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and Board support. Steve Foley, currently the Production Manager will add to his responsibility that of Editor. Instead of three positions there will be only two, the Publisher and the Editor. All of the business side of things will be under the responsibility of the Publisher and the editing and production duties will be the

tive Director of Franklin Opera House and learned graphic design while working for Piper Printing Co. for many years.

The Beacon has temporarily taken up residence in the office next to the former office, downstairs in the Andover Town Offices. The TV Station crew has generously made room in their office until we have a permanent home. We are actively looking at options for a permanent place to call home. Meanwhile, we welcome our readers and supporters to visit us in person when they have news to share or other business. A schedule will be posted on the office door soon.

The Beacon has been successful over the last 13 years due to the dedication of Charlie Darling, who served as publisher and editor for 12 years, and a dedicated group of volunteers who have put in countless hours editing, proofreading, writing, labeling, doing bookkeeping, and many other tasks. The Beacon would not survive without volunteers! If you would like to get involved, please contact us at 735-6099.

Printed newspapers are a dying breed in the new electronic age, but the Beacon is still healthy and we plan to continue to print the paper for the foreseeable future. AndoverBeacon.com provides the newspaper on-line and makes it available to anyone anywhere. At some point it will probably not be cost effective to publish the news in print. Former Publisher/Editor Charlie Darling, who now serves on the board of directors, has a strong interest in the future of the Beacon and has offered to work with the board and staff to prepare the Beacon for changes that will inevitably need to happen in the future. We look forward to working with Charlie as we explore how to keep the Beacon relevant in an electronic age.

One of the ongoing challenges for the Beacon is fundraising. It costs almost \$100,000 per year to publish 11 issues and maintain the website. Only about one third of that is covered by ad sales and subscriptions. The remainder must be raised through donations. Although the Beacon is mailed each month to about 1400 households, traditionally only between 200 and 300 people donate to the Beacon each year. If you value the Beacon, please let us know by sending your contribution today.

With your support, Andover will continue to be one of very few communities in New Hampshire to have a newspaper of it's own. Let us know what you would like to see in the Beacon. If you see news happening, please let us know, or submit an article. Come and join the Beacon team. We look forward to working with you as we strive to continue to make the Beacon "your newspaper."



Steve Foley, who will be the editor of the Andover Beacon, works on the latest edition at his home office. Photo: Mary Foley

responsibility of the Editor.

Shelley Geoghegan, who has been with the Beacon since January of 2016, learned of the Bookkeeper position through Pam Cooper, an Andover resident who provides volunteer accounting support and oversight to the business operations of the newspaper. Pam knew Shelley by way of her other job as Office Manager of the Kearsarge Community Presbyterian Church in New London, where she continues to work part-time. As soon as she met Charlie and Sharon, and learned about the newspaper and the town, she knew this would be a perfect fit. Having earned her MBA at Franklin Pierce University, she has prior experience serving as an Executive Director of a small community-based nonprofit. She has also run her own businesses and worked in the field of international advertising. Shelley and her husband plan to move to the area soon. She loves meeting new people.

Steve Foley has worked as an ad and layout designer for the Beacon since 2014. After the retirement of Charlie Darling, he took on the role of Production Manager. Foley stated: "I remember the first time I looked at a copy of the Beacon. I was very impressed with the look and quality of the paper. It has been very satisfying to be a part of the Beacon and become more involved in what is happening in Andover. Although I don't live in Andover, I feel a strong connection to the town and the people who live here." Foley retired from the Franklin Fire Department in 2001, where he served as deputy chief, and has since served as the Execu-

Advertisers are Key to the Success of the Andover Beacon

Steve Foley, Editor

"The October 2017 issue of The Andover Beacon Newspaper is the 13th anniversary of our paper's service to this community. So it is the perfect time to send a big 'THANK YOU!' out to all of our supporters that have made our success possible!" Those are the sentiments expressed by Suzy Brown, who has been handling ad sales for the Beacon for nearly 10 years. She furthered stated "Our existence depends upon both our loyal advertisers and our generous donors. Together they have kept the paper alive for 13 years now. And of course we hope to continue on for many more years!"

When she was approached by Charlie Darling in the fall of 2007 about being an ad sales representative for the Beacon, Brown understood the importance of that position. Having worked for a small newspaper right out of high school and learned early that

According to Charlie Darling, there were about 20 advertisers in the beginning. Many of those original advertisers are still in the Beacon every month, such as The Constant



Suzy Brown is about to celebrate her 10th anniversary as an Ad Sales Rep for the Andover Beacon

Quilter, Spring Ledge Farm, Pleasant Lake Veterinary Hospital, Marshall's Garage, Andover Congregational Church, Ken Reid Antiques, and Mountain High Kennel.

As we look forward to the next thirteen years for the Beacon, Brown is passionate

in her feelings about the paper and its importance in the community. "In our society's time of cable tv news, texting, facebook, etc it is also important to retain a taste of the "community spirit" feeling that our paper brings with each issue with positive news items about our residents. In this fast paced world, it is easy to forget that we all benefit by retaining the values of being interested in our community's events and the people around us."

Brown and Powers are always looking for opportunities to add to their client lists. Increasing the



Connie Powers was recruited to work on the Beacon before the first issue was published in 2004..

"enough money must come thru the front door to get the paper out the back door."

Brown is not the only one responsible for bringing in the ad revenue, which covers about one third of the Beacon's annual budget. Connie Powers was recruited by Charlie Darling before the first issue was published. She has been selling ads ever since. Powers is an Andover native but now lives in Sunapee.

advertising will decrease the amount of fund raising that will need to be done. Brown can be reached by phone at 735-5309 or by email at suzy@andoverbeacon.com. Powers can be reached by phone at 763-1275 or by email to Connie@andoverbeacon.com.

Tax deductible donations can be sent to PO Box 149, Andover, NH 03216, or visit the homepage of AndoverBeacon.com and click on the "Donate" button.

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