



FOR IMMEDIATE RELEASE

NH Grand leadership team selected, Brooks returning in July

Contact: Cathy Conway; cconway@ncic.org; 603-326-6099 OR 802-748-5101

LANCASTER, N.H. - More than a dozen representatives of businesses from across northern New Hampshire will serve on the brand leadership team now in place for the New Hampshire Grand campaign that will unify and strengthen the region as a tourism destination.

After three years of careful development led by officials from Northern Community Investment Corp. and the New Hampshire Division of Travel and Tourism, Coos County now has in place a plan and a brand that gives it an identity and competitive edge in the tourism industry.

"Our brand, New Hampshire Grand - Grand Resorts, Grand Adventure, will have great appeal to people as they plan their vacation getaways," said Samantha Kenney, the New Hampshire Grand brand project manager. "It gives us a unique identity that tells potential visitors exactly what they can expect when they come for a visit - accommodations on a grand scale, adventures on a grand scale, scenery on a grand scale."

The brand leadership team will be charged with upholding the mission and the standards of the campaign and being a liaison with their communities.

Members of the team are: Bruce Hicks of Santa's Village in Jefferson; Chris Thayer of the Appalachian Mountain Club; Sean Doll of Bretton Woods Resort; Jenn Landry of a Path Less Travelled Cabins in Pittsburg; Jim Covey, owner of the Profile Deluxe Motel in Twin Mountain; Sylvia Poulin and Stacia Roberge, representing Berlin retailers; Chris Diego of Mountain View Grand in Whitefield; Rick Tillotson of the Balsams Grand Resort in Dixville; Craig Clemmer of the Mount Washington Resort; Beno Lamontagne, owner of Radio Shack in Colebrook; Kate Williams of the Northern Forest Canoe Trail; Alice DeSouza, director of the state Division of Travel and Tourism and Cathy Conway and Samantha Kenney of NCIC.

Roger Brooks, president of Seattle-based Destination Development International, has been working with local tourism officials in developing the brand over the past three years. As work continues on implementing the New Hampshire Grand campaign, he is returning to the area in mid July month to meet with seven business owners selected from

throughout Coos County to offer them technical assistance in areas such as marketing, merchandising and funding sources to make improvements.

The technical assistance program is made available through a partnership between NCIC and the USDA Rural Development program. "We are in the application process for the technical assistance program and plan to have those businesses selected by early July," Kenney said. "Those business owners will receive an on-site visit from Roger Brooks and from August through October, those folks will have support from the DDI team as part of the program."

For more information about the Grand New Hampshire initiative, call Samantha Kenney at 603-326-6099.

Northern Community Investment Corporation (NCIC) was established in 1975 to promote sound development in Northeastern Vermont and Northern New Hampshire. It is a private, non-profit community based corporation. NCIC's goals are to generate and preserve employment and other social and economic benefits for the region. Toward that end NCIC provides assistance for a wide range of business and community development ventures.

Destination Development International (DDI) has helped over 700 communities throughout the U.S., Canada and abroad to brand and market their towns or regions as must-see destinations. DDI's custom Community Assessment and Action Plan methods draw on the collective vision of community leaders and residents, as well as DDI's expertise, to create and enhance the community's identity. From uncovering a community's outstanding attributes to developing marketing plans to tell the world, DDI takes a creative, interactive approach. Through its Community Brand process, DDI provides the tools and plans that enable communities to grow and increase their tourism and economic development, one step at a time.