



## NOVA offers two victims' rights events to public D7

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AMERICAN EXPRESS VISA DISCOVER

## SECTION D

April 7, 2016

### Noteworthy

Begley, Carlin & Mandio, LLP announced that attorney **Stephen A. Corr** has joined the firm.

Corr concentrates his practice in the areas of personal injury, products liability, medical malpractice and commercial litigation. With more than 20 years of trial experience, Corr has represented individuals, small businesses and large corporations.

Corr is a member of the Pennsylvania and Bucks County Bar Associations, as well as the American and Pennsylvania Associations for Justice.

He served as an elected school director for the Central Bucks School District (2005-16) and was elected eight times to serve as president or vice president of the board.

SpringHill Suites by Marriott Quakertown announced the hiring of **Sheri Kresky** as general manager.

She brings more than 20 years of experience to the role. Kresky will be responsible for all hotel operations and will focus on hiring and training, and developing strategies vital to SpringHill Suites by Marriott.

Kresky joins the team after recently relocating back to Pennsylvania from California, where she was general manager at the Holiday Inn Express (Solvang, Calif.) and general manager/innkeeper at the Inn at Deep Creek (Oakland, Calif.).

"I am truly excited about this new venture and looking forward to becoming involved in the Quakertown and Upper Bucks County region," Kresky said. "This is a vibrant community, filled with great opportunities for our hotel. I am looking forward to participating in local activities and getting to know local companies."

Kresky will also champion the sales department in addition to her operational duties.

U-Haul Company of Pennsylvania announced that **Mattress Market** has signed on as a U-Haul neighborhood dealer to serve the Warminster community.

Mattress Market at 198 York Road will offer U-Haul trucks, trailers, towing equipment, support rental items and in-store pick-up for boxes.

Montgomery County law firm **High Swartz LLP** announced a major expansion that will significantly increase its presence in Bucks County.

Effective April 1, High Swartz and **McNamara, Bolla & Panzer** in Doylestown have merged. The combined firms will maintain the name High Swartz LLP.

The move adds all nine attorneys and five staff members from McNamara, Bolla & Panzer to High Swartz. The new law firm will have 28 attorneys and 18 support staff, positioning it among the largest in the Bucks-Mont region. The attorneys and staff joining High Swartz will continue to work from their existing Doylestown office while the firm will remain headquartered in Norristown.

The law firms shared practice areas in common, including business law, municipal and government law, wills, trusts and estates, and real estate law such as zoning, corporate real estate transactions and affordable housing matters. In addition, High Swartz handles education law, employment law, environmental law, family law/domestic relations, franchise law, intellectual property law and litigation. With the addition of nine attorneys from McNamara, Bolla & Panzer, the firm has added personal injury, Social Security disability, and workers' compensation claimant and defense work to its legal service offerings.

Newtown Athletic Club (NAC) owner **Jim Worthington** donated \$200,000 to ALS research and received the Augie's Bash Leadership Award at the annual BASH for Augie's Quest in Orlando, Fla., on March 23.

"Jim has become a tremendous advocate and champion for ALS research, bolstered by his relationship with Holland resident Matt Bellina, a young man who served as lieutenant commander in the Navy and who is now battling ALS. Inspired by Matt's determination to find treatments and cures for ALS, as well as others who are battling the disease, Jim has gone above and beyond to support ALS research through fundraising events, such as Matt's Mission, which have been held at Newtown Athletic Club," said Augie Nieto, founder of Augie's Quest, chairman of the ALS Therapy Development Institute and person with ALS. "The impact Jim is making in his community to fight ALS is inspiring, and we're grateful for his passion and fund-raising support to drive research forward to end this disease."

**Robyn Nofziger** has joined TITAN Mobile Shredding as marketing and sales coordinator.

Nofziger's experience will support the growth of the region's first NAID AAA Certified Information Destruction Company. She is a Doylestown resident and previously worked for The Thompson Organization and Teva Pharmaceuticals.

TITAN Mobile Shredding, LLC was founded in 2005 by Don Adriaansen and Bob Leventhal and in 2007 became the first NAID AAA Certified Mobile Document Destruction Company in eastern Pennsylvania.

**Provident Bank** is the title sponsor of the 21st annual 2016 Bucks 5K Series, which features seven races throughout the Central Bucks County region from March to June.

In addition, Provident Bank will host a raffle at each race to win an Apple iPad Air 2 Wi-Fi 16GB. The final drawing will take place at the grand opening of Provident Bank's newest branch in Doylestown on Saturday, June 11.

### Calendar

Newtown Lambertville will gather Thursday, **April 7**, from 6 to 8:30 p.m., at Green Birdie Productions Studio, 21 Bridge St., Second Floor, Lambertville, N.J. Open networking is from 6 to 6:45 p.m. Networkers have the opportunity to present their credentials from 6:45 to 7:35 p.m. Dinner follows.

The Newtown Business Association will hold its next business card exchange on Wednesday, **April 13**, from 5 to 7 p.m., at Provident Bank, 210 Penns Trail, Newtown. Attendees are asked to register at NewtownBA.org.

The Indian Valley Chamber of Commerce will hold its membership luncheon on Wednesday, **April 20**, from 11:30 a.m. to 1 p.m., at Indian Valley Country Club, 650 Bergey Road, Telford. Jean M. Keeler, president and CEO of Grand View Health, will discuss "Grand View Health: Leading our Community to a Healthier Future." Registration deadline is Friday, April 15. Reservations may be made by emailing or calling the chamber office.



Rick James started Encore Rides last July. His first ride of the season this Saturday is sold out. "For me," James said, "it's been a nice activity to sort of round out my time."

## Cycling through history Encore Rides begins first full season

David Campbell

Rick James' business combines two of his passions: cycling and history.

The Doylestown resident put them together and came up with Encore Rides, which launched last summer and is now open for the 2016 season.

"I'm really looking forward to this year as being a way to get things started off nicely," James said.

He reported Encore's Cycle and Sip ride, which is this Saturday, is already sold out. James will lead 18 on a 15-mile journey on two wheels. The tour starts at Washington Crossing Historic Park in Pennsylvania and passes through New Hope and Lambertville, N.J. Crossing Vineyards and Winery is the final stop.

"The theory behind this," James said, "was to have more than just a ride. It's to also have some activities attached to it, and, in this case, when we get back from the ride, we will go over to Crossing Vineyards and there is a wine tasting."

"And for this group, we'll have a private presenter for us. They taste about 12 wines, and then we'll get a tour of the vineyard and the winery."

James said the April 9 ride is a birthday celebration for one of the participants.

"I really focus on keeping as much as possible to low-traffic roads and bikepaths and towpaths," James said.

The Cycle and Sip ride traverses mostly the canal towpath and

the entire ride is three and a half hours. Cyclists move at a leisurely pace.

"I was trying to make the rides so that anybody can do them," James said. "If there's somebody who feels like they'd like a longer trip or maybe a little different venue, then we can handle that."

James intends to impart his knowledge of the area with his guests, as well.

"I try to share a little bit of history along the way," he said. James said he'll tailor his presentation to the group.

He has three tours listed at encorerides.com that meander through Doylestown. They are the Circuit de Castle tour, with Fonthill serving as the focal point; the Tombstone Tour, with Doylestown Cemetery highlighted; and the Civil War Cycle Tour, which includes a tour of the Bucks County Civil War Museum and Library.

"I have a few tours in Doylestown and we'll just stop the bikes at different spots and talk about things right there," James said. "I don't have a microphone. It's not riding and describing these things."

Rides are offered Friday through Sunday, though James said he's willing to work with parties if they rather ride on a weekday. And although most of his rides thus far have been in Central Bucks and just over the river in Lambertville, James is certainly open to riding in Upper Bucks and Lower Bucks.

"Encore Rides will work with a group of two or more to devel-

op a ride in line with the group's schedule, interests and ride ability," James said.

James considers this area a gold mine.

"Bucks County's history dates back to 1682 and it is the site of historical events, the home of literary and musical notables, numerous wineries and the final resting place for veterans as far back as the Revolutionary War, he said.

"Encore Rides provides a unique way to experience these sites, history and tastes by offering guided bike tours that combine access to these venues. In addition to established rides, we can help design a tour that meets the interests and biking experience of the riding public."

A former Aetna customer service executive, James is entrenched in charity. He joined the Central Bucks Rotary in 2014 and serves as the vice president of the board for HealthLink Dental Clinic, a free dental clinic serving uninsured, low-wage-earning adults in Bucks and Montgomery counties.

James is the sole owner of Encore Rides.

"For me," he said, "it's been a nice activity to sort of round out my time."

Rides are generally between two and a half and three and a half hours and cover between 10 and 16 miles. They're designed to give your muscles — and your brain — a light to intermediate workout, he said.

"It's a ride," James said, "but also these other things, as well."

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## Driving new customers, hiking sales

Georganne Ford

As entrepreneurs, running our own small businesses means wearing many hats.

To survive, we either have to hire experienced marketers, sales professionals, employees with good people skills and possibly someone to guide our business growth.

Or, in many cases, we do it ourselves.

What should a small business owner do if he or she wants to follow a DIY approach to growing the business? The easiest way is to get trained and create a self-sustaining system for expanding the business with new leads, returning clients and referrals from happy customers.

**Getting started**  
When we review the strength of our business foundation, take the time to set ourselves up to stay ahead in today's competitive markets and truly understand what causes sales, our revenue increases and we get — and keep — more clients.

Sales and marketing strategies are merging. What often surprises people is that our marketing

drives people to our business by creating awareness, but rarely get us clients. It is what we do, and what strategies we have in place once people become aware of us that actually result in new business.

Our job is to meet our potential clients on their journey and work with them building relationships of trust before, during and after the sales process through a customer-focused sales approach.

**How to Book Yourself Solid**  
Having a full roster of clients or returning customers may seem like a fantasy, but I will show how it can be a reality during an eight-week Book Yourself Solid coaching program beginning April 25 (following a free overview session on April 18). This program is designed to strengthen your sales skills and improve your sales performance by identifying and developing the business, marketing and sales strategies needed to grow your business.

Each of the individual members of the group are accountable to me, your coach and the other group members.

This goal-focused boot camp

will shed light on:

- Why do your ideal clients need your services?
- When do they seek your services?
- Where do they go to seek your services?
- Who in your area provides similar services?
- What makes you stand out?
- You can learn more about my upcoming sales coaching program at bygeorgecoaching.com, or email me at gford@bygeorgecoaching.com to schedule a 15-minute call to discuss your business and the challenges you are facing to see if this accountability program is a good fit.

Georganne Ford, the owner of Bucks County-based By George Coaching Consulting, provides business-building strategies to business owners, business leaders and sales professionals to improve their revenue results. In addition, she provides public speaking and custom trainings for organizations, as well as Transition Life Coaching for people ready to take the plunge and explore their "what's next" to live more purposeful fulfilled lives.