



New Hampshire Granite State Ambassadors

2020-2021 Commemorative Yearbook

CELEBRATING 25 YEARS!



Welcoming the World to New Hampshire since 1996

Board of Directors 2021

Officers:

Gretchen Ziegler, Chair
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Mark Okrant, NH Author
Charyl Reardon, White Mountains Attractions Assoc
Ashlee Rowley, Lake Sunapee Region Chamber
Beth SanSoucie, Stay, Work, Play NH
Judi Window, Morgan Franklin Fellowship / Diz's Cafe / NHGSA Founder

Staff & Contractors

Kelly Bryer, Executive Director
Michelle Demirjian, Chief Financial Officer
Emily McMaster, Communications Director

Our Mission

The Granite State Ambassadors program is dedicated to meeting and exceeding the informational needs of guests and residents of the State of New Hampshire through in-depth training and active participation of our certified Ambassadors.

Our Core Values

- We believe in volunteerism, participation, and cooperation.
- We believe in training and demonstrating the essence of New Hampshire hospitality.
- We believe that citizen responsibility and living landscape are the themes that define this essence.

Citizen Responsibility

A belief that individual citizens can and will take responsibility for our future.

Living Landscape

A strong attachment to the condition of the state, including both its natural resources and its built environments.

In short, we believe that New Hampshire will only be a good place to visit if it continues to be a good place to live. Visitors will come only if we work proactively to retain our scenic open spaces, rich historic and cultural attractions, livable communities, as well as the social structure that values the individuals and permits them regular opportunities to pitch in and make a difference.

Cover Photo by Lorna Snaps

In Memory of Those Who Passed Away This Past Year:



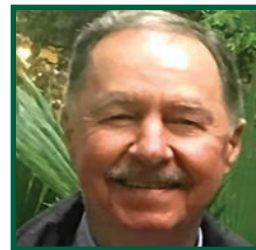
Bill Cypher
Comfort Inn Airport
Class of 2011



Doris Phippen
Canterbury Shaker
Village Class of 2002



Mikey Duprey
Honorary GSA



Ray Dion
Quality Inn Manchester
Class of 2016



Jeannette Walters
Class of 2011



Ernie Greenbaum
Winta Class of 2012



Paul Lacourse
Sprint Class of 2002



Pam Theodosopoulos
First in the Nation
Class of 1999



Clare Flynn
Purple Finch
Class of 1999

A Message from Our Chair

Gretchen Ziegler, Chair of the Board of Directors
Stonewall Farm Class of 2004

What a wonderful year of celebrations we have had!! I can't believe how much I have learned from tours, speakers, Founders' Day, training videos, meeting new people, especially our new GSAs!! The year has just sped away with everything to do, designed and carried out by our fabulous duo of Kelly and Emily!

We sadly say goodbye to Board Members Kathryn Segreti and Joe Walker. Kathryn, GSA of the Year of 2018, has completed her 3 year term and was always ready to step in and help, and Joe has completed several terms, served as Secretary of the Board and helped in many ways with strategic planning, working with industry advisory, marketing, etc. We will miss them both, but hope we can still tap into their knowledge and commitment to the Granite State Ambassadors.

And we welcome new Board Members: Charyl Reardon, Ginks Leiby, and Beth San Soucie. Charyl is the President of the White Mountain Attractions and has been a strong sponsor of our Yearbook and has accepted the position of Vice Chair. Ashlee runs the Lake Sunapee Region Chamber of Commerce and has been an active GSA and has moved into the Secretary position on our board. Jim has long been involved with the Granite State

Ambassadors serving as the Monadnock Region Coordinator and GSA of the Year in 2006. Ginks has been an active GSA while working as the Exec at the Hillsborough Chamber of Commerce and welcoming us to their Fairs. And we have been working with Beth while she was employed by Stay, Work, Play. She has just moved to Clean Energy NH.

We are delighted with the new class of GSAs. We had a great training via Zoom and got to meet almost everyone at a luncheon where we handed out materials and information.

And many, many thanks to all our sponsors, especially the Division of Travel and Tourism Development and the Manchester-Boston Regional Airport. As we seek to broaden our support through new partnerships and taking on responsibility for running the Farm, Forest, and Garden Show, we look forward to a wonderful 26th year!!



Message from Our Chief Financial Officer

Michelle Demirjian, Innovision Realty Group
MtSunapeeLodging.com Class of 2011

As we celebrate our 25th anniversary as an organization, and I think back over the 10+ years I have been involved with GSA, a word that comes to mind is perseverance. It hasn't always been easy but through each challenge... we persevered—and now I think we can say that we persevered—through a global pandemic—we kept our staff fully employed, we kept YOU, our volunteers actively engaged, we successfully navigated through and took advantage of the GOFERR grant and PPP money that was available, but most important, we persevered because of our key partners, Manchester-Boston Regional Airport and the State of New Hampshire and the many people who believe in the importance of our organization and made donations to Granite State Ambassadors.

While so many of you were personally adapting and persevering, YOU remembered this organization that has been so important to the State of New Hampshire for 25 years.

To recap our finances, in 2020, we budgeted a \$3,000 net income but finished the year with a \$14,000 net income because of the donations that were made and because Kelly, Emily, and the Board of Directors made strategic decisions based upon the changes that were happening daily. Imagine how interesting it was in November and December of 2020 to prepare our 2021 budget. We just didn't know what was going to happen across our revenue spectrum. There was a lot of 'if this happens then this, if this doesn't happen then this'. The board approved a budget that had us losing \$20,000 this year, but I am happy to report that we were able to end the year in the black thanks to new revenue events and expense controls.

So, as we celebrate our 25th anniversary, be proud that you have helped this organization persevere and let's keep it going for the next 25 years.



Message from our Executive Director, Kelly Bryer

Museum of New Hampshire History Class of 2003

We are incredibly grateful for the support of our volunteers and partners in 2021. This past year was another difficult year due to COVID-19, but Granite State Ambassadors persevered and celebrated our 25th anniversary. Despite the continuation of the COVID-19 pandemic, 257 GSAs served a total of 15,379 hours at 13 welcome centers and 13 events, with approximately 3700 hours spent learning about our state virtually and in person.

We continued to expand our communications efforts throughout 2021 and in conjunction with our 25th anniversary efforts. We published our Sunny Gazette newsletter bi-weekly, while featuring our partners in a partner news section, a featured organization section, and an industry newsletter.

Simultaneously, we increased our digital learning opportunities, with virtual programs each month, and we continued our interview series, Conversations with Emily, where we learn more about a local organizations through a one-on-one interview. These interviews are promoted and shared with GSAs and the industry in our newsletters, social media, and our website.

Our 25th anniversary programming was successful and helped us focus on education for our GSAs. Throughout 2021, we celebrated our 25th Anniversary with a monthly theme. Each month, we hosted a variety of activities, such as in-person group tours, virtual tours, blogs, interviews, admissions for on-your-own experience, lectures, workshops, trainings, and newsletter features. These activities served a critical role in promoting the industry and our partners, and volunteers can make accurate, personal, and knowledgeable referrals when interacting with guests. Many activities corresponded with the month's theme, while some were additional. Newsletter features included themed organizations, as well as a monthly feature from the NH Rail Trails Coalition.

Our GSA Certification training continued as a virtual training, completed over several weeks. Our annual presenters were able to participate virtually, and we also utilized our recorded content. We conducted our final meeting in person, where new GSAs were able to meet current GSAs and set up mentorships. Our training in 2022 will be a hybrid model. We also implemented a customer service training program with Dennis Snow, a former Disney executive. 91 GSA volunteers and Bureau of Visitor Service attendants participated. During the summer of 2021, we were able to return to many in-person events, with new COVID-19 protocols and procedures in place. In 2022, we are looking forward to new event partnerships, as well as the addition of two new centers, Moffatt-Ladd House & Garden in Portsmouth as well as Belknap Mill Society in Laconia.

I can't wait to see what 2022 brings for Granite State Ambassadors and how we will continue to evolve, and I'm so thankful to be on this amazing ride with you!



THANK YOU!
Major Gifts, Perks & Friends



Manchester-Boston
REGIONAL AIRPORT



Silver Anniversary Class of 2021

We concluded our GSA training in May as a virtual training. Our final day of training was an outdoor gathering at Kimball Jenkins, where we met our new GSAs in person and mingled with current GSAs. We continued to certify throughout the year using our recordings.

Kimball Jenkins



Dennis Snow Guest Experience Training



Granite State Ambassadors and Tourism Industry professionals participated in the nationally acclaimed Guest Experience training by former Disney executive, Dennis Snow.



2021 Training Partners

Bedrock Gardens
Economic and Labor Market Information Bureau
Greater Concord Chamber
Greater Manchester Area Chamber
Historical Society of Cheshire County
Inn at East Hill Farm
Innovision Realty Group
Intown Concord
Chamber Collaborative of Greater Portsmouth
Jack Daniels Motor Inn
Kimball Jenkins
Lakes Region Tourism Association
Lake Sunapee Region Chamber
Manchester Historic Assoc. - Millyard Museum
Manchester-Boston Regional Airport
Monadnock Travel Council
Monadnock Economic Development

NH Bureau of Visitor Services
NH Campground Owners Association
NH Department of Agriculture, Markets & Food
NH Division of Travel and Tourism
NH Division of Economic Development
NH Fish & Game Department
NH Grand
NH Historical Society
NH Made
NH Parks & Recreation
NH Rail Trails Coalition
NH State House Visitor Center
Portsmouth Peace Treaty
Seacoast Science Center
Strawbery Banke
Sunapee Cruises
White Mountains Attractions Association
White Mountain National Forest

Member Volunteer Opportunity Partners

2021 Centers & Events

Bedrock Gardens
Chamber Collaborative of Gtr Portsmouth
Great American Bacon & Beer Festival
Great American Concerts
Greater Concord Chamber
Greater Keene & Peterborough Chamber
Greater Manchester Chamber
Hampton Area Chamber Events
Historical Society of Cheshire County
Lake Sunapee Region Chamber
Lakes Region Tourism Association

Made in New England Expo
Manchester Millyard Museum
Manchester-Boston Regional Airport
Monadnock Travel Council
NH Division of Travel and Tourism
Best of NH Party
The Big E
Canterbury Welcome Ctr
Colebrook Welcome Ctr
Hooksett North Welcome Ctr
Hooksett South Welcome Ctr

Intervale Welcome Ctr
Lebanon Welcome Ctr
Littleton Welcome Ctr
Salem Welcome Ctr
Sanbornton Welcome Ctr
Seabrook Welcome Ctr
Springfield Welcome Ctr
Sutton Welcome Ctr
NH Farm & Forest Expo
NH State House Visitor Center
Strawbery Banke Events





25th Anniversary Celebration

January - ECONOMIC DEVELOPMENT

The Economic Development theme for January included additional content on the website, such as NH relocation resources, as well as several presentations. NHGSA was pleased to work with Katrina Evans, Assistant Director of New Hampshire Employment Security's Economic and Labor Market Information Bureau (ELMIB). She gave an informative virtual presentation of the ELMIB website and their available resources.



We also hosted a virtual lecture on the health benefits of tea, presented by Danielle Beaudette of The Cozy Tea Cart. This educational and engaging presentation inspired many of us to throw away our bagged tea and look for new varieties at Danielle's store! As a small local business, The Cozy Tea Cart is an instrumental part of the local economy.

In January, we recorded interviews with Tru by Hilton (also a virtual tour), Diz's Cafe, Morgan Franklin Fellowship Foundation, and the NH Rail Trail Coalition. Each of these organizations contributes to economic development in their own way, through the local economy and the hospitality and tourism industries. We also hosted a technical training with AERY, focused on how to use augmented reality to view NH art using the app AERY viewing room. The Manchester-Boston Regional Airport features work from the League of NH Craftsmen in virtual augmented reality.

Newsletter Features: The NH Rail Trails Coalition's Rail Trail Challenge; the Northeast Organic Farming Association of NH and NH State Park's, Arethusa Falls, Crawford Notch State Park and White Lake State Park; and NH's Register of Historical Places and Seven to Save.



25th Anniversary Celebration

February - WHITE MOUNTAINS

Our month started with a virtual tour of the Museum of the White Mountains, focusing on the current exhibit, Endangered Invasive and Undiscovered [Species] featuring environmental artwork from Kimberly Ritchie's recent sabbatical experiences in Greece and Iceland. The exhibit also highlighted collaborative work from interdisciplinary projects across campus, involving the intersection of the human race and the natural world that impacts endangered, invasive, undiscovered, and evolving species.

We had a fantastic opportunity to learn more about the history of skiing in Tuckerman's Ravine. This interesting and informative presentation, "Over the Headwall, A History of Skiing in Tuckerman's Ravine," was given by the New England Ski Museum. We were able to see pictures of skiers from many years ago, races that had occurred at Tuckerman's Ravine, and beautiful pictures of the mountain area.



We also loved learning about all of the winter outdoor recreational activities that the White Mountains has to offer. We hosted a panel with some key members of the White Mountain tourism community including White Mountains Attractions Association; Ski New Hampshire; Jackson XC; Appalachian Mountain Club; White Mountain National Forest.

Another activity that GSAs participated in this month was a virtual Gallery Opening and Reception for WREN (Women's Rural Entrepreneurial Network) "Winter in the Whites" Exhibit.

Our Conversations with Emily Interview series continued into February, mostly focusing on White Mountains attractions and organizations. We recorded interviews with NHSCOT & the Highland Games, WREN – Women's Rural Entrepreneurial Network, Museum of the White Mountains, Conway Scenic Railroad, Bretton Woods/Omni Mount Washington Hotel, and Dr. Mark Okrant's update on COVID-19/Tourism. We also conducted interviews with our Center Managers.

Newsletter Features: NH Rail trails – Cross NH Adventure Trail, Hiking to Cloudland Falls and Behind the Scenes at Cannon Mountain, Remick Country Doctor Museum & Farm & Meadowstone Farm, and Kimball Jenkins.

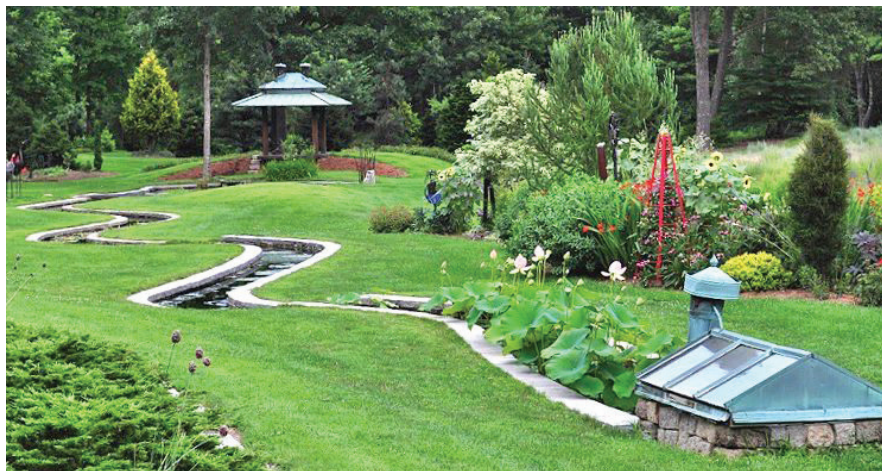


25th Anniversary Celebration

March - AGRICULTURE

NHGSAs kicked off the month with a lecture from Nate Bernitz, Home Horticulture Outreach Program Manager at UNH Cooperative Extension. Nate shared with us background information about the UNH Cooperative Extension, what they do, and the ways in which they contribute to agriculture in NH.

Next, we started a new series called Learn from a GSA, with Nick Wallner's presentation on beekeeping. Nick taught us about bees and the equipment he uses for beekeeping. He shared with us the basics of beekeeping, what getting



started entails, zoning, and some examples of beekeeping courses. Another important component of agriculture is horticulture. John Forti, Executive Director of Bedrock Garden in Lee, provided us with a presentation on horticulture in NH, entitled From the Ground Up ~ Horticulture, Agritourism & the Greening of NH. This presentation explores the ways in which gardens, farms and open space are helping to foster a sense of place, vibrant local economies, and healthier environments.

We featured a presentation on Maple Sugaring at The Rocks. We recorded interviews with the Division of Agricultural Development, Granite State Dairy Promotion, NH Maple Producers Association, The Rocks and Loon Mountain Resort.

Newsletter Features: The NH Rail Trails Coalition focused on the Ammonoosuc Rail Trail. NH State Parks featured Cardigan Mountain State Park and Moose Brook State Park, while NH History focused on the NH Historical Society. Agriculture features throughout the month included Farm & Forest Expo and UNH Cooperative Extension, Granite State Dairy Promotion and The Mindful Homestead, and NH Farm Bureau – Young Farmer Takeover and Maple Sugaring in NH.



25th Anniversary Celebration

April - GREAT NORTH WOODS

We hosted two virtual programs in April, and our first was a panel entitled Exploring the Great North Woods and Beyond. This included several chambers in the greater Great North Woods region including the North Country Chamber of Commerce, NH Grand, and the Littleton Area Chamber of Commerce. The presenters shared with us an overview of their region, including outdoor recreation, attractions, hidden gems, and more.

NHGSA continued our Learn from a GSA series with a session from GSA Roz Lowen, Foraging for Spring Mushrooms. Roz shared with us her expertise as a mycologist, and she gave an informative and educational overview of mushrooms in general, how to identify deadly mushrooms, and what could be found locally in the spring and early season.

Our Conversations with Emily series focused on our Great North Woods theme for the month of April. We recorded interviews with StoryLand & Living Shores Aquarium, The Balsams, Santa's Village, and Team O'Neil Rally School.

Newsletter Features: The NH Rail Trails Coalition featured the Upper Coos Recreational Trail, and NH Agriculture featured Price Farm and Yeaton Farm. For NH History, we focused on Kimball Jenkins and Penacook Historical Society. NH State Parks highlighted 2 state parks in the Great North Woods: Jericho Mountain State Park and Coleman State Park. We included 2 separate Great North Woods features as well: Stark POW Camps and Indian Stream.





25th Anniversary Celebration

May - SEACOAST

We hosted two virtual programs in May. Our first panel featured some historical locations in Portsmouth. Our Explore Portsmouth Panel included the Chamber Collaborative of Greater Portsmouth, Gundalow Company, Strawberry Banke Museum, and the Black Heritage Trail of NH. The presenters shared an overview of their attraction and its historical significance, so the entire presentation highlighted a range of activities for a visit to Portsmouth.

We continued our Learn from a GSA series with a GSA Author Panel! We featured 3 talented GSAs who are NH authors. Dr. Mark Okrant, a professor emeritus of tourism management at Plymouth State University, shared the background for his Kary Turnell mystery series. Mike Bruno shared the process for his fantastic book about the historical markers in NH. Dick Hatin shared the basic plot of some of his novels and his path to get there.

GSA Author Panel



We attended a special lighthouse tour, and interviewed Friends of Portsmouth Harbor Lighthouses, Star Island, and an overview of 2 NH Forts with a local historian. We have also been conducting interviews with our Center Managers, which can be found on our Visitor Center Information page.

We were also excited to start our in-person tours again in May! It was wonderful to have the opportunity to explore the Seacoast area and learn more about all the region has to offer. We participated in a tour at Hampton Beach, sponsored by the Hampton Area Chamber of Commerce. Our GSAs enjoyed listening to presentations at the Seashell, overlooking Hampton Beach. We heard from some local Hampton Beach residents who own restaurants and hotels, the NH State Parks Seacoast Regional Supervisor, the Lifeguard Chief who oversees the lifeguards at the beach, the retired director of the

Hampton Historical Society who provided a historical perspective of the area and more.

The very next day, we traveled to Exeter to board the AMTRAK Downeaster train. We traveled by train up to Freeport, ME and back again. A representative from Northern New England Passenger Rail Authority met us and traveled with us, providing a great overview of the accessibility and travel opportunities with AMTRAK. We learned about the three stations in NH: Exeter, Durham, and Dover. We were greeted by some local Freeport representatives, and then we had the opportunity to explore.



Newsletter Features: The NH Rail Trails Coalition wrote a great article about the Rockingham Rail Trail. NH Agriculture featured Flag Hill Winery. NH State Parks highlighted Pawtuckaway State Park, and the NH History theme focused on NH Forts.



25th Anniversary Celebration

June - LAKES REGION



We hosted a virtual program in June focused on the history of NH railroads. Brian Solomon, Marketing & Events Manager of Conway Scenic Railroad, and world-renowned railroad expert and author, gave a remarkable presentation on the development of railroads, specifically focusing on NH. We interviewed Gunstock Mountain Resort and Squam Lakes Association. We also interviewed 2 new partners, NH Rocks and Stay Work Play, as well as True Confections Candies & Gifts in Concord.

We had several GSA volunteers help out at the Hampton Beach & Brew Festival on June 26th. They enjoyed their time at the event greeting guests and helping out!

This was our second month so far this year with in-person tours. First, we traveled to Prescott Farm Educational Center in Laconia. This property boasts a phenomenal view of the Lakes Region, with a picturesque barn

and beautiful land. We received an overview of the variety of programs that they offer, as well as a tour of the property.

13 GSAs were given the opportunity to participate in the 2-day FAM tour, hosted by the White Mountains Attractions Association (WMA). Pemi Valley Moose Tours graciously drove us all over the White Mountains. We received an overview of each attraction, and many attractions generously gave us return passes for this summer.

Some highlights of our trip included: playing in Santa's Village, a train ride around Story Land, riding the train and experiencing a bear show at Clark's Bears, riding the tram up Cannon Mountain, taking a scenic gondola ride up Loon Mountain, and some tasty treats.

To conclude our Lakes Region month, we participated in a museum tour of 3 museums in Wolfeboro: the Libby Museum of Natural History, the NH Boat Museum, and the Wright Museum of World War II. We explored the Libby Museum and the variety of collections that the museum offers – from animals to skeletons to artifacts.

Newsletter Features: In June, we featured an article from NH Rail Trails Coalition about the Winnepesaukee River Rail Trail. We also highlighted Hermit Woods Winery for our NH Agriculture article. Our NH State Parks section featured Wellington State Park.





25th Anniversary Celebration

July - DARTMOUTH / LAKE SUNAPEE



We interviewed the New London Barn Playhouse, the Kearsarge Food Hub and Great NH Restaurants. We were fortunate to participate in many tours this month that highlighted different areas and activities within the Dartmouth/Sunapee region. The Lake Sunapee Region Chamber of Commerce put together an impressive variety of tours that showcased so much of what the region has to offer.

The Upper Valley Business Alliance put together an Agriculture Tour which included a visit to Saint-Gaudens National Historical Park, Blow-Me-Down-Farm, and Opera North. Lunch took place at McNamara Dairy, and last but not least, the group stopped at Garfield's Smokehouse in Meriden for a cheese tasting and an explanation of the cheese smoking process.

The next tour of the month was an exploration of Newport. The group stopped at Parlin Field to see the small airport, followed by an enjoyable walk on the Sugar River Rail Trail. The GSAs were also able to stop at Gunnison Lake to enjoy a lunch near the water, followed by an ice cream treat at Balthazar's Ice Shack. The

Sunshine Town was a great area to experience outdoor recreation in NH.

In mid-July, our GSAs were given the opportunity to travel around Warner on their own with suggestions from the Kearsarge Area Chamber. GSAs stopped in to explore places such as the Mount Kearsarge Indian Museum, Nature Discovery Center, NH Telephone Museum, MainStreet Bookends, Warner Public Market, Velvet Moose Ice Cream Shoppe, and Pumpkin Blossom Farm. These businesses in Warner showcased history, culture, local food and crafts.

During the last week of July, we continued our tour activities with the Sunapee Harbor. The Sunapee Region Chamber met our group of GSAs at Stacy's Smoothies, before we toured the variety of shops in the harbor area. We had the opportunity to explore the Sunapee Historical Society, where we learned about the steamboat and railroad eras and the grand hotels, and we were able to see relics of the historical Sunapee area. We ate a picturesque lunch looking out on the harbor, where we each picked from a variety of local harbor restaurants. And our day culminated in a ride around Lake Sunapee on the MV Mt Sunapee from Sunapee Cruises.



Our last tour of our Sunapee/Dartmouth Region month was a trip to Charlestown and Claremont with the Greater Claremont Chamber of Commerce. We visited The Fort at No. 4, where we were greeted by docents dressed in 18th century attire. They gave us an overview of the history of the fort and the time period. We explored the open air museum and learned more about the way of life at that time. There was also a tower to climb that offered beautiful views of the Connecticut River, the fort, and the surrounding fields. We also had an in-depth tour the Claremont Opera House.

Newsletter Features: In July, we featured an article from NH Rail Trails Coalition about the Concord-Sunapee Rail Trail: A Work in Progress. We also highlighted Mount Sunapee State Park for our NH State Parks section.



25th Anniversary Celebration

August - MONADNOCK

Our Conversations with Emily series continued with a focus on the Monadnock Region and Natural Resources. In August, we conducted an interview with the Jack Daniels Inn and Monadnock Travel Council. We also spoke with CC&D's Kitchen Market, as well as the Inn at East Hill Farm.

In Keene, the Historical Society of Cheshire County gave a walking tour to our GSAs. The tour was entitled "Badass Women of Keene Walking Tour," focusing on those who led the suffrage movement in the Monadnock Region. The second part of the tour focused on four important and historical bridges in the Hillsborough area. This also included a tour of the Hillsborough Heritage Museum.

GSA provided several volunteers to help out with the Hampton Children's Fest, the Lake Sunapee Region Chamber of Commerce's booth at the League of NH Craftsmen Fair and the Manchester-Boston Regional Airport's Aviation Day. In August, GSAs enjoyed a lunch organized by the social committee at Diz's Cafe, owned by GSA founder Judi Window and her husband Diz.



Newsletter Features: The NH Rail Trails Coalition - Monadnock Region Rail Trails. NH State Parks – Greenfield State Park.



25th Anniversary Celebration

September - NATURAL RESOURCES

In September, our Natural Resources interview with the AMC was informative and a great overview of what they have to offer.

In September, GSA hosted a virtual presentation from Nigel Manley, Director of The Rocks. This presentation focused on moose and bear in NH. Nigel shares his knowledge of moose and bear by reviewing the life cycles and answering questions about these animals.

In September, we had a number of GSAs volunteer at the Hampton Beach Seafood Festival. We also provided assistance at 2 events at the Merrimack Anheuser-Busch Brewery: Bacon & Beer and the Great American Concert. Our biggest September event was the Big E, where close to 50 of our volunteers drove to West Springfield, MA to share with attendees how great NH is!



Newsletter Features: The NH Rail Trails Coalition, focused on Randolph to Littleton, as well as NH State Parks – Madison Boulder Natural Area and Office of Outdoor Recreation Industry Development and the AMC.



25th Anniversary Celebration

October - MERRIMACK VALLEY

October was our South Central Region Month. We participated in tours, promoted the region in the newsletter, and hosted our special AMBIEs celebration.

The GSAs participated in 2 tours throughout the month. The first tour was at the NH Sports Dome in Hooksett where our host gave a fantastic presentation and overview of the facility and how it was constructed. GSAs learned what types of sports take place there, how the dome can respond to certain weather situations, and how it works. Our second tour took place at the Lawrence L. Lee Scouting Museum where we viewed their exhibits and learned the history of the museum and scouting.



The very beginning of October wrapped up The Big E in West Springfield, MA where volunteers and tourism industry professionals, shared with attendees how much they love NH! We also hosted our AMBIEs award ceremony to honor and celebrate the accomplishments of our amazing GSAs. Our quarterly meeting with Manchester-Boston Regional Airport took place in late October. The GSAs heard from Airport management, as well as a TSA representative.

Newsletter Features: The NH Rail Trails Coalition, focused on Family-Friendly Rail Trails in Southern New Hampshire, as well as the NH Statehouse Visitor Center.



25th Anniversary Celebration

November - ARTS & CULTURE

The GSAs participated in a Belknap Mill/Downtown Laconia Tour during early November. The morning of the tour began with the Belknap Mill Society, who has worked hard to preserve the mill and educate the general public on its history. Our GSAs learned about the production of socks at the mill and witnessed a demonstration of the large waterwheel that would power the machines.



The afternoon portion was sponsored by the Lakes Region Chamber of Commerce. Our GSAs learned about Rail Bike Adventures, located in the old Laconia train station and operated by the Hobo & Winnepesaukee Scenic Railroad and the Cake Theatre, a performance venue for Recycled Percussion. This theatre was opened in 2021 as part of the band's Chaos and Kindness Experience Theme. Our third and final stop of the day

was the newly renovated Colonial Theatre, which was finished in 2021 and looks beautiful.

A group of GSAs helped out in mid-November at The Bridges House to decorate the house for the holidays. It was a festive and fun-filled day. Our Conversations with Emily series continued with an interview from the UNH Cooperative Extension.

Newsletter Features: The NH Rail Trails Coalition, focused on Art of NH's Rail Trails, as well as Laconia's Colonial Theatre.



25th Anniversary Celebration

December - HISTORICAL RESOURCES

GSA held a virtual program that focused on history in NH: The History of Agriculture as Told by Barns. This program was co-sponsored by NH Farm, Forest & Garden Expo, and presented by John Porter, author, former dairy specialist, and Farm, Forest, and Garden Expo Board Member. It was an informative and engaging presentation.

In early December, our GSAs volunteered at the Made in New England Expo, welcoming guests to this fun holiday event at the Center of NH Expo in Manchester.



Also in early December, our GSAs enjoyed a festive holiday party with the Social Committee at T-Bones Great American Eatery in Concord.

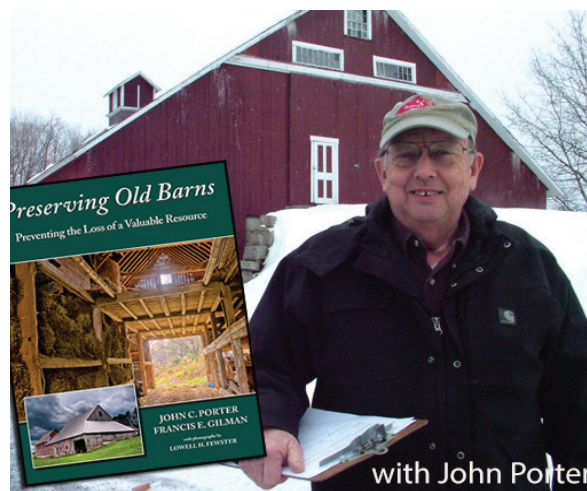
Our organization had the opportunity to take a picture with Governor Sununu on the steps of the State House as a celebration of our 25th anniversary (cover photo by Lorna Snaps). GSAs were also given a tour of the State House by a fellow GSA.

Granite State Ambassadors as an organization was also recognized with a Commendation during an Executive Council meeting for

service to the state for 25 years. Kelly Bryer, Executive Director, and Emily McMaster, Communications Director, also received individual Citations for their dedication to the organization. It was a special way to end a year of 25th anniversary celebrations.

Our Conversations with Emily series continued with an interview with Moffatt-Ladd House & Garden, a historical property in Portsmouth where GSAs will be volunteering in Summer 2022.

Newsletter Features: The NH Rail Trails Coalition, From the Granite State Walker, as well as NH Division of Historical Resources.



Founder's Day Celebration

On June 1st, we celebrated our 25th anniversary with a Founder's Day celebration of our three founders and our incredible volunteers. We spent the morning at Chuckster's in Chichester, playing mini golf, eating Chuckster's ice cream, and enjoying a delicious lunch from Diz's Cafe. A GSA volunteer read a fairytale version of the formation of the organization, and the founders each received a citation from Governor Chris Sununu.



Please join Peter, Bill & Judi by making a gift to honor their legacy and the impact it has had on the tourism industry and individuals - both volunteers and travelers alike.

Why leave part of your estate to Granite State Ambassadors?

Does being a Granite State Ambassador:

- Enrich your life
- Give your days meaning after the death of a spouse
- Keep you active and exploring New Hampshire
- Foster social engagement and meaningful friendships
- Give you a mechanism to continue to learn and for personal growth
- Provide you with engaging experiences through our volunteer opportunities, tours, lunches, perks...



Please consider being part of our legacy. For more information visit:

<https://nhgranitestateambassadors.org/donate/remembering-nhgsa-in-my-will>

History of the AMBIE Awards

Throughout the year, fellow Granite State Ambassadors, Center Managers, tourism and state officials, and the traveling public, take time to give recognition to our Granite State Ambassadors.

Congratulations to our Annual, our Hours, our Kudos and all our Award recipients, and to all our wonderful Granite State Ambassadors for your dedication and service to New Hampshire.

A special Thank You to The Falls Event Center and Celebrations Catering for their support of our event!



GSAs of the Year

2021 - Maureen Walsh
 2020 - Patty Mason
 2019 - Marty Wagner
 2018 - Kathryn Segreti
 2017 - Maurice Demers
 2016 - Sue Greenbaum
 2015 - Anita Memos
 2014 - Sue Geyer
 2013 - Jean McGiffin
 2012 - Lorraine Charron
 2011 - Richard Russell
 2010 - Jean Acton
 2009 - Vivian Villemure
 2008 - Linda Gross
 2006 - Jim Narkiewicz
 2005 - Trudy Hainey
 2004 - Paul Lacourse
 2003 - Mary Osborne
 2002 - Ron Brown
 2001 - Rita Glasheen
 2000 - Gerry Steinberger
 1999 - Georgie/Charlie Reagan

Service Award

2021 - Nick Wallner
 2020 - Karen Green
 2019 - Duncan McIntyre
 2018 - Brenda Urban
 2017 - Maureen Walsh
 2016 - Marty Wagner
 2015 - Maurice Demers
 2014 - Kathleen Kozak
 2013 - Sue Greenbaum
 2012 - Kate/Gary Bashline
 2011 - Anita Memos
 2010 - Lorraine Charron
 2009 - Joe Reisert
 2008 - Jean McGiffin
 2006 - Lloyd Farnham
 2005 - Linda Gross
 2005 - Virginia Stone
 2004 - Jim Narkiewicz
 2003 - Therese Colford
 2002 - Jim Theodosopoulos
 2001 - Mel Schunneman
 2000 - Vera Hujar
 1999 - Jean Acton

Hospitality from the Heart Award

2021 - Patricia Storm
 2020 - Connie Loken
 2019 - Maryellen McGrath
 2018 - Ron Lai
 2017 - Diane LaBelle
 2016 - Patty Mason
 2015 - Joyce Heinrich
 2014 - Judy Lai
 2013 - Steve/Karen Jordan
 2012 - Sue Geyer
 2011 - Al Peters
 2010 - Judy Greer
 2009 - Don/Bev McWay
 2008 - Pearl Martin
 2006 - Ann Carroll
 2005 - Jill Guild
 2004 - Trudy Hainey
 2003 - Roger Bernier
 2002 - Art Garey
 2001 - Paul Carroll
 2000 - Pat Michell
 1999 - Mary Osborne

Judi Window - It's Always Sunny in NH Award

2021 - Bruce Flegal
 2020 - Martha Clark
 2019 - Christine Stacey
 2018 - Deborah Hickey
 2017 - Dan Memos
 2016 - Kathryn Segreti
 2015 - Howie Wheeler
 2014 - Judi Window
 2012 - Joanne Tethers
 2011 - Lorry Young



SPECIAL MERIT AWARDS (Past 10 years)

2021 - Linda Duquette, Dawn Brockett, Virginia Drew, Margaret Waterhouse, Nicole Doolan, Mark Orshak, Kathie Rice Orshak, Nigel Manley
 2020 - Roberta Wells, Meaghan Littlefield, Sarah Brown, Ashlee Rowley, Norma Whitcomb, Kathleen Beliveau
 2019 - Bruce Flegal, Nick Wallner, Marnie Cinquantini, Barbara Cabral
 2018 - Karen Maitland, Tom Malafronte, Bob & Irene Mullen
 2017 - Tim Adams, James Byrd, Mary Lenz, NH State House Visitor Center, White Mountains Attractions Association
 2016 - Carolyn O'Brien, Doreen Braley, Connie Loken, Maurice Demers
 2015 - Jennifer Codispoti, Jennifer Townsend, Kirsten Powelson, Indian Head Resort, Kathleen Beliveau, Sue Greenbaum, Jeanne Walcek, Paul Lacourse, Kathleen Kozak, Brenda Urban, Yvonne Cote, Deborah Hickey, Kathryn Segreti, Raymond Croteau, Ann Verow
 2014 - Virginia Drew, Pip Adams, Diane LaBelle, Jennifer Tockman, Brenda Urban
 2013 - Dianne Fortin, Phyllis Goodhue, Trudy Hainey, Anita Memos, Marty Wagner, Howie Wheeler
 2012 - Jennifer Aldrich, Christine Colby, Dylan Crepeau, Maison D'Amelio, Royce D'Amelio, Moe Demers, Allison Demirjian, Nathan Pasquale
 2011 - Charlene Courtemanche, Kathleen Kozak, Bob Spoerl

50 Hour Badge

Botta, Lou
Bradstreet, Jane
Brockett, Dawn
Connors, Mary
Damelio, Cynthia
Doolan, Nicole
Dudra, Karen
Eberly, Donald
Gallagher, Bridget
Goodnight, Norma
Goodrich, Bobbie
Goodwin, Benson
Goulet, Karen
Kotowski, Ed
Kotowski, Liz
Lamarre, Mark
Lamarre, Jeanne
Mason, Leslie
Moore, Susie
Parodi, Suzanne
Rowley, Ashlee
Slayton, Jane
Vincent, Charlotte
Walsh, Joanne
Washburn, Jane
Wilson, Bob

100 Hours

Botta, Lou
Bourret, Dawn
Brockett, Dawn
Connors, Mary
Daigle, Kathi
Kotowski, Ed
Kotowski, Liz
Mason, Leslie

McMillan, Muriel
Parodi, Suzanne
Polish, Leigh
Wood, Patrice

250 Hours

Berger, Patricia
Buonopane, Christine
Duquette, Linda
Nadeau, Richard
Sullivan, Marilyn
Wells, Roberta

500 Hours

Altilio, Iris
Lovejoy, Heather
McGrath, Mary-Helen
Minnon, Margaret
Orshak, Mark
Orshak, Kathleen Rice
Walker, Maryellen

1000 Hours

Brown, Sarah
Clark, Martha
Kirouac, Donna
Molloy, Veronica

2000 Hours

Green, Karen
Wallner, Nicholas

3000 Hours

Green, Karen
Adams, Timothy
Osborne, Mary

5000 Hours

Villemure, Vivian

Kudos

Adams, Timothy
Altilio, Iris
Anderson, Violet
Angwin, Norma
Bashline, Gary
Bashline, Kate
Berger, Patricia
Botta, Lou
Bouchard, Elizabeth
Bouchard, Robert
Brockett, Dawn
Brown, Sarah
Buonopane, Christine
Carroll, Ann
Carroll, Don
Chandonnet, Sandra
Christon, Evangeline
Clark, Martha
Clay, Sonya
Connors, Mary
Conover, Barbara
Daigle, Kathi
Demers, Elaine
Demers, Moe
Demopoulos, Margaret
Bravar
Distefano, Joseph
Doolan, Nicole
Drew, Virginia
Dudman, Sheila
Dudman, Thomas
Dudra, Karen
Duquette, Linda
Flegal, Bruce
Gallagher, Bridget
Gallo, Anthony

Gallo, Kathy
Geyer, Susan
Gillen, Yvonne
Glasheen, Leo
Glasheen, Rita
Goodnight, Norma
Goodrich, Bobbie
Grady, Roberta
Green, Karen
Green, Nicholas
Greenbaum, Sue
Greenwood, Darlene
Hentschel, Vicki
Hentschel Jr., Paul
Holman, Christopher
Jasie, Eileen
Jasie, Peter
Kahn, Linda
Kelly, Patricia
Kirouac, Donna
Kotowski, Edward
Kotowski, Liz
LaBelle, Ron
LaBelle, Diane
Lai, Judy
Lai, Ron
Lamarre, D. Mark
Lamarre, Jeanne
Lefebvre, Philip
Loken, Connie
Lovejoy, Heather
Lowen, Rosalind
MacIntyre, Duncan
Magrath, Pam
Mason, Leslie
Mason, Patty
McGiffin, Jean
McGrath, Bob
McGrath, Mary-Helen
McGrath, Maryellen
McGuire, Dan
McMaster, Emily
McMillan, Muriel
McMillan, Robert

Miner, Diane
Minnon, Margaret
Molloy, Veronica
Mullen, Bob
Mullen, Irene
Nadeau, Carmen V.
Nadeau, Richard
Narkiewicz, Jim
O'Brien, Mary A
Olson, Madeline
Orshak, Kathleen Rice
Orshak, Mark
Osborne, Mary
Parodi, Suzanne
Pelletier, Richard
Polish, Leigh
Reisert, Joe
Renzulli, Michael
Ricker, Ronald
Rowley, Ashlee
Segreti, Kathryn
Stacey, Christine
Storm, Patricia
Sullivan, Marilyn
Taussig, Marlene
Vincent, Charlotte
Wagner, Marty
Wales, Benjamin
Wales, Doren
Walker, Maryellen
Walker, Shulie
Wallner, Nicholas
Walsh, Joanne
Walsh, Maureen
Waterhouse, Margaret
Weizer, Roz
Wells, Brian
Wells, Roberta
Wheeler, Howie
Wheeler, Sharen
Wilson, Bob
Ziegler, Gretchen

5 Year Pins (2016)

Indian Head Resort • Quality Inn, Manchester
NH Historical Society / Centennial Hotel

10 Year Pins (2011)

Comfort Inn Airport • Comfort Inn Concord
MtSunapeeLodging.com
• PSU Welcome Center / Ice Area

20 Year (2001)

Great Bay • Purple Lilac • White Birch
• Winnepesaukee • Winta

25 Year (1996)

Inaugural

Top Annual Hours July 2020 - August 2021

Adams, Tim 619.50
Chandonnet, Sandra 571.75
Green, Karen 846.5
Wallner, Nicholas 596.75

Granite State Ambassador of the Year - Maureen Walsh

McAuliffe-Shepard Discovery Center Class of 2014

Maureen became a Granite State Ambassador as a member of the McAuliffe Shepard Discovery Center Class of 2014, and immediately became involved with the organization in every way. Volunteering at the New Hampshire State House, at the Manchester-Boston Regional Airport doing walk-about and behind the counter work would be enough, but she's a very familiar face at many special events, too, such as: Poetry Out Loud; Made in NH Expo; Farm and Forest Expo; the Bridges House; the NH State Home Show; the Hampton Seafood Festival; the Ribfest; the Governor's Conference on Tourism; and more. Whatever volunteer shifts she undertakes, she is always ready to jump in wherever she is needed. One nomination said she was a great sidekick on any shift while another said she is a quiet, friendly, always smiling presence who handles any and all tasks, adding that



her poise and knowledge makes everyone feel comfortable that she'll handle whatever comes their way. She is always ready to discover new things and regularly attends tours and trainings. Some of those experiences have led to a White Mountain National Forest Certification and an AMC Certification. She has also received numerous Kudos awards and the Service Award in 2017.

Year after year, Maureen continues to display the best qualities any Granite State Ambassador can have, contributing to both the organization, her fellow Ambassadors and visitors to New Hampshire, and making her a great Granite State Ambassador of the Year.



Hospitality from the Heart Award - Patricia Storm

HMS Host / Manchester-Boston Regional Airport Class of 2018

Pat became a Granite State Ambassador in 2018 in the HMS Host / Manchester-Boston Regional Airport class, and since that time has consistently been described as having a kind heart and a wonderful way with visitors whether at the Manchester-Boston Regional Airport or the New Hampshire State House. She is often the first to welcome visitors and engage them in conversation, asking what they need and sharing her valuable knowledge of the state. Her kindness and assistance is always done quietly without looking for praise, although she is often quick to praise others. At the airport, she is often the one to notice if someone might need help and leaves the booth to approach passengers to see if she can offer assistance or answer questions. She always gives them her full, undivided attention. This past year Pat rearranged her schedule to provide transportation to another GSA who was unable to drive herself to her volunteer shifts. This generosity, and hospitality, benefitted both the organization and the volunteer. She has also served as a mentor to new volunteers encouraging them to try new things by sharing her own experiences. Pat has received both Kudos and Top Annual Hours Awards in past years, and has participated in many learning opportunities.



For her many kindnesses as a GSA and her generosity of spirit putting another person, visitor, or GSA before herself, she is most deserving to receive the Hospitality from the Heart Award.

Service Award - Nick Wallner

The Bridges House Class of 2018

Nick is a gem who has fully embraced all that is wonderful about the New Hampshire Granite State Ambassador organization, volunteering primarily at the New Hampshire State House, the Manchester-Boston Regional Airport, and special events. He is always ready to help whenever and wherever there is a need, no matter what the task. His love of being a GSA is contagious, and he is a great cheerleader for other GSAs, often being the first to mention new tours or volunteer opportunities available. He works to better himself as a GSA by attending many learning opportunities throughout the state. In the year following his GSA training with The Bridges House Class of 2018, he was named Rookie of the Year. He has also been recognized for Top Annual Hours Awards in each year he's volunteered, and received multiple Kudos awards, including ones for being a great tour guide at the State House. He has brought his tourism work background to the organization in so many ways, including being a great sounding board for the Granite State Ambassador staff members. He is a solid supporter of the organization.

For these reasons, his enthusiasm, service to all, and many hours of excellent volunteering, Nick has been awarded this year's Service Award.



Judi Window - It's Always Sunny in New Hampshire Award -

Bruce Flegal

McAuliffe-Shepard Discovery Center Class of 2014

Since becoming a Granite State Ambassador in 2014, Bruce has volunteered over 1300 hours, and done it all with a smile on his face. He provides a light-hearted approach to any volunteer shift, and is always pleasant and engaging showing "It's Always Sunny in New Hampshire" spirit. At the Manchester-Boston Regional Airport where he volunteers, he never fails to ask about someone's flight or day, and everyone leaves with a smile after chatting with him. New GSAs whom he has mentored have applauded his passion and excitement about New Hampshire, as well as his wealth of knowledge, all which have led to great learning and volunteer experiences for them. He has received Kudos awards and a special GSA Booster of the Year Award in 2019. Bruce earned both his White Mountain National Forest and AMC certifications and participates in many learning opportunities. One fellow GSA described him as the perfect front man who represents all the positive things we would like visitors to know about New Hampshire and its residents.

For his sunny, positive attitude towards everyone while volunteering many hours with the Granite State Ambassadors, Bruce Flegal is awarded the Judi Window – It's Always Sunny in New Hampshire Award.





Blogger of the Award

Linda Duquette
Stark Brewing Company
Class of 2017



Rookie of the Award

Dawn Brockett
Kimball Jenkins
Class of 2020



Industry Merit Award

Nicole Doolan
Millyard Museum
Class of 2020



Industry Partner Award

Nigel Manley
The Rocks



When Life Gives You Lemons Award

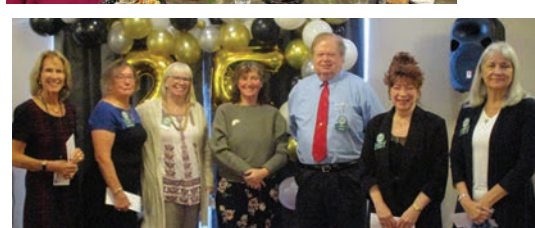
Virginia Drew
Southern NH University Class of 2014

Margaret Waterhouse
The Hotel Concord Class of 2019



Dynamic Duo Award

Mark & Kathie Rice Orshak
Mountain View Grand Class of 2018



Commendation by Governor Sununu



December 8, 2021 - Congratulations Granite State Ambassadors!



“... I, Christopher T. Sununu, Governor of the State of New Hampshire, do hereby commend the Granite State Ambassadors for their hard work and dedication, and congratulate them on the celebration of their 25th Anniversary.”

Kelly Bryer & Emily McMaster were humbled to also receive personal Citations from Governor Sununu.

George & Georgette Return

Thank you to everyone who submitted a George and Georgette picture from their travels. Out of all the submissions, we have chosen a winning picture. GSA Diane Miner took this picture up north, and wow! Lucky Georgette for getting to see a moose!





THANK YOU!

To all Granite State Ambassador volunteers for your service promoting tourism in the State of New Hampshire and for passionately sharing your knowledge and experiences in the White Mountains and at our popular Attractions with the visiting public.

The White Mountains Attractions

Alpine Adventures | Attitash Mountain Resort | Cannon Mountain
Clark's Bears | Cranmore Mountain Resort | Conway Scenic Railroad
The Flume Gorge | Hobo Railroad | Loon Mountain Resort
Lost River Gorge & Boulder Caves | Mt. Washington Auto Road
Mt. Washington Cog Railway | Polar Caves Park | Santa's Village
Story Land | Whale's Tale Water Park | Wildcat Mountain



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Special Thanks to our Key Partners



HATS OFF TO OUR 2020 'BIG 4' PEER AWARD WINNERS!

Karen Green - Service • Connie Loken - Hospitality from the Heart •
Patty Mason - GSA of the Year • Martha Clark - It's Always Sunny in NH

Granite State Ambassadors, Inc

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