



The Penny Farthing Commuter is launched!

You know how the saying goes, right? “The future has a way of happening unexpectedly.”

I'm sure not everyone has heard that before, but the phrase stuck with me due to it's Yogi Berraish quality. I'm not sure where I heard it, so I can't cite a source for now.

Nevertheless, it describes the way the blog began...arriving without warning, when least expected. At least that's the way it feels when you're focused on so many different things. In reality, the blog had been in the planning stages for months, and existed as a developing idea I kept chipping away at in my mind. It was simply a matter of time before it took off.

WordPress, the host of [The Penny Farthing Commuter](#), was in my sights for the better part of 2009. I had first been introduced to it through one of my social networking groups called [Biznik](#); and specifically through [Bob Dunn, a local WordPress guru](#). His workshops played an instrumental role in familiarizing me with the potential a business blog can provide.

Juggling all the various responsibilities of running a business as a solopreneur, I “assigned myself” the job of launching the blog after the beginning of 2010—I just wasn't sure of the specific date I'd get it off the ground. At the beginning of the year, I was out of town for a few days, which got me thinking and eventually ushered in the desire to report from abroad (I saw a conference arriving in May and wanted to be prepared). So I decided I'd try to set up the blog through WordPress.

My main concern was its appearance, in that I wanted the design to fit in with the theme I have for the website. After some tinkering, I think I'm happy with the results...considering it's hosted off-site and free, I really can't complain.

Be sure to check out [The Commuter](#) and return regularly! 📌

Funny Blog Names to Spin a Story

As soon as I started into the setup process for the layout of the new blog on WordPress, I had to conjure up a name for the thing...it's one of the first questions you're asked when working through the setup with a blogging host. So...what in the heck is it to be called?

As I was staring at the blog title field on [WordPress.com](#) thinking of a name, [The Penny Farthing Commuter](#) turned out to be the pick of the lot. That was easy now, wasn't it?

Once again, Dexter's influence took over. Yes, we're becoming a bit predictable around the office...it's so easy! We want to accomplish a different feel, or “spin” on the blog (Get it? A penny farthing's wheel spins? Yeah...anyway.), in an effort to differentiate it from this newsletter.

We see *Dexter's Corner* as focusing more on the big events and goings-on with Top Hat Word & Index. In some ways, it can be seen as a growing body of work not to simply inform clients and curious parties about the company, but also as a journal to benchmark goals and accomplishments as they unfold. As the archives grow I can see myself referencing newsletters from the past to remind and perhaps inject new ideas with a historical context.

The Penny Farthing Commuter is intended to be a bit more freeform, with a focus on smaller subject matter and events as they unfold. For those who have followed the evolving web technologies such as blogging, [wikis](#), and [You Tube](#) know—especially those who recall the focus on bloggers in the 2008 political cycle—the “blogosphere” takes on a certain form of the media, like an army of eyes and ears on the beat reporting from the woodwork.

I see a business blog as really no different. I plan on giving my own take and reactions to experiences and things I see, like a reporter on the beat. Expect plenty of anecdotes.

Part of the story behind the “Top Hat” portion of the company name involves a nod to the [City Beautiful Movement](#) of the late 19th Century, being that Paul's background is in city planning. While top hats were part of men's formal dress during this time, the penny farthing (referred to as a “big wheeler” or “ordinary” at the time, and in current times as a “grandfather bike”) was a typical sight around town as a common mode of transport.

Dexter is a man from the times of City Beautiful...an era where the automobile hadn't taken hold yet, and trolleys moved folks around in our urban centers. City halls and monuments from those times were built of marble and granite—literally built to last for generations—and those that we've decided to preserve still stand today. While carrying the classic look and style of those times around town on his ordinary (which he also commutes to work on), Dexter serves as eyes and ears to all that's happening with the company and his adventures. Needless to say, that leaves plenty of room for anecdotes.

Next time you see him riding around town, be sure to say hello to the penny farthing commuter...or [drop him a line!](#) 📌

To see additional issues of the newsletter, visit [Dexter's Corner](#) to find tidbits on each edition—and then simply click to read!

Visit the [Top Hat Word & Index website](#) or contact us at info@TopHatWordandIndex.com with any questions or inquiries.

The man himself... caught in the act!



There he is! What a happy fella...what can we say? He inspires us.

It's worth mentioning that his “ordinary” as he refers to it, an 1890s-style big wheeler (or penny farthing), is part of the influence for the name of the new company blog [The Penny Farthing Commuter](#).

However, it's the rider who makes this classic mode of transportation come to life. Considering the advanced skill set Dexter has portrayed orienting himself with his big wheeler, and how it's his eco-friendly mode of getting to work, we're impressed. 📌

You can find out more [about](#) Top Hat Word & Index by visiting the website, where you can also see samples for [indexing](#), [technical writing](#), and [editing](#). In addition, check out client comments at the [testimonials](#) page!



Why WordPress?



After considering various publishing platforms for the blog, WordPress won out for its features, flexibility with design, and usability.

The theme being used is “Vigilance,” one of many creations from [The Theme Foundry](#). It allows for customization of the blog, so it echoes the same colors of the website and closely resembles it's layout as well. 📌