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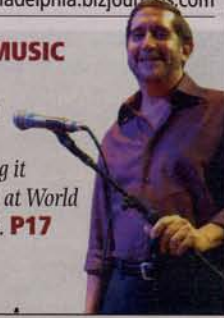
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# PHILADELPHIA BUSINESS JOURNAL

## REAL MUSIC MAN

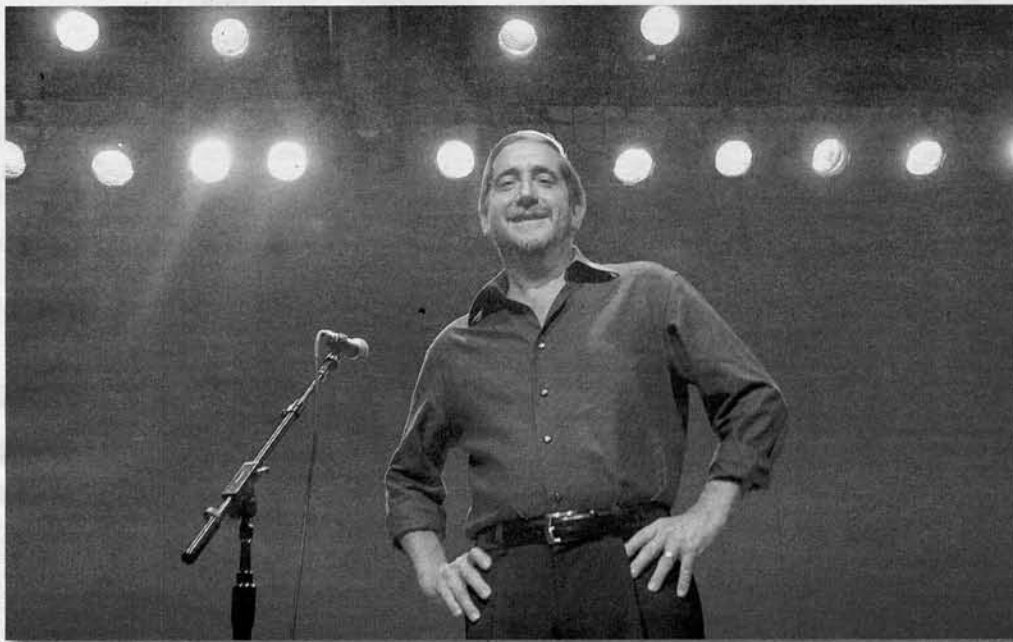
Hal Real  
believes  
in keeping it  
that way at World  
Café Live. **P17**



## 'Know what you don't know.'

HAL REAL | REAL ENTERTAINMENT GROUP INC./WORLD CAFÉ LIVE

### CEO FILE



CURT HUDSON

#### PERSONAL INFORMATION

**Name:** Hal Real

**Title:** Founder and president

**Company, city:** Real Entertainment Group Inc./  
World Café Live, Philadelphia

**Type of company:** Privately held restaurant and  
music venue

**Number of employees:** 80

**Recent project:** Created World Café Live, two  
live music and restaurant venues at 3025  
Walnut St. in partnership with public radio  
station WXPB.

**Education:** Kenyon College, BA (interdisciplinary  
program); Temple University Law School, JD.

**First job:** Babysitting and setting up other kids  
for babysitting when (at 14) I started my first  
venture — "Nitey-Nite Babysitting."

**Little-known fact about you:** I hate brussels  
sprouts.

**Home:** Malvern.

#### BUSINESS PHILOSOPHY

**Essential business philosophy:** Know what you  
don't know.

**Best way to keep a competitive edge:** Look,  
listen and adapt.

**Yardstick of success:** Waking up in the morning  
excited about the day ahead.

**Goal yet to be achieved:** For everyone in the  
Philadelphia region who would enjoy World

Café Live to come experience it.

#### JUDGMENT CALLS

**Best decision:** Following my passion by creating  
World Café Live.

**Worst decision:** Every decision regarding the  
initial food and beverage program at WCL!

**Toughest decision:** To keep pursuing creation  
of WCL even when the odds of making it  
happen seemed insurmountable.

**Mentor:** Several in particular include my wife  
Anne Sheppard; former client and friend  
Bill Rouse; venture capitalist J.B. Doherty;  
esquires Steve Goodman, Barry Abelson and  
Barry Schwartz.

#### TRUE CONFESSIONS

**Word that best describes you:** Passionate.

**Like best about your job:** Bringing new music to  
people and new people to music.

**Like least about your job:** Rarely having a  
chance for our team to pause and enjoy  
yesterday's success, as it is a business where  
we always have to focus on what's next.

**The most important lesson you've learned:** Keep  
it simple and live by the Golden Rule.

**Life motto:** You only go around once.

**Greatest fear:** Not having fun.

**Person most interested in meeting and why:**

My Dad — he died when I was 19, but has  
continued to be a powerful daily influence  
on my life, so I would love to meet him  
again now that I'm an "adult."

**Company you respect most and why:** It's a tie  
between Apple Computer and Google Inc.,  
with both reflecting the true essence of  
innovation.

**First choice for a new career:** I'm doing that  
now!

**Greatest extravagance:** Adventure travel to  
Kenya, Antarctica, Galapagos, New Zealand  
and other amazing places.

#### ET CETERA

**Award/honor most proud of:** World Café Live  
named Innovative Business of the Year  
(2005) by the Greater Philadelphia Chamber  
of Commerce.

**Most influential book:** Homer's *Odyssey*.

**Favorite movie:** "Harold and Maude," directed  
by Hal Ashby.

**Favorite restaurant:** The Blue Point in Duck, N.C.

**Favorite vacation spot:** Corolla, N.C.

**Favorite room in the house and why:** Outside  
because there are no walls.

**Favorite way to spend free time:** Doing  
anything (including hanging out) with my  
wife and our yellow lab, Star.

**Automobile you drive:** 2006 Mini Cooper. ■