



outlooknews

A bi-monthly publication of the Greater Keene & Peterborough Chamber

In this issue

Member Spotlight	2
Chamber Events	3
Member News	6
Chamber News	10
Membership Updates	11
Ask The Expert	14
Community & Industry Events	15

Connect With Us!



LIKE US
[Facebook.com/
GreaterKeeneAnd
PeterboroughChamber](https://www.facebook.com/GreaterKeeneAndPeterboroughChamber)



FOLLOW US
[Instagram.com/
gkpcnh](https://www.instagram.com/gkpcnh)



FIND US
[at GKPC-TV](https://www.youtube.com/GKPC-TV)



CONNECT WITH US
[Greater Keene and
Peterborough Chamber of
Commerce](https://www.linkedin.com/company/greater-keene-and-peterborough-chamber-of-commerce)



GREATER KEENE &
PETERBOROUGH
CHAMBER

Save the Date

47TH ANNUAL
GOLF CLASSIC

Sponsorships Available

Silent Auction & Cookout

Awards & Prizes!

WEDNESDAY
JUNE 22

KEENE
COUNTRY CLUB

\$150 / PERSON \$600 TEAMS OF 4

Sponsorships are going fast and space is limited!

[Click here](#) to register a player and view open sponsorship opportunities

Member Spotlight



Play, imagine, learn. These three words are the foundation of the Cheshire Children's Museum. Offering hands-on learning experiences that spark the imaginations of children, inspiring them to learn more about the world and communities they live in.

Established in 2012, the Cheshire Children's Museum holds a special place in many hearts and minds for New Hampshire families, as well as neighboring states. For 10 years the museum has been a place where our youngest community members are encouraged to be curious, invent, explore and grow. Deb Ganely, the founding director identified that such a place was not offered in the Monadnock Region. It was her dream to create a destination dedicated to children and their families. Since conception, the Cheshire Children's Museum has moved twice as it continued to grow. Currently, 149 Emerald Street is home. Spanning over 5,000 square feet, the museum can host up to 140 visitors at any time.

Prior to the pandemic the museum welcomed over 31,000 visitors annually. Everything changed the spring of 2020. For two years the museum sat quiet — no more special events, programs, birthday parties, or gatherings. Spending a morning or afternoon watching your child run around, touching everything was the last thought on everyone's mind. As time passed the community began to wonder what would happen to such a special place that once brought so much joy and happiness.

In January of 2022, the museum hired a new Executive Director. The time had come for fresh energy and ideas to rejuvenate the space. Alexa Plewa is a native of New Hampshire and lives locally with her husband and two young children. She graduated from Keene State College in 2007 with degrees in Elementary Education and English. Prior to joining the museum,



Alexa Plewa, the museum's new Executive Director

Alexa has worked as special education teacher, curriculum and program directors. Her knowledge of Early Education practices as well as program development makes her the perfect candidate for this role.

The museum is in a period of transformation and growth. "It is my goal that together as a community we create and execute a five-year strategic plan to buy or build a new home for the museum," says Alexa. "Constructing a state-of-the-art facility that not only continues to build upon the foundations of the museum, but permits it to continue to expand alongside technology and innovation".

Looking to find long-term community partnerships with local businesses, organizations, and individuals you will often find Alexa talking to anyone who will listen and connecting with as many people as possible. "Our vision for the future of the museum will be difficult to execute, but I truly believe that the community will support and rally behind it. We are also actively looking for local artists to create new artwork, murals and sculptures.



So much fun to be had at the many interactive exhibits.

On Sunday, March 13th, Cheshire Children's Museum will be hosting their 3rd Annual 5K Shamrock Shuffle. This fundraiser is the first effort to raise capital to support these new initiatives as well as rejuvenate their current space. If you would like to register for the race please visit, <https://runsignup.com/Race/NH/Keene/ShamrockShuffle3.com>. The museum will also be open as a ticketed event by reservation only. Don't want to race but would still like to support the museum? Please visit www.cheshirechildrensmuseum.org or call Alexa at (603) 903-1800 to make a direct donation.



Chamber **Events**

April Chamber Night Out — Yankee Lanes

April 25, 2022

477 Park Ave, Keene • 5:30 - 7:30 pm

Bowling & Beer!

Tap into your bowling tournament skills at Chamber Night Out for “Beer ‘N Bowl” with Yankee Lanes. Assemble a team of 4 for \$100 (or \$30 individually), and join us for an evening of competition, mingling and even a 50/50 raffle! A free beverage ticket and bowling shoes are included.



To register for Chamber Night Out:

- visit <https://business.keenechamber.com/events/calendar>
- call 603-352-1303
- email info@keenechamber.com

If you have an idea or would like to host a Chamber Night Out, email info@keenechamber.com. Chamber Night Out events are open to the public, charge a set fee, and provide attendees an activity or experience beyond the usual networking event.

March Business After Hours — Froling Energy

March 16, 2022

20 Manchester St, Keene • 5:30 - 7:30 pm

Join us for a Business After Hours hosted by Froling Energy in Keene, NH.

We will get a fascinating tour of Froling’s biomass heating system. There will also be delicious food and drink options from Elm City Brewing.

**FROLING
ENERGY**
BIOMASS BOILERS • SERVICE • FUEL



April Business After Hours — Colonial Theater

April 20, 2022

95 Main St, Keene • 5:30 - 7:30 pm

Save the date – Details coming soon!

COLONIAL



To register for Business After Hours visit <https://business.keenechamber.com/events/calendar>, call 603-352-1303, or email info@keenechamber.com.

Chamber Events

Thanks to everyone who hosted and attended our January and February events!

Chamber Night Out at Laughing Gull Seafood & Burger Bar

photos by Lisa Scoville Photography



Chamber Night Out at Everglow Wellness

photos by Amman Acres Photography





We are proud to support the work of the Greater Keene Chamber of Commerce.

Mascoma Bank is different by design.

As a 123-year-old mutual bank and a Certified B Corporation[®], we strive to use business as a force for good.

We invite you to discover the difference banking with us can make.



**Mascoma
Bank**

COMMUNITY FIRST
SINCE 1899



888.627.2662 ■ [mascomabank.com](https://www.mascomabank.com)

Member News

Northeast Delta Dental President & CEO, Tom Raffio, recently released *Prepare for Crisis—Plan to Thrive, The Inside Story of How One Company Did It Right*, a book he co-authored with Diane Schmalensee, President of Schmalensee Partners.

Raffio said, “I wrote this book for current and future leaders to share the story of how Northeast Delta Dental was challenged by the COVID-19 crisis—yet thrived in terms of its reputation, operational quality, and market position—to offer hope and guidance so other organizations can do the same.” The book suggests how to build a strong foundation based on best management principles before a crisis, how to use that foundation to act wisely during a crisis, and how to renew the foundation with lessons learned emerging from a crisis. An appendix gives examples of messages to key stakeholders.

Prepare for Crisis is available at two independent bookstores, Gibson’s Bookstore in Concord, Bookery in Manchester, and on Amazon.

Community Volunteer Transportation Company (CVTC) has been awarded \$60,000, evenly spread out over three years from the New Hampshire Charitable Foundation’s Community Grants Program. This competitive, multi-year grant supports the general operating expenditures which allows CVTC to remain ready to serve the unmet transportation needs of Monadnock Area residents. CVTC serves 34 communities including all of Cheshire County and 11 towns in Hillsborough County by providing “no-fee” rides to essential services (health care, grocery shopping, pharmacy, post office) through the kindness of vetted, volunteer drivers.

Upon receiving the grant, Ellen Avery, Executive Director of CVTC said, “Being on the receiving end of the Charitable

Foundation’s acknowledgement of CVTC’s impact is quite a distinction. We thrive in this partnership as the grant is unrestricted and allows us the flexibility to direct funds where most needed. It is a win-win!”

This grant was made possible by gifts from the following New Hampshire Charitable Foundation funds: A. Erland and Hazel N. Goyette Memorial Fund, Community Crisis Action Fund 2021, and the Delphinium Fund.

www.cvtc-nh.org

SERVPRO of Cheshire County and SERVPRO of Windham & Windsor Counties



are pleased to announce the addition newest team member, Scott Wade. Scott joins us in the role of Project Manager. He will be inspecting, estimating, and overseeing projects for our clients from emergency restoration to professional cleaning services.

Originally from Alstead, Scott currently resides with his family in Charlestown, NH. Scott brings with him an extensive background in home inspection, a keen knowledge of building construction, and a strong familiarity of our vast service area. We are thrilled to have Scott as a part of our team. You can expect to see him on a local project soon!

www.servprocheshirecounty.com/

On February 1, 2022 **The Works Café** was named one of QSR Magazine’s 40/40 hottest startup fast casual restaurants in the country.

The article read, “After 30-plus years in operation, The Works Café remains true to its original mission of serving wholesome food, but it’s also ready to enter a new era of growth and evolution.”

Richard French, founder and CEO, has a long history in the food business. He launched Bagel Works, in Manchester, VT back in 1988 after graduating from University of Vermont.



Madeline Elli Photography

Inspired by his love of good food, French has spent more than three decades growing his café concept. With nine locations across the Northeast, including their now open Latham, NY location, The Works Café aims to continue expansion by opening more than a dozen new cafés in the coming years.

“It is an incredible honor to be recognized by QSR’s 40/40,” said French. “The past two years have provided challenges for everyone; however, we did our best to use it as an opportunity for company reflection and growth. It’s a major goal and undertaking to open a café, but we are determined to serve ‘eat well, feel good’ food to as many customers as we can—providing everyone their daily staples at that!” said French.

To read the full feature on The Works Café, head to QSR magazine’s [website](http://www.qsr.com).

The Keene Family YMCA

announced today that they have a new Child Care Services Director. Katie Gregory, who has been with the YMCA Child Care Department since 2008, accepted the promotion on January 19th, assuming the position left vacant by her predecessor, KAaron Brown who had held the role since March of 2020.



“Katie has been with us for almost 13 years,” said Dan Smith, CEO at the Keene Family YMCA. “Over the years, she has advanced her training to become the Site

Member News

Director at the Children's Learning Center, and now we're pleased to offer her this well-deserved opportunity to advance."

Katie replaces KAaron Brown, who announced her departure from the YMCA leadership team in early January. She will be pursuing her Master's Degree in Social Work at Keene State College with a focus on Child Counseling. The move is primarily in response to the growing need for mental health support in our community.

"KAaron's entire tenure with our YMCA has been under the conditions of the pandemic," Smith continued. "She leaves us with a strong legacy of working passionately to keep children and staff safe throughout the pandemic."

The Keene Family YMCA staff is pleased to welcome Katie to the leadership team.

keeneymca.org/

Covenant Living Communities and Services, one of the nation's largest not-for-profit senior services providers, has closed on the purchase of Hillside Village Keene, a Continuing Care Retirement Community (CCRC), in Keene, New Hampshire.

As part of the transition and integration into the Covenant Living organization, the senior living community, located at 95 Wyman Road, is now renamed at Covenant Living of Keene.

"The new name acknowledges the location of this community which opened in 2019, while creating the connection to its new beginning as part of the Covenant Living family," said Terri Cunliffe, Covenant Living president and CEO. "We've had teams in place getting to know and welcome employees into the Covenant Living family. We've also held several town hall meetings with all of the residents providing them with information about our organization. So far, this transition is going very smoothly and we're blessed to be part of this beautiful community."

One hundred twenty-one full and part-time employees have been onboarding and transitioning to their benefits with Covenant Living. Covenant Living of Keene offer the full continuum of care including 141 independent living units, 43 assisted living units, 18 assisted memory care units and 20 nursing care suites.



The regional accounting firm of **Nathan Wechsler & Company, PA** is pleased to announce the promotions of Samantha Henrichon, Brett McConnell, Heather Murphy and Annie Scionti Brett, CPA.

McConnell started at the firm in 2016 and has spent the entirety of his professional accounting career with Nathan Wechsler & Company, PA. Henrichon and Murphy both started in 2017; Henrichon as a summer intern and Murphy as an associate. Scionti Brett joined the firm in 2019 as a senior accountant. Prior to their recent promotions, these five professionals held the position of senior accountant. Each now takes on new responsibilities as supervising seniors.



A 2017 graduate of Southern New Hampshire University, Henrichon earned a Bachelor of Science in Accounting. A year later, she earned a Master of Science in Accounting from the same institution. As a supervising senior, Henrichon performs work for a variety of clients, including accounting, auditing, compliance, financial statement preparation, nonprofit tax return preparation, and special projects.

She specializes in working with nonprofit clients.



McConnell studied at the University of New Hampshire, earning a Bachelor of Science in Accounting in 2015 and a Master of Science in Accounting in 2016. He specializes in working with manufacturing clients and clients in the nonprofit sector. McConnell currently serves as treasurer of the Safe Haven Ballet.



An alumna of the University of New Hampshire, Murphy earned a Bachelor of Science in Business Administration with a concentration in Accounting in 2016 and a Master of Science in Accounting the following year. As a supervising senior, she specializes in accounting, compliance, financial statement preparation, business and individual taxation, as well as employee benefit plan audits.



Scionti Brett earned a Bachelor of Science in Accounting with a liberal studies major in Ethics and Social Responsibility from Bentley University in 2015. In 2020, she earned her CPA designation. Scionti Brett specializes in working with individuals, small businesses, partnerships, and consolidated returns. She is a member of the Connecticut Society of Certified Public Accountants (CTCPA) and is QuickBooks certified.



Stephanie Gray, CPA has been promoted to manager. Gray has spent the entirety of her professional accounting career serving on

Member News

the Nathan Wechsler & Company, PA team. She joined the firm as an associate in 2014 and worked diligently to rise through the ranks. As a manager, she specializes in working with governmental projects, nonprofits, manufacturers, and New Hampshire charter schools.

A 2014 graduate Southern New Hampshire University, Gray holds a Bachelor of Science in Accounting and Finance and a Bachelor of Science in Mathematics. She earned her Certified Public Accountant (CPA) designation in 2018.

Duncan Rae has been approved for his license as a Certified Public Accountant (CPA) in New Hampshire.



A member of the Nathan Wechsler & Company, PA team since 2020, Rae has spent the entirety of his professional accounting

career with the firm. He currently serves as an associate. In this capacity, he performs a variety of work including accounting, auditing, compliance, financial statement preparation, tax return preparation, and special projects.

Rae studied at Southern New Hampshire University, graduating summa cum laude in 2019 with a Bachelor of Science in Business Administration and in 2020 with a Master of Professional Accountancy, also summa cum laude. He is a board member of the New Hampshire Chapter of the Institute of Management Accountants (IMA), a supporter of the Animal Rescue League of New Hampshire, and a regular blood donor.

Nathan Wechsler & Company, PA is pleased to announce the addition of Kimberly Lemieux, CPA to their professional team.

With over six years experience as an accounting professional, Lemieux joins



Nathan Wechsler as a supervising senior in the firm's tax department. In this role, Lemieux performs work on a variety of

clients, including accounting, compliance, income tax return preparation, and special projects. She specializes in working with real estate entities, C Corporations, and high net worth individuals.

Lemieux holds both a Bachelor of Science in Accounting and a Master of Science in Taxation from Bentley University. In her downtime, she enjoys traveling, attending plays, and spending time with family and friends.



Brady Wentworth has been approved for his license as a Certified Public Accountant (CPA) in New Hampshire.

Wentworth joined the Nathan Wechsler & Company team as an intern in 2019 and currently serves as a senior accountant. In this role, he performs a variety of work for clients, including accounting, compliance, financial statement preparation, tax return preparation, and special projects.

Wentworth is a graduate of the University of New Hampshire. He holds a Bachelor of Science in Business Administration with a concentration in Accounting.



INTERESTED IN SUBMITTING CONTENT FOR THE NEXT NEWSLETTER?

Send events, news, and press releases to Emma Armstrong at earmstrong@keenechamber.com by April 21, 2022 to make the May/June issue.



RIVER VALLEY
Community College

Scholarships Available!

CHOOSE COMMUNITY



FREE TUITION for those impacted by COVID-19

If you or someone in your household has experienced a financial loss or increased expenses due to COVID-19, you may be eligible for tuition and fees assistance for the fall semester at River Valley Community College. Apply NOW at rivervalley.edu

In awarding funds, RVCC is subject to eligibility and compliance rules determined at the federal level.

FREE online application at www.rivervalley.edu





C&S receives 100% on the 2022 Corporate Equality Index for second consecutive year

C&S remains committed to fostering an inclusive and diverse environment where every individual is valued – both inside and outside our organization.



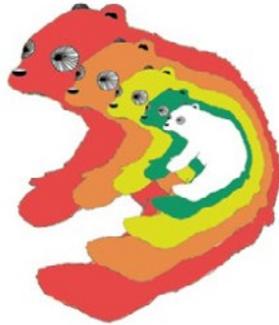
Learn more about our diversity, equality and inclusion mission at:



Bringing Festival Season to the Monadnock Region!

We are very excited to partner with some amazing local organizations hosting events in the Monadnock Region. Keep an eye out for the GKPC Local Crowd Monadnock campaign launching at the end of March to support high quality events that bring in more visitors, increase visibility for our local universities, and maybe even turn some weekend tourists into new employees at our local thriving businesses.

Events we're working with include "The Thing in the Spring" a 4-day music performing arts festival that will be hosted by Nova Arts and held at Brewbakers Cafe. The Thing in the Spring will run from Thursday, May 19 through Sunday, May 22 and feature some impressive musical acts from near and far; check out the schedule and buy tickets [here](#).



We've also joined the Radically Rural planning committee to support this incredibly important local event. We are so impressed with the way the annual summit has grown and created a platform for rural innovators to share ideas and inspiration, and want to bring our connections, reach and member base to their arsenal of resources. So far we've helped facilitate airport shuttles with Thomas Transportation, and will be using the Chamber offices as greeting and information centers for attendees. Want to get involved? They are still looking for [sponsors](#) - don't miss the chance to support this cutting-edge regional event.

Events like these help the Monadnock Region make a name for itself on the national stage and give our communities the chance to showcase what makes us special. Sustaining our vibrant region is going to take a lot of work, and we're so glad to have the chance to support the many forward-thinking organizations that contribute so much.

Regional Issue Series - Workforce Session III

Join us on March 16th for the third session of our Workforce discussions. We have members of our community seeking to enter the workforce, but who may face barriers in doing so. How can employers recruit and support individuals from population groups traditionally overlooked in workforce development efforts? How can we collectively as a region tap into the skills and talents of retirees, individuals with disabilities, those transitioning from incarceration/substance misuse, and others? This session will include a panel to discuss how creating career pathways for all job seekers can benefit workers, employers, and the region as a whole. Details and registration info [here](#).

Chamber Offices

The office in Peterborough is up and running, with phone, internet, remote-ready conference room, and even a dedicated staff member! We are scheduled for a grand opening to coincide with Peterborough's First Friday events in April. Hope to see you there!



Welcome to Peterborough!

Over on the west side, we are all loving the new paint job in the Keene Office, thanks to new member S&S Painting. Every year they choose a non-profit to donate painting services too, and we were this year's lucky winner! Thanks S&S, you've made us all smile (especially the bookkeeper!). Come by and check out our chic new blue color scheme.

Promote the Region Update

While North Star prepares for its March visit to present their research findings to the PTR committee, the team here has been busy connecting with the local community. We attended the Keene State Regional Career & Internship Fair in February to encourage students to start their careers here in the Monadnock region. We highlighted local companies that are hiring entry level positions and outlined the benefits of professional development in a smaller region (faster career advancement, more opportunity for community impact, easier to make local connections). Check out our [YouTube channel](#) to see our student interviews and let their optimism lift your spirits.

Membership **Update**

Welcome New Members — January/February 2022

AMT Productions

Keene, NH

amt-productions.com/

Greg Carlson State Farm Insurance

Keene, NH

insurekeene.com

Runway Fun Park

Swanzy, NH

<https://runwayfunpark.com/>

Cheshire Media Company

Keene, NH

cheshiremediaco.com/

Halliday Real Estate of Bean Group

Peterborough, NH

www.hallidayrealestate.com

S&S Painting and Decorating

Keene, NH

sandspaintingnh.com/

Everglow Wellness

Keene, NH

www.everglow-wellness.com/

Law Offices of Joseph S. Hoppock, PLLC

Keene, NH

www.hoppocklaw.com

Studio 1868

Keene, NH

studio1868.com

Owl Tree Productions, LLC

Peterborough, NH

<http://www.owltreeproductions.com>

WHAT'S ALL THE BUZZ???

Now Offering Drone Services!

SCOTT HUSSEY PHOTOGRAPHY

(603)762-1013 — www.ScottHussey.com — scott@ScottHussey.com

Licensed FAA Part 107 UAS pilot - Fully Insured.

Membership Update

Thank You Renewing Members — January/February 2022

Cheshire Children's Museum	Hubbard Farms	Monadnock Academy of Movement Arts
Cheshire Home Inspections LLC	Jack's Crackers	Monadnock Area Peer Support Agency
Cheshire Wellness Center	Jay Kahn, State Senator	Monadnock Community Early Learning Center
Costello, Valente & Gentry, PC	Katie Sutherland Architect	Northeast Delta Dental
David O'Neil Construction, LLC	Keene ICE	Our Town Landscaping, Inc.
Elm City Church	Keene School District (SAU #29)	Richards Group, Keene
EMF Inc	Liberty Utilities	Shir-Roy Camping Area
Engrave-It / Awards of Keene	Life Safety Fire Protection, Inc	St. James Episcopal Church
EZ-CRETE LLC	Lisa Scoville Photography	Stebbins Spectacular Painting
G.S. Precision, Inc. - Keene Division	Machina Arts	Timken Precision
Greater Monadnock SHRM	McLaughlin Investment Management LLC	Town of Hinsdale
Guyer & Son Roofing	Meals on Wheels	Walmart
Hannah Grimes Marketplace & Center	Mi-Box of Central NH	
Home Builders & Remodelers Assoc. of SWNH	Michael Petrovick Architects, PLLC	

Pssst ... Our special mortgage offer is back!

Save \$1,000 on closing costs* for a home purchase!



At Savings Bank of Walpole, we're offering a great deal on a mortgage that is definitely something to talk about: Save \$1,000 off our already low closing costs* for a home purchase (with NO hidden fees) when you apply between March 1 and August 31.

- Quick, local decision and local servicing for the life of your loan—we'll be here for you after your loan closes
- Unmatched knowledge of our local real estate market
- The best mortgage rates and great customer service from our local home loan team

Ready to chat? Just give a call at **(603) 352-1822**. We'll be happy to help!



NMLS #466063



**Offer expires 08/31/22. Offer applies only to purchase of primary residence, second home, or investment property and does not apply to land purchase, construction loans, refinancing, home equity loans, home equity lines of credit, personal loans or loans brokered to NH housing. The closing cost discount will be applied to the qualifying mortgage loan at closing. Not redeemable for cash value. Loan approval is subject to credit underwriting and program guidelines. Other restrictions may apply.*

Proud to Serve The Greater Keene Community!



TRACY ORKINS, KATE DONATH, MIKE YAROSEVICH, JULIANNE VANCE, JOHN ROUND, MELISSA KRESS, LIZ COPPOLA, ED COPPOLA, JEFF BRUM. NOT PICTURED: SUSAN RIGG, NICOLE MCGRATH AND CHRISTINE FULLAM.

Home, Auto & Business Insurance • Employee Benefits • Retirement Plans

We've got you covered.

“Whether you’re focused on protecting your home, family or business, The Richards Group can help. We have the expertise, insurance markets, technology and local team to protect our client’s interests and provide exceptional service to the greater Keene region.” - **John Round**

Prepare for tomorrow, by contacting us today.



**85 Washington St.
Keene, NH 03431
(603) 357-4512
TheRichardsGrp.com**

Local Experts

Welcome to our new segment - where "Local Experts" share 5 tips in their fields. This month's come from our very own Emma Armstrong - Chamber Marketing Coordinator and Freelance Graphic Designer.

I know it's not exactly the new year anymore but I've been spending an outrageous amount of time reading on my iPad during the cold months and wanted to share some simple marketing trends I'm seeing that you can work into your own marketing materials.

BOLD, SUNNY COLOR & MONOCHROMATIC PALETTES

Color is proven to have an effect on people's mood, and right now we all need all the help we can get! Consumers will be drawn to images that bring a smile to their face. Choose a limited color palette with a mindful color selection — calming green, perky pink, hopeful blue. Don't take my word for it! Tiffany's has just changed their signature brand color to Tiffany Yellow. Even Apple, the king of white, minimal design, is releasing their new products in a variety of fun colors.



Images from Adobe Stock

MOTION Like it or not, our audiences attention is getting harder and harder to capture. Instagram has officially announced that it's moving its resources into video development in an effort to keep up with other social media giants. Your marketing department should do the same. Motion doesn't just mean videos either — moving text and graphics count (now made super easy on [Canva](#)).

NOSTALGIA Gen Z is entering the consumer market and boy, so they have a thing for 90s aesthetic! Additionally, after a couple of really tough years we're all yearning for simpler times... Don't shy away from 80s and 90s inspired designs and campaigns. It's not just my millennial bias showing — [check out](#) Burger Kings recent rebrand!

USER GENERATED CONTENT engage your audience and show them you're listening by delivering your message through more interactive emails. Including polls, surveys, and requests for user generated content gets them interacting with your brand, and makes them feel heard. Additionally, using said content (customer reviews with photos, for example) in your emails adds a personal touch that, again, shows your audience you're listening.

MOBILE DESIGN Not really a trend, but very few businesses should be prioritizing desktop based design (in emails, website) anymore.

LOCAL EXPERTS

Be our next Local Expert!

Send your five tips to earmstrong@keenechamber.com

Award-Winning
Business Coaching
The Team of Connor Business Resources
Supporting businesses with online tools and education

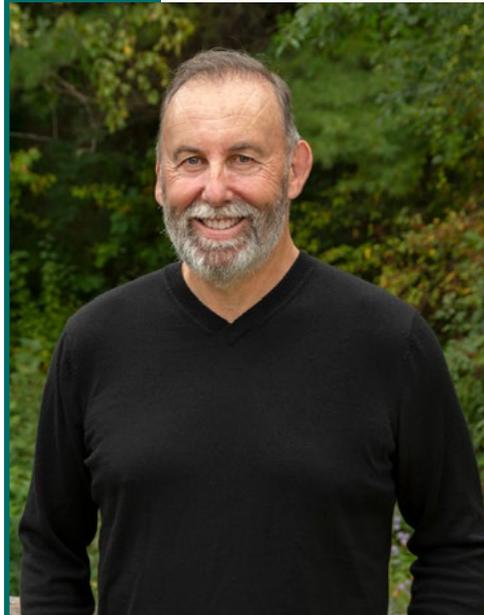


cbr
CONNOR
BUSINESS
RESOURCES

ConBizResources.com • 603.930.8233



Dan Chalifour
Local business leader and
Cheshire Medical Center donor



“Without good health, we really have nothing. That's why I would encourage people to make a donation to the Cheshire Health Foundation of whatever you can afford to promote health and well-being in our community.”

Please join Dan in supporting your local community Medical Center by making a donation today.



To make a donation, visit
cheshirehealthfoundation.org
or call 603.354.6800

Community & Industry **Events**

Chamber Peterborough Office Ribbon Cutting and Grand Opening!

Friday April 1, 2022 @ 5:00 PM - 7:00 PM

45 Main St., Suites 105 and 106, Peterborough, NH 03458

Luca's getting the big scissors out! Join us at the new office at 45 Main St., Suites 105 and 106 (ground level diagonally across from the Townhouse) for our grand opening on April 1, coinciding with Peterborough's April First Friday festivities. Get there early to witness the actual ribbon cutting scheduled for 5:30 p.m., and browse through our new location while enjoying wine, soft drinks, and baked goods made by Saxy Chef. Attendees can also enjoy soft jazz played by local musician, Larry Ahern.

The Chamber will also be featuring the works of local artist Soosen Dunholter, and photographer Geoffrey Settles, in the lobby, where we will regularly rotate work by regional artists.

Racial Equity Growth Plan Session One with Gail Somers

Friday Mar 11, 2022 @ 10:00 AM - 11:30 AM

Virtual Event: Monadnock Food Co-op

[Register Here](#)

Join Gail Somers, local business owner, Diversity, Inclusion, and Racial Equity Community Organizer & The Monadnock Food Co-op for the first of three hybrid roundtable discussions.

Session 1 will address these objectives:

- Educate individuals on Racial Equity common definitions and terms
- To help individuals recognize various manifestations of racism especially structural and institutional racism
- Examine misinformed attitudes, assumptions, and beliefs about people of color and their cultures.
- An open discussion session on Race and Racism
- Share local and/or regional organizations that are engaged in Racial Equity work.
- Includes a resource of Suggested Books, Articles, Videos, Movies, Series.

Alex Minasian Quartet

Friday, March 11 @ 7:30 pm - 9:30 pm

The Park Theatre 19 Main St. Jaffrey, NH 03452

[Tickets](#)

Alex has studied with some of the greatest pianists in jazz history, including Hank Jones, Don Friedman, and James Williams, and has performed in most of the country's most famous jazz rooms, such as Birdland, the Blue Note, Cafe Carlyle, Yoshi's, Bohemian Caverns Iridium, Jazz @Lincoln Center, the Village Vanguard, and the Apollo Theater. He has shared the stage with such legends as James Ingram, Arturo Sandoval, JESTLOVE, Sam Moore, Marilyn McCoo, Curtis Fuller, Hank Jones, and Clark Terry, and with such jazz greats as Brian Lynch, Billy Pierce, Kenny Washington, Annie Ross, Sheila Jordan, Gary Bartz and Hugh Masekela. Currently, Alex is the pianist for Rock and Roll Hall of Famers, Little Anthony and the Imperials.

2022 CSA Fair at the Co-op

Saturday Mar 12, 2022 @ 2:00 PM - 5:00 PM

Monadnock Food Co-op, 34 Cypress St., Keene, NH 03431

Come meet the faces behind your CSA fruits, veggies & more! Although each local CSA farm is unique, they all offer "shares" of locally grown food to community members. There are variations in price, share size, distribution, and plans. Some CSA farms concentrate on vegetable production, while others provide eggs, meat, flowers, berries, and other local products. A CSA membership supports local farms and our local economy.

This year's CSA Fair will take place in our Co-op Meeting Rooms on Saturday, March 12, from 2 - 5 PM.

5K Shamrock Shuffle

Sunday Mar 13, 2022 @ 9:00 AM - 12:00 PM

Cheshire Children's Museum, 149 Emerald Street Keene, NH.

<https://runsignup.com/Race/NH/Keene/Shamrockshuffle3>

On Sunday March 13th 2022, the Cheshire Children's Museum will be hosting our 3rd Annual Shamrock Shuffle. This event is an official timed race as well as fun for the entire family.

All proceeds benefit the museum and will help to rejuvenate the museum, enhance community connections, develop new exhibits and update our operations systems. This event is open to the entire Monadnock Community. It is our hope to create a block party atmosphere with a live DJ, vendors, food trucks and plenty of laughter!

Community & Industry Events

Jaffrey St. Patrick's Day Parade

Saturday, March 12 @ 12pm

Starts at St. Patrick's Parish, 89 Main Street in Jaffrey

<https://www.facebook.com/jaffreystpatparade/>

Join us for the second largest St. Patrick's Day Parade in New Hampshire! It includes fife & drum bands, school bands, floats, marchers, and dancers.

Moonrise Ramble for Families

Thursday Mar 17, 2022 @ 6:00 PM - 7:15 PM

Fremont Field in Peterborough

<https://harriscenter.org/events/moonrise-ramble-for-families>

Come enjoy the moonrise, sunset, and early signs of spring at Fremont Field in Peterborough with Harris Center teacher-naturalist Janet Altobello. We'll rove around the fields, wetlands, and forest using our senses to observe the changes in the land and air as the day turns to dusk. Space is limited and registration is required.

St. Patrick's Day w/ Ishna at NovaArts

Thursday, March 17, 2022 @ 7:00 PM - 10:00 PM

Brewbakers, 48 Emerald St., Keene, NH, 03431

<https://www.novaarts.org/events/ishna>

This St. Patrick's Day, celebrate with the contemporary Irish folk band, ISHNA, fronted by CIARAN NAGLE (Three Irish Tenors) & TARA NOVAK (Riverdance). Ciaran & Tara have both dazzled solo and as a duo, but in this formation are joined by a full band of some of Boston's greatest musicians! A fun evening of songs, stories, and dance music! Doors are at 7pm, music will begin by 8. Some reserved tables are available, but are first come first served. Masks are required.

Monadnock Region Middle High School Career Fair

Monday Apr 18, 2022 @ 10:00 AM - 11:45 AM

580 Old Homestead Hwy, Swanzey, NH

Businesses should come with handouts or information regarding your company for students grades 7 - 12. [Email](#) Hannah Stanley for more info.

Friday Night Community Night At Stonewall Farm

Every Friday until Dec 2022 • 4:00 PM - 7:00 PM

Stonewall Farm, 242 Chesterfield Rd., Keene, NH 03431

FREE ADMISSION – Join us every Friday evening to shop with local vendors selling agricultural, artisan, and service products. Enjoy lawn games and our beautiful grounds and animal barns. Vendors include pre-order take-out from Shree's Kitchen Indian Food, Calcite and Comfrey, Monadnock Oil and Vinegar, Nordshire Farm – eggs, breads, and baked goods, Simply Charming Cupcakes, Aloha of Keene, Cheshire Chiropractic, and more (Please note vendors vary from week to week.)

Check out all the other great community events on our calendar, and don't forget to add your own!

<https://business.keenechamber.com/events/calendar>

GemGraphics
Your image is everything

FOR ALL YOUR PRINTING & SIGNAGE NEEDS

SIGNS & BANNERS

Banners, Custom Signs
Vehicle & Window Lettering,
Posters, Decals and more!

SCREEN PRINTING

T-shirts, Sweatshirts,
Outwear, Sports Shirts
Machine Parts & Panels

PRINTING & COPYING

Business Cards, Flyers
Brochures, Newsletters,
Forms and more!

LASER ENGRAVING

Machinery Plates & Labels
Suite & Office Signs, Badges,
ADA Signage & more!

LARGE FORMAT COPIES

Architectural, Engineering
Scanning & Archiving
Project Management

GRAPHIC DESIGN

Logos, Graphic Design,
File Editing, Scanning,
Templates and more!

415 Marlboro Street, Keene NH

(603) 352-7112

www.GemGraphicsNH.com