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Batulo's Kitchen is the first business to take part in the Capitol Center for the Art's Culinary Artist in Residence program.

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18th Annual Pinnacle Awards Luncheon

Thursday, June 1

11:30 a.m. to 1:30 p.m.

Grappone Conference Center,
\$45 ticket / \$360 table of 8

Pinnacle Award recipients have been recognized with moving expressions of gratitude, standing ovations from the audience, and tears of joy. You're invited to be a part of this year's celebration! Enjoy networking with business and community leaders during a seated awards luncheon. This event is generously sponsored by Eastern Bank, Eversource Energy, Sanel NAPA and Business NH Magazine. Learn more and register by Thursday, May 25 at concordnhchamber.com.

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BUSINESSNH

Businesses old and new recognized with Pinnacle Awards

Each year, the Greater Concord community celebrates a business, small business, nonprofit and business leader who has demonstrated professional excellence and worked to make a positive impact on the Capital Region. One of this year's Pinnacle Award recipients has been impacting the city for 200 years, another has established an innovative program within the last year to garner its award, others have plans underway to shape the city's landscape in the future. We are honored to announce the 2023 Pinnacle Award honorees.

The Small Business of the Year Pinnacle Award recipient is Revelstoke Coffee LLC.

This modern coffee shop across from the New Hampshire State House has become a landmark in the capital city. Revelstoke has hosted over 15 presidential candidates during New Hampshire's primary season, and has won multiple awards from statewide and national publications for their house-roasted coffee; they were recently named in Tasting Table's "The Best Coffee Shops in Every State" 2023 article. Owners Lyndsey Cole and Alex Stoye are champions for downtown Concord, and provide a welcoming environment for locals to meet and enjoy freshly brewed coffee every day.

The Business of the Year Pinnacle Award recipient is Ledyard National Bank.

Since opening their Concord branch at 74 South Main Street in fall 2020, Ledyard has established a strong community presence in the Concord area. Beyond helping their customers plan for their financial futures, this bank supports community initiatives through numerous grants, charitable donations, community donations, and sponsorships. Ledyard supports projects that focus on economic self-sufficiency, low and moderate-income housing, academic and youth programs, land and historic preservation, human services, arts and cultural activities, and more. They are a proud sponsor of Concord Monitor's Hometown Heroes feature, an ongoing series that highlights local community leaders, and Ledyard's employees reflect these values by individually giving back to their communities.

The Nonprofit Business of the Year Pinnacle Award recipient is the New Hampshire Historical Society,

which is celebrating its 200th anniversary this year. The Society's museum and collection offer the most complete picture of the social, economic, political, and cultural history of New Hampshire over nearly four centuries—featuring 35,000 objects, 50,000 books, 800,000 pages of 18th and 19th century newspapers, 2 million pages of manuscripts, and 200,000 photographs. The organization's mission is to educate a diverse public about the significance of New Hampshire's past and its relationship to our lives today, with a focus on preparing young people for lives of responsible citizenship, by providing education in social studies, history, and civics. The Society has shown innovation to fulfill this purpose by establishing The Democracy Project—a curriculum for K-6 students who would typically not learn about New Hampshire's history or the fundamental concepts of American government in school at that time. This year alone, the social studies program "Moose on the Loose" reached 29,000 users and is being adopted by schools throughout the state.

The Business Leader of the Year Pinnacle Award recipient is Amanda Grappone Osmer.

Throughout her career, Osmer has been involved in all aspects of the automotive business, and currently represents the fourth generation of her family to own and operate Grappone Automotive Group. She developed the Leadership Grappone program, steered the business away from a negotiation business model and into a fully transparent market pricing model, serves as a member of the Ford Global Dealer Roundtable, and is currently overseeing the construction of a new 26,000 square foot Mazda dealership facility on Manchester Street in Concord, which will open in the fall of 2023. She developed the "Take the Wheel" program, which provides affordable and reliable transportation to those who need a car to be employed, is a founder of The Dewey School at the Centerbury Shaker Village, and continually gives back to her community through gifts to nonprofits focused on education and the environment. (Continued on page 3)

Connect with your Chamber community at events

WELCOME new members!

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staff@wnhnmfm.org
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Italy Trip Informational Meeting

Monday, May 8 from 5:30-7 p.m. • Complimentary event
Greater Concord Chamber of Commerce, 49 South Main Street, Concord

The Chamber is offering a special travel deal to members and the public! Visit Rome, Florence, Pisa, Venice, Milan and more on September 16-24, 2023. This once-in-a-lifetime adventure is priced at \$3,399. The 9-day deluxe tour package includes roundtrip airfare and tax, 4 and 5-star hotel accommodations, breakfast and lunch, deluxe bus tickets, fluent English-speaking tour guides, and entrance fees to attractions. If you're interested in this amazing opportunity, join for this orientation meeting. Learn more and register at my.concordnhchamber.com/event-calendar.

Business After Hours at the Bank of NH Stage

Tuesday, May 9 from 5:30-7 p.m. • 16 South Main Street
\$7 members in advance / \$10 members at the door



**Capitol Center
for the Arts**
BANK OF NEW HAMPSHIRE STAGE
CHUBB THEATRE

Join us at the Bank of NH Stage for a lively networking event! Enjoy Concord's favorite flexible arts venue, while expanding your professional network. This event is co-hosted by Bridge and Byron Printers and Constantly Pizza. Grab a drink at the bar, some delicious hors d'oeuvres and meet fellow business leaders who are eager to introduce themselves to you and learn about your business. Learn more and register at my.concordnhchamber.com/event-calendar.

Concord Connects to Impact Ukrainian Youth

Tuesday, May 16 from 7:30-9 a.m. • Complimentary event
Grappone Conference Center, 70 Constitution Ave, Concord



Wake up with the Chamber for a special business community breakfast. Join former NH Governor John Lynch and Granite State hospitality industry leader Alex Ray for a discussion on how to make humanitarian causes our business—sharing how creative partnerships and impactful connections can effect change with an efficiency the business community knows best. The co-founders of nonprofit Common Man for Ukraine will share how four New Hampshire residents ended up in a war zone and inspired 3,000 individuals and businesses to generously provide \$2.5 million for food, generators and trauma counseling to Ukrainian orphans and displaced children struggling to survive the war—recognizing and highlighting the vital role Concord's business community will play in the next phase of relief. This event is generously sponsored by The Duprey Companies and New Hampshire Public Radio. Learn more and register online at my.concordnhchamber.com/event-calendar.

Orr & Reno Legal Breakfast Series: Are you ready for new federal reporting requirements?

Orr&Reno

Wednesday, May 17 from 8-9 a.m. • Complimentary event
Orr & Reno, PA, 45 South Main Street, 4th floor or join on Zoom

The Corporate Transparency Act (CTA) goes into effect on January 1, 2024. On that date, the federal government will begin collecting information about the "beneficial owners" of corporate entities throughout the United States. Beneficial owners are individuals who directly or indirectly own a company. What does this mean for you? Come find out who must report, what information must be included in the report, and when the report must be filed to avoid penalties. Learn more and register at my.concordnhchamber.com/event-calendar.

Chamber and CYPN Ballpark Networking

Wednesday, May 17 at 5 p.m. • Complimentary event
**New Hampshire Fisher Cats, Northeast Delta Dental Stadium,
1 Line Drive, Manchester**



Join the Chamber and Concord Young Professionals Network (CYPN) for an evening of networking, baseball and ferocious fun with New Hampshire Fisher Cats! Tickets are complimentary for Chamber members, CYPN, and up to three of your guests. Invite your friends, colleagues or family for a relaxing summer evening with complimentary hot dogs, raffles, tours and drink specials in the Samuel Adams Brewhouse starting at 5 p.m. The game's first pitch is at 6:35 p.m. Get your tickets in advance! Learn more and register at my.concordnhchamber.com/event-calendar.

Business Before Hours at Pompanoosuc Mills

Tuesday, May 23 from 7:30-9 a.m. • 38 North Main Street
\$5 members in advance / \$10 members at the door

Start your day with networking at Pompanoosuc Mills! This local business has been building beautiful, quality furniture for 50 years! Their products are Vermont-made and sustainably sourced 100% from North America. Enjoy coffee, a light breakfast, and great company while surrounded by unique and elegant furniture. Learn more and register at my.concordnhchamber.com/event-calendar.

Meet Your Chamber

Wednesday, May 24 from 12-1 p.m. • Complimentary event
Greater Concord Chamber of Commerce, 49 South Main Street, Concord

Join us for this orientation for new and existing members. Enjoy a light lunch while learning about your member benefits and meeting other area professionals. You'll meet and interact with members of our Board of Directors, Ambassador Committee, Concord Young Professionals Network (CYPN), and members of the Chamber team. Register at my.concordnhchamber.com/event-calendar.

Businesses old and new recognized with Pinnacle Awards

RSVP for the awards luncheon by Thursday, May 25

(Continued from page 1) The Chamber is also bestowing a special award to the Capitol Center for the Arts for the Culinary Artist in Residence program, established in 2023. By leveraging their available commercial kitchen space, the Capitol Center for the Arts has provided a business incubator opportunity for local entrepreneurs in the food and service sector. This program focuses on providing opportunities to New Americans and other underserved individuals. The first participant in this program is Batulo's Kitchen, run by beloved local food vendor Batulo Mahamed, who specializes in Somali meat pies. In addition to growing her customer base and launching her business, Mahamed's delicacies will be sold at CCA and Bank of NH Stage concession stands throughout her residency.

The Chamber's Pinnacle Awards event also includes recognition of the **2023 Concord Young Professional of the Year, Emily Ricard** of Bangor Savings Bank. Ricard serves on the Concord Young Professionals Network (CYPN) Steering Committee as its Events Coordinator, working each month to plan the group's networking events—an essential CYPN initiative. She also serves on the Capital Area Student Leadership (CASL) Steering Committee, this year stepping up to plan the entire History, Arts, Culture and Community session day for local high school sophomores. Ricard also gives back to the community through volunteer work for many local nonprofits, including Make-A-Wish Foundation, The Circle Program, and The Friendly Kitchen. She excels in her industry as the only Corporate Services Officer for Bangor Savings Bank in the State of New Hampshire, and stands out as a kind and hardworking leader in the Capital Region.

The Chamber is also pleased to announce the **W. Grant McIntosh Volunteer of the Year, Jim Figueira of Primerica**. Figueira has served as a tireless volunteer for the Chamber for many years, chairing both the Ambassadors and Funds for Education Golf Committee. Figueira goes above and beyond to give back when help is most needed, working before dawn at Beaver Meadow Golf Course to set up for the Chamber's annual golf tournament, going out of his way to welcome new faces at the popular Business After Hours networking events, and stepping up during the COVID-19 pandemic to keep businesses connected with each other in a time of isolation.

We will celebrate Revelstoke Coffee LLC, Ledyard National Bank, New Hampshire Historical Society, Amanda Grappone Osmer, the Capitol Center for the Arts, Emily Ricard and Jim Figueira at the Pinnacle Awards ceremony on Thursday, June 1. This luncheon will be held at the Grappone Conference Center in Concord from 11:30 a.m. to 1:30 p.m. and is generously sponsored by Eastern Bank, Eversource Energy, Sanel NAPA and Business NH Magazine. Learn more and purchase tickets for the event at my.concordnhchamber.com/event-calendar. RSVP by Thursday, May 25 to ensure seating.

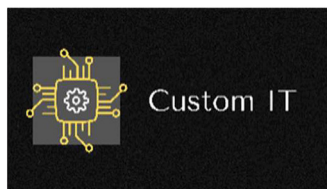
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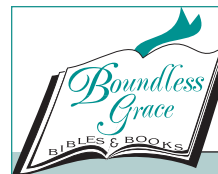
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In this was manifested the love of God toward us, because that God sent his only begotten Son into the world, that we might live through him. Herein is love, not that we loved God, but that he loved us, and sent his Son to be the propitiation for our sins.

1 John 4:9, 10

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BUSINESS FOCUS: How social media marketing can change your business forever

By Mike Visconti, V12 Marketing



V12 MARKETING

The way businesses engage with their clients has been completely transformed by social media. With more than 3.6 billion users worldwide, social media has developed into a vital tool for businesses of all sizes.

A powerful technique for building customer relationships, increasing brand recognition, and growing your business is social media marketing. But creating a strategic plan that appeals to your target demographic is just as important as posting the content on social media platforms.

Here are a few ways effective social media marketing can change your business.

Increases your brand awareness

Social media provides an opportunity to increase brand recognition and awareness. By expanding reach outside of traditional marketing channels, it enables businesses to connect with new customers—whether they are local, national or global. By consistently producing insightful content, businesses can establish themselves as leaders in their industry and attract loyal customers.

Engages customers

Due to the two-way nature of social media, businesses can interact with customers and respond to their feedback. By actively listening to and communicating with customers on social media, businesses can build relationships with them, get insightful information,

and promote a feeling of community. Social media allows businesses to have a direct, more personalized approach to their audiences.

Encourages website visits

Social networking can be a very powerful tool for website promotion. By posting blog entries, videos, and other information on social media, businesses can draw potential customers to their website, where they can find out more about their products and services. There might be an increase in leads and sales, improved search engine rankings, and increased website traffic as a result. Supplementing your marketing strategy with social media efforts is a great way to adopt an omnichannel approach to growing your business.

Target specific audiences

Social media platforms include extensive targeting capabilities that enable businesses to focus on specific audiences based on things like demographics, interests, and behaviors. This means that businesses can tailor their messaging and content to engage their target audience, which provides greater results. Hyperlocal marketing and targeted social media ads have been proven to be an effective tool for businesses to increase ROI.

Produce measurable results

A major benefit that comes with social media marketing is the opportunity to

monitor results. Using technologies like Google Analytics and social media analytics, businesses can monitor interaction on social media, evaluate their social media marketing efforts, and assess their performance. An essential component to any successful campaign is knowing your results, how to improve, and comparing different approaches.

Social media marketing done strategically can dramatically change your business. By focusing on increasing brand awareness, engaging customers, growing website traffic, targeting specific audiences, and tracking results, businesses can create a social media strategy that delivers long-lasting results.

It's time to grow your business and leverage the power of social media marketing.

V12 Marketing is a full-scale marketing agency with years of experience building websites for small, medium, and large size businesses. If you're looking to increase your brand recognition, establish credibility, and increase sales for your business in the contemporary digital business era, contact one of our team members today.

V12 Marketing
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BUSINESS FOCUS: Are non-compete agreements a thing of the past? *By Jacob M. Rhodes, Cleveland, Waters and Bass, P.A.*

The Federal Trade Commission (FTC) recently proposed a new rule banning employee non-compete agreements. At the time this article is written, the rule is still in the public comment phase and may change significantly by the time of publication. However, this is a good opportunity to review the proposed ban and New Hampshire law on these agreements. A non-compete agreement is typically defined as a contract between an employer and an employee by which the employee agrees not to work for similar companies in the same industry as the employer within a limited geographical area and for a limited period of time.

The current version of the FTC's proposed ban would prohibit non-compete agreements for all employees, regardless of position or knowledge of a business's practices. The proposed rule would also require all employers to rescind any current non-compete agreements in place and notify their employees in an individualized communication that the non-compete agreement is no longer in effect. Rescission would be required within 180 days after publication of the rule, and employee notice would be required within 45 days after the employer rescinded the non-compete agreement. However, the proposed rule would not prohibit non-compete agreements executed by a person selling at least a 25% stake in a business.

At this time, this is just a proposal, and the FTC may elect not to adopt it. This proposal is nonetheless intriguing and provides a springboard for revisiting New Hampshire law governing these kinds of agreements. Although non-compete agreements are valid in New Hampshire, such agreements are narrowly construed because New Hampshire courts do not look favorably upon restraints of trade or competition. To be valid, New Hampshire courts examine non-compete agreements using a three-pronged test: 1) whether

the restriction is greater than necessary to protect the legitimate interests of the employer; 2) whether the restriction imposes an undue hardship on the employee; and 3) whether the restriction is injurious to the public interest. This test applies to any agreements restricting an employee's ability to freely engage in trade or competition.

The first part of this test typically controls the outcome of disputes. The first prong consists of two subparts: 1) a greater than necessary restriction; and 2) the employer's legitimate interests. The focus of the analysis usually concerns the scope of the employee's job. For instance, an agreement preventing an employee from soliciting customers the employee has dealt with will typically satisfy this first prong, as will a restriction that prohibits the employee from competing in the same geographic area that he or she covered for the previous employer. However, a restriction prohibiting an employee from pursuing any customers of the business or restricting the employee's activities within a larger geographic area than the area he previously worked in would face stronger scrutiny.

With increasing hostility towards non-compete agreements, which may culminate in an outright ban by the FTC if it adopts the proposed rule, it is important to consider all options available to protect your business interests when an employee leaves. Beyond a non-compete agreement, businesses could consider non-solicitation and non-disclosure agreements, which are not targeted by the FTC's proposed rule. As always, it is best to consult with an attorney to review the enforceability of your employee agreements and other options that can help protect your business interests.

Jacob M. Rhodes is an associate attorney at Cleveland, Waters and Bass, P.A. Jacob advises clients on a variety of legal matters, including corporate law, real estate, and litigation matters.



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49 South Main Street, Suite 104, Concord, NH 03301

Art in the Visitor Center

Beginning May 8, Michelle Peterson will have her exhibit "Threads and Where They Lead" on display in our gallery at 49 South Main Street, Suite 104, Concord. This artist works in multiple mediums, including painting, photography, and fiber art. She is an art educator, mother of two, and holds an MFA from New England College's Institute of Art and Design. While you're visiting our gallery, see works by New Hampshire Furniture Masters on display in the same space.



Meeting Calendar May

Mental Health First Aid Workshop

May 1 (Mon) 1pm

Creative Concord

May 2 (Tue) 8:30am

LGC Steering Committee

May 3 (Wed) 8am on Zoom

Ambassadors Meeting

May 3 (Wed) 4pm

Chamber Connections

May 4 (Thu) 4pm

State Government Affairs

May 5 (Fri) 8am

Mental Health First Aid Workshop

May 8 (Mon) 1pm

Italy Trip Informational Meeting

May 8 (Mon) 5:30pm

Business After Hours at Bank of NH Stage

May 9 (Tue) 5:30pm

Executive Committee

May 10 (Wed) 8am on Zoom

Leadership Greater Concord (LGC) Session Day

May 10 (Wed)
Reflections & Moving Forward

Concord Connects to Impact Ukrainian Youth

May 16 (Tue) 7:30am
Grappone Conference Center

Orr & Reno Legal Breakfast Series: Federal reporting requirements

May 17 (Wed) 8am
Orr & Reno, PA

Chamber and Concord Young Professionals Network (CYPN) Ballpark Networking

May 17 (Wed) 5pm
New Hampshire Fisher Cats

Board of Directors

May 18 (Thu) 8am Zoom

Chamber Connections

May 18 (Thu) 4pm

Business After Hours at Pompanoosuc Mills

May 23 (Tue) 7:30am

CYPN Steering Committee

May 24 (Wed) 9am Zoom

Meet Your Chamber

May 24 (Wed) 12pm

June

Pinnacle Awards Luncheon

Jun 1 (Thu) 11:30am

Chamber Connections

Jun 1 (Thu) 4pm

Creative Concord

Jun 6 (Tue) 8:30am

LGC Steering Committee

Jun 7 (Wed) 8am on Zoom

Executive Committee

Jun 7 (Wed) 8am on Zoom

Ambassadors Meeting

Jun 7 (Wed) 4pm

Chamber Connections

Jun 8 (Thu) 4pm

Business After Hours at NHTI-Concord's Community College

Jun 13 (Tue) 5:30 pm

Board of Directors

Jun 15 (Thurs) 8:00 am

Pats Peak

Concord Young Professionals Network (CYPN) Block Party

Jun 21 (Wed) 5:30pm
Block Party Social, Hooksett

Leadership Greater Concord (LGC) Graduation

Jun 23 (Fri) 11:30am

Business Before Hours at Breezeline

Jun 27 (Tue) 7:30 am

CYPN Steering Committee

Jun 28 (Wed) 9 am Zoom

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Scan the QR code to register for upcoming Chamber events.



Funds for Education Golf Tournament

Save the date for Wednesday, August 2 at Beaver Meadow Golf Course in Concord! Team registration will open in May, and sponsorship opportunities are available. Scan the QR code to learn more.



Contact Us

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