

Bed and Breakfast Inns in New Hope PA

The Wedgwood Inn

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Intro to Tourism and Hospitality

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An Introduction to the Bed and Breakfast Business

It all begins when you take exit 51 from route 95 and turn left onto Taylorsville Road. A winding road that takes you ‘through the woods heading to grandmother’s house’ and you find yourself beginning to relax. You catch an occasional glimpse of the Delaware canal off to your right. You follow Taylorsville road all the way into the village of New Hope. Nestled along the banks of the Delaware River, New Hope is a sophisticated yet country - casual setting filled with unique shops, boutiques, restaurants, The Bucks County Playhouse and plenty to do for every age and preference. They have festivals planned throughout the year and it seems like there is always something going on in the town. BedandBreakfast.com lists 10 B&Bs for this popular destination spot, plus several more in adjacent areas. I am sure there are many more. I would like to tell you about two of these Inns and the people that own and/or manage them.

We travel past the Playhouse and we take a left onto West Bridge Street until you arrive at number 111, The Wedgwood Inn, on your left. The Inn is blue and white to reflect its namesake of Wedgwood art.



The Wedgwood is a Victorian built in 1870 and was being operated as an inn when it was purchased. Carl and Nadine Glassman have been hosting guests since April 1982 and are now celebrating thirty years here. The inn is a "collection" of three 19th century houses, each with a Resident Innkeeper. The owners (Carl, Nadine and daughter Jessica) live in their own home in the back of the 2 1/2 acre property with their dog, Tootsie. Their story combines career changes, historic preservation, community participation, and a true interest in people, antiques and entrepreneurship. Carl is willing to advise aspiring innkeepers and runs his own Apprentice training program and is the co-author of the book How to Start & Run Your Own B&B Inn.

They have a nice parking area beside the Wedgwood which performs all the guest check-ins. The Aaron Burr house is across the street and the Umpleby house is right next door with a short path leading from the parking area. I have arrived a bit early so I have the opportunity to look around at my leisure and enjoy the view of the back garden. While I am in the car park Judy, an employee, comes out to greet me and offers me a tour of the inn. There is Wedgwood bone china on the tables, with earthenware containers, jars and plates scattered throughout the inn. There are 3 hat boxes stacked in a corner with the art of Wedgwood. Carl will reveal later that sometimes a previous guest will send them a Wedgwood piece they have come across in their travels.

The parlor and the dining room at The Wedgwood Inn :



Welcoming refreshments and home baked goodies are served on your arrival and are available to you all day long. An Afternoon Tea, hosted by your innkeepers, is also served on Saturdays. Days begin with a generous home baked breakfast and end with a tot of Carl's secret-recipe Almond Liquor and chocolates at your bedside. Coffee is available at 7 am and breakfast is served daily from 8:30 - 9:45 am – on Wedgwood china in the expansive Breakfast Room and on their covered Victorian Porch. You may request Breakfast be delivered to your guest room or to your private porch (with advance notice) and an early Breakfast Tray can also be arranged in advance. While I am conversing with Judy, the phone rings several times with potential guests inquiring for room availabilities and bookings. Wedgwood believes in having direct contact with a potential customer, and if they are unable to accommodate someone they can suggest a neighboring B&B that may suit the customer's needs. Carl has founded a Bed & Breakfast association currently consisting of 42 businesses that can help to support and learn from each other.

Apart from the dining tables is an area dedicated to coffee table books featuring Bucks County and the local history. There are brochures of local attractions and also a small fridge sporting a sign "For Guest Use", they provide a dedicated pantry and host business meetings and special events.

The Wedgwood combines Victorian splendor with such modern amenities as 2 person Jacuzzi tubs, Fireplaces, and complimentary wireless internet connections in the rooms as well as throughout the inn. Their rates range from \$95.00 to \$325.00. The Wedgwood has 8 guest rooms, 2 with King size beds and 6 have queen sized beds. All eight guest rooms have private bathrooms, fireplaces, Cable TV, In-room Telephones and Voicemail, heat and air conditioning. Four rooms have Jacuzzi tubs and 3 have private porches. All three inns are hard-wired with Fire

Alarms monitored by a Central Station. The rooms are all lovely, clean and tastefully decorated. All of the stenciling has been done by local artists.

A sampling of the available rooms in The Wedgwood Inn :



The televisions are discretely nestled behind doors of custom built cabinets. With three Inns offering 26 rooms in which to provide accommodation, they try to match the rooms to the needs, comforts and desires of the guest. They serve both corporate and leisure travelers. Seventy five per cent of business travelers are women and they tend to prefer the ambiance and personalization a Bed & Breakfast can provide. They can feel both safe and comfortable.

Carl and Nadine Glassman in front of the Wedgwood Inn:



I find Carl and Dinie to be very warm and genuine. Carl also has an air of professional authority that 30 years in the business will endow. The web has expanded their customer reach and has resulted in many international guests staying with them as they can attain a much better feel for the local culture with local people to talk to. There exists an extensive amount of information about them and all 3 inns on their web sites. They have always relegated only a small amount of funds to advertising allowing for word of mouth and their actions and involvements to speak for their establishment and services. They prefer to re-invest their monies back into the inns and into training and support for their staff. They have also avoided the marketing trends like aerial photos and wide angle shoots. Sticking to the basics and focusing on the service has proven to be successful for them. Thirty years of growth and accomplishment proves his marketing strategies. A major part of their success is attributed to Dinie (family name for Nadine pronounced Deeny) and him working as a team, focusing on what they are good at. If there is something neither is comfortable doing, they will hire the right person for the job so that it is done well. Ninety five percent of successful innkeepers are working in pairs, whether married, siblings or friends. One can be up early and the other can be up late and neither will be burning their candle at both ends. On average you will work about twelve hours or more a day. Having a support group in the area consisting of friends, family and reliable references for advice are invaluable. This is how they coped in the early years of their start up.

You have to be able to talk with people and you need to be a good listener. Always keep your eyes and ears open for improvement. Don't be afraid to solicit criticism as it can only make you better at what you do. There are career paths with inn-keeping; you don't have to own your own. There are both full and part time work, straight eight hour shifts. You can eventually manage a business for someone else. Residents may be involved with the operations or just "sleep" on

premises. You can even lease an inn. All of this is good experience that banks will be looking for if you ever do decide to own your own. Carl runs an apprentice program to offer practical hands on experience and will take you through an entire week or more. He cautions that not all people are cut out to be inn-keepers and this is a great way to find out before investing a lot of money.

I'm very happy to have had the opportunity to meet with and interview both Kathy and Carl and have hopefully learned a bit about the B & B business. Although the Stephan House and The Wedgwood Inn are very different in appearances, they are both very similar in their feel as they strive to make the guest feel both welcome and comfortable. One of the advantages of a Bed & Breakfast is having the freedom to be creative with the décor and your marketing strategies but it really is all about the service. Both of these establishments excel in service and strive to make their guests comfortable and happy. I would heartily recommend either place to my friends and family. I will admit that I am curious about the almond liquor Carl makes, hoping to someday have the chance to try some. I will be returning to the Wedgwood for a signed copy of his book. I hope that I have portrayed both establishments accurately and fairly as well as doing them justice.

Views along New Hope's West Bridge Street :



