##### JOEL S. LAWSON III

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Work: Yup, quite a lot—but I love it! Since I’m Managing General Partner of Howard, Lawson & Company (a private investment banking firm), 1 spend most of my time helping entrepreneurs. As a result, I meet the most interesting, crazy, smart, weird people in the business world. Corporate finance for the “upscale middle market” is where it’s at. We finance ’em, help them “M&A,” and advise on nearly everything....

Family: The best! Married eighteen years to Mary Ann Benone Lawson, also my best friend. Three of the best resulted—Elizabeth (born 1980), Joel (1981), and Victoria (1984). Watch out Yale!

Civic Stuff: Cochair of Mayor Ed Rendell’s $200 million ProductivityBank here in Philadelphia. We’re really trying to “reinvent government” since Philly’s government was both broke and broken. How do we motivate city employees to bring us cost-saving projects to fund when we can’t reward them financially—and we want to shrink empires? Okay, Mr. Parkinson, now what? Also other city projects, vice chair of the occasional charity fund drive, and... (Hope my Howard, Lawson partners continue to indulge me!).

General stuff. Okay, now, let’s tax and regulate our way to prosperity in the 1990s. Pet peeve—a society of “victims” (No fue culpa mia as a national attitude?). Will someone please stand up?

Happy twenty-fifth!