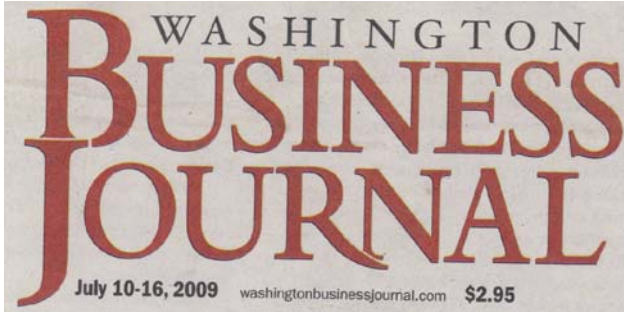


Washington Business Journal, July 10-16, 2009



Ada Polla, CEO of Alchimie Forever LLC and The Polla Beauty Group in D.C., always calls at least three references when checking a candidate. Yet she acknowledges that most intelligent people can usually find three people to say nice things about them.

"A 'bad' reference is a definite sign of a problem," Polla says, "But good references are not necessarily a guarantee of success."