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New Hampshire Business Committee for the Arts

CONNECTING ART AND COMMERCE: FUELING THE CREATIVE ECONOMY

ANNUAL REPORT

2018-19

## From the Chairman of the Board



In 2018 the New Hampshire Business Committee for the Arts took a bold step forward and hired Tricia Soule as the second executive director in the history of the organization. When founding director Joan Goshgarian announced her plans to retire last year, the Board of Directors did some soul searching (no pun intended).

There were a few Board members who wondered if the organization had fulfilled its mission and whether or not it could continue to be a sustainable entity without Joan at the helm. Utilizing an in-depth survey and a discussion facilitated by RMC Research, we answered critical questions about the potential for continued growth and success. It was determined that the NHBCA performs an important function as a convener of the business and arts communities. In Tricia, we found just the right entrepreneurial leader eager to amplify the New Hampshire Business Committee for the Arts role in advocating for the arts within the business community.

Tricia quickly garnered the support of the Board and has invigorated the community with her fresh perspective, innovative ideas, and contagious enthusiasm for 'Connecting art and commerce: Fueling the creative economy'. If you had the opportunity to attend the 35th Annual Arts Awards Gala in May, you no doubt agree that the future of the New Hampshire Business Committee for the Arts is bright!

As with any worthwhile endeavor, it takes time and resources to bring a new vision to life. The Revenue and Expense Summary speaks to the Board's commitment to investing in the organization to make this possible. This is very much in thanks to your shared commitment to lifting up the arts to build vibrant, diverse, and prosperous communities around the State.

We are grateful for your continued support.

Sincerely,

A handwritten signature in black ink that reads "Tom Raffio".

Tom Raffio  
President & CEO  
Northeast Delta Dental



## NHBCA Highlights 2018-19

**FOUNDED** Artful Networking to bring the business and arts communities together throughout the year for networking and learning events at new and interesting venues.

**PARTNERED** with NH Humanities to offer members of the New Hampshire Business Committee for the Arts a discount on the Humanities@Work program.

**ELECTED** a slate of new directors to the NHBCA Board.

**WELCOMED** eight new members including CGI Business Solutions, Curbstone Wealth Management, Dartmouth-Hitchcock Health, Engelberth Construction, Inc., Fiduciary Trust of New England, Ledyard National Bank, Preti Flaherty, and Southern New Hampshire University.

**INCREASED** social media presence on LinkedIn and Facebook to thank members and event sponsors for their support, promote arts organizations and artist entrepreneurs, and highlight news about the arts in education, healing, and community development.

**DEVELOPED** regular e-news communications resulting in an average 32% open rate, exceeding a 17.5% industry standard for the arts sector.

**PRODUCED** the 35th Annual Business in the Arts Awards Gala to recognize and honor businesses for their support of the arts and to showcase the arts in the State. Featured nineteen contemporary and hip hop dancers, musicians, actors, visual artists, and lifestyle design expert.

**HONORED** Joan Goshgarian at the Annual Awards Gala held at the DoubleTree Downtown Manchester Hotel for her inspirational leadership of the New Hampshire Business Committee for the Arts.

## The NHBCA Mission

The New Hampshire Business Committee for the Arts is a 501(c)3 nonprofit organization that educates, motivates, and recognizes business support of and participation in the arts. The NHBCA advocates for the value of the arts in economic, social and community development, and NHBCA facilitates people and projects that enhance engagement in the arts.

### Revenue and Expense SUMMARY

NHBCA fiscal year  
May 1, 2018 – April 30, 2019

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<b>TOTAL REVENUE</b>	<b>\$106,634</b>
Member/Board dues	\$ 62,225
Awards program	\$ 44,375
Misc. Income	\$ 34
<b>TOTAL EXPENSES</b>	<b>\$116,566</b>
Fees*	\$ 93,978
Awards program	\$ 22,588
Net Loss	\$ 9,932

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#### IN-KIND SUPPORT

Provided in part by:  
Bridge & Byron Printers  
The Duprey Companies

\*administrative, personnel, and program

*Special thanks to Cindy Foote for designing and Bridge & Byron Printers for printing the 2018-19 Annual Report.*

## From the Executive Director



This is the job of my dreams! How many people get to say that? At this writing, I have been serving in the role of executive director for eight months and I count myself among those who can wholeheartedly make that statement. Over the years I have owned an art gallery, worked at an art museum and have been employed as a design consultant. My first professional job, though, was in sales at a nationally recognized insurance company. At first glance it may appear that I took a dramatically different path from those early days of selling life insurance, but the common thread for me has

always been my interest in building relationships with people from all backgrounds and having the opportunity to continually develop new ideas.

These have long been priorities for the New Hampshire Business Committee for the Arts. Our role is to foster relationships that build stronger ties between art, business, and community. With an increasing need to attract and retain a talented and robust work force, access to the arts is more vital than ever to engage people in and out of the workplace. Given the favorable unemployment rate, it is an especially opportune time for employers to include encounters with art in their overall strategy to enhance company culture. This is why we have teamed up with NH Humanities to offer our members special access to their Humanities@Work program, which provides a host of enrichment opportunities. People are hungry to be part of something new and interesting and they are looking to settle in communities that offer such experiences. The arts are essential to cultural experiences, educational activities, and collaborative relationships that stimulate conversation, innovation, and ingenuity.

We saw this firsthand in February when we hosted the Artful Networking event at a gallery in Manchester. Business and arts leaders, members of the NHBCA, individual artists, and other professionals interested in mingling gathered at this unique location. Connections were made between people who might not have otherwise met. For instance, the president of a bank remarked that he attends every networking event around, but got to know people he had never seen anywhere before. Exciting collaborations developed as the result of conversations between these various parties. One of them is highlighted in the *Hand-in-hand: When art and business are in sync* segment about programs developed between NHBCA members and a local artist.

This speaks to the New Hampshire Business Committee for the Arts' ability to develop important relationships that more broadly define how art and businesses can support one another. Highlighting the fact that New Hampshire's creative sector contributes 2.3 billion dollars to the economy is one way we are advocating to change the way people think and talk about the arts. Bringing diverse groups to the table allows us to facilitate partnerships and promote a more evolved understanding of how arts businesses operate. This was on display at our Awards Gala in May where we celebrated the theme of improvisation, collaboration and the entrepreneurial spirit, much to the delight of the 300+ attendees.

We are at a defining moment in our work at the New Hampshire Business Committee for the Arts. I am honored and exhilarated to help shape the organization's future. It is, of course, only with the continued generosity of our members, sponsors, and others who value arts and creativity that we will continue to grow and fulfill our mission.

With gratitude,

*Tricia Soule*  
Tricia Soule

## Hand-in-hand: When art and business are in sync

The arts are powerful: in education, healing, and building communities. It's terrific to see these three elements converge when the arts and business communities support each other. This is one reason we have developed Artful Networking events. Bringing business and arts professionals together creates a sense of camaraderie, promotes collaboration, and develops a shared commitment to ensuring that the creative sector is recognized for its economic power in the State's workforce and community development. Our first Artful Networking event resulted in exciting partnerships that illustrate the benefits of connecting art and commerce.

Artist Daryl Johnson of Amherst attended the first Artful Networking event in February to meet NHBCA Board members and other art enthusiasts. Johnson shared that, "As an artist it is inspiring to meet business leaders from all backgrounds who are supporting the arts. I enjoyed conversations that were not hurried and received wonderful advice." Those interactions led to opportunities for the artist and two NHBCA members to develop programs at Jupiter Hall in Manchester where Johnson's paintings were displayed.

With the help of Genella McDonald of Stibler Associates, Johnson created a Lunch & Learn for designers, architects, and other professionals to discuss how original art transforms a space. There were attendees from a variety of companies, including Connie Roy-Czyzowski Vice President of Human Resources at Northeast Delta Dental. She took some time to answer a few questions for us and share her thoughts on bringing art and creativity into the workplace.

**Q:** *Artist Daryl Johnson and NEDD partnered to cross-promote her art exhibition and a book signing of Mindfulness: a Better me; a Better You; a Better World by NEDD President Tom Raffio. What were the outcomes of this collaboration?*

**A:** I attended the Lunch & Learn where Daryl discussed how art evokes a variety of emotions. She mentioned that she had collaborated with Tom on the exhibit of her works and Tom's Mindfulness book signing. She was impressed that Northeast Delta Dental and our employees have embraced mindfulness as a personal and professional development opportunity. We decided to purchase one of her contemplative paintings to enhance the peacefulness of the room where our mindfulness sessions occur.

Dr. Annabel Beerel, who co-authored the book with Tom Raffio, writes articles on mindfulness for our company monthly publication. We plan to invite Daryl to join Dr. Beerel in presenting a session so she can share her experiences as an artist and give us a glimpse into what it's like to create beautiful works of art. Painting itself is a mindful activity – it's clear when you look at Daryl's work that she is fully present in the making of her art.

**Q:** *As an HR expert, what are your thoughts about the role of the arts and creativity in promoting health and wellness at work? How does this benefit your business?*

**A:** Organizations want employees to think 'outside the box' and exposing them to art, music, history – something different than what we experience day to day in the workplace – I believe that's the way to encourage out of the box thinking.

Individuals who come to work every day in our businesses are not only Business Analysts, Customer Service Representatives, Accountants, and so on. They're individuals who have experiences, background, feelings, and interests in much more than what they do in their careers! Appreciating and encouraging the whole person to show up in the workplace allows us to tap into what goes beyond the skills and expertise they bring to the job. Sharpening our minds and interests outside of what we do at work will impact how we do our jobs, celebrate our humanity, and appreciate one another.



Jupiter Hall is a community-oriented multi-purpose creative digital media arts space located in Manchester, NH where communities experience arts, culture and innovation. Jupiter Hall showcases and presents exciting opportunities for storytellers, creatives and professionals working with Digital Media and other innovative formats to share their stories, culture and vision.

## New Director Profiles

The New Hampshire Business Committee for the Arts Board of Directors welcomed five talented new board members in April. This group brings a wide range of skills and life experiences to our board, including backgrounds in finance, healthcare, employee benefits, and engineering.



### MICHAEL COSTA

is President and CEO of Fiduciary Trust of New England. He has more than two decades of investment management, wealth planning, and trust administration experience. He serves on the Board of Trustees

at the Currier.



### DAN CRONIN

is Founder and President of CGI Business Solutions, a strategic business partner offering employee benefit planning, business insurance solutions, and employee wellness programs. Dan serves on the Board

of Directors for the Moore Center.



### DYLAN CRUESS

is Chief Operating Officer of TFMoran, a land planning firm specializing in engineering and surveying services. Dylan serves on the Manchester Chamber of Commerce Board of Directors and is a member of the

Union Leader's 40 Under Forty.



### JENNIFER GILKIE

is Vice President of Marketing and Communications for Dartmouth-Hitchcock Health. Jen has held various marketing and event positions, including the New York City Opera, the Royal Academy of

Arts, and Carnegie Hall.



### KATHRYN UNDERWOOD

is President and CEO of Ledyard National Bank. Ledyard is a community bank with offices in NH and VT. In 2017, the Independent Community Bankers of America named her Community Banker of the Year – East Coast.

## Board of Directors (as of April 30, 2019)

*Chairman*, Thomas Raffio  
Northeast Delta Dental

*Vice Chairman*, Jeremy P. Veilleux  
Baker Newman Noyes

*Secretary*, Jennifer L. Parent  
McLane Middleton

*Treasurer*, Peter W. Tawney  
Tawney & Associates

Peter F. Burger  
Orr & Reno

Barbara J. Couch  
Hypertherm, Inc.

Stephen M. Duprey  
The Duprey Companies

Michael Costa  
Fiduciary Trust of New England

Dan Cronin  
CGI Business Solutions

Dylan Cruess  
TF Moran

Jennifer Gilkie  
Dartmouth-Hitchcock Health

Michael A. L'Ecuyer  
Bellwether Community Credit Union

Genella C. McDonald  
Stibler Associates

Dianne M. Mercier  
People's United Bank

John H. Morison III  
Hitchiner Manufacturing Company

Joseph R. Murray  
Fidelity Investments

Richard Pizzi  
Lavallee Brensinger Architects

Alan L. Reische  
Sheehan Phinney Bass + Green

Kenneth R. Sheldon  
Bank of America

Jon B. Sparkman  
Devine Millimet

William E. Stevens  
Harvey Construction

Arthur Sullivan  
Brady Sullivan Properties

Jamie Trowbridge  
Yankee Publishing, Inc.

Kathryn Underwood  
Ledyard National Bank

Alexander J. Walker, Jr.  
Catholic Medical Center

Steven C. Webb  
TD Bank

John F. Weeks III  
Harvest Capital Management

**Directors Emeriti**  
Sally W. Crawford

Sylvio L. Dupuis O.D.  
MCPHS University

Thomas P. Putnam

John F. Swope

## Your Membership Matters

The New Hampshire Business Committee for the Arts is the only statewide membership organization dedicated exclusively to connecting the business and arts communities. Our members support the role of the arts in creating positive experiences and interactions for New Hampshire residents and visitors alike. Members of the NHBCA believe that the arts are powerful.

- We believe the arts enhance quality of life in and out of the classroom and workplace. That is why, with your support, we advocate for integrating the arts across curriculum to produce the next generation of great employees. STEAM fuels the creative economy.
- We believe the arts improve our overall health and wellbeing. That is why, with your support, we promote the scientifically proven healing power of arts, including its role in relieving stress and caring for people with Alzheimer's disease and mental illness.
- We believe arts shape our lives by stimulating conversation, providing entertainment and fun, and bringing together people from all backgrounds. That is why, with your support, we build meaningful relationships between New Hampshire's business and arts communities.

As our State's most effective proponent for the creative sector, our members actively support the New Hampshire Business Committee for the Arts' role in facilitating partnerships that enhance company culture, power economic development, and help to build vibrant, diverse, and prosperous communities.

Thank you for your support!

***Learn how you and your organization can benefit from supporting the NHBCA. Contact Executive Director Tricia Soule today at 603-518-8241 or [tricia@nhbca.com](mailto:tricia@nhbca.com).***



## Thank You to our Members

BAE Systems  
Baker Newman Noyes  
Bank of America  
Bar Harbor Bank & Trust  
Bellwether Community Credit Union  
Brady Sullivan Properties  
Bridge & Byron Printers  
C & S Wholesale Grocers, Inc.  
Catholic Medical Center  
CCA Global Partners  
CGI Business Solutions  
Cleveland, Waters and Bass, P.A.  
Concord Hospital  
Coughlin, Rainboth, Murphy & Lown  
Curbstone Wealth Management  
Dartmouth-Hitchcock Health  
Devine Millimet  
DoubleTree by Hilton Manchester Downtown Hotel  
The Duprey Companies  
Eckman Construction  
Elliot Health System  
Engelberth Construction, Inc.  
Fidelity Investments  
Fiduciary Trust of New England  
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Harvest Capital Management  
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Address service requested

## We're All Part of New Hampshire's Creative Ecosystem

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### ARTISTS:

The visual, performative, and auditory artists create original creations of artistic expression



### DREAMERS:

The dreamers, thinkers, and innovators create ideas and push the boundaries of what's accepted and expected



### MAKERS:

The makers, artisans, builders, and creators help our dreams become reality



### OBSERVERS:

The observers, learners, and absorbers help push the culture forward by participating and admiring



### COMMUNICATORS:

The communicators spread knowledge, passion and information to others and help perpetuate the discourse surrounding the ecosystem



### INVESTORS:

The supporters who recognize artistic innovation and help spread the beauty and genius of others