

Passion for job called key

◆Nashua summit:

Participants talk marketing, social networking at 14th annual event.

By **CHELSEY POLLOCK**
Union Leader Correspondent

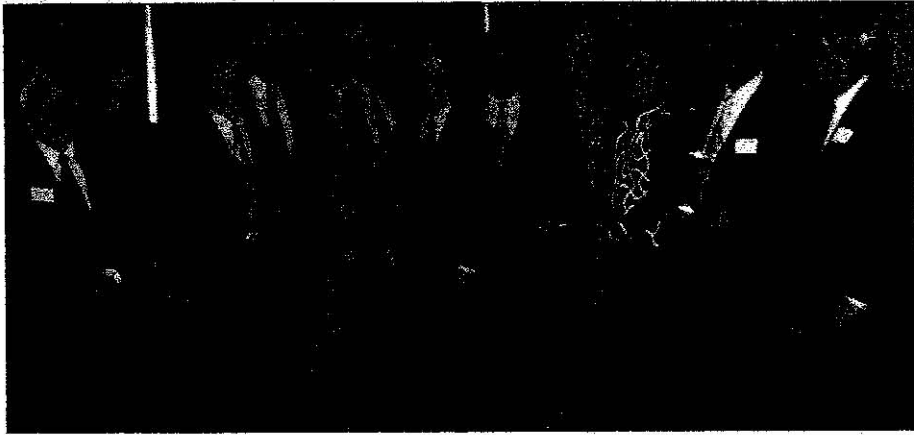
Boston-based motivational speaker Tom Hayes said the best sandwich he ever had came from a dusty, rundown store in the North Country, made by a young woman with a great enthusiasm for her job.

And, while a sandwich is just a sandwich, Hayes told a crowd gathered for the 14th Annual NH Economic Development Summit yesterday, passion for any job is an important lesson for success.

"Every day, we get up and we've got a business to do," he said yesterday at the Radisson Hotel in Nashua. "And it's our business, even if we work for somebody else." The theme of the 14th Annual NH Economic Development Summit was "One Step Beyond," and more than 200 representatives from local businesses and town and state government gathered to hear speakers discuss the future of business growth and to honor a few who have made a difference.

Allen Vivod, owner of the Web content consulting firm Epiphanies Inc., spoke about social networking can be used to market a business. And, Hudson Assistant Town Administrator Mark Pearson said, those lessons apply to town governments, too.

"Every town has a responsibility to market itself," Pearson said during the event's lunch break. "But it's a regional thing, you're not necessarily competing for business." Pearson said



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Commissioner's Award winners gather with Gov. John Lynch and the NH Department of Resources and Economic Development Commissioner George Bald after the economic development summit in Nashua yesterday. From left, Colebrook Selectman Roland Cotnoir, Colebrook Town Manager Donna Caron, Sig Sauer Vice President Pete Kujawski, Sig Sauer General Counsel Steven Shawver, Southern NH University Director of Career Development Jennifer Landon, PSNH Economic and Community Development Manager Pat McDermott, Governor Lynch, New Hampshire Motor Speedway General Manager Jerry Gappens, WTPL radio personality Jack Heath, WMUR News Director Alisha McDevitt, NH Manufacturing Extension Partnership Director of Operations Zenagui Brahim and Bald.

Vivod's social marketing suggestions are especially helpful to him, as the town wants to expand the economic development section of its Web site.

Deborah Shimkonis Nowicki said she attended the summit as a member of Londonderry's budget committee and as someone who recently lost her job. She was a senior corporate analyst for J.P. Morgan until being laid off in October, she said.

"Social media networking is now a tool in the job search," she said during lunch "... all of us have to get up on the social networking. Talk to your teenagers and have them show you how to do it." But yesterday's event also included some old fashioned face-to-face networking among groups competing towns and businesses.

"In the room here, you have

private businesses and town planners," Pearson said. "Competition works when everyone works together. ... Hudson would like more business, but when businesses are in Windham or Pelham or Londonderry, it helps the whole New Hampshire economy."

State Senator Sharon Carson, who represents Londonderry and Auburn, echoed Pearson's message, pointing out that 85 percent of Londonderry residents work in Massachusetts.

"A lot of that money is stay-

ing here in the state," she said. "They are living here, they are looking for specific types of services here. I don't really see it as a big problem when they're spending their days working in Boston, but are coming home to New Hampshire."

At the conclusion of yesterday's event, Commissioner George Bald, of the Department of Resources and Economic Development, recognized a group of businesses and individuals for contributions to

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economic growth.

Jack Heath, the host of WT-PL's New Hampshire Today radio program received the Commissioner's Award for Media Excellence for starting a segment on his show dedicated to reporting positive business news.

The Commissioner's Special Achievement Award was given to the town of Colebrook, for the way in which the community banded together to support the owner of

local bakery who couldn't get her visa renewed. Ultimately, Daeron was allowed to stay in the U.S. Colebrook Selectman Roland Cotnoir and Colebrook Town Manager Donna Caron accepted the award on the town's behalf.

Zenagui Brahim, the director of operations for the New Hampshire Manufacturing Extension Partnership, received the Commissioner's Exemplary Effort Award for his work to support New Hampshire's

manufacturing base.

After two successful Project Economy Job Fair and Career Expos this year, the Commissioner's Teamwork Award recognized three local groups who facilitated the job fairs. Accepting the award jointly was WMUR News Director Alisha McDevitt, NH Motor Speedway General Manager Jerry Gappens and Southern NH University Director of Career Development Jennifer Landon.

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