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SECTION D

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The Sewing Room owner Ashlie Reed, right, poses with her residential neighbor, Dani Compain, in the Doylestown train station. Reed opened for business at 130 S. Clinton St. in mid-November.

All aboard the sewing train

Sewing Room arrives in Doylestown station

David Campbell

Ashlie Reed's The Sewing Room is a business inside a business.

Reed opened The Sewing Room last month inside SEPTA's Doylestown station at 130 S. Clinton St. Her clientele, however, isn't necessarily that day's rail riders, she said, and her hours of operation are much different from SEPTA's.

That's not to say passengers turn a blind eye to The Sewing Room.

"I meet everybody here," Reed smiled.

But the impetus for her starting The Sewing Room was to provide a space in Doylestown Borough for sewers who wanted convenience and a place where they could pick up materials to satisfy their sewing needs.

"Just that little piece that you need to finish a project that you might be in the middle of and you don't feel like driving half an hour down 611," said Reed, rattling off a few of her offerings, including thread, buttons, scissors, ribbon and trims.

The Sewing Room encompasses nearly 400 square feet at the front of the Doylestown station. Large quilts hang on the walls and many are for sale. Reed credits her aunt, Susan Minnich, for making around 90 percent of the quilts.

Reed carries plenty of fabric, "some more traditional, some more modern," she said. There is "fabric to make garments, to make projects, pillowcases, also larger, more dedicated projects like quilts. Quilting's pretty big in this area."

The Sewing Room plans to offer classes after the holidays. Classes will be targeted to beginner, intermediate and advanced sewers.

"Both of my grandmothers always sewed," Reed said. "My mom sewed. Everybody in my family,

all the women, sewed."

Reed recalled a couple of her first adventures using a needle and thread. She laughed as she described making a pair of hot pink pants at age 12 and shortly thereafter, getting together with a good friend to make dresses for a middle school dance.

Years later, Reed's passion for the craft has increased.

"What I would love it (The Sewing Room) to be is a sense of community and a space where people can come to get inspired and continue being creative," she said. "I know that's one of the things that brings joy to my life."

Reed probably didn't envision moving into the Doylestown train station. She sort of stumbled onto the space, which used to house pizza and coffee joints.

"I just was taking the train one day with my nieces," Reed said. "We were going down to the city for something silly. I didn't know the coffee shop had closed at that time. And walking through, it was just vacant. There were literally still coffee cups sitting around."

The coffee cups are gone. Sewing supplies have taken their place.

"I knew there was still a need for [a sewing store] in town," Reed said.

A grand opening was held on Dec. 1. The Sewing Room is open every day but Monday (it is closed on Christmas and open the following day). The train station is closed weekends.

Even when the trains are running, The Sewing Room has its own parking spaces. Reed is excited to get her name out there.

"I'm just trying to bring a little handmade back to our modern life," she said.

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For Habitat, safety is key

Habitat for Humanity of Bucks County has launched a new "Safe at Home" program to provide home modifications to disabled and older Bucks County residents. An extension of Habitat's A Brush with Kindness program, which helps homeowners with exterior repairs, Safe at Home also makes home interiors safe and accessible.

"For many older adults and people with disabilities, home accessibility modifications are the key to successfully aging in place and maintaining independence," said Karen Reeve, community development manager, Habitat for Humanity of Bucks County. "Our new program provides exterior and interior home improvements that promote accessibility and help prevent accidents."

The Habitat Bucks Safe at Home program partners with low-income homeowners who pay only a portion of the repair costs on a sliding scale based on their income.

Habitat Bucks will also be offering free workshops on home safety and accessibility modifications. A free AARP Home Fit safety and accessibility modifications guide is available at habitatbucks.org/a-brush-with-kindness.

For information on enhancing and improving the safety and accessibility of your home, call Reeve at 215-822-2812 x304.

Waste Management helps support Bucks' United Way



Waste Management presented a check for \$50,000 to United Way of Bucks County as part of a matching gift program called "Double Your Dollars." Waste Management will provide a \$1 for \$1 match on any gift of \$100 or more in support of United Way of Bucks County's Emergency Needs Fund through Dec. 31. The newly created fund helps local families with one-time, basic needs. This includes things like rent and mortgage assistance, help with utilities and transportation to work. From left are: Tom Hirsch, senior relationship manager, Waste Management; Jamie Haddon, United Way of Bucks County president and chief executive officer; Scott Lewis, Waste Management area marketing manager; and Jerald Laverty, residential driver, Waste Management.

Noteworthy

PJM Interconnection, the nation's largest power grid operator, has appointed Susan Buehler as its chief communications officer. Her responsibilities include media relations, employee communications, creative services and PJM's online presence.

Buehler, a native of Bucks County, recently served as executive vice president for Bellevue Communications, a public relations firm based in Philadelphia. During her tenure, she developed media, public relations and government relations strategies for large corporate clients. Prior to managing the day-to-day operations of Bellevue Communications, she was an Emmy award-winning television news reporter and editor at Fox News and previously worked in communications at PECO Energy.

Volpe and Koenig, P.C., an intellectual property law firm with offices in Philadelphia and Princeton, N.J., announced that Ari S. Indik and Joseph P. Mathew have joined the firm as associates.

Indik's practice focuses on drafting patent applications, responding to official actions from the United States Patent and Trademark Office, counseling clients and litigating patent cases. Mathew's practice focuses on domestic and foreign patent prosecution, intellectual property litigation, validity analysis support, infringement analysis support and due diligence. Indik and Mathew are based out of the firm's Philadelphia headquarters.

Furia Rubel Communications, Inc., an integrated marketing and public relations agency, announced that it has been honored with a Philadelphia PRSA Pepperpot Award for Reputation and Brand Management for its campaign to help create and communicate the new brand for Penn Community Bank.

"As a tide of bank mergers swept through Philadelphia, it was critical that the unification of two long-standing, independent local banks to form a new bank was communicated effectively in order to retain existing customers and acquire new ones," said Gina F. Rubel, president and CEO of Furia Rubel. "I am extremely proud of the Furia Rubel team and the work they did to ensure that this would not be perceived as just another bank merger. It was different, and the internal and external communications, new bank name and rebranding had to reinforce that difference."

The PRSA's Pepperpot Awards serve to recognize outstanding campaigns and tactics from agencies in the Philadelphia region. A total of 114 entries across 30 categories were judged independently by PRSA Oklahoma City. The 2016 awards program was held at Water Works in Philadelphia on Dec. 6.

Panith Schwarze Belisario & Nadel intellectual property attorney Weihong Hsing, a resident of Wrightstown, recently participated in the China Pharma Intellectual Property Summit 2016.

Held Nov. 17 and 18 in Shanghai, the summit presented an overview of the latest trends in IP protection legislation and provided policy updates from the United States Patent and Trademark Office (USPTO), the European Patent Office (EPO) and the State Intellectual Property Office of the P.R.C. (SIPO). Featured speakers included experienced IP attorneys and IP business leaders from Chinese and multinational corporations.

Hsing acted as a co-chair of the conference. In addition, she moderated a panel, "Interpretation Patent Data of BPCIA and Its Influences on Biosimilars and Innovative Drugs."

Dr. Patrick Murphy of Doylestown, a board certified and licensed audiologist in private practice in Doylestown since 1987, completed his doctorate in audiology at A.T. Still University in Mesa, Ariz., at the end of October.

Murphy became interested in the profession of audiology in the early 1980s due to his own experience having bilateral sensory hearing loss. In his quest, he also learned about himself, confronted his own disability and wears bilateral digital amplification. Murphy helps patients like himself. He has treated thousands of patients with the goal of providing better hearing solutions.

Rick Welch of Academy Wealth Advisers, Penns Park, will be featured in a special section of the December issue of Philadelphia magazine as a 2016 Five Star Wealth Manager award winner.

"I am truly honored to receive this recognition. To each of my valued clients I would like to express my deepest appreciation for the confidence you place in me each and every day. Without you, I would not be in the position to receive this important recognition amongst my peers," Welch said.

Five Star Professional partnered with Philadelphia magazine to identify and showcase an exclusive group of wealth managers who have demonstrated excellence in their field.

"I founded Academy Wealth Advisers in 2011 with the intention of changing the investment management and financial planning experience. Though I have over 20 years of investing and wealth management experience, my path to today is vastly different than the typical wealth advisor. Each day I rely on my investment expertise and a wealth of successful business building experiences to help our clients fulfill their wealth planning goals. Our slogan is 'We provide clear direction in a world of uncertainty,'" Welch said.

The 2016 Five Star Wealth Manager award winners have been selected for their commitment to providing quality services to their clients. The award is based on an in-depth research process incorporating peer and firm feedback with objective criteria such as client retention rates, client assets administered, industry experience and regulatory and complaint history.

"I see my role as more than just your advisor, but as a partner in achieving your retirement dreams. Working together you can rest assured that I will have an in depth understanding of your vision of what a happy, healthy and prosperous retirement is. Though our approach is a consultative one, this does not mean that the burden of strategizing, preparing, implementing and monitoring an investment plan is a shared one. That is our job," Welch said.

Pennsbury Manor, William Penn's manor home and historic site, welcomed Sarah DiSantis as the new managing director of the Pennsbury Society, Pennsbury's not-for-profit arm.

Pennsbury Manor is administered by the Pennsylvania Historical and Museum Commission in association with the Pennsbury Society.

DiSantis joins Pennsbury Manor and the Pennsbury Society after 10 years as executive director of the Morgan Log House. During her tenure at the Lansdale historic site, DiSantis managed visitor services, operations, staff/volunteer training and increased fundraising, visitation and programming significantly.

"We are thrilled to welcome Sarah to the Pennsbury Manor family," said Ron Schmid, president of the Pennsbury Society's board of directors. "Sarah brings a breadth of experience and boundless enthusiasm. Her managerial ability, extraordinary skill set and drive can take the Pennsbury Society to new heights."