

Laurie Ferguson Wins Marketing Honors

At the recent *New Hampshire Business Review* "Business Excellence Awards," Laurie Ferguson of Andover was honored for her "Marketing Excellence" as the Executive Director of New Hampshire Made, the non-profit organization that promotes New Hampshire-made products and services statewide. The award was presented to Ferguson for her outstanding dedication and excellence in creating programs that have significantly impacted New Hampshire's small business community.

A panel of independent judges reviewed more than 60 nominations for 13 different industry categories, honoring business executives statewide. Each nominee was judged on their industriousness, determination, innovation, achievements, dedication to profession, and commitment to community, customers, and employees.

Ferguson became the Executive Director of New Hampshire Made three years ago and not only turned the organization around financially, but also created innovative marketing programs that promoted the "New Hampshire's Own – A Product of Yankee Pride" brand identity program.

"Because of her efforts, New Hampshire Made is successfully raising the awareness of, and appreciation for,



the quality, variety, and availability of New Hampshire's products and services," says McCarthy. "Membership in New Hampshire Made has grown to more than 750 businesses statewide, and finding New Hampshire-made products and services is easier than ever because of its useful Guides, Directories, and Web site."

To learn more about New Hampshire Made or the hundreds of products and services produced in this state, visit the Web site at NHMade.com or call 888-647-8674.

Lake Farm Realty Teams With International Relocation Services

Lake Farm Realty has recently announced its affiliation with International Relocation Services, the Pennsylvania-based relocation service for real estate referrals.

According to Lake Farm Realty President Arthur Urie, the firm became an International Relocation member effective September 15. The brokerage plans to begin network advertising immediately.

Art notes that, "We have the knowledge and the contacts to help people with real estate needs in our area. What we have not had is the effective way to help people who are moving out of state or out of our area. International Relocation gives us an additional tool to help people. International Relocation will

help Lake Farm refer people to the best real estate agencies in other areas."

Referrals go in both directions. Being a part of International Relocation means that Lake Farm Realty will also receive the names of buyers who are looking to relocate. Those people expand the number of buyers who may purchase a home or land in our area. "Lake Farm's membership in International Relocation will be helpful to both buyers and sellers," Art says.

Lake Farm Realty has been serving the Andover area for 25 years. It provides professional real estate services to buyers, sellers, and renters. The office is located at 164 Main Street (beside the Main Post Office building) in Andover.

Greater Franklin Chamber of Commerce

Join members of the Greater Franklin Chamber of Commerce at the Third Annual Three Rivers Business Showcase on Tuesday, November 13, from 4 PM to 7 PM at the Mojalaki Golf Club on 321 Prospect Street in Franklin.

Business to business networking and development of community relationships will be the focus of the evening. Attendees can meet business owners and take advantage of the many raffles, specials, and giveaways. Admission is

free, and refreshments will be served.

Any business interested in taking part in the showcase is encouraged to contact Kathy at 934-6909. The Third Annual Three Rivers Business Showcase is sponsored by the Greater Franklin Chamber of Commerce. For more information visit ExperienceThreeRivers.com. The Greater Franklin Chamber of Commerce serves the communities of Andover, Franklin, Hill, Northfield, Salisbury, Sanbornton, and Tilton.

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