



NHACCE Gazette

The Newsletter of the New Hampshire Association of Chamber of Commerce Executives

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2005

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 April 1
 July 1

Deadlines for article submission are as follows:

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 March 15
 June 15

This publication is distributed to members of the New Hampshire Association of Chamber of Commerce Executives.

Call 753-4562 or e-mail: maltziedesign@verizon.net for information or to be added to the e-mail list.

Attracting Summer and Fall Visitors

Recently, Governor John Lynch announced a multi-media campaign designed to attract more visitors to New Hampshire this summer and fall.

The Division of Travel and Tourism Development has designed a multi-media campaign aimed at attracting more affluent visitors who will visit for longer periods of time and whose spending will generate the most rooms and meals tax revenue.

“We know that investing money to attract visitors brings solid returns. Last year, visitors spent close to \$4 billion in New Hampshire,” Governor Lynch said. “By reinvigorating our efforts to reach out to more potential visitors, we can help support our state’s tourism industry, and the tens of thousands of people it employs, and bring in additional revenue for the state. Investing in promoting tourism makes good business sense.”

Travel and Tourism Development Director Alice DeSouza said the campaign will target the Philadelphia market in particular. “We’ve had a lot of success in this region, and our research shows that there is room for growth,” said DeSouza. In 2003, visitors from the Keystone State spent 20 percent more per person trip than those from New York and nearly 300 percent more

than from Boston. “We don’t simply want to attract more people,” DeSouza said. “We’re reaching out to visitors who will stay longer and enjoy more of what New Hampshire has to offer.”

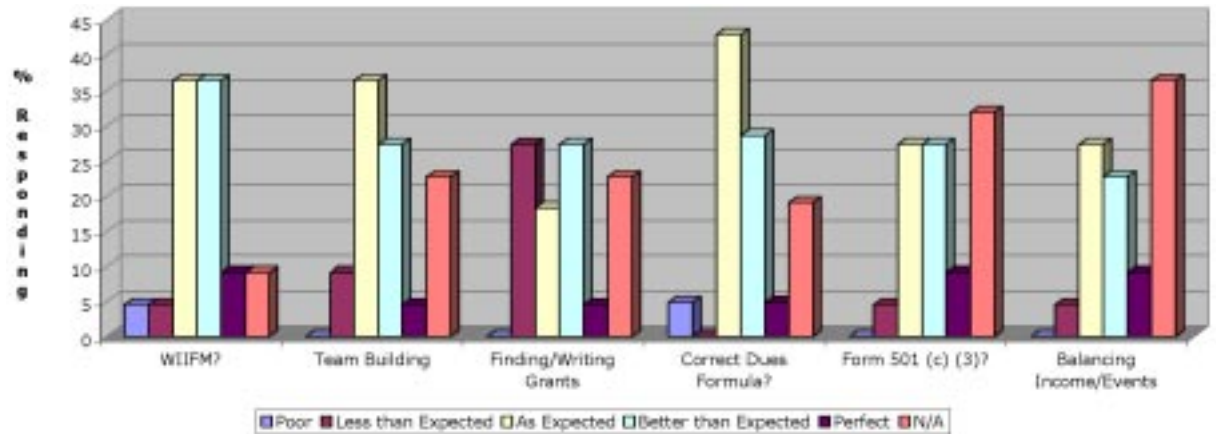
The carefully coordinated campaign, which includes a 12-page newspaper insert, transit posters and magazine ads, will also target the Boston, New York City and Hartford markets.

“This renewed investment in our key markets will allow us to regain the momentum we had back in 2003,” DeSouza said.

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, works with the state’s seven travel regions to increase visitation and travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit www.visitnh.gov.

NHACCE Winter Conference Survey Results

In March, approximately 30 chamber of commerce executive directors from all corners of the state gathered at the annual New Hampshire Association of Chamber of Commerce Executives (NHACCE) Winter Conference. The main objective of the conference was to provide an opportunity for growth for the attendees. The subject of a career in the chamber was presented by Joe Belivaqua of the New England Association of Chamber of Commerce Executives (NEACCE). It was followed by a presentation by Geoff O’Hara of the Northeast Region of the U.S. Chamber of Commerce concerning Executive Director Compensation. These are the survey results:



Results provided by:
 Paul Hartgen, President & Chief Executive Officer
 New Hampshire Lodging & Restaurant Association 603-228-9585



Talking Points: Suggestions



“Doc” Noel, Executive Director of the Hampton Area Chamber of Commerce and NHACCE Vice President, answers our last issue’s question, “What is Your Chamber’s Biggest Fundraiser?” . . .



Hampton Area Chamber of Commerce:

Annual Meeting and Awards Event

In the middle of February each year, the Hampton Area Chamber of Commerce goes all out for its Annual Meeting and Awards Event. The event chases away the blues by combining a fun evening of dining and dancing with presentations of special awards in many categories such as Lifetime Achievement, Business of the Year, President’s Award, Volunteer of the Year, and much more. The theme of the evening is different each year and marketed as the “event of the year” to its membership.

This year, the red carpet was rolled out in Hollywood style with an “Oscar party” to honor businesses and local residents for their outstanding achievements within the community.

From the moment of arrival at the event site, the mood is set. Movie premier spotlights lit up the sky, limousines lined the entryway, and souvenir photos were snapped as attendees walked the red carpet and took in the Hollywood decor. Exceptional cuisine, movie star cocktails, and special performances by “Frank Sinatra” and “Neil Diamond” added to the spirit of the evening.

Many guests chose to dress as their favorite celebrity and vie for prizes presented for Best Celebrity Look-Alike. A Gold Oscar Award with an all-inclusive overnight stay for two at FOXWOODS Resort and Casino was presented to the first place winner. Second and third prizes with a special “Diva Award” added fun to the competition.

With over 150 people in attendance, sponsors received excellent media coverage, and their products and services also received great visibility. The Annual Meeting and Awards Ceremony extended sponsors with the opportunity to put their business in the positive “spotlight” created by the excitement surrounding this high-profile chamber event.

Planning starts in December. Location, menu, décor, awards, and entertainment must be selected to fit in with the theme and the budget. Invitations, tickets, tent cards, posters, thank you cards, and programs are all designed in house. Advertising such as newsletter inserts and press releases are also created in house. To support the event, sponsorships are sold or traded. Volunteers are recruited to help with greeting guests, ticket & raffle sales and other odd jobs.



Although the annual meeting is not considered a “money maker,” it has grown greatly over the past three years. The chamber had always footed the bill but now, through ticket & raffle sales and a sponsor increase from zero to ten, the event pays for itself and turns a profit. We are also proud to note that the event now receives front-page media attention.

For more information on how the Hampton Area Chamber of Commerce created this event, contact: Ginni McNamara, Director of Special Events at 603-926-8718, ext. 102 or e-mail her at: ginni@hamptonchamber.com.

Stacey Bruzese of the Greater Salem Chamber of Commerce also answered the April issue’s quest for insight into your largest fundraising event with the . . .



Greater Salem Chamber of Commerce “Taste of Greater Salem”

Each May, this event supports their scholarship program and interview contests, which have been gaining momentum over the past eight years.

The event, which has grown quickly in popularity, is the “Taste of Greater Salem” food show. It serves as an opportunity for the chamber’s restaurant and food industry members to share their specialties with the membership, as well as the general public. Tickets go on sale about 3 months prior to the event and all proceeds are used to support the scholarship program, interview contest and their festivities.

The scholarships are awarded to three deserving students each year in the amount of \$1,000 each. The applicants are reviewed and ranked by the Scholarship Committee and scored according to several aspects surrounding academics, extra curricular and community involvement. Two GSCC scholarships are awarded to the second and third ranked candidates. Highlighting the evening, the top winner is awarded the Ray Landry Scholarship (named for the late Ray Landry who was a major contributor to the chamber and the local business community).

The interview contest is facilitated by the Business Education Collaborative Committee and encompasses students from local high schools. The students are given the opportunity to practice job interview skills. Those with the best presentations move on to the next round. The interviews are conducted both by the committee and local volunteer businesses. The winners from both contests are awarded prizes and honored at a ceremony the evening before the food show. They are then presented to the chamber members and guests the evening of “The Taste of Greater Salem.”

Canvas bags, donated by a chamber member, were filled with menus, coupons and goodies from the participating vendors and other members. The 2005 Taste of Greater Salem sold out weeks in advance. This event is largely publicized and considered to be as much a social event as a business function.

For more information, contact Stacey Bruzese at 603-893-3177.



Talking Points

This section invites you to share your views on one selected topic. This issue's challenge is as follows...

“How Does Your Chamber’s Fundraising Benefit Your Members?”

To submit an article for this topic, it should include items such as:

- What benefits does your organization offer?
- How has your organization been of significant value to your members?

- Have you done a survey of your membership?
- What kinds of things have you found from your survey?
- What have you changed for the better about your organization in the last few years?
- What else would you like to share with other chambers?

The next newsletter is due out: October 1

Article submission is:
September 16, 2005

Perhaps there is a successful outcome to one of your daily challenges or a belief that can be shared to find common ground with other NHACCE members. If you have other ideas, or have found something that works well for your chamber, let everyone know! E-mail your views on this subject or any topic suggestions to Beth Maltzie at maltziedeign@verizon.net.

Small Bites



Nominate the Hospitality Industry’s “Best”—The New Hampshire Lodging & Restaurant Association is accepting nominations for the 91st Stars of the Industry Awards Dinner being held at the Radisson Hotel Manchester/Center of NH on

October 25, 2005.

Broadly reliant on hospitality, tourism is NH’s second largest industry and employer, generating more than \$325 million in state and local tax revenue annually and employing more than 47,000 great people in New Hampshire’s restaurants and hotels. The “Stars of the Industry” Awards honor the “best of the best” from NHLRA member properties statewide.

Categories for the awards are Restaurateur of the Year, Innkeeper of the Year, “Ed Bednarowski” Allied Member of the Year, Lodging Employee of the Year and Restaurant Employee of the year.

We know there are great employees and properties in the state of New Hampshire that deserve state wide recognition, so why not acknowledge them? Nominate someone whether it be one of your own employees, your favorite distributor, or your favorite restaurant or lodging property. All nominees are reviewed by a committee of past winners from over the years.

Winners will be announced “Academy Awards” style at the awards dinner with the top three nominees in each category being recognized. Nominations can be found online at: <http://www.nhlra.com/awardsdinner.html> and be submitted to NHLRA. The deadline for all nominations to be submitted is July 15. Call Drew Drummond at the NHLRA at 603-228-9585 to get a nomination form.

Comings and Goings



Hanover Chamber Executive Announces Retirement

—Clint Bean, the president and CEO of the Hanover Area Chamber of Commerce (HACC) has recently announced his retirement after 15 years at the growing membership-based organization. “Clint helped us develop our organization, and expand our services, programs and events for the betterment of all members,” stated Tom Byrne, Chair HACC Board of Directors.

Bean’s tenure with the HACC is the longest of any chamber of commerce executive currently in the State of New Hampshire. In addition to leading HACC’s development, he has been active on a variety of community committees and on state and regional tourism-related committees.

Bean stated, “It’s been a privilege to serve the Hanover Area community in this capacity. It was an opportunity to build an organization, while serving the Hanover community and Upper Valley Region. I am proud of the contributions I have made on behalf of this organization.” Congratulations Clint and good luck in future endeavors!

New Hires For DTTD—Victoria Cimino has joined the DTTD as the communications manager. Vicki previously served as communications director for the Greater Manchester Chamber of Commerce.

Laurel Ford will also join as the finance and grants coordinator. Laurel comes from the Division of Forests and Lands and has worked in the Division of Economic Development. Many of you will be working with Laurel on your Joint Promotional Program grants. Laurel can be reached at 271-2665 or via e-mail at lford@dred.state.nh.us.

Great Resources!

- Helps New Hampshire’s smallest of small businesses to do big things! Visit www.microcreditnh.org
- The leading business search engine and business directory. www.business.com
- Get answers to non-profit organization’s frequently asked questions. Try www.nonprofits.org
- Strengthening ethical leadership worldwide—go to: www.ethics.org
- New program providing patients, health care providers & health care payers with comparative information about hospitals. Visit www.hospitalcompare.hhs.gov.

If you have a favorite website you would like to share, please e-mail maltziedeign@verizon.net.



Upcoming Events

JULY . . .

July 6 – July 7: JPP Screening Committee Meeting
 JPP Screening Committee meeting for grant applications which are held in Concord. Contact DRED at 271-2665.

July 12 – July 26: BIA Policy Development Roundtables
 These sessions are the first step in the process for helping the BIA establish a proactive legislative agenda for its work at the State House and with regulatory agencies. Held in partnership with each area chamber of commerce, business leaders will be asked for opinions about the top business issues facing the state and region. No admission fee. Registration is required. To register for BIA events online, for the date and session location nearest you, go to www.acteva.com/go/nhbia.

AUGUST . . .

August 3: JPP Application Deadline
 Original and copies of the application must be delivered to the DTTD in Concord or to the office of Richard Hamilton, Chairman, in North Woodstock by 4 PM. More information at www.resourcenh.org.

August 26 – August 29: American Society of Assn. Executives Annual Meeting
 Location: Los Angeles, CA. Contact number: 202-626-2723

SEPTEMBER . . .

September 7: JPP Screening Committee Meeting
 JPP Screening Committee meeting for grant applications which are held in Concord. Contact DRED at 271-2665.

September 19 – October 5: Granite State Ambassadors Training
 Granite State Ambassadors, Inc. trains volunteers & employees (GSAs) who serve on the front lines at welcome center, information booths and visitor contact points throughout New Hampshire. GSAs are trained and certified through a partnership with Southern New Hampshire University's School of Hospitality, Tourism & Culinary Management. Location: TBA/Merrimack Valley Area. Contact 603-621-0638. To register, visit www.nhgsa.com.

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Paul Hartgen
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 Restaurant Association

Ruth Preston
 Claremont

Next Time...

**What Question
 Would You
 Like To See
 Answered By
 Other
 Executives?**

**Submit your
 ideas to:**

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 603•753•4562

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CALL FOR ARTICLES

You will notice on the last page of this newsletter a section entitled *Next Time*. . . In the next newsletter we'd like to have a list of **questions you'd like to see answered by other chamber executives.**

Let us know so we can share it with others!

E-mail: maltziedezign@verizon.net

Call: 603-753-4562 after 5:30 PM

