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The Concord Multicultural Festival is on September 24 at Keach Park in Concord. Learn more on page 4.

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Monthly Forum: State of the City's Schools

Thursday, September 14
7:45-9:15 a.m.
Holiday Inn, 172 North Main St
\$25 members / \$35 public

Join us for a timely breakfast forum addressing some key issues and initiatives in the Concord school district. Learn more in the article on this page, and register by Thursday, September 7 at concordnhchamber.com. This event is generously sponsored by Cleveland, Waters and Bass, P.A.

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New advertising deals

Check your loose newsletter inserts for brand-new Chamber ad packages. Learn more on the back page.

Stay up-to-date on community issues at Chamber forums

Even the most active community members can feel overwhelmed when it comes to tracking key city and statewide issues. There are so many vital topics to keep abreast of, and staying informed of current issues, never mind acquiring a deep understanding of these topics, can be daunting for even the most avid news-consumers. We believe inviting the public to have a strong understanding of community issues helps our entire region thrive.

The Chamber hosts timely forums in the fall, winter, and spring months that are open to all; these events address unique topics, or provide insightful updates on the Capital Region. The first event in this series, taking place on September 14, invites community members to hear directly from Concord School District Superintendent, Kathleen Murphy, and Business Administrator, Jack Dunn, who will share major developments, policies, and programs in our city's schools. The panelists will discuss the future of Rundlett Middle School and other capital projects, the school budget for 2023-2024, benefits and challenges of DEI initiatives in our schools, and answer audience questions. This event is generously sponsored by Cleveland, Waters and Bass, P.A.

On October 24, we will host another forum with prominent guest speaker Jeff Fuhrer. Fuhrer is former Executive Vice President and Director of Research at the Federal Reserve Bank of Boston, and recently published a book titled *The Myth That Made Us: How False Beliefs about Racism and Meritocracy Broke Our Economy (and How to Fix It)*. This innovative presentation will dive into systemic racism's role in shaping the U.S. economic system, and how to chart a way forward—offering equitable solutions that combat discrimination and economic imbalances. Fuhrer emphasizes embracing humility, research-based approaches, and community involvement as ways to improve economic opportunity.

Our series of forums will continue through the fall, winter, and spring with more insightful presentations. Past topics have included: **Legislative Preview**, an overview of key bills

in the current legislative session; **Economic Outlook**, a data-driven presentation on the local and national economy; **State of the City**, a forum with City of Concord Mayor and City Manager on the latest capital projects and budget goals; and **State of the State**, a Q&A and overview of issues presented by the New Hampshire Governor.

Forum speakers often represent a wide range of industries, backgrounds, and perspectives. Whether the panel includes experts that work day-to-day with the city's unhoused population, frontline healthcare workers, political experts, or civic leaders, the conversation is bound to spark the interest of anyone who is invested in the City of Concord's wellbeing and future prosperity. Each event includes a Q&A session and networking time with attendees—local professionals and community members who are invested in these issues and motivated to create positive change.

All Chamber forums are recorded, allowing anyone in the community to access these valuable presentations. ConcordTV, Your Community Media Center typically brings a small film crew to capture the event. "We cannot thank ConcordTV enough for their ongoing support," said Chamber President, Tim Sink. "These events often unveil exciting news for the city—announcements on new development projects, messages from prominent leaders, and timely information for business owners. There's nothing like being in the room and speaking face-to-face with area leaders, but recording these presentations allows us to open up the conversations to a much larger audience," continued Sink.

To stay informed of upcoming forums hosted by the Greater Concord Chamber of Commerce, visit concordnhchamber.com/event-calendar. All are welcome to register online or call (603) 224-2508 to sign up. Each event includes a delicious meal and opportunity to connect directly with forum speakers. The Chamber encourages anyone who is interested in gaining a deeper understanding of local issues, motivated to facilitate positive change, or holds a community leadership position to attend these impactful events.

Welcome new members

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samanthaglidden@traveltation.net
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emanuel.joseph@washvillecarwash.com
washvillecarwash.com



Scan the QR code
to view our online
Membership
Directory.

Connect with your Chamber community

Scan the QR code to visit our events calendar.



Business After Hours at Havenwood Heritage Heights

Tuesday, September 12 from 5:30-7 p.m.
Heritage Heights, 149 East Side Drive, Concord
\$7 members in advance / \$10 members at the door



Join us at Havenwood Heritage Heights for an evening of networking. HHH is a nonprofit, faith-based continuing care retirement community that offers independent cottage living, lodge residence, assisted living, and 24-hour care. Experience the friendly atmosphere of HHH, learn about their wide variety of amenities and activities, enjoy drinks and delicious appetizers, and grow your professional network in a lively environment where fellow members are excited to meet you and learn about your business. Learn more and register at my.concordnhchamber.com/event-calendar.

Orr & Reno Legal Breakfast Series: Protecting Business Assets in Divorce and at Death

Orr&Reno

Tuesday, September 19 from 8-9 a.m. • Complimentary event
Orr & Reno, PA, 45 South Main Street, 4th floor / Zoom

What could happen to your business in the event of divorce or death (even if you have a succession plan)? Orr & Reno attorney Nicole Forbes will discuss how business assets are treated in NH during divorce and at death, and share insight on how prenuptial agreements, postnuptial agreements, trusts, and other legal instruments can help safeguard this important asset and legacy. Learn more and register at my.concordnhchamber.com/event-calendar.

Back to (Law) School with CYPN

Wednesday, September 20 from 5:30-7 p.m.
UNH Franklin Pierce School of Law, 2 White Street, Concord
Complimentary event



University of New Hampshire
Franklin Pierce School of Law

Concord Young Professionals Network (CYPN) is going back to school for a networking event... specifically, law school! Join CYPN, UNH Franklin Pierce School of Law, and the New Lawyers Committee of the New Hampshire Bar Association for a night of networking with the Greater Concord community, including law students, UNH Franklin Pierce Law alumni, young lawyers, representatives from local firms, and non-lawyers, alike. Enjoy light refreshments, door prizes, and student-led tours. Learn more and register at my.concordnhchamber.com/event-calendar.

Business Before Hours at McAuliffe-Shepard Discovery Center

Tuesday, September 26 from 7:30-9 a.m.
McAuliffe-Shepard Discovery Center,
2 Institute Drive, Concord
\$5 members and CYPN in advance / \$10 members at the door



McAuliffe-Shepard Discovery Center
We bring the universe to you

Join the Chamber and Concord Young Professionals Network (CYPN) for morning networking—all before you start your day at work! Explore the Discovery Center's Air and Space exhibits, take in a planetarium show, enjoy a tasty breakfast, enter to win fun door prizes. Learn more and register at my.concordnhchamber.com/event-calendar.

Meet Your Chamber Lunch

Wednesday, September 27 from 12-1 p.m. • Complimentary event
Greater Concord Chamber of Commerce, 49 South Main Street, Concord

Enjoy a light lunch and orientation for new and existing members. Learn about your member benefits, network with other local professionals, and meet members of our Board of Directors, Ambassador Committee, Concord Young Professionals Network (CYPN), and Chamber team. Learn more and register at my.concordnhchamber.com/event-calendar.

Mental Health First Aid Workshop INCLUDES OFFICIAL CERTIFICATION



Our popular 2-part workshop with Riverbend Mental Health, Inc. is back! This program will teach you how to identify, understand, and respond to signs of mental health and substance use challenges among adults. Nearly 1 in 5 individuals in the U.S. live with a mental illness; whether you are an employer, HR professional, or work in a service industry, the skills provided in this workshop will help you safely, effectively and mindfully support individuals who are experiencing these challenges. This interactive workshop includes group exercises and activities that will provide training for practical situations—assessing individuals for risk of suicide or harm, encouraging individuals to seek appropriate professional help, and interacting with individuals in crisis.

At the end of this workshop, you will achieve an official Mental Health First Aid Certification. The \$50 registration fee includes this certification and a Mental Health First Aid Manual and Class Participant Guide. To participate in this program and receive the official certification, you must complete the following steps:

- Register for this workshop by Friday, October 6.
- Complete an hour-long online module before the October 20 session.
- Attend both in-person sessions: Friday, October 20 from 9 a.m. to noon and Friday, October 27 from 9 a.m. to noon.

We anticipate this workshop will fill up fast. Learn more and register online at my.concordnhchamber.com/event-calendar.

Presenters:

Jaime Corwin, BA, PHR, SHRM-CP is the Vice President of Human Resources at Riverbend. Karen Jantzen, MPA, CFRE, is the Executive Director at the Concord Coalition to End Homelessness. Both Karen and Jaime were certified to teach Mental Health First Aid (adults) in 2022 and enjoy bringing this valuable information to the community in an effort to normalize the conversation around mental health and decrease stigma.



Our spring 2023 Mental Health First Aid Class

Do you know someone who makes a positive impact?

Submit a nomination for the Chamber's most prestigious award. The 2023 Citizen of the Year will be honored at the 104th Annual Meeting. We're accepting nominations until Monday, September 18 at concordnhchamber.com/citizenoftheyear.

The Citizen of the Year Candidates should:

- Participate in activities that make a positive impact on the community and our quality of life
- Demonstrate exceptional ethical qualities and strives to improve and preserve the community
- Show great citizenship and volunteer spirit spanning several years

Save the date! Mark your calendar for our 104th Annual Meeting and Citizen of the Year award event on November 1 at the Grappone Conference Center. The evening begins with a lively cocktail reception and networking that attracts 250-300 business and nonprofit community leaders. Guests are then welcomed into the ballroom to enjoy a delicious sit-down dinner where we recognize an individual with the prestigious Citizen of the Year award. Contact (603) 224-2508 or events@concordnhchamber.com to reserve your company table.

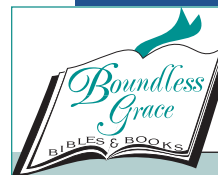
Support a community hero Increase your brand recognition by aligning your business with one of Concord's favorite celebratory events! Sponsorship options are available exclusively for Chamber members at concordnhchamber.com/citizenoftheyear.

Thank you for renewing

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KCS Advisors, LLC
Lenn Johnson Electric
McAuliffe-Shepard Discovery Center
New Hampshire Food Bank
New Hampshire Home Builders Association
Paving by Sam Cooper & Son, LLC
Red Arrow Diner, Concord
Residence Inn by Marriott
SellMyTimeshareNow.com
Smokeshow Barbeque
Summit IT Services
Suncook River Veterinary Clinic
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The Post Restaurant
The Rust Stop & NH Oil Undercoating
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Update your business info!

We are getting ready to print our annual Membership Directory. Login to the Info Hub to ensure your key info is updated for inclusion in this publication. Need help? Call us at (603) 224-2508.



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Psalm 1

- 1 Blessed is the man that walketh not in the counsel of the ungodly, nor standeth in the way of sinners, nor sitteth in the seat of the scornful.
- 2 But his delight is in the law of the LORD; and in his law doth he meditate day and night.

Store Hours Monday, Wednesday, Friday, Saturday 10-4

Moving Together Conversations: Immigrants in New Hampshire's Workforce

Wednesday, November 15 from 9 a.m. to 4 p.m.

Grappone Conference Center, 70 Constitution Ave, Concord

\$100 ticket includes morning refreshments, lunch and snacks

The Greater Concord Chamber of Commerce is proud to partner with NH Songa, Capitol Center for the Arts and Ascentria Care Alliance for an impactful one-day conference that will discuss the importance of embracing, integrating, and celebrating the vital partnership between immigrant workers and the labor market in our state. The conference will cover a range of topics including:

- Understanding the immigrant community
- Examining the challenges and opportunities in welcoming immigrants to New Hampshire
- Empowering immigrant talent, presenting data on the valuable contributions of immigrants
- The benefits of diversity, equity, inclusion, and justice (DEIJ) for companies
- Fostering workplace inclusion
- Assessing NH's progress on immigrant inclusion, exploring policies to facilitate this process
- Discussing innovative ideas for sustaining positive momentum for our state



First Speaker Announcement:

James McKim is the Managing Partner of Organizational Ignition, a Management Consulting practice. He is a sought-after organizational performance speaker, coach, change manager, and author of the best-selling book *The Diversity Factor: Igniting Superior Organizational Performance*. McKim will focus on the following topics:

- The benefits of hiring immigrants, best practices, and comparative cases of unwelcoming vs welcoming workplaces
- Highlight a workplace for immigrants that provides the best way to leverage their unique skills and knowledge
- Increase awareness of the business benefits of employing immigrants
- How to introduce equitable policies and procedures that will leverage the unique skills and knowledge of immigrants to improve your organization's performance



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Who should attend?

Moving Together will convene and engage with CEOs, human resource staff, employers, service providers, academic institutions, non-profit organization leaders, staffing agencies, ethnic-based organizations, immigrants, state and municipality officials.

Learn more and register at the Chamber's website, concordnhchamber.com.

Celebrate inclusivity

Welcoming Week is presented by the Concord Multicultural Festival September 8-17, and all are invited to get involved by bringing together neighbors of all backgrounds to build strong connections and affirm the importance of welcoming and inclusive places. This special celebration leads up to the Concord Multicultural Festival on Sunday, September 24.

Last year, we were thrilled to have 43 business and organization participants in the Chamber's promotion of a welcoming community. This year, we will have our printable "I'm a Welcomer" sign available in English, Spanish, Nepalese and French. Plus, you are invited to add your own spin to the celebration by filling in our "I'm a Welcomer because..." sign. We encourage your team to take a photo with one sign (or all five) and submit the image to our online album. Learn more at concordnhchamber.com/welcoming-week.



BUSINESS FOCUS: NAMIWalks New Hampshire – Inspiring Hope

By Susan L. Stearns, NAMI New Hampshire

NAMIWalks New Hampshire, the Granite State's largest mental health awareness and suicide prevention event, returns on October 1st in Concord. After 2022's record-breaking return to an in-person event, we can't wait for what is in store in 2023. It's not how far we walk, but how far we've come to make our milestones count. With our supporters, we intend to make an unprecedented impact on mental health in our community.

While NAMI NH has grown to meet the evolving needs in our state, we know that there remains much to be done. The implementation of NH's 10 Year Mental Health Plan has offered great promise and led to growing systems transformation, including how our state responds to mental health crises. But the mental health inequities in our state have been further highlighted and even exacerbated by the Covid-19 pandemic—creating even greater need for NAMI NH's programs. But Covid has also created another phenomenon—people talking openly about their mental health struggles and those of their families. We find ourselves with an unprecedented opportunity to change the conversation around mental illness and leverage this open dialogue to help dispel the stigma and discrimination that people and families affected by mental illness and suicide face daily. NAMIWalks NH is a way our community can come together, start the conversation about mental health, and inspire hope.

Whether you join us in-person on the Soccer Fields on South Fruit Street on October 1st, or join us virtually, you are part of an important movement that lets folks know they are not alone. Hope and help is available, and when you participate in NAMIWalks NH, you help share that message far and wide. It's a message that so many of us need.

I encourage you to join us. Whether you're a previous participant or a new voice waiting to be heard, we're pretty sure you'll find the festivities inspired

and inspiring. Registration is free and there are no fundraising minimums. And best of all, all funds raised from the Walk stay right here in New Hampshire, helping NAMI New Hampshire to continue providing free support, education, and advocacy services to over 40,000 Granite Staters. Gather your family, friends, co-workers, and pets (did I mention NAMIWalks NH is dog-friendly?) and join us, in-person or virtually, in October. You can register as an individual or create a team for your company or family at NAMIWalksNH.org. For assistance with registration or to learn more about sponsorship opportunities for your business, contact us at walks@NAMINH.org.

Susan L. Stearns is Executive Director of NAMI New Hampshire (National Alliance on Mental Illness). She has worked in the non-profit sector in New Hampshire for over 30 years, advocating for families, children, and individuals with disabilities. Her personal experience advocating for loved ones in both the child and adult mental health systems drives her passion for transforming New Hampshire's system of care in order to improve the lives of all Granite Staters affected by mental illness and suicide. Susan does this work because no mother's child should have to fear seeking help for a medical condition because of stigma.

NAMI New Hampshire is a grassroots organization working to improve the quality of life for all by providing free support, education and advocacy for people affected by mental illness and suicide. For information and resources, visit the website at NAMINH.org or call 1-800-242-6264 (press 4).

The NH Rapid Response Access Point is available 24/7 if you or someone you care about is having a mental health or substance use crisis. To connect, call/text 833-710-6477 or visit NH988.com.

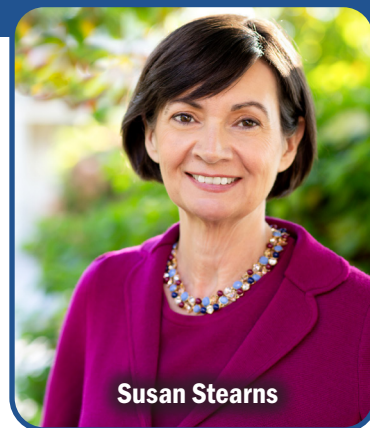


NAMI

National Alliance on Mental Illness

New Hampshire

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BUSINESS FOCUS: Maximize Your Online Presence

THE GOOGLE MY BUSINESS ADVANTAGE

By Alex Saito, V12 Marketing



V12 MARKETING

For companies of all sizes, building a strong online presence continues to be an important factor in growing a business in the current digital world. Google My Business is a key resource among the many tools available to increase visibility and attract more customers.

Account Executive at V12 Marketing, Austin Wheeler, says, "We find that an up-to-date Google My Business profile is probably the most overlooked, but highest impact effort and the easiest addition we find in consultations with potential clients. It's a no-brainer for any business of any size."

Enhance Local Visibility

Google frequently shows a "Local 3-Pack" on the search engine results page (SERP) when users look for a specific product or service in their area. The Local Pack displays the top three results that are pertinent to the search query, together with key features like contact information, reviews, ratings, directions, and more.

Businesses can cement their place in the Local Pack and greatly improve their chances of getting spotted by potential prospects in their area by having a well-optimized GMB profile.

Grow Search Engine Rankings

Many businesses want to rank well on Google's search engine results pages, and Google My Business has a close relationship with SEO and has the potential to improve organic search results. In a recent study, 49% of shoppers claimed to use Google to find new products or services.

Your chances of showing up in local search results and organic rankings can be greatly increased by optimizing your GMB profile with correct and current information, relevant keywords, interesting descriptions, and high-quality photos. Your total search engine exposure is likely to increase if your GMB profile is properly maintained,

since it tells Google that your company is authentic, active, and relevant.

Drive Website Traffic

Google My Business serves as a portal to your website and a source of crucial information about your company, the services you offer, and your social credibility.

Users searching Google who find your GMB profile can be sent directly to your website. In addition to raising brand awareness, additional website traffic opens up new options for lead generation, conversions, and revenue expansion.

Foster Customer Engagement

Through the company's GMB page, customers can provide feedback and ratings, ask questions, and send direct messages to the company.

Gaining useful insights is essential to properly customize your GMB page, whether they be products, services, or marketing techniques. GMB admins get access to information about consumer behavior, such as demographics, engagement data, how customers found the business and common search terms. With the help of these quick insights, organizations can improve their marketing strategies, make data-driven decisions, and maximize the results of their overall efforts.

Make a Statement with Visual Content

Google My Business provides companies with the opportunity to display their content, such as images and videos, right on their page. You can create a lasting first impression and set your company apart from rivals by consistently updating your GMB profile with eye-catching pictures.

Google My Business has become an essential tool for companies of all sizes. GMB offers a wide range of advantages that can have a big impact. Any brand can benefit from raising visibility in search

engine rankings, collecting customer reviews, increasing website traffic, and encouraging user engagement.

V12 Marketing is a full-service marketing agency based in Concord, New Hampshire, with clients across the United States. If you're looking to build your brand, establish credibility, increase sales, and operate your business more efficiently, get a free consultation by contacting our team today!

V12 Marketing
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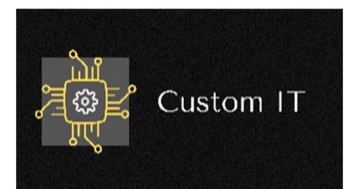
 UPSTAIRS DOWNTOWN

**Thursday
September 14, 2023
5:00 PM - 7:30 PM**

\$45/ person
*All tickets include entry to the tour and reception complete with two drink tickets.

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BUSINESS FOCUS: Planning for the future and beyond

By Melissa Queen, Keller Williams Realty Metropolitan-Concord

As we age, our needs and desires change, and our homes may no longer be suitable for us. Mature adults often face difficult questions: Should I downsize, move in with family, move into a retirement community, or should I just stay where I am at? However, this decision becomes much easier when they have a plan in place that establishes what they want to do with their properties.

Scenario 1: Mrs. Johnson, a mature adult, has lived in her large family home for over forty years. Her children have long since moved out, and she finds that her home no longer fits her lifestyle. The upkeep is too much, and she feels isolated in the large house. She decides that it is time to downsize, but she has not prepared a real estate plan. As a result, she finds herself overwhelmed and unsure of where to start.

Scenario 2: A family has recently lost their parents, who had significant real estate assets left in a trust. However, they never discussed with their children what they specifically wanted to do with their properties. The trust doesn't protect the assets from sibling disputes, as a result, their children argue and fight. Since real estate can't be divided, the family is fractured, and relationships suffer for generations to come. This situation could have been avoided if the parents had created a real estate plan.

These two stories illustrate the importance of creating a plan that establishes what you want to do with your real estate assets before you pass on. Whether you want to downsize, move into a retirement community, or leave your properties to your children, a real estate plan can help you achieve your goals and avoid conflicts down the line.

Scenario 3: Mr. and Mrs. Smith own multiple investment properties and have enjoyed passive income generated for years. However, they are concerned about the significant capital gains taxes they will have to pay if they sell them. They want to pass on their properties to their children as part of their legacy, but they also want

to minimize their tax liability.

In response, the Smiths consulted with a Planner certified through the Real Estate Planner program who suggested using a 1031 exchange. With the help of their Planner, the Smiths were able to complete a 1031 exchange to divide their assets and predetermine inheritance for their children while deferring capital gains taxes.

Creating a real estate plan involves several important steps, such as assessing your real estate assets, determining their value, return on investment, and family needs. Once you have a clear understanding of your assets and goals, you can then create a plan that outlines how you want your properties to be managed and distributed. It can help you make informed decisions about your properties, ensuring your assets are managed according to your wishes, and explore strategies that can lead to generational wealth for your family. By taking the time to create a plan, mature adults can create a legacy that is preserved for future generations to come.

Melissa Queen has been a passionate real estate agent for over seven years, building a platform around education and advocacy. In that time, she has helped over 156 families transition into their new homes. Her goal is to provide solutions, minimize taxes, and execute plans to build generation wealth goals for families. She currently works for Keller Williams Metropolitan in Concord.



Keller Williams Realty Metropolitan-Concord
87 South Main Street,
Concord NH 03301
(603) 232-8282
(603) 848-5300 (Cell)
melissa.queen@kw.com
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Melissa Queen



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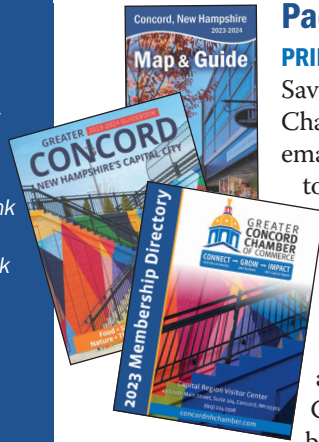
Gabriel Szczepanik, *Manager of Membership Services*

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Meeting Calendar

September

Creative Concord
Sept 5 (Tue) 8:30 am

Capital Arts Fest Meeting
Sept 5 (Tue) 9:30 am

Leadership Greater Concord (LGC) Steering Committee
Sept 6 (Wed) 8 am Zoom

Ambassadors Meeting
Sept 6 (Wed) 4 pm

Chamber Connections
Sept 7 (Thurs) 7:30 am

Leadership Greater Concord (LGC) Session Day
Sept 8 (Fri)
Orientation

Business After Hours
Sept 12 (Tue) 5:30 pm
Havenwood Heritage Heights

Executive Committee
Sept 13 (Wed) 8 am Zoom

Monthly Forum: State of the City's Schools
Sept 14 (Thurs) 7:45 am
Holiday Inn

Orr & Reno Legal Breakfast Series
Sept 19 (Tue) 8 am
Orr & Reno, PA and Zoom

Leadership Greater Concord (LGC) Session Day
Sept 20 (Wed)
History, Arts, Culture & Community

Back to (Law) School with CYPN
Sept 20 (Wed) 5:30 p.m.
UNH Franklin Pierce School of Law

Chamber Connections
Sept 21 (Thurs) 7:30am

Board of Directors
Sept 21 (Thu) 8 am

Concord Multicultural Festival
Sept 24 (Sun)
11am-4 pm
Keach Park

Business Before Hours with CYPN
Sept 26 (Tue) 7:30 am
McAuliffe Shepard
Discovery Center

Meet Your Chamber
Sept 27 (Wed) 12 pm

October

Creative Concord Committee
Oct 3 (Tues) 8:30 am
Zoom

Leadership Greater Concord (LGC) Steering Committee
Oct 4 (Wed) 8 am Zoom

Ambassadors Meeting
Oct 4 (Wed) 4 pm

Chamber Connections
Oct 5 (Thurs) 7:30 am

Business After Hours
Oct 10 (Tue) 5:30 pm
Merrimack County
Savings Bank / NH Trust

Executive Committee
Oct 11 (Wed) 8 am Zoom

Leadership Greater Concord (LGC) Session Day
Oct 11 (Wed)
Liveable Communities

Orr & Reno Legal Breakfast Series
Oct 17 (Tue) 8 am
Orr & Reno, PA and Zoom

Concord Young Professionals Network (CYPN) Networking
Oct 18 (Wed) 5:30 p.m.
TBD

Chamber Connections
Sept 21 (Thurs) 7:30 am

Board of Directors
Oct 19 (Thu) 8 am

Mental Health First Aid Workshop: Part 1
Oct 20 (Fri) 9 am

Monthly Forum: Economic Inequity with Jeff Fuhrer
Oct 24 (Thurs) 7:45 am
Holiday Inn

CYPN Steering Committee
Oct 25 (Wed) 9 am Zoom

Mental Health First Aid Workshop: Part 2
Oct 27 (Fri) 9 am

Scan the QR code to
register for events.



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