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SAVE THE DATE!



EXETER AREA
CHAMBER OF COMMERCE

2022 COMMUNITY AWARDS

2022 AWARD APPLICATIONS ARE OPEN NOW!

Nominees are being accepted for the following categories:

- Main Street Award
- Business of the Year
- Non-Profit of the Year
- Citizen of the Year
- Edward Pease Excellence in Education

The deadline for applications is Friday, February 18, 2022

CHAMBER HAPPENINGS

JANUARY 2022

Tuesday, January 18, 5:00 - 7:00 pm

Business After Hours @ Betty LaBranche
Real Estate
115 Water Street, Exeter, NH

Monday, January 24, 11:00 am - 12:15 pm

ChamberConnects Speed Networking on
Zoom

LOOKING FORWARD

Tuesday, February 1, 7:30 - 9:00 am

Morning Mixer with Bodywise Physical
Therapy & Rejuvenations Professional
Massage held at Rejuvenations
1 Hampton Road, Suite 304, Exeter

Wednesday, February 9th-Fast Track

Member Orientation, 8:30-9:30 am
Zoom Meeting

Tuesday, February 15

Business After Hours

Monday, February 28

ChamberConnects Speed Networking



PRESENTED BY:



2022
Great Bay
**FOOD TRUCK
FESTIVAL**

MAY 7 12-5 PM



MEMBER NEWS

2021-2022 LEADERSHIP

Board of Directors

Officers

Linda Horne, Chair
Mary Kay Cosmetics

Devin Oot, Vice Chair
WIN Waste Innovations

Elliot Evans, Secretary
Edward Jones

Joanna Bramer, Treasurer
Lighthouse Advisory, LLC

George Soderberg, Past Chair
Hay Creek Hotels

Directors

Rachael Ela
Cambridge Trust

Rob Ficara
Exeter Bowling Lanes/Shooter's
Pub

David Fittro
Exeter Health Resources

Patrick Garrity
Phillips Exeter Academy

Kelly Hutchinson
Partners Bank

Melissa Koren Wilson
Melissa Koren Photography
You're a Big Deal Brand Strategy

Karyn Krause Cumberland
sklawyers

Matt Labbe
The Rowley Agency

Kimberly Merrill-Wood
Tobey & Merrill Insurance

Kimberly Myer
Southern District YMCA

Pearla Phillips
Resiliency in Motion

Honorary Directors
Russ Dean
Town of Exeter

Aimee Gigandet
Newmarket Parks & Recreation

Seth Hickey
Stratham Parks & Recreation

David Ryan, Ed.D
SAU 16

Staff

Jennifer Wheeler
President

Bobbi Vandenbulcke
Director, Member Partnerships

Kim Lindquist
Director, Events & Marketing



Exeter Festival of Trees Raises \$45K for Community Children's Fund

The 23rd Festival of Trees raised more than \$45,000 for the Community Children's Fund to give the gift of warmth this holiday season. The funds will be used to provide local families in need with vouchers for brand new winter clothing and bedding.

For the first time, the silent auction of the 50 decorated Christmas trees was done through an online bidding site.

Almost \$16,000 was raised through the online silent auction.

Festival of Trees committee member Linda Safford, who managed the "BetterWorld" bidding platform, said the feedback she received at the event was all positive.



SELT Receives \$150K Grant

The Southeast Land Trust of New Hampshire received a \$150,000 grant to purchase and conserve the 32-acre Gaziano Tract in Newmarket, a critical addition to the Piscassic Greenway network of protected lands. The grant was from the New Hampshire Land and Community Heritage Investment Program (LCHIP).

The Gaziano Tract represents the last unprotected land on the unmaintained portion of Neal Mill Road in Newmarket. With more than 1,700 feet of shoreline along the Piscassic River and prime wetlands, keeping this land undeveloped helps protect Newmarket's public water supply in addition to the water quality of the river and Great Bay. The land lies entirely within N.H. Fish & Game's Wildlife Action Plan, making it a crucial habitat for rare wildlife species.

In addition to the LCHIP grant and incredible donor support, the town of Newmarket contributed \$75,000 towards the purchase and the N.H. Department of Environmental Service awarded a grant from the Drinking Water and Groundwater Trust Fund. The Southeast Land Trust of New Hampshire will manage the land as part of its ongoing stewardship of the now 4692-acre Piscassic Greenway, of which the Gaziano parcel is a permanent addition.



NH SPCA in Stratham Unveils \$6 Million Expansion

By Alexander LaCasse, Portsmouth Herald

Lisa Dennison, executive director of the New Hampshire SPCA, remembers when a line of cars with pet owners had to wait to take advantage of the animal shelter's rabies clinics at its small facility.

Now the SPCA has unveiled a \$6 million expansion and renovation of its Stratham campus, including a full veterinary clinic offering low-cost veterinary services, such as spay and neuter procedures, vaccinations and dental work. The services and facilities are greatly expanded from the old days.

With some remaining work still to be completed, such as the delivery of some new cages that were delayed due to supply chain issues, Dennison is looking ahead to have the facility running on all cylinders before next year's 150th anniversary. New features include a new equine center and horse barn, a new community meeting space, an aviary, a new HVAC system, a fire sprinkler system in the cat and dog kennels and more holding areas for cats and dogs transported to the shelter. Visitors to the shelter will see the "catio" in front with windows looking out to the main parking lot for the cats to enjoy a view and the sunshine.

Dennison said the expansion is the culmination of eight years of strategic planning, the creation of an endowment and property acquisition from abutters at 102 and 108 Portsmouth Ave., which expanded the SPCA's campus from six to 15 acres.



NECU Welcomes Becker to the Team

Northeast Credit Union recently announced the appointment of Steve Becker as the Vice President of Financial Planning and Analysis. Becker brings a wealth of experience and is tasked with maintaining the credit union's strong financial stability as it pursues dynamic growth strategies.

Susan Hannigan, Senior Vice President, Chief Financial Officer noted that she's thrilled to add Steve to their experienced leadership team. She said he brings an abundance of industry knowledge with him and a dedicated work ethic and has a strong passion for the credit union movement and a desire to help drive the credit union's growth. Becker's character, commitment, and knowledge will serve as great assets to Northeast.

MEMBER HAPPENINGS

OUT AND ABOUT

December's Member happenings included plaque presentations to some of our newer members, Sherwin Williams and NH Rocks as well as a holiday gathering for the Ambassadors and Board of Directors followed by December's Business After Hours hosted at the 110 Grill in Stratham, NH.



December MEMBERSHIP

NEW MEMBERS

**The Growth Coach
of Southern NH**
thegrowthcoachsouthnh.com

Austin17House
austin17house.org

Optima Dermatology
optimadermatology.com

RENEWING MEMBERS

- 110 GRILL
- E&M Consulting, Inc.
- Just Calm Down Skin & Nail Studio
- Laney & Lu
- Lighthouse Advisory, LLC
- The Loft
- Miss Exeter Scholarship Organization
- Netria Corporation
- The Right Transition LLC
- Seacoast Mental Health Center

MEMBERSHIP MILESTONES

WE'D LIKE TO TAKE A MOMENT TO RECOGNIZE THE FOLLOWING BUSINESSES THEIR CONTINUED PARTNERSHIP WITH THE CHAMBER!

Celebrating
25 YEARS
COAST

COAST bus routes connect in and between a total of thirteen communities in Seacoast New Hampshire and southern Maine.

Celebrating
10 YEARS
Fisher Cats

Granite State's premier pro-baseball destination for affordable family-friendly fun and a bastion of leadership within the local and regional communities.

HOSTS WANTED

WANT TO GET MORE PEOPLE INTO YOUR BUSINESS THIS YEAR?

Consider hosting a Morning Mixer or Business After Hours in 2022.

Email Bobbi Vandenbulcke, Director of Member Partnerships, at bobbi@exeterarea.org to learn more!



FROM THE CHAMBER OFFICE

A LETTER FROM OUR PRESIDENT



2022 AND BEYOND

New Year, New Newsletter!

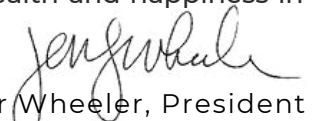
Welcome to 2022, and Welcome to our new-and-improved newsletter!

The holidays can be 'the most wonderful time of the year' filled with revelry, relaxation and reflection- but they can also be a bit overwhelming and filled with parties, proclamations and people. However you spent your holiday, I hope you are rested and ready to tackle the year ahead.

As you turn the calendar to 2022, your Chamber is here with some resources, tools and reminders to help you: a calendar chock-full of business programming, events and opportunities to connect and learn from each other ; an interactive website where our Nonprofit, Bronze, Granite, Silver, Gold Platinum and Diamond members can post information about their business; and a variety of marketing opportunities (including our new and improved newsletter) to help you tell your story.

Please let us know what you think of our new newsletter! And if you have news you'd like to share, please post it as 'News' on your Chamber account or send it to kim@exeterarea.org.

We are grateful for your continued investment in the Chamber- and wish you hope, health and happiness in the New Year.


Jennifer Wheeler, President
Exeter Area Chamber of Commerce



THE CHAMBER BUZZ WITH BOBBI



There's more to business owners than just their business. Join Bobbi Vandembulcke of the Exeter Area Chamber of Commerce as she dives deep into the lives of our community leaders, business owners and town officials.

Learn about how people got their start, what brought them to the Exeter Area, and how they want to be remembered. The Chamber Buzz with Bobbi will give listeners a unique look into the lives of the people who make up our community.

Email Bobbi at bobbi@exeterarea.org if you'd like to be a guest for the podcast.

✧ NEW EPISODES ✧

JOSH LEONARD-CALLING ALL CARGO

TRICIA JONES-NERDSTOGO

MATTHEW SHARLOT-FLYBY CAFE & TAKEAWAY

JASON JONES-IHEART MEDIA

WHERE TO LISTEN



NOT ALL MEMBERSHIPS ARE CREATED EQUAL

Whether your organization is new to the Exeter Area Chamber, or you've been a member for quite some time, it can be overwhelming to know which benefits will work best for you.

We understand that every organization joins for different reasons. The Exeter Area Chamber has a number of advertising opportunities available to members, and we want to make sure you're taking advantage of the opportunities that make the most sense for your organization.

The best way to do this: have a conversation with Kim, Director of Events & Marketing for the Exeter Area Chamber. Kim will listen to what your goals are for membership and will advise on which benefits would work best to achieve those goals.

Email Kim at kim@exeterarea.org to set up a meeting today!

Kim Lindquist
Director, Events & Marketing



MARKETING TIP OF THE MONTH**5 REASONS YOU NEED AN
Email List**

- 01 BUILDING RELATIONSHIPS
- 02 GROWING A COMMUNITY
- 03 DELIVERING VALUE
- 04 MAKING INCOME
- 05 KNOWING YOU ARE ON TRACK

Are you utilizing an email list?

Don't rely solely on social media and/or a web presence to communicate with your customers. Cultivating an email list will round out your digital media marketing approach.

There are a lot of things in life you can't control, but sharing your information with your customers on your own terms is possible!

Other than your website, an email list is the only way to reach your customers on your own terms. And even with a website, they have to come to you. An email? It goes right to them.

There's no "algorithm" to contend with, no worry that your post won't show up in their social media feed, and what if Facebook went down tomorrow for an indefinite amount of time?

There were already a few Facebook and Instagram outages this year - and if your business lives solely on someone else's platform, you're at the mercy of their every whim, update, and downtime.

Don't fret! Take back control!

Do you have an email list? If not, what's stopping you?

FAST TRACK**CHAMBER BENEFIT SPOTLIGHT****Member Information Center**

The Member Information Center is a powerful tool that gives the power to the member. As a member of the Exeter Area Chamber, you have the ability to post your own events and press releases, pay any invoices online, update your business listing, and so much more.

You can also keep in touch with other members and be in the know with what's going on with their organization.

Not sure if you're taking full advantage of the Member Information Center? We're here to help!

Join us for the Fast Track Member Orientation on Wednesday, February 9th from 8:30-9:30am on Zoom. Bobbi will review all of the tools the MIC has to offer.

Can't make it on February 9th? Set up a 1-on-1 with Bobbi that works with your schedule.

Register at exeterarea.org.

COMMUNITY CASH
OUR SHOP LOCAL GIFT CERTIFICATE PROGRAM

Community Cash is the Exeter Area Chamber's Shop Local Gift Certificate program.

Available exclusively online, it can be purchased in \$5, \$10, \$20, and \$25 denominations and then used just like cash at various local member businesses. [Exeterarea.org/community-cash](https://exeterarea.org/community-cash)

Since the program's inception, Community Cash has kept over \$500,000 in our community!

#SHOPLOCAL**A SPECIAL THANK YOU TO OUR PREMIUM TIER MEMBERS**

DIAMOND

**EXETER HOSPITAL**

PLATINUM

**WASTE
INNOVATIONS**

GOLD

**CAMBRIDGE
TRUST**
PRIVATE BANKING · WEALTH MANAGEMENT**FOY
INSURANCE**

SILVER

98.7 WBYY Frank FM | Alnoba
Bodywise Physical Therapy LLC | DTC Lawyers
Eversource | F.H. Cann & Associates
First Seacoast Bank | Newburyport Bank
NextEra Energy | Northeast Credit Union
Optima Dermatology | Partners Bank
People's United Bank | Phillips Exeter Academy
Prescott Park Arts Festival | RiverWoods Exeter
Seacoast Oldies | Service Credit Union
Sherwin-Williams Paint Co.
Sky Coach & Transportation
TD Bank | Team Handyman, LLC
The Word Barn | Townsquare Media | Unital

