



# 2019 ANNUAL REPORT

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# New Hampshire Businesses for Social Responsibility convenes, inspires, and supports businesses and their community stakeholders to improve our workplaces, our communities and the environment.

- We convene a robust network of businesses and their diverse stakeholders that share a desire to “do well and do good.”
- We inspire business practitioners of all levels of experience through shared storytelling and best practices.
- We support businesses and their change agents to move from idea to action.



# EXECUTIVE DIRECTOR'S REPORT



NHBSR continues to grow programming, membership and outreach resulting in a business network that is engaged and fully receptive to triple bottom line thinking. Our events do more than provide valuable information around sustainable business, they also create relationships among peers that support growth and innovative approaches. Business as a force for good is thriving in New Hampshire.

Our newest program, Measure What Matters, created many opportunities for companies regardless of where they were on their sustainability journey. Webinars focused on business needs spotlighted by our MWM101 survey - experts shared valuable insights on environmental efforts, workplace innovations and movement building. Our MWM partnership with the University of New Hampshire's Center for Social Innovation and Enterprise's B Impact Clinic supported the efforts of leading sustainability companies moving toward B Corp certification. This and many other collaborative partnerships cultivate deep and lasting impact for our state.

Our flagship **Spring Conference** and **Sustainability Slam events** continue to grow and deepen the impact of sustainable business on the New Hampshire business environment. We strive to share innovative ideas, alongside simple, but valuable opportunities to keep NH companies thinking outside of the box and as a result, being more resilient and successful.

Looking ahead, we're excited to continue on this strong trajectory. Our Board of Directors and our valued committees are constantly looking out to the horizon, thinking about what our business community and state can be and how we can support the journey to that vision. Our future continues to be bright and we invite all businesses interested in building stronger communities, better workplaces and protecting the environment we love and enjoy to join us!

Sincerely,

**Michelle Veasey,**  
Executive Director



# CO-CHAIRS' REPORT



2019 has been a year of building for NHBSR and the time is right for continuing growth. Nationally and globally, corporate social responsibility is gaining steam and quickly becoming table stakes. From bans on plastic straws to global issues like climate change, awareness is growing and expectations are higher, especially from our younger generations – not only millennials but Gen Z coming right up behind them. And they are our future workforce.

Businesses who recognize the opportunity, and responsibility, to improve their workplaces, protect the environment and engage in their

community, will be better positioned for the future. And building a movement of responsible leaders from within the NH business community is what NHBSR is about. NHBSR members engage in the important work and conversations that will build a stronger future for our state. We are a community ready to support each other in this quest and ready to grow. Through our sharing, we can be a mobilizing force in New Hampshire.

Thank you for being part of this journey and we look forward to working together in the years to come.

Sincerely,

**Lisa Drake and Mike Jornak,**  
Co-Chairs



**WE ARE THE CHANGE**

# FINANCE REPORT



Without a revenue increase to correspond with the increased expenses, a \$15,100 deficit was generated. In-kind contributions valued \$69,100 allowed us to deliver on our mission.

In FY20, the organization will look to maintain a high level of programming and activities to continue moving forward with our mission. The increase in the number of members provides support that we are on the right path. In order to maintain the sound financial position of the organization, there will be an updated perspective on and planning around revenues.

NHBSR looks forward to continuing to adapt to and serve the needs of the New Hampshire business community, working with you to strengthen our communities, workplaces and our environment.

Sincerely,

**Sean Matulonis,**  
Treasurer

Positive momentum was carried into Fiscal Year 2019 with an active and engaged membership participating in an increased number of events. The total number of members grew by 5%, buoyed by a 94% rate of retention. NHBSR enjoyed hosting and participating in a total of 18 events, more than double the amount held in the prior year.

The investment in increased programming and activities was much warranted but did come with increased costs. Expenses increased to \$149,100 from \$128,500 in the prior year. Direct program costs were 80% of total expenses and the cost of other member engagement activities was 9% of total expenses.

Regrettably, the additional programming and activities did not immediately bring revenue growth, as had been anticipated. Revenues moved from \$139,400 in FY18 down to \$134,000 in FY19.

## REVENUES

Membership Dues	51%
Programs and Events	49%
Other Miscellaneous	0%

## EXPENSES

Programming	80%
Member Engagement	9%
Administration	11%

## IN-KIND CONTRIBUTIONS

Services	\$57,000
Products	\$12,076

# BY THE NUMBERS



	2018	2019
Members	<b>187</b>	<b>197</b>
Member Retention <sup>1</sup>	<b>93%</b>	<b>94%</b>
Events <sup>2</sup>	<b>8</b>	<b>18</b>
Member Engagement <sup>3</sup>	<b>79%</b>	<b>77%</b>
Revenues <sup>4</sup>	<b>\$139,353</b>	<b>\$133,990</b>
Expenses <sup>4</sup>	<b>\$128,483</b>	<b>\$149,081</b>
In-Kind Contributions <sup>5</sup>	<b>\$ 81,931</b>	<b>\$ 69,076</b>

## Notes on the Numbers

(unless otherwise noted, values are as of December 31, 2018)

1. Based on cash basis membership vs. lapsed member lost revenue

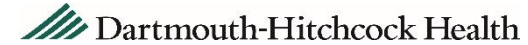
2. Based on constant contact and partner events

3. Percentage of member companies' event attendance

4. Per 2017 and 2018 Forms 990, for fiscal year ended June 30

5. Per vendor-reported and estimated values

# THANK YOU TO OUR SPONSORS





# OUR BOARD OF DIRECTORS & STAFF

Michelle Veasey, Executive Director | Molly Redfield, Communications & Events Manager

**Mark Beaudoin**  
Nixon Peabody

**Lisa Drake, Co-Chair**  
Stonyfield Farm

**Mike Jurnak, Co-Chair**  
BerryDunn

**Ashley Larochelle**  
MegaFood

**Sean Matulonis, Treasurer**  
Schleuniger, Inc.

**Melissa Skarupa**  
Dartmouth-Hitchcock Health

**Paul Susca**  
NH Dept of Environmental Services

**Brett Cromwell, Secretary**  
Medtronic

**Heather Iworsky**  
ReVision Energy

**Jessica Kinsey**  
Cirtronics

**Gary Lemay**  
NH Electric Cooperative

**Chris Rooney**  
Impax Asset Management

**Jillian Smith**  
Hitchiner Manufacturing

**Colleen Vien**  
Timberland





# 18<sup>th</sup> ANNUAL SPRING CONFERENCE

Drawing close to 350 attendees, NHBSR's **18<sup>th</sup> Annual Spring Conference**—continues to be New Hampshire's premier event on corporate social responsibility. The event brings together business leaders to create opportunities for collaboration and connection, inspiration and action. Participants learned about and shared insights, issues, and ideas at the forefront of corporate social responsibility, including:

A keynote address from **Carol Sanford**, Author of *The Regenerative Business* focused on uncovering blind spots and building an environment for engaged employees.

Focused sessions on **innovative climate actions, value creation**, tools for **measuring impact** and **building stronger workplaces and communities**.

A panel discussion from local business leaders on **strong families and vibrant communities** and how the NH business community can drive **positive impact**.

# WE ARE THE CHANGE



Emily Hall Warren (W.S. Badger), Jeff Baker (Image 4), Stephanie Manners (MegaFood), AnnMarie French (NH Fiscal Policy Institute), Barry Brensinger (Lavalee Brensinger Architects), and Tym Rourke (NH Charitable Foundation) discuss how businesses can help to cultivate individual potential and value for all.

*Photo by John Benford Photography*

“

NHBSR provides inspiration, optimism and a network of interesting and enthusiastic people who are willing to share experiences and ideas.

Shaye Hardner, Worthen Industries

# SUSTAINABILITY SLAM & JUST ONE THING

NHBSR's **Sustainability Slam** is an exciting evening of dynamic storytelling that brings together businesses across the Granite State to give life to moments of sustainable success through fast-paced presentations focused on content, brevity, and most importantly—fun! A recipient of **NH Business Review's 'Best of Business' award**, the Sustainability Slam has been called “**THE business event of the fall to attend.**”

NHBSR's **Just One Thing** campaign helps local businesses share simple stories of sustainability initiatives with positive impact—on the environment, our communities, and our workplaces—and encourages others to take the first step toward a more sustainable future.

**Just One Thing** stories are shared on NHBSR's website and featured in **NH Business Review**. Stories from organizations of similar size and focus are scored based on scalability and impact. Finalists present their stories live at the **Sustainability Slam**, where winners are selected by the audience via live mobile polling.



Image 4 supports NHBSR as the most effective and consistent advocate of our aspirational business values. As we concentrate on the day-to-day, in-the-trenches tasks of building, maintaining, and expanding the principal of “People, Principles and Profits”, NHBSR moves forward the high-level mission of discovering, connecting to, and empowering other socially responsible business leaders.

Jeffrey Baker, President of Image 4





The team from MegaFood celebrates a win and a great night of sharing stories and building connection with a selfie to remember the evening!

*Photo by John Benford Photography*

# This year's Sustainability Slam winners include...

	Small Company	Large Company
COMMUNITY	Genuine Local	Pete & Gerry's Organics
ENVIRONMENT	NEMO Equipment	Hanover Coop Food Stores
WORKPLACE	W.S. Badger	MegaFood
NON-PROFIT	Girls at Work	Goodwill Northern New England

# CORNERSTONE AWARD

*Sponsored by Normandeau Associates*

The **Cornerstone Award** is presented to a member of the NHBSR network—an individual, business, or non-profit organization—that exemplifies the concepts of corporate social responsibility and promotes its principles to New Hampshire and its business community.

This year's recipient, **Amy LaBelle, CEO and Founder of LaBelle Winery**, is recognized for her efforts to integrate environmental initiatives throughout her business, support her community and advance entrepreneurial women in the New Hampshire economy.



Amy LaBelle, CEO and Founder of LaBelle Wineries is awarded the Cornerstone Award for her work to advance sustainability in her business and throughout our communities. Also pictured are Michelle Veasey, Executive Director of NHBSR and Kerrie Diers, Vice President, Normandeau Associates.

*Photo by John Benford Photography*

# PARTNERSHIP FOR INNOVATION AWARD

*Sponsored by Ceres*



Girls at Work and Timberland were honored for their work to create empowered girls and young women in Manchester. Pictured are Kathryn Conway and Beth Dever (Girls at Work), Lisa Drake (on behalf of Ceres), Elaine Hamel, Girls at Work, Colleen Vien, Timberland and Michelle Veasey, NHBSR.

*Photo by John Benford Photography*

The **Partnership for Innovation Award** recognizes New Hampshire businesses and non-profits for their collaborative efforts to create synergy and progress on issues at the leading edge of local sustainability initiatives. Their partnered approach magnifies local companies' collective ability to do good, promoting a mutually beneficial approach with measurable results that can inspire other business leaders in the Granite State and beyond to take action.

This year's award is presented to **Girls at Work** and **Timberland** for their collaborative work to empower young women in the Granite State.



# MEASURE WHAT MATTERS

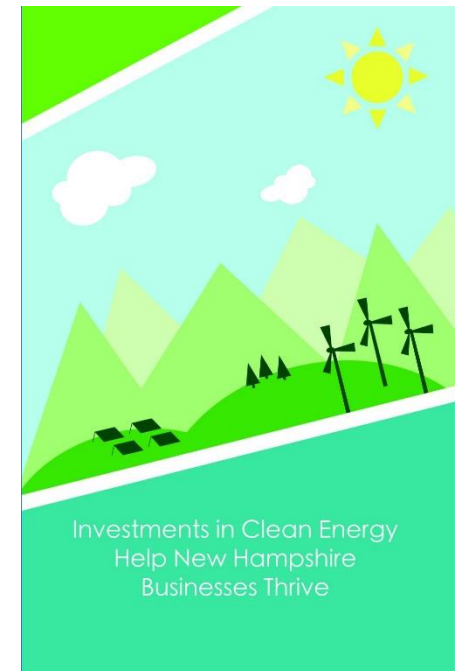
**Measure What Matters NH (MWM NH)**, builds on an understanding of where sustainability opportunities lie within your company and which are most important to meet your goals. MWM NH provides multiple options to encourage sustainability progress wherever you are in your journey. Members can start with the **MWM 101 survey**, which provides a simple tool to gain insights into the potential. Those interested in an assessment can access **B Lab's** free Impact Assessments. MWM NH provides "boots on the ground" with **webinars and workshops** designed to help members in the specific areas they are interested in improving upon, and a members' only **Sustainable Resource Network**.



# CLEAN ENERGY PRINCIPLES

The **Clean Energy Principles** are a joint effort with Ceres to impress upon policymakers the positive benefit of clean energy investment on the local and global business community, understanding that the road to a more sustainable future for New Hampshire requires a balanced approach to meeting the State's energy needs.

With over 100 companies signed onto NHBSR's Clean Energy Principles, communicating the New Hampshire business community's commitment to advancing clean energy innovation and improving our competitiveness, prosperity, health, and security.



## NH ENERGY WEEK

An annual event in March, **New Hampshire Energy Week** features a series of events geared toward education and awareness of the economic benefits and impacts a clean energy future provides—and will continue to provide—for the Granite State.

New Hampshire Energy Week is a collaborative effort of area non-profits led by The Nature Conservancy, Clean Energy NH, NH Community Development, Ceres, the Environmental Defense Fund and NHBSR.

Together, we hope that NH can develop the infrastructure and investment opportunities to make the state a leader in innovative business opportunities, advancing workforce development and preserving the environment we value.

## MEMBER SOCIALS

Member Socials are an opportunity to informally get together for networking, conversation and great refreshments among sustainability-minded businesses and organizations.



# OUR MEMBERS

## BY THE NUMBERS

Member Businesses	153
Member Nonprofits	44



[www.nhbsr.org/join-nhbsr](http://www.nhbsr.org/join-nhbsr)

### LEADER/INNOVATOR MEMBERS

BerryDunn  
Cirtronics Corporation  
Fidelity Investments  
Granite River Studios  
Hannaford  
Hypertherm  
Image 4  
Lewis Family Foundation  
Liberty Utilities  
Lonza Biologics  
Mascoma Bank  
Medtronic  
MegaFood, Inc.  
NH Electric Cooperative  
Nixon Peabody  
Northeast Delta Dental  
Pete & Gerry's Organics  
Stonyfield Farm  
Timberland  
Velcro USA

### MEMBERS

350 New Hampshire	CCA for Social Good	Gale River Motel
36creative	CCA Global Partners	Genuine Local
900 Degrees Pizzeria	Center for Wildlife	Girls At Work
Admix	Ceres	Global Aquaculture Alliance
Ambrosia Fabrics, LLC	Cigna	Global Round Table Leadership
American Sustainable Business Council	Clean Energy NH	Goodwill of Northern New England
Anthem Blue Cross/Blue Shield	Coca Cola Beverages Northeast	Granite State College
Antioch University of New England	Cole Haan	Granite State Quality Council
b fresh consulting	Constant Contact	Grappone Automotive Group
Baker Salmon Design	Corflex	Gravity Group
Barrington Power, LLC	Coruway Film Institute	Great Bay Community College
Bechard, Maurice	Cultural Chemistry, LLC	Greater Dover Chamber of Commerce
Beechleaf Design	Dartmouth-Hitchcock Medical Center	Greater Keene Chamber of Commerce
Bellwether Community Credit Union	Digital Prospectors	Greater Peterborough Chamber of Commerce
Bike-Walk Alliance of NH	Diversity Workforce Coalition	Green Alliance
Bona Fide Green Goods	Edible New Hampshire	Green Concord
Breathe New Hampshire	ELA Consulting	Green Energy Options of Keene
Brown & Company Design	Electronic Imaging Materials	Hannah Grimes Center for Entrepreneurship
Bruce Mast & Associates	Elliot Health Systems	Hanover Co-op Food Stores
Bruss Project Management	Eversource	Harvey Construction Company
C&S Wholesale Grocers	Exeter Events and Tents	HERE this NOW
C Far: Beyond the Box	Fiddlehead Magazine	Hitchiner Manufacturing
Calypso Communications	Filtrine Manufacturing Company	Homefree
Carnevale Design	Five Rivers Conservation Trust	Human Resources Partners
Casella Waste Systems	Freedom Energy Logistics	Jack's Pizza



Janas Analytics  
John Benford Photography  
Kikori  
Klüber Lubrication  
LaBelle Winery  
Landry/French Construction  
League of Conservation Voters  
Left Hook Digital  
Libby Tax and Bookkeeping  
LifeWise Community Projects  
Lisa Hix  
Loureiro Engineering and Waste Solutions  
Mainstay Technologies  
Making of Self  
Manchester Historical Association/Millyard Museum  
Market Street Architects  
Mather Associates  
MAYO Designs  
Medicus Healthcare Solutions  
Merrill Lynch - The MacDermott Group  
Millipore Corporation  
Mindful Making & Design  
MobilityWorks  
Monadnock Paper Mills  
Mount Washington Valley Chamber of Commerce  
National Human Resources Association - NH  
NEMO Equipment  
New Directions Collaborative  
New England College  
New England Commercial Solar Services  
New England Solar Garden  
New Futures  
New Hampshire Ball Bearings  
New Hampshire Business Review  
New Hampshire Center for Nonprofits  
New Hampshire Charitable Foundation

New Hampshire Community Development Finance Authority  
New Hampshire Department of Environmental Services  
New Hampshire Food Bank  
New Hampshire Made  
New Hampshire Public Health Association  
New Hampshire Public Radio  
New Hampshire Public Television  
New Hampshire Tech Alliance  
New Hampshire Women's Foundation  
NHMI/Safe Sports Network  
Normandeau Associates  
Peter T. Paul College of Business and Economics - UNH  
Pax World Investments  
PeopleSense Consulting  
Placework  
Post-Landfill Action Network  
Project PLAY  
propel360  
RAM Companies  
Reno Energy Consulting Services, LLC  
ReVision Energy  
Richardson Media Group  
Ridgeview Construction  
Rumbletree  
Saint Anselm College  
Seacoast Local  
Schleuniger, Inc.  
Seacoast Local  
Service Credit Union  
Shepard Financial Partners  
Smuttnose Brewing Company  
Society for the Protection of New Hampshire Forests  
Sojourn Partners  
Soul Powered Coaching  
Southern NH University  
Squam Lakes Natural Science Center  
Standard Power of America, Inc.

Stay Work Play New Hampshire  
Stephenson Strategic Communications  
Strategic Potential  
Sunrise Labs  
Sustainable Futures Consulting  
Sustainserv  
Sweaty Turtle Entertainment  
The Browne Center  
The Carsey School of Public Policy  
The Duprey Companies  
The Elm Street Group at Morgan Stanley  
The Henry Whipple Hose Inn  
The Hvizda Team - Keller Williams Realty  
The Music Hall  
The Nature Conservancy, NH chapter  
The Terra Firma Company,  
True North Networks  
U.S. Small Business Administration  
UNH Center for Social Innovation & Enterprise  
United Way of Greater Nashua  
Unitil  
V'Ice  
Vapotherm  
Vermont Businesses for Social Responsibility  
Vested for Growth  
Vital Communities  
Volunteer NH!  
W. S. Badger Company  
Warrenstreet Architects  
Waypoint  
Wildcats Willing: A UNH Food Re-purposing Initiative  
Wire Belt Company of America  
World Affairs Council of New Hampshire  
Worthen Industries  
Yes! Ventures

# OUR COMMITTEES

## ADVOCACY AND POLICY COMMITTEE

### **Lisa Drake, Stonyfield, Chair**

Erin Allgood, Allgood Eats Local  
Mark Beaudoin, Nixon Peabody  
Michael Bruss, Bruss Project Management  
Bethany Davis, MegaFood  
Ryan Hvizda, The Hvizda Team - Keller Williams Realty  
Lisa Landry, Gravity Group  
Michael Redding, Loureiro Engineering  
Allan Reetz, Hanover Co-op Food Stores  
Dennis Sasseville, Worthen Industries  
Paul Susca, NH Department of Environmental Services  
Joe VanGombos, Unitil  
Dan Weeks, ReVision Energy

## EXECUTIVE COMMITTEE

Brett Cromwell, Medtronic  
Lisa Drake, Stonyfield  
Mike Jurnak, BerryDunn  
Sean Matulonis, Schleuniger

## FINANCE COMMITTEE

Lisa Drake, Stonyfield Organic  
Mike Jurnak, BerryDunn  
Sean Matulonis, Schleuniger

## GOVERNANCE COMMITTEE

### **Mark Beaudoin, Nixon Peabody, Chair**

Gary Lemay, NH Electric Cooperative  
Jillian Smith, Hitchiner Manufacturing

## MEASURE WHAT MATTERS COMMITTEE

### **Ashley LaRochelle, MegaFood, Co-Chair**

### **Brett Cromwell, Medtronic, Co-Chair**

Jess Baum, W.S. Badger  
Sara Bee, The MacDermott Group/Merrill Lynch  
Lisa Drake, Stonyfield Organic  
Susan Kaplan, Sustainable Futures Consulting  
Jesse Lore, MobilityWorks

## BUSINESS ENGAGEMENT COMMITTEE

### **Heather Iworsky, ReVision Energy, Chair**

Thomas Carter, Freedom Energy Logistics  
Eric Cimon, Jewett Construction  
Robin Eichert, PeopleSense Consulting  
Mike Jurnak, BerryDunn  
Chris Rooney, Impax Asset Management

## PUBLIC RELATIONS AND MARKETING COMMITTEE

### **Jessica Kinsey, Cirtronics, Chair**

William Allen, ChopShop Media Works  
Peter DiGeronimo, 36Creative  
Dee Fitzgerald, W.S. Badger Company  
Lisa Landry, Gravity Group  
Atlanta McIlwraith, Timberland

## SPRING CONFERENCE COMMITTEE

### **Melissa Skarupa, Dartmouth-Hitchcock, Chair**

Kyle Barker, Warrenstreet Architects  
Denise Champagne, Hypertherm  
Sandy Demarest, Sojourn Partners  
Matthew Gardner, Sustainserv  
Debra LeClair, Sojourn Partners



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