past three decades Romulo "Romy" L. Diaz Jr. has worked for the government sector in economics, environment and energy for agencies like the Environmental Protection Agency, the Department of Energy and with the city of Philadelphia as its city solicitor. In his new position as the vice president of external affairs for Peco Energy Co. (a unit of Exelon Corp.), Diaz has been able to combine his background in energy and the environment with his devotion to public service and community engagement.



Diaz is responsible for marketing Peco's suite of energy-efficient, customer cost-saving programs, many of which he began initiating during the 18 months he served as associate general counsel for the company. "Peco and Exelon were as interested and engaged with the community as I have been," said Diaz. "I'm pleased to see that Peco has the same kind of value that I've shared over the duration of my career."

Many of Peco's programs will roll out in the first quarter of 2010. They include \$35 million available for rebates for consumers who buy energy-efficient products and \$10 million available to help consumers properly dispose of older, inefficient appliances.

The programs should help customers prepare for the expiration of rate caps at the end of next year. "We think energy prices will be more moderate than anticipated," said Diaz, estimating that rates will be around 10 percent to 15 percent higher, rather than the 30 percent to 60 percent some have predicted. "But we think it's a good thing for people to prepare for 2011 and beyond."

MORE PEOPLE

GOOD WORKS:

Philanthropy.

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ON THE MOVE:

New hires.

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NETWORKING:

Calendar of events.

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ROBERT AMBROSI
ARC PROPERTIES INC.

CEO FILE

'Lead, follow or get out of the way.'

PERSONAL INFORMATION

Name: Robert J. Ambrosi
Title: Chairman & CEO
Company: ARC Properties Inc.
Type of company: Real estate development and acquisition.
Number of employees: 20
Recent project: 10 Rittenhouse Square, a 33-story residential tower of 135 luxury homes on Rittenhouse Square in Philadelphia.
Education: Rutgers University, master's degree in finance; New York University, senior certificate in real estate; New Jersey Institute of Technology, bachelor's degree in engineering.
First job: Knife grinder; my parents were born in Italy and that was the family business.
Little-known fact about you: Thirty years of martial arts training has taught me patience, discipline and respect for others. I had my own school, was captain of the college team, and won numerous fighting tournaments.
Home: Montclair, N.J., and Philadelphia.



JEFF FUSCO

Robert Ambrosi on the 15th floor of the 10 Rittenhouse Square condominiums.

BUSINESS PHILOSOPHY

Essential business philosophy: Lead, follow or get out of the way.
Best way to keep a competitive edge: Study projects from all around the world, recognize trends and apply those new ideas to local projects. Trends happen for a reason!
Yardstick of success: When the results exceed my expectations.
Goal yet to be achieved: Create a public/private mixed-use development that includes a civic element having a lasting impact and benefit on society.

JUDGMENT CALLS

Best decision: I started working in the international real estate market very early in my career. As a result, I lived in many countries and completed many projects.
Toughest decision: How to allocate time between what I like to do and what I need to do.
Mentor: Tibor Pivko, who was my first business partner. He was an international man who spoke nine languages, lived on three continents, and lived life to the fullest. Even though he passed away about 10 years ago, he is still with me every day.

TRUE CONFESSIONS

Word that best describes you: Reliable.
Like best about your job: Variety of people,

places and talents.

Like least about your job: Constantly pushing people to keep up with my fast pace.

The most important lesson you've learned: When in Rome, do as the Romans do — just do it better!

Life motto: A great man is not defined by what he owns. A great man is defined by how he has positively influenced the lives of others.

Greatest fear: I don't think in terms of fear. My greatest disappointment would be running out of time before I reach my goal.

Person most interested in meeting: Benjamin Franklin — he was a man of all seasons and talents. A scientist, inventor, musician, economist, writer, artist, politician, and a man who positively influenced the world. I can't think of anyone in today's world who has all of those qualities.

Company you respect most: Apple Computer — they are always innovating and coming back to life stronger and better.

First choice for a new career: Scientist or doctor.

Greatest extravagance: Music — I have five drum sets, three pianos, six guitars and a variety of other instruments, and I love playing them all.

ET CETERA

Award/honor most proud of: Our company was awarded the first large privatization permit for the development of the Darex Building in Prague, Czech Republic, in the late 1980s. Darex was the very first building constructed under a new capitalist system. It was a time just after the revolution when there was basically no financial system. Today it houses the Czech National Bank.

Most influential book: "A Brief History of Time," by Stephen W. Hawking, but I prefer magazines like Discover where new theories and facts about the world are discussed in every monthly issue.

Favorite movie: "Back to the Future" with Michael J. Fox. It's light, funny and thought-provoking.

Favorite restaurant: Gigino at Battery Park, overlooking the Statue of Liberty and New York Harbor.

Favorite vacation spot: Jersey Shore with friends and family.

Favorite room in the house: My outdoor gardens and decks.

Favorite way to spend free time: Sunday afternoon at my home cooking with friends.

Car you drive: Jeep. ■