

JIRI STEJSKAL CETRA LANGUAGE SOLUTIONS

CEO FILE

PERSONAL INFORMATION

Name: Jiri Stejskal
Title: President and CEO
Company: CETRA Language Solutions, Elkins Park
Type of company: Language translation
Number of employees: 12
Revenue in last fiscal year: \$2.7 million
Recent project: Sign language interpretation for Amtrak's Train Day. Among the duties of our interpreters was relating the lyrics of a rap song to the deaf audience.
Education: University of Pennsylvania, Ph.D. in slavik languages and literatures (1998); Temple University, e-MBA (2000).
First job: Loading cargo into airplanes at the Prague airport.
Little-known fact about you: I am a political refugee from former Czechoslovakia.
Home: Wyncote.

BUSINESS PHILOSOPHY

Essential business philosophy: Keep clients happy, keep vendors happy, keep staff happy, sustain growth, make a profit and have fun!
Best way to keep a competitive edge: Provide peace of mind to our clients by delivering high-quality, on-time cross-cultural communications and professional, friendly and responsive service.
Yardstick of success: Happy clients, happy vendors, happy staff.
Goal yet to be achieved: Ironman (2.4-mile swim, 112 miles biking, and a 26.2-mile run, all in one day).

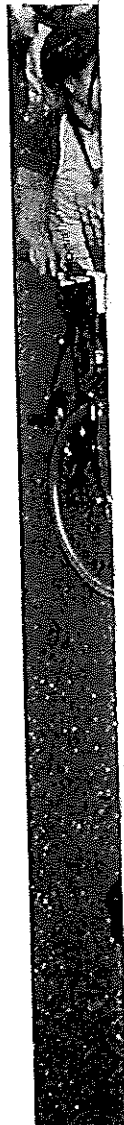
JUDGMENT CALLS

Best decision: Moving to the United States.
Worst decision: Waiting too long to hire the first employee.
Toughest decision: Choosing between an academic career and running a business.
Mentor: For business, Vistage chair Susan Smith; for life, my wife Molly.

TRUE CONFESSIONS

Word that best describes you: Driven.
Like best about your job: We interact with hundreds of people around the globe.

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Jiri Stejskal
Society's
playwright
who me
president
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GOOD WORKS

Corporate philanthropy around the region.

■ PNC Foundation, the charitable branch of PNC Bank, distributed a \$1 million grant among 23 organizations, 19 arts groups and four PNC Arts Alive service partners on July 13. The donation is the first installment of a \$5 million, five-year grant that will support events meant to introduce the arts to new audiences.

■ More than 260 students came to The Salvation Army of Greater Philadelphia for its ninth annual World Changers program on July 13-17. Volunteers from around the country spent the week working on community service projects in the Philadelphia area. The work included the restoration of a block of homes on West Weaver St. in Mount Airy and renovation of a community center.

■ Philadelphia's National Constitution Center received a \$105,000 grant from the American Association of Museums to buy equipment needed for "Being 'We the People': Afghanistan, America and the Minority Imprint," a documentary photography exhibition. The exhibit is a collaboration between the center and students from Constitution High School in Philadelphia and Marefat High School in Kabul, Afghanistan.

■ Brandywine Hospital and Harleysville National Bank teamed to sponsor the 2009 Strawberry Festival on May 28-31. The festival raised more than \$170,000 to benefit the Brandywine Health Foundation, a health services non-profit in Coatesville. The money will be distributed by the foundation to various area organizations working to improve community medical care.

MORE PEOPLE

NETWORKING:
Calendar of events.
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Job profile.
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