

**SWEET SUCCESS**  
 Daisy Brown counts on cupcakes.  
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NICHOLAS GRINER | STAFF

**Philip Der of Whitney, Bailey, Cox & Magnini says 'you can't plan on a one-shot deal.'**

# Rosewood site faces big cleanup

## Stevenson weighs whether it can afford to buy property

**DANIEL J. SERNOVITZ** | STAFF  
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Stevenson University's leaders could soon be taught a basic lesson in economics: inexpensive land isn't necessarily a bargain.

The university is negotiating to buy the Rosewood Center, a former state-run facility for the developmentally disabled in Owings Mills. But a newly released environmental assessment report found dangerous amounts of toxic chemicals at the property. The costs to clean up the property could force Stevenson to back away from its expansion plans.

"If it doesn't make sense at the end of the day from a financial standpoint, we can't do it," said Stevenson Chief Financial Officer Timothy Campbell. "What could appear to be a good deal could ultimately end up hurting us."

In January, the Maryland Board of Public Works signed off on a transfer of the land. The move allowed the state Department of General Services to start negotiations to sell the land to Stevenson. The university wants to use 140 acres of the 178-acre property for ath-

**ONLINE**

To read more about Rosewood Center, visit [www.baltimorebusinessjournal.com](http://www.baltimorebusinessjournal.com). Search for keyword "Rosewood"

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# Numbers game

*As stimulus jobs figure rises, so do doubts*

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Job growth from federal stimulus spending in Maryland picked up rapidly in the fourth quarter last year, figures show. But some still doubt whether the massive federal spending is helping reverse unemployment.

Companies, universities and military branches reported creating 1,800 jobs in Maryland, about 700 of them in Greater Baltimore, on projects that were at least halfway completed during the last three months

of 2009. That is significantly more than the 965 jobs statewide and 154 jobs in the Baltimore area reported for stimulus-funded work that was going on as of October 2009.

**INSIDE**

See a list of stimulus contracts and awards, **PAGE 13.**

But the numbers are still small compared to the tens of thousands of workers filing for unemployment each week in the state.

Anecdotal evidence shows

Please see **STIMULUS**, Page 12

# Doctors, health insurers squabble over who sends patients the bill

**SCOTT GRAHAM** | STAFF  
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Surprise, surprise — there is a polarizing debate over health care reform taking place among lawmakers.

But this one takes place in Annapolis — not Washington, D.C. — and pits those who want to take patients out of the health care payment equation against those who think doing so would send the cost of care for individuals and businesses further skyward.

At issue is a seemingly innocuous bit of paperwork

in health care that would give patients being treated by a doctor who isn't in his insurer's preferred provider network the right to send his reimbursement check directly to the physician. Currently, insurers in this instance send payment to the patient, and out-of-network physicians then bill the patient.

This so-called assignment of benefits is illegal in Maryland but spreading throughout the rest of the country. Twenty-four states allow patients to assign benefits directly to their doctors in some form or fashion; New Jersey passed such a law last month.

Some Maryland lawmakers have tried to enact similar legislation here each year since 2006, but so far it has failed. This year could be different. At the request of leadership in the House and Senate, the state's Joint Committee of Health Care Delivery and Financing devoted the summer to studying the issue, soliciting comment from health care professionals, insurers, regulators and consumers.

Legislation in both the House and Senate this year is

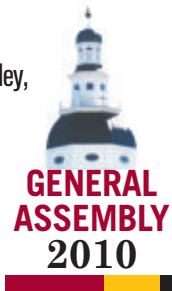
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# Largest turnaround and management consulting firms in the Baltimore area

Ranked by number of Baltimore-area clients in 2010

Prior rank	Name	Address	Phone / Internet	Clients local/total	Local staff/consultants/total staff	Areas of specialty	2009 revenue/% business from consulting	Top local executive, title
2	<b>1</b>	<b>Invotex Group</b>	1637 Thames St., Baltimore 21231 410-539-8580 / www.invotex.com	93/ 297	39/ 31/ 62	reorganization, crisis management, receivership, financial investigation, white-collar crime, valuation, complex litigation	dtd/ 100%	Raymond J. Peroutka Jr., CEO and managing director
4	<b>2</b>	<b>Hartman Business Technology</b>	8850 Columbia 100 Pwy., #306A, Columbia 21045 410-740-9270 / www.hartmanbiztech.com	70/ 80	3/ 10/ 13	IT valuation, strategy, efficiency reviews	dtd/ 100%	Dave Hartman, president
n/a	<b>3</b>	<b>PricewaterhouseCoopers LLP</b>	100 E. Pratt St., Suite 1900, Baltimore 21202 410-783-7600 / www.pwc.com	60/ 12,000	240/ 218/ 163,000	audit, tax and advisory	dtd/ 16%	William S. Corey, office managing partner
5	<b>4</b>	<b>KPMG LLP</b>	1 E. Pratt St., Baltimore 21202 410-949-8500 / www.us.kpmg.com	45/ dtd	190/ 60/ 21,800	corporate finance, IT services, restructuring, M&A, valuations, forensics, internal audit	dtd/ dtd	Kevin Hall, office managing partner
n/a	<b>5</b>	<b>Hertzbach &amp; Co.</b>	800 Red Brook Blvd. #300, Owings Mills 21117 410-363-3200 / www.hertzbach.com	40/ dtd	115/ 16/ 115	business performance, turnaround management, restructuring, forensic services, IT	dtd/ 35%	Joel B. Chazen, co-managing partner
8	<b>6</b>	<b>PA &amp; Associates Inc.</b>	9515 Deereco Road, Suite 301, Timonium 21093 866-200-7283 / www.paaa.com	25/ 72	20/ 6/ 72	logistics spend management through negotiation of small package carrier agreements, shipping software, reporting and consulting	dtd/ 100%	Juliette S. Phelps, president; Richard D. Palarea, CEO
1	<b>7</b>	<b>CPI/New Options Group</b>	913 Ridgebrook Road, Suite 304, Sparks 21152 410-785-1370 / www.cpi-newoptions.com	22/ 45	7/ 5/ 12	leadership development, executive coaching, team development, training facilitation, career services include outplacement	\$1.2 million/ 100%	Paul B. Sniffin, president
14	<b>8</b>	<b>Audacious Inquiry LLC</b>	9250 Bendix Road, Suite 215, Columbia 21045 301-560-6999 / www.audaciousinquiry.com	18/ 24	15/ 15/ 15	analytical services, health information systems, Web applications	\$2 million/ 100%	Christopher Brandt, managing partner
8	<b>8</b>	<b>Strategic Partners LLC</b>	111 S. Calvert St., Suite 2700, Baltimore 21202 410-653-5554 / www.strategic-partner.com	18/ 26	7/ 7/ 7	turnaround management, financial management and restructuring, operations management	dtd/ 100%	Lawrence E. Feldman and John D. Reichlin, principals
10	<b>10</b>	<b>StatPay Inc.</b>	P.O. Box 3196, Baltimore 21228 410-788-9715 / www.statpay.com	16/ 25	6/ 4/ 10	medical group practice management and consulting, health care technology preparation, practice operations, revenue cycle	\$525,000/ 83%	Craig Law, president and CEO
n/a	<b>11</b>	<b>Waypoint Resources LLC</b>	P.O. Box 65069, Baltimore 21209 410-529-7900 / www.waypointresources.com	12/ 25	6/ 6/ 6	turnaround, workouts, real estate services, bankruptcy, business planning, capital raising	dtd/ dtd	Jack Devlin, principal
n/a	<b>12</b>	<b>Beacon Associates Inc.</b>	900A S. Main St., Bel Air 21014 410-638-7279 / www.beaconassociates.net	10/ 20	60/ dtd/ 150	organizational and technology consulting services	\$8 million/ 40%	Carol Koffinke, president
n/a	<b>12</b>	<b>Carl Marks Advisory Group LLC</b>	1934 Old Gallows Rd Ste 502, Vienna, Va. 22182 212-909-8400 / www.carlmarks.com	10/ dtd	dtd/ dtd/ dtd	advisory services, corporate revitalization, investment services	dtd/ dtd	John Rakowski, partner
7	<b>12</b>	<b>Executive Sounding Board Associates Inc.</b>	10 N. Calvert St., Suite 647, Baltimore 21202 410-783-0098 / www.esba.com	10/ 200	2/ 20/ 20	manuf., retail, svcs., health care, govt. contracting, finance, turnarounds, crisis mgmt., litigation support, forensic accounting	dtd/ 100%	Martin Katz, president
n/a	<b>12</b>	<b>NHB Advisors Inc.</b>	822 Montgomery Ave. #204, Narberth, Pa. 19072 610-660-0060 / www.nhbteam.com	10/ 58	4/ 30/ 33	turnaround, refinancing, restructuring and recapitalization, wind-down and liquidation services, bankruptcy and litigation-support	dtd/ 100%	Thomas D. Hays III, principal
12	<b>16</b>	<b>Strategic Management Partners Inc.</b>	522 Horn Point Drive, Annapolis 21403 410-263-9100 / www.strategicmgtpartners.com	8/ 12	5/ 3/ 5	turnaround interim management, private equity advisory, distressed investing	\$1.4 million/ 75%	John M. Collard, chairman and CEO
11	<b>17</b>	<b>McShane Group</b>	2345 York Road, Suite 102, Timonium 21093 410-560-0077 / www.mcshanegroup.com	6/ 12	dtd/ 6/ 8	middle-market corporate turnaround	dtd/ 100%	Thomas P. McShane, president
n/a	<b>18</b>	<b>Fulcrum Financial Management LLC</b>	1200 Shore Road, Baltimore 21220 443-253-5174 / www.fulcrumfm.com	4/ 4	4/ 4/ 4	interim and fractional chief financial officers and controllers. strategic growth advisers. capital raise. corporate restructuring	dtd/ 100%	William A. Fisher III, Patrick S. Reid and Douglas W. Zeisel, partners
n/a	<b>19</b>	<b>Quality Edge Management Consulting</b>	5509 Sefton Ave., Baltimore 21214 410-426-2269 / www.qualityedgeconsulting.com	1/ 8	dtd/ dtd/ dtd	training, documentation, gap analysis, consulting for quality management systems, process improvements, audits	dtd/ 100%	Camille A. Delmotte, president

NOTE: More than 40 companies were contacted, but some either declined to participate or did not respond by deadline.

Baltimore-based FTI Consulting Inc. is known to belong on this List, but declined to disclose the ranking criteria information.

SOURCE: Representatives from the individual companies provided the information. The *Business Journal* takes them at their word.

dtd=declined to disclose n/a=not applicable

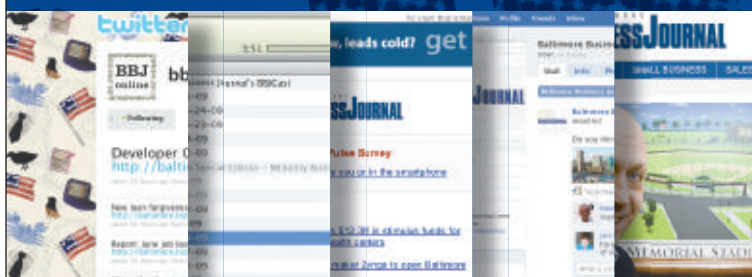
Compiled by: Carolyn M. Proctor and Rachel Bernstein.

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## What's on Tap?

### Next Week

#### In Focus: Higher Education

With Maryland's unemployment rate now at 7.5 percent, career centers throughout the region are swamped with people looking for help re-entering the work force. We'll catch up with leaders of some of the region's busiest career centers to find out how they are managing the demand for their services and stirring the jobless back on track.

#### Smart Strategies

With two wars still ongoing overseas, businesses and veterans are learning how best to reintegrate soldiers into the work force. Reporter Scott Dance will talk to those companies and their employees about how to make it a seamless transition.



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The colleges and universities of Greater Baltimore will be ranked by enrollment, and we take a look at the area's professional schools — graduate programs in medicine and law — at the institutions.



## In Two Weeks

### In Focus: Law

Change is afoot at law offices in Greater Baltimore, and it's starting at the top. The role of the managing partner has changed, particularly as the Great Recession has placed pressure on law firms to improve their business. We'll check in with how some managing partners are dealing with this change.

### Smart Strategies

Ever receive a needless e-mail from a co-worker sitting the next cubicle over? Do you find yourself updating your boss via tweets instead of spoken words? Well, then you're part of the modern-day workplace. And BBJ reporter Daniel J. Sernovitz will take a look at the effects — good and bad — online methods of communication are having on offices throughout the region.

### Top 50 List

We'll unveil our latest List of the 50 largest law firms in the Baltimore area. The List is ranked by the number of lawyers at each firm.

### Special Publication: Power 20

Who among Greater Baltimore's business community holds power now? Find out in the BBJ's second annual Power 20 publication, which debuts Feb. 12. And for information on the Power 20 event scheduled for Feb. 25 at the Hilton Baltimore, contact Christina Feldhaus at [cfeldhaus@bizjournals.com](mailto:cfeldhaus@bizjournals.com).

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