



July/August 2022

outlooknews

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

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Leadership Monadnock is the cornerstone of a regional strategy to develop and enhance the communities of the Monadnock region. As emerging leaders, participants engage with others in the community to learn about the challenges and opportunities of the Monadnock region and our state.

The nine-month program runs October through June, with one full-day class session held each month. Presenters include community leaders representing business, government, education, civic groups, social services, the arts, and other organizations in the region.



Interested in becoming a sponsor or applying for the program?
E-mail info@keenechamber.com for more information.

Visit our website! [keenechamber.com](https://www.keenechamber.com)

Member Spotlight



EyeWorks Celebrates Grand Opening at New West Street Location

Dr. Barton Higley and his team at EyeWorks are thrilled to announce the grand opening of their new location at 166 West Street in Keene. Dr. Higley purchased the building and began construction in 2021, and the new location opened on May 31st.



Located in Keene's historic district extension, the building, totalling nearly 4,200 square feet, boasts a 700 square foot optical boutique with a 900 frame capacity, optical lab, six exam lanes, a dry eye treatment suite, and a spacious parking lot. An emphasis has been placed on the interior being aesthetically pleasing, with natural light pouring in through windows, beautiful hardwood cabinetry, live plants, and stone countertops. The EyeWorks team collaborated with local craftsmen and artisans whenever possible throughout the planning process. The exterior's natural brick finish is accompanied by a beautiful hand carved sign, both of which were designed to complement Keene's charming appeal. The overall effect is a peaceful, clean space that is pleasing to the eye as well as the mind.

"We needed room to grow and comfortably provide the best care to my patients," says Dr. Higley. "We've really been too big for the Kohl's Plaza location for a few years now. When this location became available for purchase, I couldn't pass up the opportunity to reinvest into our local community. My intent has always been

to return to the area I grew up in, own a business, and hopefully inspire others to do the same."

In addition to the new building, patients will notice a change

to the EyeWorks logo. The new logo boasts bright colors and a series of circles reminiscent of the phoropter that optometrists use to prescribe glasses. "I wanted a logo that better expressed my excitement for this field of work and what I do every day. I think that comes through in the vibrant colors and the nod to optometric equipment," says Dr. Higley.

Dr. Higley says that he can't take all of the credit for the new building, "Not a day goes by that I don't feel gratitude for this community, my outstanding team, and the patients who believe in EyeWorks. They are the real catalyst for this growth."

EyeWorks in Keene, NH has been voted Best EyeDoctor/Optical Shop by the community for 15 consecutive years. Dr. Higley has owned and operated the practice since April 2016.

Now through August 31st, Eyeworks is having a Lens Event --buy two complete pairs of glasses and get 20% off the lenses on your first pair AND get up to \$200 off of your second pair! New patients and outside prescriptions welcome.

Come by and check out our selection and take a peek at our new building at 166 West Street!

For more information, visit eyeworks.com.



Chamber **Events**

July Business After Hours – Cheshire Wellness

Wednesday, July 20, 2022

103 Roxbury St Suite 103 • 5:30 - 7:00 pm



Join us to take a tour of this award-winning business and learn more about all the health benefits they have to offer. There will be food provided by Mayfair Farm in Harrisville, NH. Cheshire Wellness Center will be giving away incredible prizes, and will have interactive games, drinks and goodie bags! Space is limited so register now to reserve your spot.



August Business After Hours – Moco Arts

Wednesday, August 17, 2022

40 Roxbury St, Keene • 5:30 - 7:00 pm



Enjoy networking, hors d'oeuvres from CC&Ds Kitchen Market, drinks, door prizes, and tours of our host's premier arts education facility in downtown Keene. On National Nonprofit Day, we'll celebrate how MoCo Arts, a family-centered 501(c)3 organization, is keeping the arts accessible to all in our community through \$79,000 in annual tuition assistance and tickets for disadvantaged youth and families to experience live performances. MoCo's 30 years of lifechanging impact on kids is inspiring—don't miss this one! Door prizes include: 3-month membership to Option 1 Fitness Keene valued at \$243, \$35 gift certificate to BrewTopia, and two movie passes to Keene Cinemas!



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

August Chamber Night Out – Worcester Red Sox Game

Tuesday Aug 16, 2022

Pick up and drop off at the Airport – time TBD

We are taking you to the ball game...again!!

Enjoy a chartered trip to and from Polar Park to watch the Worcester Red Sox game vs The Rochester Red Wings. Adult beverages on the way to the ballpark. You will be seated in VIP seats with a selection of buffet style food.

The game starts at 6:45pm. Group discount available (5+ attendees). Call for details!

Thank you to our event sponsors Monadnock Ford and GFA Credit Union!



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

A Great Day at the GKPC 47th Annual Golf Classic!

Thanks to all the golfers and sponsors for your support!



Thanks to **Benefit Profiles, LLC** for sponsoring the Air Cannon Contest! (L to R) Bert Porier, Juliana Bergeron, Becky (NH Special Olympics), Lisa Larrabee and Tom Eaton. Proceeds from the Air Cannon will be donated to NH Special Olympics.



Chamber News

Regional Branding Project Update

We have some exciting announcements for our Promoting the Region efforts! The County Delegation and County Commissioners generously awarded the PTR Initiative with \$250,000 as part of the funds from the American Rescue Plan Act. This money will support us greatly as we head into the final design stages of our branding materials and marketing plan. Starting this fall, we'll be developing and launching a website to serve as the one site where potential businesses, residents and visitors alike can find out all the Monadnock Region has to offer. We'll also begin the search for a local photographer and writers to provide materials that will inspire people to travel, attend college, relocate to, and work in the Monadnock Region.

Please reach out to our project manager, **Julie Schoelzel**, if you'd like more information: jschoelzel@keenechamber.com.



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Member News

John Everest has joined **Home Healthcare, Hospice & Community Services (HCS)** as Bereavement

Coordinator for Hospice at HCS. He will be focusing on support to hospice patients and their family members.

Hospice at HCS provides bereavement support during the individual's time in hospice and for families for the year following the death of their family member.

He will also offer grief and caregiver support groups for interested community members as well as hospice families in person and on Zoom. As Bereavement Coordinator, he will be available to provide information and referral by telephone for those needing grief or caregiver resources.

Everest holds a MS in Organizational Management from Antioch New England Graduate School and a BA in Behavioral Sciences from Granite State College. Prior to joining HCS, he was the Hospice Care Coordinator for Brattleboro Area Hospice.

Home Healthcare, Hospice and Community Services provides care throughout the lifespan throughout southwestern New Hampshire. Information about services is available at www.hcsservices.org, or by calling 603-352-2253.



Yankee Publishing, Inc., a long-standing, family-owned business, recently transitioned to 100% employee ownership through the sale of stock to the company's Employee Stock Ownership Plan (ESOP).

Family shareholders had previously sold a minority interest to its ESOP and, on June 30, 2022, the ESOP purchased the remaining shares outstanding.

As the publisher of Yankee, The Old Farmer's Almanac, New Hampshire Magazine and Family Tree Magazine,

Yankee Publishing (YPI) has roots in traditional print publishing. Over the last 25 years, it has expanded substantially into the digital arena and into preparing custom content for its clients.

"The family felt strongly that the company needs to remain independent, not be sold to another business that might not care for our brands," said **Jamie Trowbridge**, YPI's CEO. "This is a time of transition in the media industries, and we think the company's employee-owners will be the best stewards of the business."

Founded in 1935, the company grew slowly and steadily. Central to its success – then and now – was the acquisition of The Old Farmer's Almanac, which provided the company with a national footprint.

When the digital world collided with the traditional publishing world in the 1990s, YPI resolved to remain independent and embraced the Internet as a publishing platform. Trowbridge took over as CEO in 1999 and led the company through many changes to position it for success in the 21st century.

In 2012, YPI acquired McLean Communications, the publisher of New Hampshire Magazine, as a way of growing its media footprint within New England and diversifying the media businesses it owns. In 2019, YPI acquired Family Tree, the premier magazine about genealogy in the U.S.

"As a 100% employee-owned company, we are more excited than ever about what the future holds in store for Yankee Publishing," Trowbridge said.

<https://ypi.com/>

Cheshire Medical Center, a member of Dartmouth Health, is pleased to announce that **KrisEmily McCrory, MD, MS Med Ed, FFAFP**, has been hired as a faculty member and associate program director for the planned Cheshire Medical Center Family Medicine Residency

program. The opportunity to add a Family Medicine Residency program at Cheshire comes at a time when community health needs make it critically important to train more family physicians.

"Having grown up in New England, I am excited to return to the area and help establish a family medicine residency in Keene. I hope to bring my enthusiasm and experience to this role, working with a great team to help educate new generations of family physicians," said Dr. McCrory. The Family Medicine Residency program clinic will be located at 62 Maple Avenue, the former Peerless Insurance property. The residency program will apply to the Accreditation Council for Graduate Medical Education (ACGME) later this year, with plans for program accreditation in the spring of 2023.

Faculty physicians, including Dr. McCrory and Program Director Dr. Karl Dietrich, and residents will provide full-spectrum care to their patients at Maple Avenue and in the hospital. Plans call for 18 residents, with the first class of six residents starting in July 2024. The residents will add a new dimension to care and with a diverse set of knowledge and experiences as they continue their training and prepare to become independent providers.

Prior to coming to Cheshire, Dr. McCrory spent the past year as a private practice physician at Delmar Family Medicine in Slingerlands, NY. Before that, she spent eight years as core faculty at the Ellis Family Medicine Residency in Schenectady, NY, where she spearheaded multiple women's health initiatives and provided full-spectrum clinical services. The New York State Academy of Family Physicians recognized her as their Family Medicine Educator of the Year in 2019.

www.cheshiremed.org/





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This year, C&S pledged more than \$120,000 for the **Monadnock United Way** to help support the health, education and financial stability of every person in our community.

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Membership **Updates**

Welcome New Members! May/June 2022

Alpine Bike Works

Keene, NH
www.alpinebikeworks.com/

Ashuelot Valley Academy

Keene, NH
www.mountprospectacademy.org/services/academic-services/ashuelot-valley-academy-keene-nh/

Better Life Acupuncture

Keene, NH
<https://betterlifeacupuncture.com/>

Da Brothers Contractors

Swanzey, NH
<https://dabrothers.com/>

Fritz of Keene

Keene, NH
www.fritzkeene.com/

Gimli Ventures

Gilsum, NH
www.gimliventures.com/

Groups Recover Together

Keene, NH
<https://locations.joiningroups.com/nh/keene/groups-recover-together-keene-nh-grt006.html>

Keene Community Education

Keene, NH
www.keenecommunityed.org/

Petrone Real Estate

Peterborough, NH
www.petronere.com/

Thank You Renewing Members! May/June 2022

ARC Mechanical Contractors, Inc.

ATA Construction

Brewbaker's Cafe

Cheshire County Shooting Sports Education

Cheshire Medical Center

Connor Business Resources

Cournayer Funeral Home & Cremation Center

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Dublin School

Electric Earth Concerts

Eversource Energy

Financial Solutions Group

Great Brook Farm Sugar House

Huntley Survey & Design PLLC

ICU Medical (Smiths Medical)

Keene Lions Club

Monadnock Ford

Monadnock Habitat for Humanity

Monadnock Retirement Solutions, LLC

Nathan Wechsler & Company, PA

NH Oil Undercoating Inc.

Office Systems of VT & NH

Pathways for Keene, Inc.

Peterborough Camera, Copies & More, LLC

Selman & Company

Silver Direct Inc.

Staples Office Supplies Keene

Town of Swanzey



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.



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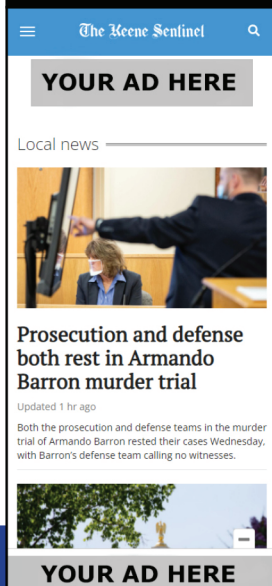
Send events, news, and press releases to Luca Paris at lparis@keenechamber.com by August 15, 2022 to be included in the September/October issue.

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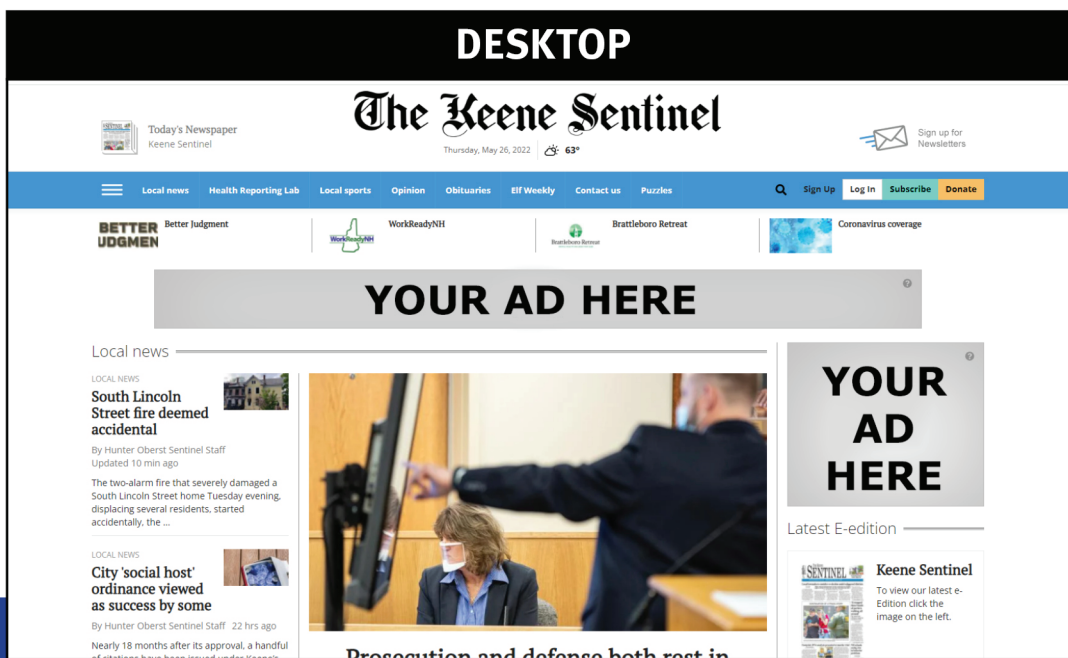
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Community & Industry **Events**

Kiwanis Club of Keene 7th Annual Golf Tournament

Friday, August 5, 2022 • Bretwood North Golf Course

Attention Golfers! Register now for the 7th Annual Kiwanis Club of Keene Golf Tournament. Check-in begins at 8:30 am and Shotgun Start is at 10:00 am. The cost is \$125 for a single golfer or \$450 for a team of four. Online registration available at [keenekiwanis.org](https://www.keenekiwanis.org). Checks can also be sent by mail. There will be a maximum of 36 teams; golf entry fees must be received by July 29th. Register to golf or become a sponsor and get great exposure for your business. Golf tournament brochures with registration and sponsor forms are available at the Bretwood Golf Course Pro Shop, or visit [keenekiwanis.org](https://www.keenekiwanis.org) to download and print a copy.

Registration includes: Gift bag, coffee and donuts/bagels from Dunkin during registration, hot dog and snack at the turn or at the Clubhouse, BBQ dinner and prizes for winning teams and golfers. Purchase a chance to win \$10,000 in the Progressive Putting Contest, enter to win raffle prizes and bid on silent auction items. A wonderful day of golfing and fun!

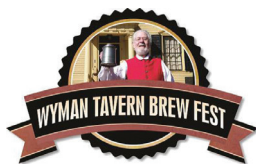
All proceeds support Kiwanis programs that make a difference in the lives of local children.

Historical Society of Cheshire County Wyman Tavern Brew Fest

Saturday, August 6, 2022 • 339 Main Street, Keene

VIP Hr 12 noon- 1pm, General admission 1pm-5pm

Over the past seven years, the Wyman Tavern Brew Fest has become one of the signature fundraising events for the Historical Society of Cheshire County, and it has been a highlight of Downtown Keene's summer season. This summer the Brew Fest is back on the grounds of the historic Wyman Tavern Museum.



A limited number of VIP tickets are available. VIP tickets provide access to the festival at noon, an hour before the general admission ticket holders arrive. Many of the brewers and distillers offer special limited-edition brews for the VIP portion of the event. Each VIP ticket holder receives a complimentary pint tasting glass and a bag featuring beer swag from our generous sponsors.

General admission ticket holders can enter the event from 1pm – 5pm. Each ticket holder receives a souvenir pint glass.

VIP Admission \$70.00 & General Admission \$40.00 (\$45.00 at gate)

For tickets and more info, call 603-352-1895 or visit <https://hsccnh.org/wyman-tavern-brew-fest-2022/>.

Monadnock Food Co-op Picadilly Farm Tour

Monday, August 8, 2022 • 4:00-5:00 pm

264 South Parrish Road, Winchester, NH

Join us on August 8th for a farm tour, and the opportunity to pick a bunch of flowers in our CSA Pick-Your-Own garden. Meet at the farm parking lot, in front of the greenhouses.

Picadilly Farm is a 71-acre family farm in Winchester NH. We grow vegetables for CSA and local wholesale, and our farm is Real Organic Project certified as well as USDA certified organic. Jenny and Bruce Wooster have been farming since the late 1990's, and have operated Picadilly farm since 2006.

**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>

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