

# In Business

## Business in Brief

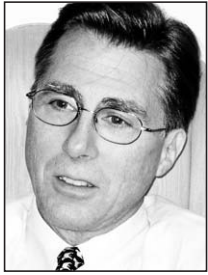
JAFFREY

### Bruder Assoc. sends 2 to 'change' class

JAFFREY — Sophie Parker and Lee Bruder recently completed advanced studies in change management in complex, multi-stakeholder settings at the Gestalt International Study Center in Wellfleet, Mass.

Thirty consultants from six countries gathered for four days to explore specific steps a change agent needs to consider when working in situations that require many entities work toward a shared goal. Change initiatives from England, Northern Ireland, Cambodia, Zambia, Sierra Leone, and the United States were presented and examined based on the Gestalt model of change management.

Lee Bruder Associates is a consulting firm that offers organizational development and coaching on professional growth in the business, government, and nonprofit sectors. Parker is an associate in the firm and is based in Boston.



BRUDER

PETERBOROUGH

### EMS moves North Conway store, triples in size, selection

PETERBOROUGH — Eastern Mountain Sports has relocated its North Conway store from its original location at Eastern Slope Inn three miles away to Settlers' Crossing.

Tripling in size, the new 18,000-square foot store showcases a wider selection of gear and apparel and serves as the headquarters for the EMS Climbing School.

In addition to the North Conway retail location, other New Hampshire stores are located in Concord, Manchester, Nashua, Portsmouth, Salem and West Lebanon. The company is headquartered in Peterborough.

ANTRIM

## More than a 'man's store'

### Place in the Woods Trading Post celebrates 1 year anniversary

By PRISCILLA MILLER

Monadnock Ledger-Transcript Staff

ANTRIM — Even as they appeal to a wider market of customers, sporting goods storeowners John and Diane Kendall are continuing a 30-year tradition at Place in the Woods Trading Post in Antrim.

"Primarily, this was a man's store," says Diane Kendall, who bought the store a year ago with her husband, John Kendall.

Building upon the store's following of sports enthusiasts, the Kendalls saw an opportunity to expand their customer base and bring the business to a new level. In July 2007, Place in the Woods Sporting Goods became Place in the Woods Trading Post LLC.

"The store, in order to be successful, needed to appeal to more people," says Diane Kendall. "Women are the primary

"The store, in order to be successful, needed to appeal to more people. Women are the primary buyers in any household."

*Diane Kendall, co-owner,  
Place in the Woods*

buyers in any household."

In addition to the men's apparel, outdoor sporting goods and firearms, Place in the Woods is now offering clothing for infants, children and women, as well as shoes, yoga and exercise clothing and scrubs for healthcare professionals.

Locally made pottery, New Hampshire specialty items, kayaks, canoes and other merchandise as well, gives customers much to choose from.

"We're like a Kittery Trading Post or L.L. Bean. That's what people compare us to," Diane Kendall explains. "The store will continue to evolve."

Over the last year, the Kendalls tripled their inventory and made building improvements to the interior and exterior of the log-cabin store located on Route 202 at 128 Concord St., between Antrim and Hillsborough.

A fully stocked sporting goods wing is complimented by a clothing section and the bargain basement offers some deep discounts on one-of-a-kind and off-season merchandise, Kendall says. There are also clearance racks throughout the store's four floors of retail space.

Offering quality clothing in brand names like, Life is Good, Hatley, Carhartt, Columbia, Woolrich, Horny Toad and more, Kendall



COURTESY PHOTOS

Soon after John and Diane Kendall bought Place in the Woods Sporting Goods in Antrim in July 2007 they not only changed the Sporting Goods name to Trading Post, above, they also added, left, clothing for infants, children and women, as well as shoes, yoga and exercise clothing and scrubs for healthcare professionals to their already popular men's line.

says, one of the stores taglines is "Shop outside the box." Footwear lines include Columbia, Red Wing, Wolverine, Muck, LaCrosse and Rafters.

Though they've expanded, the new storeowners haven't forgotten about the avid sportsman. Camping, fishing, archery and boating gear, and new, used and consignment firearms are still available, Kendall says. In fact, she says, her husband was a frequent shopper of the store before they bought it.

Residents of Antrim for the last 10 years, the Kendalls live less than a mile away from the store, where they run a sheep farm. They have three children ages 5, 8 and 10. Both Diane, a massage therapist who holds a degree in business,

and John, a builder, are used to being self-employed. Owning a store, like Place in the Woods, Diane Kendall says, has been a dream of theirs for years.

"This is a retirement plan for us," Kendall says. "We enjoy working in sales. We enjoy working with people."

Two employees who worked under the former owners stayed on and, since taking over the store, the Kendalls have hired two other employees.

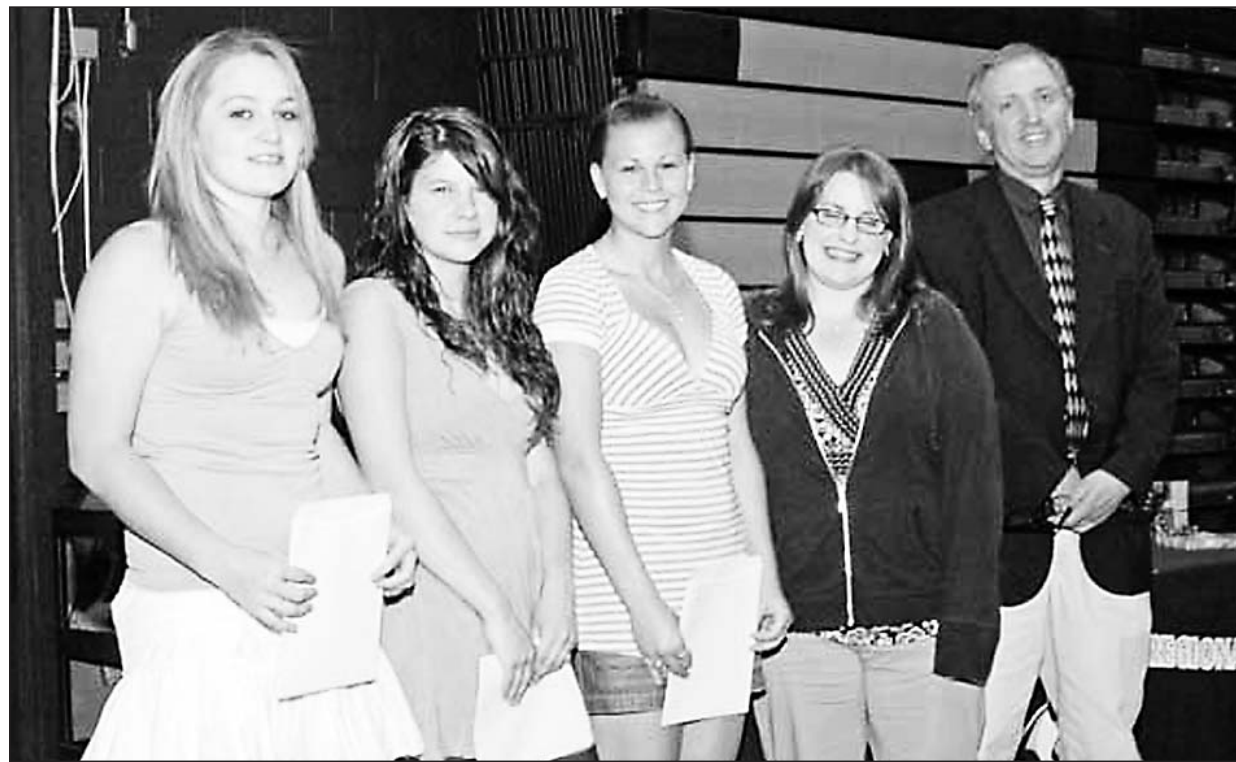
Store hours are Monday through Thursday 9 a.m. to 6 p.m., Friday 9 a.m. to 8 p.m., Saturday 9 a.m. to 6 p.m. and Sunday 9 a.m. to 5 p.m., according to the store's Web site.

For more information, go online to [www.placeinthewoods.biz](http://www.placeinthewoods.biz).



REGION

## Group inspires students to continue education



COURTESY PHOTO

This year's Community Scholarship award winners are, from left: Justina Lafreniere of Antrim; Diana Lavoie, Peterborough; Morgan Boutwell, Peterborough; presenter Priscilla Coffill and Joe Hayes, ConVal Guidance Department.

### Community Scholarships given to participants

By JOAN GEARY

Special to

The Monadnock Ledger-Transcript

In 2006, a small group of community members founded ConVal Community Scholarship Foundation to inspire disadvantaged high school students to complete high school and pursue postsecondary education.

In December of that year, in collaboration with ConVal High School, the group launched its first initiative; pledging \$100 scholarships for higher education to 10 at-risk high school students, who were nominated by a committee of school personnel.

Among them was Priscilla Coffill.

fill. Since childhood, she'd dreamed of becoming a nurse, but faced formidable financial obstacles to turn that vision to reality. Her single-parent mother couldn't afford college tuition, and her father, who had remarried, declined to contribute to the costs of her higher education.

Along with the nine other students, she competed for additional commitments, which were based not on academics, but by demonstrating personal potential and dedication to overcome personal or financial hardships to individual educational goals.

Quickly, the field of 10 narrowed to six. In May 2007 three winners were each awarded college scholarships of \$5,000; 50 percent of tu-

tion costs for a two-year program in the New Hampshire Community College system.

Coffill did not receive a major scholarship; but as a runner-up was awarded a \$500 grant toward her college tuition. Still, she found her experience rewarding.

"I ended up with a smaller amount," she said, "but it felt so good just being nominated for the program."

The foundation's goal is not to award scholarships. It's to inspire students who face serious challenges to finish high school and to successfully move on to higher education. To that end, volunteer mentors keep in touch with award winners; helping them make the transition from high school to post-

secondary institutions, and monitoring their progress there.

Coffill did so well in her first semester of a two-year nursing associate degree program at New Hampshire Technical Institute in Concord that the foundation decided to increase her grant by an additional \$500 per semester through her May 2009 graduation.

Beyond that, the group negotiated with Monadnock Community Hospital, who matched the supplemental grant and also interviewed Coffill as a prospective future employee.

"It's made such a huge difference," she said. "I had a small federal loan, and thought I could work while going to school. But, my course load is so demanding, I don't have much time to work."

"This money makes such a difference. It's money I don't have to worry about coming up with now," Coffill said. "I'm so unbelievably grateful that I was able to be involved with this program."

But, hers is not the only success story from the Class of 2007. Out of the three major award winners, two already have received offers of employment while one is moving on to complete a four-year college degree program.

This past academic year, 12 new students at ConVal were selected for program participation. Because of rising tuition costs, each student initially received a \$250 scholarship pledge; and subsequently competed for further commitments. In June 2008, Coffill returned to her high school alma mater to present \$5,800 scholar-



## making a difference

Nonprofits and people in  
the Monadnock region

"We're making a difference because we select kids whose chances of going beyond high school are severely limited," said John Vance, board president. "And, as evidenced by the Class of 2007, the kids we're giving these awards to are succeeding."

"We hope by helping a few to give confidence and hope to others so that they can do the same," he said.

"*Making a Difference, Nonprofits and people in the Monadnock region*," is a feature that will run every other week, in collaboration with Giving Monadnock, which seeks to raise awareness of the role of nonprofit agencies in the Monadnock region.

For more information, e-mail [info@givingmonadnock.org](mailto:info@givingmonadnock.org) or call 357-7171.

#### The Nonprofit

ConVal Community  
Scholarship Foundation  
P.O. Box 372  
Peterborough 03458  
e-mail: [info@cvcf.org](mailto:info@cvcf.org)

#### The Essentials

Board president:  
John Vance  
Founded: 2006  
Service area: ConVal Re-

gional School District

Annual budget: \$45,000;  
100 percent from contribu-  
tions; no paid staff, 17 vol-  
unteers

#### Mission

To inspire confidence and hope with community support to help more students in the ConVal region to achieve their potential.

Your business needs  
computers  
that work.  
Period.

We can do that.



Hardware • Software • Support • Knowledge

[www.sequoyatech.com](http://www.sequoyatech.com) • (603) 924-7977  
162 Hancock Road, Peterborough NH 03458