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SECTION D

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Mike Millner, left, and Michael Seltzer unveiled Spinsaver.com on Jan. 23. The web site offers 50 to 90 percent savings at select Bucks County businesses.

Spinning into savings

SpinSaver offers deals from Bucks businesses

David Campbell

A pair of Mikes have a deal for you. Mike Millner and Michael Seltzer launched SpinSaver on Jan. 23. Spinsaver.com is similar to Groupon.com and LivingSocial.com. The difference: SpinSaver's concentration is much more local.

"In our research," Millner said, "we found a lot of people were discouraged by receiving deals from Groupon that were so far away from them. Here, people are receiving deals that are close to them, and the merchants are happy because these are people who are likely to be repeat customers."

SpinSaver subscribers receive a daily e-mail with a deal from a Bucks County business advertising savings of between 50 and 90 percent.

For example, SpinSaver sent out a deal from Dogs and Cats Rule on March 24, offering \$20 in merchandise for only \$10 at three area locations.

"We want to get the best businesses that Bucks County has to offer and feature them on our web site," Millner said.

In its first week, SpinSaver featured deals by noted restaurants Isaac Newton's in Newtown, Francisco's on the River in Washington Crossing and the Logan Inn in New Hope.

Through SpinSaver and its part-

ners, Millner and Seltzer's web site spits out approximately 60,000 e-mails a day to subscribers. E-mails alternate every other day between a featured business and an all-inclusive e-mail with various deals from select advertisers.

"Every day we're getting more and more new people to experience the site," said Seltzer, who has a background in sales and marketing.

Seltzer, a Yardley resident with additional experience in print advertising, partnered with Millner, who grew up in Yardley and has extensive internet experience. They spent nine months getting SpinSaver off the ground.

"Our growth has just been terrific for two months and right on schedule with our objective," Seltzer said.

The bulk of advertisers up until this point have been eateries.

"We want to feature the best businesses in the area and a big part of that is restaurants," Millner said. "We want to encourage people to get out and try them. There are so many great places to eat in Bucks County. So we really focused on some of the more popular places to begin with to kind of help spread the word for us and also give consumers a nice place to try."

SpinSaver and its clients split the revenue when customers purchase a deal.

The hope is the customer returns to the place of business.

"Once they're in there, people usually spend more money or they'll come back or they'll tell other people about it and it spreads the word for their business," Seltzer said.

Five years down the road, assuming spinsaver.com is a success, Millner and Seltzer would like to open up surrounding counties to SpinSaver.

"We want to take one area at a time," Seltzer said. "But right now, we're just totally focused on Bucks County. There are so many people here who would participate in being able to save money right here."

Millner and Seltzer recently joined the Central Bucks Chamber of Commerce and look forward to extending SpinSaver's reach, which, until this point, has mainly been in Lower Bucks with a few pockets in Central Bucks County. They'll reach out to Upper Bucks in time, too.

"Our goal would be to take Bucks County and generate as many consumers to be part of our membership," Seltzer said. "There is no cost for the membership so that our business owners can maximize what they're looking for and the consumers have an opportunity to take advantage in a difficult economy of saving 50 percent or more on everything they buy through our site."

Noteworthy

Robert J. Haurin, of counsel to the Weinstein Firm, recently served as a panelist at a program, "Social Media and its Impact on the Legal System," which was part of the annual Law and Society Week at the Community College of Philadelphia.

A resident of Ivyland, Haurin's legal career of nearly 20 years has focused on representing employers in work-related matters.

He is active in the Lower Bucks County Chamber of Commerce, serving as a member of its Government Relations Committee.

Chief investment officer **Richard M. Welch Jr.** announced the recent opening of Academy Wealth Advisers.

"Together with my brother and shareholder, Robert J. Welch, we have more than 20 years of investing and wealth management experience," Welch said. "Our success as both business owners and real estate investors dictates that we have our own investment plans which are founded upon solid principles, have an adaptable and easily understandable framework and embody commonsense investing philosophies."

Headquartered in Bucks County, Academy Wealth Advisers assists clients in identifying investment goals and objectives, risk tolerance and an investment time horizon.

Greenwood Racing, owners and operators of Parx Casino and Parx Racing in Bensalem, announced the appointment of **Anthony Ricci** to the position of chief executive officer.

Ricci, a Philadelphia native, joined the Greenwood team in 1993 as chief financial officer. Over the past 18 years, Ricci has been deeply involved in all financial and operational aspects of the company, and has played an integral role in the company's success.

Ricci will be responsible for the management of all Greenwood operations, including Parx Casino.

Moore Cleaning announced that effective April 2 its offices will be relocating to Penns Court, 350 S. Main St., Suite 209, Doylestown.

Moore Cleaning has been serving businesses in Bucks and Montgomery counties since 1989.

Krista P. Harper of the Bucks County regional law firm Curtin & Heefner has been named among the Mid-Atlantic region's Legal Elite by readers of SmartCEO magazine.

Each year, SmartCEO polls its readers to compile a list of the area's Legal Elite—the top "go-to" business law attorneys upon whom CEOs and other corporate executives rely for handling their crucial business needs.

A partner with Curtin & Heefner, Harper focuses her practice on business and real estate law.

She represents clients in major transactions such as the purchase or sale of businesses and the acquisition and development of real estate.

Harper serves as vice chairperson of the Bucks County Historical Society Board of Trustees and is on the Board of Directors of the Central Bucks Family YMCA in Doylestown.

Jenei & Cohen announced that **Charissa J. Liller** has been named a shareholder and is the first female shareholder of the historic law firm in New Hope.

Liller's focus is in family law and criminal defense based on her experience as an assistant district attorney.

Liller started her career as an assistant district attorney for two years in the Bucks County District Attorney's Office. She then moved to Reading to become an assistant district attorney in the Berks County District Attorney's Office. In 2004, Liller returned to Bucks County and joined a general practice firm in Newtown where she practiced criminal defense and family law prior to joining Baldi & Jenei, now Jenei & Cohen.

Calendar

Financial advisor Harvey C. Sacks will host a seminar, "Strong Women, Powerful Financial Strategies," at 5:30 p.m. Wednesday, **April 4** at the Frenchtown Inn, 7 Bridge St., and at 5:30 p.m. Tuesday, **April 10** at the Brick Hotel, 1 E. Washington Ave., Newtown. At the April 4 seminar only, Deborah Lukens will give a presentation at 6:15 p.m. on empowering women. Guests will learn ways to gain control over their financial situation, protect the people and things they love the most, and make informed financial decisions. Dinner will be provided. Call 908-788-2999 to make a reservation.

Upper Bucks Chamber plans business expo

The Upper Bucks Chamber of Commerce's annual business expo is Tuesday, April 24, from noon to 5 p.m., at the Quakertown Community High School, 600 Park Ave., Quakertown.

"Made in the USA Starts with You" is the expanded message of "keeping it local" with special recognition of the manufacturing sector in the local business community.

The Upper Bucks Chamber of Commerce business expo is open to the public and admission is free.

Highlights of the day include more than 100 exhibitors, an opportunity to make business connections, samplings from local restaurants, a Best of Upper Bucks prize drawing, and a live broadcast with Darryl Berger of WNPV Radio 1440, from noon to 1 p.m.

"This event continues to improve each year, and the community has really embraced it. It's a great opportunity for local businesses to promote themselves, their products and services, but it's also a chance for those attending to have some fun and food while introducing themselves and networking with literally hundreds of people over the course of one day," said Tara King, UBCC executive director.

If you are interested in exhibiting at the April 24 business expo or would like information about how you can get involved, contact the chamber office at 215-536-3211 or e-mail info@ubcc.org. Space is limited. Registration deadline to exhibit is Friday, April 13.

Entrepreneur directs web deals to area

Ryan Spreen liked the idea of the high-value discounts offered at group buying sites, but was frustrated at how many deals were just not relevant or convenient to where he lived.

And he preferred to support the local economy whenever possible.

Spreen, based in Flemington, N.J., saw an opportunity to take the trend for group buying to the local level.

Last May, he launched HunterdonBucks, a locally-based group buying web site



Ryan Spreen and Robin Hepp of HunterdonBucks, which launched in May.

that partners with local businesses and provides relevant deals to local residents.

The web site launched its first deal for Giuseppe's Pizzeria in Lambertville, N.J. The offer provided two pizzas for the price of one and consumers were allowed to buy up to three coupons to use once a month.

In the past year, there have been more than 25 deals and the number is growing.

A new deal is sent weekly, but as the business grows, Spreen hopes to send them daily.

BPW members discuss state convention

The main focus of the spring District XI meeting of the Business and Professional Women (BPW) was the upcoming BPW Pennsylvania State Convention held June 14 to 17 in Canonsburg.

District XI will handle hostess duties for the convention, with each local organization assuming responsibility for aspects of the event. The five local organizations making up District XI are Central

Montgomery, Conshohocken, Souderton-Telford, Quakertown and Upper Perk.

Local projects discussed at the March 24 meeting at McCoole's in Quakertown included Upper Perk's Women's Expo, taking place in East Greenville on March 31; Souderton-Telford's fashion show on April 21; and Central Montgomery's 85th anniversary celebration on May 19.