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Where will the jobs be in 2011? Try tech, hospitality and health care

By Bryant Ruiz Switzky

As the recovery chugs along, experts are reading signals in the region's economic tea leaves that point to healthy job growth this year in technology, hospitality, retail sales, health care – and possibly construction.

Lackluster sectors will likely include financial

services and budget-battered federal, state and local governments.

Economic forecasts are a bit like predicting next week's weather, and there's plenty of uncertainty to go around. Wild cards include proposed government spending cuts, questions over implementation of the health care law, gas prices and the possible dissolution of Fannie Mae and Freddie Mac.

The Washington area is coming off a rebound year for job growth. After losing some 38,700 jobs in 2009, it added 40,800 in 2010, and economists with the Center for Regional Analysis at George Mason University expect it to add about 40,000 in 2011, based on the change from January to January. Economists

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Roy Spooner of Yellow Cab Company of D.C. Inc. is critical of the proposed industry overhaul.
Photo by Joanne S. Lawton

Bill would completely overhaul D.C. cab industry

By Michael Neibauer

If time-and-distance meters transformed the District's taxicab industry when they were introduced in 2008, then medallions may be downright revolutionary.

Far-reaching legislation before the D.C. Council would spark a complete overhaul of the industry by introducing a "medallion" system similar to that used in New York and other major cit-

ies. The medallions are affixed to cabs, and only those cabs may pick up and deliver fares.

The proposal would cap the number of cabs at 4,000 – limiting access to an occupation that has been known for its low barrier to entry – and eventually could generate millions in equity for established drivers. The bill also would abolish the eight-member Taxicab Commission in favor of a paid three-member Taxicab Industry Board, require that at least 800 cabs serve "geographically underserved" areas and man-

date that all D.C. cabs be painted black.

Three council members co-introduced the legislation: Harry Thomas, D-Ward 5, Marion Barry, D-Ward 8, and Michael Brown, F-At Large. It was drafted by John Ray, a partner at Manatt, Phelps and Phillips LLP and a former councilman. Ray represents a coalition of more than 200 cab drivers, roughly 160 of whom have at least 20 years experience and would be first in

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FedBiz

SBA gets tough on fraud and abuse.
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Real Estate

Three years on, Chris Walker's Dulles building remains empty.
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Government Contracting Focus

Economic development around bases doesn't move quickly.
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BizSmarts

National Capital Bank has grown itself into an acquisition target.
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WashingtonFirst CEO Shaza Andersen started her career as a teller.
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MINORITY
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Necole Parker,
The Elocen Group LLC



Parker, 40, has always meant business. As a child she knew she wanted to be a business leader and has been full speed ahead ever since, jumping into the construction management industry as a relocation specialist with a goal of one day starting her own company. And she did just that — in a male-dominated industry, no less. Elocen's revenue has grown by at least 20 percent since Parker founded it in 2007. The company offers a full spectrum of construction management services. With a mantra of multitasking, Parker and Elocen have landed major government contracts from the Navy and agencies such as the *National Science Foundation* and *National Institutes of Health*.



| *Family:* Lives in Bowie; an adult son, Jordan | *Education:* Bachelor's degree, business administration, Virginia Union University |

What is the toughest challenge you have faced professionally?

Being a female in a predominantly male-driven environment

What is the biggest challenge facing minority leaders in business today? Gaining equal access to opportunities that my counterparts have access to and being able to be trusted and to trust

Where are you when you're not at the office? Networking, negotiating, on client sites, and I'm always helping others, especially with youth.

What is your favorite part of your job? Negotiating, solving problems, networking

What were you like in college? Aggressive, a motivator and always networking and putting people together

What are you like to work for? I'm a motivator — I'm always challenging you to put your best efforts forward for yourself and who you work for.

What's on your iPod? Mary J Blige, Yolanda Adams