

NH GRANITE STATE AMBASSADOR CERTIFICATION - 2023

DAY 1 – THE GRANITE STATE AMBASSADOR EXPERIENCE

9:00 - 10:25am Welcome to NH Granite State Ambassadors (NHGSA, The Organization)

To provide an orientation to students about our organization, our programs, our mission, vision and values. To provide an understanding of our key partner, their promotional materials and how to use them to support our guests.

Welcome, Housekeeping, Materials & NHGSA History (9-9:20am)

Getting to Know You & How GSAs Look at NH (9:20-10am)

NH Division of Travel and Tourism Partnership, Tourism, & Materials
(10-10:25am)



Break (snack) 10:25 - 10:35am

10:35am-12:00pm Hospitality The GSA Way (GSAs, The People)

To explore the skills and resources needed to provide hospitality to guests of New Hampshire, by meeting and exceeding their information needs. How New Hampshire residents have always played a role in this process. Special speaker: Portsmouth Peace Treaty, Japan-America Society of New Hampshire.

Why do people visit NH? (10:35-10:50am)

Origin of the Pineapple & “How NH Hospitality Helped Save the World” (10:50-11:10am)

Japan-America Society of New Hampshire – Portsmouth Peace Treaty

Hospitality from the Heart (11:10-11:20am)

Guest Service Refresher / (11:20-noon)

Lunch 12:00-12:30pm

12:30 - 2:00pm Attractions & Heritage Tourism

A panel of local experts introduce us to their community and explore their attractions, scenic, cultural and historical sites and how they help to define who we are here in New Hampshire. This panel changes with each training location and you are encouraged to provide input.

Break 2:00 - 2:10pm

2:10 – 3:30pm How to Participate as a GSA

To provide the volunteer (or employee) with an understanding of the philosophy, rules, regulations, and inner workings of participating as a “GSA”. To learn how to participate at your own level and an overview of GSA Policy & Procedures

3:30-3:50pm Meet our GSAs & Center Managers

Panel discussion where you can hear from current GSA volunteers about their experiences, what they get out of the program and a Q&A. You will also have the opportunity to meet some of our center managers to help you get started.

3:50 - 4:00pm Daily Wrap-Up

Granite State Ambassadors - 501(c)3 nonprofit

www.NHGraniteStateAmbassadors.org 603-851-8624 Kelly Bryer, Executive Director kelly@nhgsa.com

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DAY 2 – BECOMING AN AWARD-WINNING “NH INFORMATION SPECIALIST”

9:00 - 9:05 am Quiz - Are you smarter than a 4th grader?

A fun review of New Hampshire trivia

9:05-10:30am Outdoor Recreation

To provide an overview of outdoor recreation opportunities around NH. A panel of experts talk about the importance of sports and recreations opportunities has for New Hampshire residents and guests.

Panelists include: NH State Parks, White Mountain National Forest, NH Fish & Game NH Rail Trail Coalition and Office of Outdoor Recreation



Break (snack) 10:30 - 10:40am

10:40-12:00pm Business, Industry & Education

A panel of experts discuss New Hampshire’s business climate, our strong attachment to NH Made and locally grown and harvested products, and the importance of NH’s multiple educational opportunities and how they impact tourism.

Panelists include: NH Department of Agriculture, Markets & Food, NH Made, NH Department of Economic Development, Economic and Labor Market Information Bureau and Manchester-Boston Regional Airport

Lunch 12:00 - 12:30pm

12:30-1:30pm Tour of host location

Become an expert on your class namesake during this tour of our host location.

1:30-1:40pm Break

1:40 – 3:20 Falling in Love with New Hampshire

Through a “speed-dating” format of presentations from each of NH’s seven tourism Regions (Monadnock, Dartmouth/Lake Sunapee, Northern NH, White Mountains, Lakes, Seacoast, and Merrimack Valley) will help students develop an understanding of the unique activities and events that draw people to New Hampshire and to “Fall in Love” with each of them!

2:25pm Stretch Break (5-10 minutes) in the middle of ‘Falling in Love’

3:20pm - 4:00pm Review, Final Exam, Graduation & Official Class Photo