

U.S. Small Business Administration Announces New Hampshire Award Winners

The U.S. Small Business Administration (SBA) today announced its 2008 New Hampshire Small Business Award winners recognizing outstanding small business owners and their champions in the business community.

Richard Pease and **Brian Mikol**, co-owners of **Spectrum Marketing Companies**, Manchester, were named the NH SBA's "**2008 Small Business Persons of the Year.**" *Spectrum Monthly* is their flagship direct mail advertising publication with additional operations including full service printing, graphic design and direct mail services. Presently *Spectrum Monthly* has over 2,200 customers and sales for all divisions topped the \$30 million mark for 2007.

Teaming up in 1991 to start a monthly direct mail advertising publication, both men worked selling ads to local businesses. The Spectrum formula: to provide advertisers with a quantifiable return on their advertising investment, was coupled with innovative design and format ideas, along with a unique mailing program to give advertisers the results they needed to stay with the publication as it grew.

In 1996, the duo expanded to include a commercial printing division. Mail prep and trucking followed. A full service graphic design and creative department has been developed to include 16 full time graphic artists. The company last year expanded to include a sign division, which offers wide format printing for a variety of signage and marketing objectives. This vertical integration allows Spectrum clients to enjoy "one stop" convenience for design, printing, direct mail, signage and advertising.

A cutting edge, proprietary system of targeted saturation mail has proven to be a highly effective marketing system for both large and small clients. Direct mail pieces are specially designed along with customized programs tailored to achieve a client's specific objectives, all with an eye toward that all important return on investment which keeps clients coming back.

“Our 2200 customers are mostly small business owners,” Pease notes. “When they invest money in one of our marketing options, whether it be a few hundred dollars for an advertisement, or several thousand dollars for a direct mail campaign, they depend on a significant return on their investment... we don’t let them down.”

“We would not be able to grow,” Mikol notes, “if we didn’t have a direct mail system that is better than our customers will find elsewhere. Our sales have grown steadily and we’ve increased our number of employees from none to our current level of over 100.”

Today, with the help of Centrix Bank and the SBA 504 loan program, the company utilizes more than 45,000 square feet of space from its facility on Eddy Road in Manchester. Press lines include an 8-color Heidelberg SM-74, an 8-color Diddie web, plus four-color and two-color smaller presses and complete bindery operations. The company is able to produce and process several million pieces per week. *Spectrum Monthly*, the publication, has grown to a circulation of more than 304,000 homes in 30 zones.

Mikol, 40, of Bedford, serves on the board of the Better Business Bureau and has served on the board of the Autism Society of NH and the Farnum Center. Pease, 45, also of Bedford, serves on the board of the Greater Manchester Family YMCA and the board of the Fight To Educate. The company is also a donor to Catholic Medical Center, The Salvation Army, and Kevin Youlikis’ Hits for Kids Foundation, among others. In addition to direct contributions, Spectrum provides special, deeply discounted non-profit rates for such organizations as the Boy Scouts of America and the Red Cross.

For more information visit: www.spectrummarketing.com.

Jeremy Hitchcock and Thomas Daly of Dynamic Network Services Honored as the U.S. Small Business Administration's 2008 Young Entrepreneurs of the Year for New Hampshire

Jeremy Hitchcock and Thomas Daly of Dynamic Network Services have been named the NH SBA's "**2008 Young Entrepreneurs of the Year.**"

Not all the world-leading tech companies are located in Palo Alto or inside the Route 128 loop. Dynamic Network Services is a domain name system provider located on Elm Street in Manchester, NH. Domain Name Service (DNS) acts as the Internet's Directory Assistance, connecting Web sites with numerical IP addresses.

Hitchcock and Daly joined Dynamic Network Services in 2001 as volunteers. In two years, they went from volunteers working out of dorm rooms and university computer labs to opening the company's first office and becoming part owners. During the following three years, they grew the company and became sole owners.

The company originally offered dynamic DNS as a free service and when the opportunity to advance to the next level of growth arose, they asked for donations from their users instead of charging them. In 2001, they raised \$25,000 in cash and donations and turned this volunteer effort into a significant business.

Hitchcock and Daly were nominated for this award by Stephanie McLaughlin of *Savoirfaire* Marketing Communications. "No matter how you measure the success of Dynamic Network Services, whether on entrepreneurial potential, business success or undisturbed bliss, Jeremy Hitchcock and Tom Daly are exceptional young entrepreneurs and a valuable addition to the local business community," said McLaughlin.

Business NH Magazine named the company the best small business to work for in NH in their *Best Companies To Work For* competition. Hitchcock and Daly were honored with an Emerging Young Entrepreneur award from the NH

Business Review. And, Business NH Magazine also featured them in its Making It In NH column.

“It’s an honor to be recognized by the SBA for running a successful company; both from a sales and employment perspective. Savvy and global companies succeed and flourish in New Hampshire and we are humbled to be such an example,” said Hitchcock and Daly.

While a student at Manchester West High School in 1998, a SCORE counselor visited Hitchcock’s class. The counselor went over Hitchcock and a fellow student’s business plan for selling music over the Internet which was entered into a DECA high school division competition. The business plan won the school’s competitions and took third place in the nationals. That SCORE counselor was Leo Glasheen who is also being honored as the New Hampshire SBA’s SCORE Counselor of the Year for 2008.

Hitchcock began his career with the company as an unpaid shipper. Chief Financial Officer since 2002, Chief Executive Officer since 2005, today, he defines the company’s strategy, both engineering and otherwise. Armed with a B.S. in Management Information Systems from the Worcester Polytechnic Institute, he promptly joined entrepreneurial organizations such as the Venture Forum and the Collaborative for Entrepreneurship and Innovation, helping students and young people build a success of their own. An active member of the business community, he is a 2006 Greater Manchester Leadership Program graduate and sits on the boards of both the Amoskeag Business Incubator and the West High Endowment Fund. Hitchcock is an active Rotarian and an officer on the Manchester Young Professional Network board of directors. Hitchcock and his wife Liz live in Manchester.

Daly has served as the Chief Technology Officer since 2002 and President since 2005. He has been the driving force behind many of the company’s innovations over the past few years and ensures nothing but the very best comes out of their doors. He has ten years of professional experience in the field of computer networks. Daly graduated from the Worcester Polytechnic Institute in 2004 with a B.S. in Electrical and Computer Engineering. He sits on

the New Hampshire High Technology Council Board and volunteers with the Memorial High School's FIRST Robotics Team. He graduated from the Greater Manchester Leadership Program in 2007. "El Presidente", as the team fondly calls him, blends corporate management skill with technical expertise. Daly and his wife Erin live in Nashua.

For more information visit: www.dynamicnetworkservices.com

Varney's Cleaners Honored as SBA's 2008 Jeffrey H. Butland Family-Owned Business of the Year

Varney's Cleaners, located in both Dover and Rochester, has been selected as the **"2008 winner of the U. S. Small Business Administration's (SBA) Jeffrey H. Butland Family-Owned Business Award."** This award recognizes successful family-owned and operated businesses that have passed from one generation to another. Nominees were evaluated based on their financial success, increased employment opportunities, potential for long-term growth, and their community voluntary efforts.

Mr. James "Jim" Varney has owned the business since 1980 and is the 3rd generation owner of this business that was established by his grandfather in 1913. The company has shown tremendous financial growth over the years and has increased the employment opportunities for both family members and others in the community. The company's commitment to quality, value and service have placed them at the forefront of the dry-cleaning industry and make them stand out from their competition.

"I am delighted and extremely proud to be both nominated and selected for this award," said Varney. "This is a third generation family business with 25 employees who have contributed to the success of our business, and I accept this award on behalf of our family and our employees. This is a great honor."

He was nominated for the award by Warren Daniel, Seacoast Regional Director of the NH Small Business Development Center. "Varney's Cleaners exemplifies the family-owned business model and tradition in New Hampshire," said Daniel.

Their potential for growth in the future is strong. Varney recently made the decision to “go green” by making a capital investment in new technology that uses biodegradable non-toxic cleaning solutions instead of the industry standard, a highly-toxic chemical known as perc (perochloroethylene). Not only is he pleased with the idea of using a safe product, he couldn’t be happier with the results. In fact, within two weeks of installing this first machine, he decided to order a second one and has now replaced all of his chemical machines with this new technology. His existing customers are very pleased with the results as well and the company plans on growing their business by marketing this new technology to the growing market share of customers that recognize the environmental benefits of this new technology.

In addition to being at the forefront of environmentally friendly technology, Varney Cleaners is also committed to its local community and helping those in need. Every year the company participates in a program called “Coats for Kids” where local businesses collect gently used coats, hats, mittens, and snowsuits from the public and Varney donates its cleaning services. These items are then distributed to families in need through local community groups. This program has been going on for the past 10 years and goes a long way in helping local charity organizations get much needed winter clothing to less fortunate families.

Varney Cleaners is a model family-owned business that has demonstrated its commitment to the environment and its community and has proven that green technology is good for everyone.

For more information visit: www.varneyscleaners.com

Deborah Osgood Named New Hampshire SBA’s 2008 Women in Business Champion of the Year

Deborah Osgood, Cofounder and Vice President for the Knowledge Institute of East Kingston was named the NH SBA’s “**2008 Women in Business Champion of the Year.**” The Knowledge Institute is a philanthropic organization and convener of entrepreneurial talent that specializes in economic development by creating interactive business-to-business resource communities,

educational curriculum and collaborative marketing outreach strategies. As cofounder, Osgood supports women in business on a local, national and global scale with a particular emphasis on small business development, education and mentoring.

At the Institute, Osgood is responsible for the features, navigation, design, layout and educational content of several small business resource communities. These include www.BUZGate.org and www.myVbi.org, both of which serve small business start-up and growth for women.

With a passion for women, youth and small business, Osgood donates much of her free time serving on economic development committees bringing together government, academia and the business community to support new and innovative approaches for supporting entrepreneurial development. Her volunteer contributions include creating and donating Web sites, customer service infrastructures, strategic plans, marketing campaigns, business development strategies and public relations campaigns, as well as coordinating and hosting special events and writing “how to” articles.

“It is truly a remarkable honor for me to be recognized by the U.S. Small Business Administration’s New Hampshire District Office, said Osgood. “The SBA does so much to help small businesses across America and I am delighted that our organization can contribute to this momentum by further assisting women with their entrepreneurial endeavors nationally as well.”

Osgood volunteers countless hours each month to assist women in business directly through serving as a SCORE counselor for the NH Seacoast chapter of SCORE Counselors to America’s Small Business. She also volunteers her time in a variety of youth initiatives serving as Vice Chair on the board of New Hampshire Jobs for America’s Graduates, as well as having served as a Big Sister and mentor for two young girls; as Vice Chair on the board for Big Brothers Big Sisters of the Greater Seacoast; as an advocate for Youth Development Center facility improvements; working with Reclaiming Futures to create a Youth Leadership program; and creating a virtual mentoring program for

veterans and high risk youth that is serving to build entrepreneurial skills and foster career development.

Osgood actively promotes awareness, access and use of all of the U.S. Small Business Administration programs at the national and local levels through a variety of venues, all at no charge and all as a public service to support economic development on a national scale. As a result of this outreach, women thinking about going into business or already in business are utilizing SBA and related business assistance programs at a rate of over 75,000 per month.

In 2007, Osgood became involved in a US-Iraq Businesswomen's Partnership pilot project initiative through the U.S. Department of State where she was selected as 1 of only 9 businesswomen in the US to mentor 1 of 9 businesswomen in Iraq. Through this volunteer initiative, Deborah is advocating to bring further attention to the issues many women deal with when launching and growing business ventures while directly assisting a business woman in Iraq to launch a new venture that will help other women in her country to succeed in business.

Osgood's academic background includes the unusual combination of both business and technology where, with highest honors, she holds a MBA from Southern NH University, a B.S. degree in Marketing, Webmaster Technologies training from Daniel Webster College, and is currently a Doctor of Arts candidate at Franklin Pierce University.

Deborah resides in East Kingston with her husband, Dr. William Osgood.

For more information visit: www.buzgate.org

Virginia Jawidzik Named SBA's NH 2008 Woman Business Owner of the Year

Virginia Jawidzik, founder and president of OmegaSmart, Inc. in Londonderry, a company dedicated to formulating nutritious whole food bars has been named the **NH SBA's "2008 Woman Business Owner of the Year."**

Ginny Jawidzik had always enjoyed cooking and experimenting with recipes. She began her career as a restaurateur by reviving a defunct country club dining room and later as an owner of a fine European bakery. Jawidzik's passion, however, was to formulate the right combination of nutritious ingredients into health promoting food bars.

In 1996 she sold her bakery and was looking forward to a few years rest from the food service industry to focus on research devoted to the function of foods and disease. Her husband's diabetic condition fueled her determination to find the connection between food's role in causing and healing disease.

Because of her background in the food industry, she was able to formulate food bars absent of eggs, dairy, trans fats, sugar, artificial flavorings and other food additives known to cause food allergies. Her customers include those with heart disease, diabetes, celiac disease and autism. Jawidzik's goal is to support her customers with a high quality product that addresses their health issues and also be a positive influence on sustaining the environment.

Leading health experts have recognized and promoted Omega Smart bars. The product has been referenced in *Mother-Daughter Wisdom* by Dr. Christiane Northrup and in *Ultra Prevention* by Dr. Mark Hyman. The company's most recent addition is "Youth in a Bar" with ingredients selected for their anti-aging, antioxidant, metabolism boosting and collagen promoting properties. Jawidzik is involved with numerous support groups that deal with celiac disease, autistic spectrum disorder, and diabetes. Her ongoing support and charitable donations to the celiac community and to the diabetic community have been part of the company charter since inception.

"Being chosen for this award has caused me to reflect back upon when I started in business as well as why I started Omega Smart," said Jawidzik. "Building any business takes hard work, long hours as well as input from others who have gone before you and are able to help make your road easier. I am fortunate to be blessed with many such people including family, friends and representatives from the SBA, SBDC and SCORE, to name a few. They have

volunteered their service and counsel to help me in making my dream a reality. I hope Omega Smart will serve as an inspiration to others who will follow their dream to business ownership.”

Jawdzik was nominated for this award by Hollis McGuire, Nashua Regional Manager of the NH Small Business Development Center. “She launched the company on a shoe string with sheer hard work and determination,” said McGuire. “I look forward to continuing my work with Ginny, as her company continues to add value to the New Hampshire business landscape and as she sets an example for future business owners.”

Jawdzik resides in Manchester with her husband Ron.

For more information visit: www.omegasmartbar.com

Richard “Dick” Brunelle of Northway Bank, Named NH SBA’s 2008 Financial Services Champion of the Year

Richard “Dick” T. Brunelle, Senior Vice President, Northway Bank, was named the NH SBA’s **“2008 Financial Services Champion of the Year.”**

Brunelle is the Senior Commercial Lender, overseeing commercial lending for Northway Bank. He began his banking career in New Hampshire in 1966 with Indian Head Bank. After joining Northway (formerly Berlin City Bank) in 1991, he developed a commercial lending department, established a Small Business Lending Center, and focused on the need of making credit available to entrepreneurs and businesses in the Central and Northern regions of NH. He was recognized by the NH Business Finance Authority as the Outstanding Individual Lender in 1995.

Brunelle is an active supporter of small business. He has worked diligently to provide borrowers advice about the many programs available to them and to assist in structuring facilities that will meet their needs. He has been a speaker at various small business seminars, the Federal Reserve Bank of Boston, Bankers Forum, and a Congressional hearing supporting the need for SBA programs.

“Access to credit is critical for small businessmen and women, and Dick has been not only a banker, but a small business advocate to so many entrepreneurs in the state”, said Witmer Jones, SBA’s NH District Director.

Brunelle was selected for the award based on his advocacy efforts to increase the availability of financial services to small businesses, the amount and quality of assistance given, his encouragement of the flow of investment capital to small ventures and other significant contributions to advance small business interests.

“Small business is the backbone of the economy in the areas that we serve. It’s exciting to work with business owners, you are always learning” said Brunelle. “Every business is different and presents unique opportunities and challenges.”

Brunelle has served as trustee/ director and officer on various boards throughout his career such Mt Washington Valley Chamber of Commerce, Memorial Hospital, Arts Jubilee, Eastern Slope Ski Club, Greater Derry Chamber of Commerce. An avid skier, he is a PSIA Certified instructor at Cranmore Mountain Resort.

Brunelle graduated from the University of New Hampshire. He resides in Jackson with his wife Pat.

For more information go to: www.northwaybank.com

William “Bill” Regan of the New Hampshire Union Leader Honored as SBA’s 2008 NH Small Business Journalist of the Year

Bill Regan, Deputy Managing Editor-Business for the New Hampshire Union Leader, has been named the U.S. Small Business Administration’s **“2008 Small Business Journalist of the Year”**.

Regan directs the 7-day coverage of local and state business news and the presentation of national/world business news. He is responsible for the

coordination of Web-based business news presentation and integration with the traditional print product. His direction and insight of business issues in the state has helped the paper to reach out in new areas of business coverage. One such major focus is the specifically themed pages representing Youth Financial Literacy, Investing & Retirement, and Personal Finance issues.

Regan was selected for the award based on his quality of reporting on small business issues, his understanding of the business community, and efforts to help educate and inform the public about relevant business matters.

He was nominated for the award by Joe Russo, Director, Finance & Acquisitions, Wireless Capital Partners, and Mary Collins, State Director of the NH Small Business Development Centers. Both Russo and Collins have known and worked closely with Regan to get business related issues reported in a timely manner over the years.

“The entire New Hampshire business community has benefited from Bill’s professional approach to delivering the news, day in and day out,” Russo said. “His understanding and recognition of New Hampshire’s small business community provides the state’s business leaders, legislators and decision makers with critical tools necessary to grow and enhance businesses in New Hampshire,” Collins said.

"It's very gratifying to have the Union Leader's business coverage recognized by the SBA and its affiliated agencies. The backbone of New Hampshire's dynamic business climate is in small businesses, and our role bringing business news and information to our readers and businesses is as challenging as the state's business community is vibrant", Regan said.

A native of California, Regan holds a degree in journalism from San Francisco State University. Regan began his career as a copyboy at the San Francisco Chronicle in 1977, while he was a journalism student at San Francisco State University. Prior to joining the New Hampshire Union Leader in 1989, Regan also served as managing editor of the Sentinel & Enterprise of Fitchburg,

Massachusetts; news editor at The Repository of Canton, Ohio and reporter at the Time-Standard in Eureka, California.

Mr. Regan resides in Goffstown with his wife Betsy.

For more information go to: www.unionleader.com

2008 Small Business Development Center Service Excellence and Innovation Center Award.

The **New Hampshire Small Business Development Center, Keene Office** led by **Gary Oden**, Regional Manager, is the recipient of the NH SBA's "**2008 Small Business Development Center Service Excellence and Innovation Center award.**" This year is the inaugural year for this award which honors an SBDC service center for their innovation and excellence in assisting entrepreneurs by providing a wide variety of information and guidance in accessible locations.

Under Oden's leadership, the center played a pivotal role in the formation of the Monadnock Angel Investors group. Oden also participates in the Pinnacle Mountain Broadband Initiative which explores and supports bringing broadband into rural areas of Cheshire County. Additionally, Oden conducts workshops for members of Hannah Grimes and MicroCredit NH. He works determinedly to assist his clients, often times with some of the best assistance being to connect them with other resources, such as these.

From the Keene Center, small business assistance is provided in Cheshire, Sullivan and portions of Grafton and Hillsborough counties. Oden joined the NH SBDC in early 2005 and immediately became an integral part of the organization. Oden spent more than twenty years in the high technology field and founded his own small business. This background is of great relevance when assisting his clients.

Oden is also recognized for expanding on-line individual and group counseling to NHSBDC clients, actively participating in the NH SBDC's "E-

Learning” initiative and revitalizing the Keene office’s involvement with Keene State College in the Small Business Institute program.

“I am pleased and honored to accept this award on behalf of the Keene SBDC office,” said Oden. “The Keene center has a vision of providing the Monadnock Region with valuable and accessible small business services. This award is an indicator that we are beginning to realize some of that vision. We look forward to maintaining our high standards of excellence and providing innovative service.”

The NH Small Business Development Center is an important resource partner of the NH SBA and it is the only agency with full time, certified business consultants providing one-on-one consultation to New Hampshire's Small Businesses.

Oden resides in Nashua.

For more information visit: www.nhsbdc.org.

**Leo B. Glasheen, Jr. Named New Hampshire SBA’s
“SCORE Counselor of the Year” for 2008**

Leo B. Glasheen, Jr., of New Hampton, has been named the U.S. Small Business Administration’s **“2008 New Hampshire SCORE Counselor of the Year.”**

While a graduate student at Bryant College in the 1970’s, a SCORE counselor visited Glasheen’s business class. That visit from SCORE apparently left a lasting impression. After a successful 34-year business career that included work for the federal government, Glasheen joined SCORE in 1994.

As a member of the Merrimack Valley SCORE Chapter, Glasheen served the Chapter in many different capacities; from 1997 to 1998 he served as its Chairman. In 2003, Glasheen relocated to the Lakes Region where he observed the region was in need of sound business counseling in the form of SCORE

services. He then put into motion his plan to work with the economic community in Belknap County, the fastest growing county in the state, to form what is now a flourishing full service SCORE office in Gilford, NH. This SCORE branch, a team of thirteen local and experienced volunteers, offers a full selection of business counseling services and business workshops along with confidential, face to face and email counseling. Last year, the branch addressed more than 100 business cases. Glasheen has led the branch in partnerships and arrangements with local banks, chambers, economic development groups and Southern NH University.

“Leo Glasheen’s efforts to make this all happen and his continuing efforts on behalf of his new branch are recognized in the State of NH,” said Ron Weiss, District Director for NH SCORE. “It is an outstanding accomplishment and a great service to the local business community.”

“When you offer your time, share your knowledge and relate your experiences to others the reward is immeasurable. For fifteen years I have had the pleasure of helping others make a contribution to the business world. Hopefully, some will carry the torch and in turn help others,” said Glasheen.

In addition to his involvement with SCORE, Glasheen volunteers his time with Breathe New Hampshire’s bike ride. Involved with this fundraiser for over 15 years, he has been raising over \$1,000 each year, but exceeded this goal by raising over \$2,000 for the last two years. He is also a member of the Granite State Ambassadors. GSA is a group of highly trained individuals that greet and assist visitors at Welcome and Information Centers throughout New Hampshire.

SCORE “Counselors to America’s Small Business” is a non-profit volunteer organization of over 10,500 members nationwide that offers free and confidential small business advice to local small business owners and those exploring the idea of owning their own business. SCORE is a resource partner of the U.S. Small Business Administration and has 5 chapters and 3 branches with over 190 volunteers in the state of NH.

Glasheen and his wife, Rita, reside in New Hampton. He earned a BS in Business Administration and an MBA from Bryant University.

To learn more about SCORE visit: www.scorelakesregion.org