



FOR IMMEDIATE RELEASE

NHBSR Marks 25 Years as a Catalyst for Good with Milestone Celebration

Uniting Purpose-Driven Businesses: Featuring Bestselling Author Simon Mainwaring and Inspiring Member Stories

NEW HAMPSHIRE – October 27, 2025 – New Hampshire Businesses for Social Responsibility (NHBSR) is set to host its 25th Anniversary Celebration on Thursday, November 6, 2025. This landmark event honors a quarter-century of uniting purpose-driven businesses that champion the mission to "do well and do good," creating a more prosperous and sustainable New Hampshire.

"In a world of rapid change and uncertainty, businesses are called to be a force for good. For 25 years, the NHBSR community has been a beacon of hope and a testament to the power of collaboration," said Zeina Eyceoz, NHBSR's new Executive Director. "This celebration is a powerful statement about our collective commitment to building a better world."

A Historic Gathering and Forward-Looking Program

The celebration, held at the Southern New Hampshire University (SNHU) Mills Location in Manchester, will be a historic gathering featuring:

- **Powerful Keynote:** Bestselling author and CEO of We First, **Simon Mainwaring**, will deliver a powerful keynote on how leadership and companies adapt to a challenging future. Attendees will receive a copy of his book, *Lead With We: The Business Revolution that Will Save Our Future*.
- **Past, Present, and Future:** The event will feature the uniting of all three Executive Directors who have shaped NHBSR: founding ED Molly Hodgson, retiring ED Michelle Veasey, and new ED Zeina Eyceoz.
- **International Food Festival:** Indulge in a vibrant array of appetizers and desserts from locally-owned restaurants, including Basha Grill, Maya's Kitchen, Homestyle Catering, A Lot of Thai, and Rice & Beans 603.
- **Live Entertainment & Art:** Enjoy live music and explore a captivating "Food Stories" exhibit by artist Shanta Lee.
- **Networking:** Plenty of dedicated time to connect with fellow purpose-driven businesses, sustainability experts, and local change agents committed to building a better New Hampshire.

Spotlight Event: "Best of the Sustainability Slam" Showcase

One of NHBSR's most unique and popular traditions, the Sustainability Slam—the high-energy, fast-paced event that turns impact stories into pure inspiration—will take center stage! Attendees will experience the most engaging 90-second skits and live presentations from beloved members and even get to vote on their favorites. This "Best of the Slam" Showcase features real-world impact stories across three crucial categories:

Community Category: Local Impact and Outreach

Hear how NHBSR members are building stronger, more resilient communities:

- **Granite Goodness - Cooler Heads:** Presented by Andy DeMeo, this skit focuses on how to "chill out" by sharing good news and positive stories when it seems like "the world is on fire."
- **Unitil - From the Sun to our Community:** Unitil team members will explain their process of partnering with ReVision Energy to construct the first utility-owned solar array in New Hampshire, detailing the project's journey and community benefit.

Workplace Category: Employee Well-being and Culture

Discover innovative ways businesses are engaging and supporting their teams:

- **Hypertherm Associates - Let's Get Physical:** Robin Tindall and Jamie Green will showcase Hypertherm's dedication to employee health, focusing on onsite resources that help employee-owners wake up, get fit, and build camaraderie at work.
- **Kennebunk Savings - Movie Star Bankers:** Zac Little and Liz Torrance share the story of how Kennebunk Savings successfully rallied multiple departments around a major company-wide project by creating a series of short action films inspired by *Mission: Impossible* and *Top Gun*.

Environment Category: NH-Focused Innovation

Learn about exciting efforts to protect and enhance our natural resources:

- **Stonyfield Organics - Soil Support Group:** Presented by Britt Lundgren, this intriguing story explores Stonyfield's efforts to store more carbon underground by giving a voice to the soil microbes and what they think of the company's work.
- **SNHU Eco-Reps - SNHU Eco-Reps:** Michael Weinstein and Pamela Beckvagni will demonstrate SNHU's successful model of hiring passionate students into real-world sustainability roles. This approach solves campus and community challenges while improving business operations and preparing the next generation of leaders.

"If you love the Sustainability Slam, you will love this night," noted a past attendee. Don't miss this opportunity to experience a concentration of the best ideas and impact stories from the NH business community.

Event Details & Registration

- **What:** NHBSR 25th Anniversary Celebration

- **When:** Thursday, November 6, 2025, from 5:00 PM to 8:30 PM
- **Where:** SNHU Mills Location, 33 South Commercial Street, Manchester, NH 03101
- **Tickets:** \$150 for members / \$180 for non-members. Table registrations (up to 8 seats) are also available.

To learn more and register, please visit the official event page: www.nhbsr.org/celebrate

Business leaders and colleagues who value sustainability and community are encouraged to bring their teams and secure a table to celebrate this milestone and showcase their commitment to sustainability in New Hampshire.

This celebration is made possible by the generous support of presenting sponsor Stonyfield Organics and Just One Thing Sponsor, Lonza; as well as sponsorship from Velcro Companies, Mascoma Bank, Coca Cola Bottling Company of Northern New England, Nixon Peabody LLP, Impax Asset Management, Worthen Industries, Needham Bank, Unitil, Green Wave Electric Vehicles, BerryDunn, Bangor Savings, Badger, Doug Rathburn Photography, Image 4, Shaunte Whitted SDW Communications, New Hampshire Public Radio, New Hampshire Business Review, The River WXRV-92.5, Hypertherm Associates, The Richards Group, Coast of Maine Organics, Insight Media, and Chop Shop Mediaworks.

ABOUT NHBSR

For 25 years, NHBSR has worked to build a more prosperous and sustainable New Hampshire, one collaborative effort at a time, proving that sustainable profitability and social responsibility go hand in hand. New Hampshire Businesses for Social Responsibility (NHBSR) fosters socially and environmentally responsible business in New Hampshire, recognizing that people, principles, and profit must be linked. NHBSR is a statewide membership organization providing educational, networking, and promotional opportunities to encourage sustainable business. NHBSR includes a wide range of companies, nonprofits, and individuals at various stages of implementation, from those just getting started to leaders in sustainability.

For more information on NHBSR and its initiatives, please visit nhbsr.org.

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