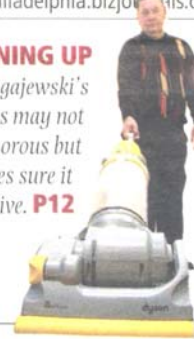


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CLEANING UP

Ben Bugajewski's business may not be glamorous but he makes sure it is effective. **P12**



Special report:

Education
Five experts sit down for a roundtable discussion of what charter schools have accomplished. **P21**

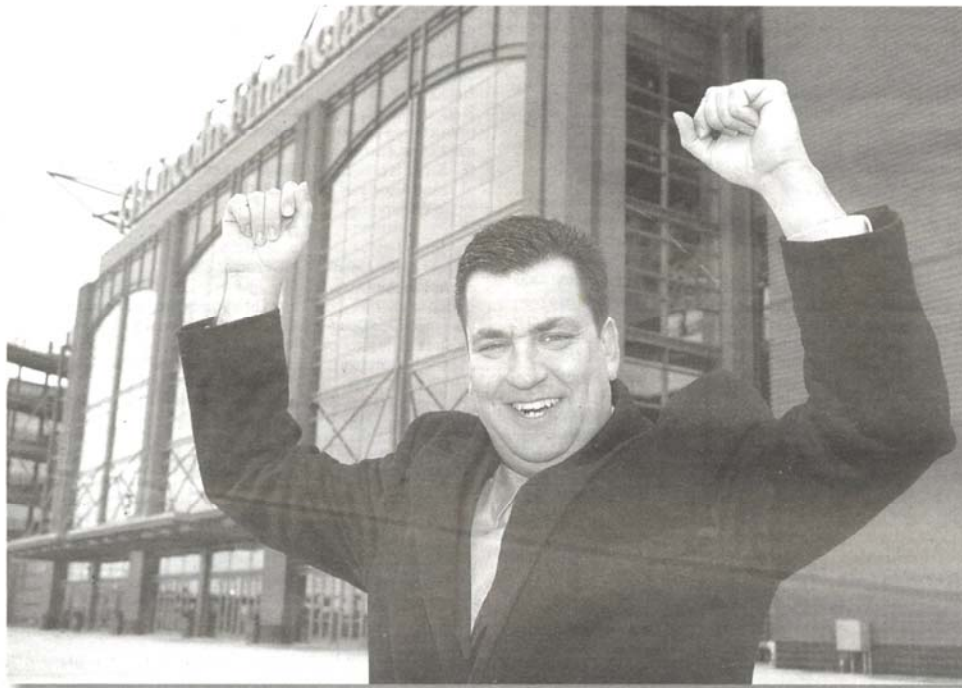
Arts are it

Group case next page

GARY L. DESANTO
DESANTO REALTY GROUP

CEO FILE

'Live, work and play — and say thank you.'



PERSONAL INFORMATION

Name: Gary L. DeSanto
Title: CEO
Company, city: DeSanto Realty Group, Media
Type of company: Tenant-in-common commercial real estate
Recent project: Northwoods Crossing Office Park
Education: Cardinal O'Hara High School, diploma
First job: Property maintenance for DeSanto Realty Group at age 13.
Little-known fact about you: Completed the Broad Street Run (10 miles)
Home: Broomall

BUSINESS PHILOSOPHY

Essential business philosophy: First, your employees; hire the right people and treat them like family. Second, take care of your clients. Do this and financial success will follow. Love what you do!
Best way to keep a competitive edge: Know your competition as well as you know yourself.
Yardstick of success: Number of satisfied clients.
Goal yet to be achieved: Take a vacation and not check e-mail.

JUDGMENT CALLS

Best decision: Taking over the family business.
Worst decision: Waiting to join the family business.
Toughest decision: Whether or not to finish college.

Mentor: Louis DeSanto, my father.

TRUE CONFESSIONS

Word that best describes you: Dedicated and fun-loving.
Like best about your job: Closing the deal.
Like least about your job: When people don't listen.
The most important lesson you've learned: You have to see and feel comfortable in a deal or goal before it will ever happen.
Life motto: Live, work and play; say thank you!
Greatest fear: Letting down others who trusted me.
Person most interested in meeting and why: Donald Trump — he is a first-class entrepreneur.
Company you respect most and why: Any company that does what they say — you are only as good as your word.
First choice for a new career: Own a professional sports team.
Greatest extravagance: New custom-made home.

ET CETERA

Award/honor most proud of: Being a great dad!
Favorite movie: "Herbie, the Love Bug," directed by Robert Stevenson.
Favorite restaurant: Alberto's Authentic Italian Cuisine and Steakhouse.
Favorite vacation spot: Las Vegas — sing, dance, play and no one cares.
Favorite room in the house and why: Basement — it's a sports bar.
Favorite way to spend free time: With my three children.
Automobile you drive: Mercedes-Benz S430. ■