

Underwritten by



# TIDINGS

HAMPTON AREA

May 2009

Hampton Area Chamber of Commerce Monthly Newsletter

### SUMMER'S HERE!

Bring us your Brochures NOW for the Beach Welcome Center when we open Weekends in May. Or . . . Drop Them Off at One Lafayette Road Office in Hampton. Or . . . We will pick them up!

*It's a Benefit of Your Membership!*

### HAMPTON CHAMBER MEMBERS!

#### *New Promotional Opportunity at the Beach Welcome Center*

Digital Media Displays is placing three large screen LCD monitors at locations in the Chamber's Beach Welcome Center to display continuously running ads and information from early to mid-May until after the Seafood Festival.

Please see the separate insert in this newsletter for rates and more information.

### SAVE THE DATE!



Hampton Area Chamber of Commerce

### "2009 Summer Kick Off Party"

June 11, 2009 – 1:30-6:00 pm

Whale Watch Aboard *The Lady Audrey*

"Party Time" DJ, Lunch, Treats, Soft Drinks, Cash Bar, Prizes!

\$40.00 per person

Order by phone: 603-926-8718

Online: [www.hamptonchamber.com](http://www.hamptonchamber.com)

Or stop in the Chamber: One Lafayette Road, Hampton

The Hampton Area Chamber of Commerce announces limited advertising space available in the official

## 2009 Hampton Beach Calendar of Events

This is the time of year that the chamber is busily preparing the official Calendar of Events for the Summer season. This is the most sought after publication with 30,000 copies distributed throughout the Summer not only at the chamber's beach office, but also at motels, hotels, rental cottages and restaurants throughout the beach. This 48 page, completely four color publication is the definitive guide listing all the entertainment on the Seashell Stage, fireworks schedule, Sand Sculpting Competition, Children's Festival, Miss Hampton Beach, Hampton Beach Idol competition, Seafood Festival and all other events that Hampton Beach offers. Designed in an easy to read style complete with a map of advertisers' locations to guide tourists, the Calendar of Events has become a keepsake souvenir.

Previous years advertisers will be pleased to know that ad rates for 2009 have not increased and copies of last years ads have been mailed directly to them. Please note that the deadline for advertising copy is May 21st. For more information or to reserve your space call Bob Houle at 603-502-1556 or email him at renh37@yahoo.com.

**Remember! Space availability is limited and on a first come, first serve basis!**



Actual Book size 8 1/4" X 10 3/4"

**Proudly Serving Hampton, Hampton Beach, Hampton Falls, North Hampton, Rye & Seabrook**

## WELCOME NEW MEMBERS

The Partridge House Assisted Living Community, 777 Lafayette Road in Hampton NH is a full service, all inclusive, 40 unit, assisted living health care center with 24 hour nursing staff, with 16 hour LPN/RN coverage, medication management, on-site rehabilitation therapy, recreational and social events, a medical alert system, and transportation.



The assisted living facility is set up with customized nursing care plans for all of the residents.

In addition to long term assisted living, they also provide short term respite care for family caregivers. The only assisted living community in the Hampton Beach resort area, Partridge House offers residents three apartment options and amenities such as a heated indoor pool, health & wellness center, restaurant-style dining, a beauty parlor, and much more. The small studio, large studio, and one-bedroom apartment units offer private accommodations for individuals as well as couples. Each unit includes his or her own kitchenette and oversized bathroom with easy bathtub access.

"We are proud to be celebrating our 10th year providing the Seacoast region with excellence in assisted living services," said Executive Director Denis Donovan. "We continue to provide high-quality care and services to our residents. We are always available to answer your questions or to provide you and your family with a personal tour of our community or explain the services we offer," said Donovan.

The Partridge House is managed by Genesis HealthCare, one of the nation's largest long-term care providers operating over 200 skilled nursing centers and assisted living residences in 13 eastern states. Genesis also offers a wide range of services from assisted living services, transitional care, short stay and short-term orthopedic rehab to other specialty services including dialysis, wound care and Alzheimer's dementia care. Genesis also supplies contract rehabilitation therapy to over 700 healthcare providers in 23 states and the District of Columbia.

If you would like to tour The Partridge House Assisted Living Community, please call 603-929-3032 and ask for Paula Hartwell-Bell, Marketing & Admissions Director. Visit the website at [www.geneshcc.com](http://www.geneshcc.com). Pictured in photo are (from left): Pat Morgenstern, Hampton Area Chamber; Paula Hartwell-Bell, Director of Marketing and Admissions; and Denis Donovan, Executive Director, Partridge House.

**Seacoast Sailing.com**, operating out of the beautiful Wentworth Marina, is open June 1-mid-October. They offer daily sails to the Isles of Shoals, York Beach, and the Nubble Lighthouse or the New Hampshire coastlines. They also offer daily sunset cocktail cruises around Portsmouth Harbor.

*New Horizons*, a 49-passenger USCG certified 60-foot motorsailer, is also the perfect venue for wedding events, private parties, and corporate events. With her wide beam and over 60 feet of deck space—allowing passengers of all ages to freely move about the deck while under full sail—*New Horizons* offers a level of comfort in sailing not found in smaller boats for hire.

Seacoast Sailing.com provides a fun, enjoyable, relaxing, family-friendly, and affordable sailing experience—and a different way to experience the beauty of the New Hampshire and southern Maine coastlines. Mahalos Catering will provide lobster rolls, assorted sandwiches and appetizers, as well as a variety of wines, local brews, and soft drinks on each sailing cruise.

For more information and to book your reservation, please visit the website at [www.seacoastsailing.com](http://www.seacoastsailing.com). Come sail with us!

## CHAMBER CONNECTION

### A Daytime Networking Event

Wednesday, June 3, 2009, 11:30 to 12:30

Hampton Area Chamber members and their guests are invited to join us for this straightforward networking opportunity at the Chamber office, One Lafayette Road, Hampton, on the first Wednesday of most months from 11:30 to 12:30. Attendees will meet other professionals to make contacts and expand visibility for their businesses. There will be time for a short infomercial about your business, a featured speaker will present a topic of interest, and the rest is all about networking.

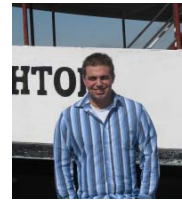
Contact Katie Curran at (603) 926-8718, ext. 104 or e-mail [katie@hamptonchamber.com](mailto:katie@hamptonchamber.com) to reserve a spot. Space is limited to the first 25 reservations received. **Reservations are required.** An e-mail confirmation will be sent to each month's attendees.

The Partridge House, 777 Lafayette Road will be hosting their 10th Anniversary Cocktail Party on June 25th from 4:00-7:00 pm, featuring hors d'oeuvres, cocktails, live instrumental entertainment, and introductions to the center's remarkable staff and other industry professionals. Learn about Genesis HealthCare focus on resident comfort and peace of mind in the safety of their own apartment. The assisted living facility is set up with customized nursing care plans for all residents. In addition to long term assisted living, they also provide short term respite care.

All members of the community are welcome to join the celebration. To take advantage of this special opportunity, RSVP to Paula at 603-929-3032 ext. 1101 by June 22, 2009.

## MEMBER NEWS

The Isles of Shoals Steamship Company (ISSCO) has named Rich Ryzman as its marketing manager. Ryzman's chief role is promoting ISSCO's tour offerings and further developing the company's relationships with the Seacoast's business, hospitality, and educational communities.



"We're delighted to add Rich to our marketing team," said ISSCO owner Robin Whittaker. "Rich brings great enthusiasm to this vital position, and his involvement in our University of New Hampshire's Tourism Planning and Development learning partnership activities enabled him to develop the marketing acumen and tourism knowledge needed to add immediate value to our business." Rich became acquainted with ISSCO and Robin through an introductory tourism class assignment that took place aboard the M/V Thomas Lughton. Rich planned and marketed his own cruise for the graduating seniors at UNH for ISSCO while following the Recreation Management and Policy field practicum curriculum. He then went on to South Carolina to complete his internship and finish his bachelor's degree that summer. After being offered a position in South Carolina, Rich decided to return to Portsmouth, NH only to work with ISSCO to receive more responsibility in a diverse working environment.

*About the Isles of Shoals Steamship Company:* The Isles of Shoals Steamship Co. offers river and ocean cruises, party ships, charters, and educational tours of the Greater Piscataqua Region—from Portsmouth Harbor to the Isles of Shoals—on the M/V Thomas Lughton, a 90-foot, Victorian-style steamship that combines historic charm with modern amenities to accommodate any function, including weddings, corporate meetings, and 250-person banquets. Company and cruise information is available at [www.islesofshoals.com](http://www.islesofshoals.com).

"In the middle of difficulty lies opportunity" -Albert Einstein

# FIVE REASONS WHY YOU SHOULD ADVERTISE DURING TOUGH ECONOMIC TIMES



## Gain Market Share at Your Competitors' Expense

During the last recession, McDonald's almost tripled their advertising campaign at a time when their competitors, namely Burger King, were cutting back. Even though this may be counter-intuitive, tough economic times is the time to increase your marketing, making your business stand out from the others. A strong business will easily stand out and steal market share.

## Maintain Customer Loyalty

Current and previous customers are your most valuable asset when the economy is in a bad place. They already know, like and trust your business. Now is the time to solidify your business in their minds. In a sluggish economy, maintaining a strong, positive image can differentiate your business from competitors and send a strong message that you are not only weathering the storm, but also performing in spite of obstacles.

## Build Lasting Relationships

The mantra, "Its not what you know, but who you know," becomes more important in tough economic times. Customers will be looking for those businesses that are actively engaging with them. Providing perks is an excellent method to achieve loyalty and brand differentiation. Discount coupons, frequent visitor programs and promotional events or give-aways are all excellent customer loyalty devices to include in your advertising.

## Increase Your Visibility

Consumers don't stop spending during tough economic times, however they do become more selective. The more visible you are, the more confident your customers and prospects become. By reminding them of your stability, success and staying power, they will put more trust in your business. Your customers will trust that your business is where they should spend their dollars.

## The Hampton Beach Calendar of Events

The Calendar of Events provides a unique opportunity for businesses to connect with the Hampton Beach visitor. Designed as an entertainment calendar, visitors to Hampton Beach trust the Calendar of Events as "the" source for beach information, concert schedules and event details. The Calendar of Events exactly reaches your target market. The publication offers lasting visibility through the summer season. With over 30,000 copies printed, visitors keep this publication through the summer referring to it over and over again, making it their number one source for information and entertainment on Hampton Beach. It's easy to see that the Hampton Beach Calendar of Events is the smartest choice for your advertising dollars.



For advertising info call Bob Houle at 1-603-502-1556, or email to [renh37@yahoo.com](mailto:renh37@yahoo.com)

This information was culled from various sources and written and designed by Jon Mooers, Art Director of the HACC Calendar of Events



# **I WANT YOU!**

**TO VOLUNTEER AT THE**  
***20<sup>th</sup> Annual***

**HAMPTON BEACH SEAFOOD FESTIVAL**

**September 11-13, 2009**

**Be Part of the Celebration at the 20<sup>th</sup> Annual Hampton Beach Seafood Festival!**

Ever think of what it takes to make one of the “Top 100 Events in North America” work? VOLUNTEERS! Hundreds of them. The 20<sup>th</sup> Annual Seafood Festival is scheduled for September 11, 12 & 13 and we could use a good few hundred volunteers!

Though many Hampton area residents are already lining up to get their assignments for this 3 day extravaganza, many, many more are needed - and you too can become a volunteer. It's a fun place to meet new people, re-acquaint with old friends, network, and take pride in showing off Hampton Beach. Some of the positions available are traffic control, crossing guards, coke sales, etc.

Your efforts will be rewarded with a crew t-shirt, free admission, and one of the best parties you'll ever attend at the Ashworth By The Sea with dozens of door prizes.

The Seafood Festival is a fun-filled weekend in which all of our business colleagues, the community and 500 volunteers pull together to put on a World Class Event! So what are you waiting for? Join your friends and neighbors by calling the Hampton Beach Seafood Festival Hotline at 603-926-8718 ext. 104 or go online and register now at

[www.hamptonbeachseafoodfestival.com](http://www.hamptonbeachseafoodfestival.com)

Hey it's a win-win situation, you'll have a great time doing **good** and we'll make sure you have another great time at the event and at the volunteer party.

***WE HOPE YOU'LL JOIN IN ON THE FUN!***

## Jumpin Jack's Java Opens Second Location at Beach

Jumpin Jack's Java is pleased to announce the opening of their 2<sup>nd</sup> location! Located at the Hampton House Hotel one block north of the main strip on Hampton Beach, the newly renovated Express Café features a comfortable atmosphere and friendly service. The Hampton Area Chamber of Commerce celebrated with Jumpin Jack's at a ribbon cutting with staff, many family members, and well-wishers attending.

Join them year round as they serve premium hot and iced coffees and lattes. They also offer a variety of frozen fruit smoothies and iced teas as well as an assortment of flavored lemonades to cool you down on a hot day! Compliment your favorite drink with freshly baked muffins, donuts, and assorted bagels. Breakfast sandwiches are made to order and are guaranteed to fill you as you enjoy your day on the beach! Enjoy the views from comfortable seating as you read the newspaper or catch up on some work using the complimentary wireless internet service.

Jumpin Jack's Java is a proud supporter of the local high school community. The Winnacunnet Scholarship Foundation offers college scholarship money to motivated seniors. 100% of the tips earned are given to this fund! Jumpin Jack's has been fortunate to donate almost \$20,000 over the past 3 years to this great endeavor, and they are proud to be an active participant in the Hampton community.

Jumpin Jack's Java is open daily 6am-6pm. They will be open late into the evening on Wednesdays during the summer months to enjoy the weekly Hampton Beach Fireworks display!



What A Crowd!

## New Owners and Management at Best Western

Best Western The Inn at Hampton is now under new ownership, and was welcomed by the Hampton Area Chamber of Commerce



with a ribbon cutting recently. The property was sold by a division of Maine Course Hospitality Group to Jenica Hospitality LLC, a division of Jamsan Hotel Management, Inc., located at 815 Lafayette Road, on March

12. Recipient of the 2009 Best Western Director's Award, the Best Western Inn at Hampton is a full-service hotel featuring a leased restaurant and lounge, leased conference center, and an Avis rental facility. The property also includes an indoor heated swimming pool, hot tub, exercise facility, game room, full business services, and meeting and banquet facilities accommodating up to 500 people.

Jenica Hospitality and General Manager Sunny Limbachia along with all the Best Western Staff are very excited with this new Seacoast venture. "We know Best Western The Inn at Hampton has maintained a strong community relationship and we look forward to continuing this tradition," says General Manager Sunny Limbachia.

Located with convenient access to Hampton Beach, Portsmouth, Phillips Exeter Academy, and a variety of corporate locations, the hotel hosts guests with a variety of travel needs - from corporate business to leisurely stays. Jenica Hospitality and Best Western The Inn at Hampton welcome the opportunity to host your guests. Please feel free to contact the Inn at any time to discuss local or corporate rates.

Pictured (from left): William Berthiaume, Wendy Hartford, Pam Dahlstrom, Joyce Santos, Manager of Galley Hatch Conference Center Diane Farnham, Sonal and Baby Jenica Limbachia, General Manager Sunny Limbachia, Front Office Manager Alissa Fedele, Jacquelyn Benson, Beverly Saulnier, Hampton Chamber of Commerce Membership Director Pat Morgenstern, and Chamber member Geoff Merrill of Tobey & Merrill Insurance.



## VOLUNTEERS NEEDED!

Join your friends and volunteer at the 20th Annual Seafood Festival, September 11-13, 2009. Many volunteer positions available. See separate insert in this newsletter for information.

Call the Volunteer Hotline at 603-926-8718, ext. 104 or

Register online at

[www.hamptonbeachseafoodfestival.com](http://www.hamptonbeachseafoodfestival.com)



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**Hampton Area Chamber of Commerce**

One Lafayette Road

P.O. Box 790

Hampton, NH 03843

Phone: (603) 926-8718

Fax: (603) 926-9977

Hampton Area Chamber of Commerce

**"BUSINESS AFTER HOURS"**

Wednesday, May 20, 2009, 5:30-7:30 pm

**THE SEA KETCH**

**127 Ocean Boulevard, Hampton Beach**

*Co-Sponsored by The Provident Bank*

Join the Hampton Area Chamber at The Sea Ketch for Business After Hours, generously co-sponsored by The Provident Bank. This event is the traditional



start to the Summer season, a chance for Chamber members and their guests to come out and experience the gracious hospitality of The Sea Ketch staff. The views from the decks are amazing, and you will appreciate the beautiful new expansion of the dining room level. This Business After Hours is always a favorite!

Parking will be free during Business After Hours at the meters on Ocean Boulevard. There will be food, a cash bar, door prizes, and raffles. Admission is two business cards.

**DON'T MISS THIS ONE!**



**Membership Renewals**

A&A Services, Inc.  
AllStaff Contract Services, Inc.  
Atlantic Motel  
Brown's Seabrook Lobster Pound  
Buc's Lagoon Ltd.  
Captain's Cove Adventure Golf Inc.  
Carey & Giampa Realtors  
Donahue, Tucker & Ciandella, PLLC  
Elizabeth Grady Skin Care Salon  
Betty LaBranche Agency  
M&M Beach Rentals  
The Meat House Portsmouth

Ocean Wok  
Owens Corning Basement Finishing Systems of Boston  
Real Estate On The Move  
Seacoast Growers Association  
Seacoast Scene  
Seacoast Science Center  
ShoreLine Chiropractic Center, PLLC  
Sir Speedy Printing Center  
SPUDS Restaurant & Pub  
Weidema & Lavin, CPAs, PA  
Youngclaus & Company  
*Thank you for your continued support and investment!*

**See Local Events Calendar on [www.hamptonchamber.com](http://www.hamptonchamber.com)**



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