

■ *Introducing SCORE Success Stories* PG. 5 ■ *Buying smart in a tough economy* PG. 32

FEATURED COLUMN



The give and take of aiding nonprofits

PAGE 24

NHBR

Meet the BOB Awards winners



SPECIAL INSERT

MAR. 12 - 25, 2010

NEW HAMPSHIRE BUSINESS REVIEW ■ NHBR.COM

VOL. 32, NO. 5, \$1.75



Where are all the nursing jobs?

New graduates are struggling to find openings at health facilities

■ **RECESSION**

BY CINDY KIBBE

For over a decade, health-care facilities around the country have been all but begging for nurses, and in New

Hampshire – a state with an aging population – the need has been seen as even more dire. But the recession has added a new twist: Newly graduated nurses can't find jobs because hospitals and other health-care facil-

ities can't afford the time or the cost to help them finish their training.

"It's a real Catch-22," said Anita Pavlidis, a registered nurse and head of the nursing department at New

NURSING JOBS, PAGE 16

UNH's Manchester campus nears the tipping point

■ **EDUCATION**

Funding questions remain for urban campus

BY ELLEN GRIMM

The number of students majoring in biology has more than quadrupled in two years at the Manchester campus of the University of New Hampshire. The growth can be attributed to the college's new bachelor's degree program in biology and a new microbiology lab, according to Stephen Pugh, chairman of the college's Science and Technology Division.

"The college has plans to expand," he said. "We are desperately needing that."

In fact, the Manchester campus in the Millyard area along the Merrimack River is "absolutely shovel-ready" for a new 60,000-square-foot building designed by the Manchester architectural firm of Lavallee Brensinger, at a cost estimated at \$30 million, said Kristin Woolever, dean

UNH MANCHESTER, PAGE 14

4 finalists in Start-up Challenge

■ **ENTREPRENEURS**

Concepts address 'real problems' in N.H.

Four businesses have been selected as finalists for the second annual New Hampshire Start-up Challenge, a business plan competition sponsored by Public Service of New Hampshire in partnership with the Manchester Young Professionals

Network and Stonyfield Farm Yogurt.

This year's finalists are: House Heritage, a real estate marketing service; the Manchester Food Co-op, a downtown Manchester grocery store; Play@Work, a hybrid remote executive office-day care center; and Smart Energy Frontier, developer of a "smart" energy-efficiency system for residential use.

The winner receives a \$25,000 cash award and in-kind support and

services from New Hampshire businesses, all designed to help the firm on its "path toward the creation of value, sustainable growth, and profitability."

"What makes this challenge so unique is its connection to the state," said David Allen, chair of the Challenge, a board member of MYPN and an attorney with the law firm Sheehan Phinney Bass + Green in Manchester. "They all come from

START-UP CHALLENGE, PAGE 12



Finalists in the second annual New Hampshire Start-up Challenge business plan competition are, from left: Melissa Gardner co-developer of Play@Work; Renee Robertie, House Heritage; Christian Heiter, co-developer of Smart Energy Frontier; and Linda Purdy and Veronica Kammerman, Manchester Food Co-Op. (Photo by Jodie Andruskevich)

CONTENTS

Q&A3	Health28
In Brief4	Going Green30
The Bottom Line8	R.E. & Construction32
NH Exports10	The Latest34
NH Opinions18	Calendar36
About Town20	Flotsam & Jetsam38



NHBR INTERVIEW: BOB CLEGG

A conversation with the former state senator and small-business advocate. **PAGE 3**

PUC STAFF, FAIRPOINT AGREE ON TARGETS

A proposed settlement must still be approved by the three-person Public Utilities Commission. **PAGE 13**

N.H.'S 2009 EXPORT TOTAL FALLS 18%

But global economic improvements are seen for 2010. **PAGE 10**



Nursing jobs

FROM PAGE 1

Hampshire Technical Institute in Concord. "Our students are really committed to nursing, but the graduating class of 2010 is wondering about employment opportunities."

Pavlidis said financial and lifestyle changes brought on by the recession accompanied by slashed reimbursement rates to hospitals and other health-care facilities are directly responsible for the new hiring crunch.

The result, she said, is that "not only are hospitals not filling vacant positions, those already working in part-time or per diem positions have floated up to working more hours. The normal attrition has not happened." Thus the new crop of nurses - many of whom had been recruited to nursing programs around the state because of what had seemed to be a near-guarantee of employment after graduation - are caught in the middle.

It's not just hospitals that have cut back on hiring nurses, said Pavlidis. "Long-term care and home care have all been affected by the financial situation," she said. "New graduates would go to long-term care (facilities) if there was no room in acute care, but even long-term care is not hiring."

Linda Ryan, director of the career development center at Rivier College in Nashua, said another reason for the scarcity of entry-level nursing positions is that many nurses today are staying longer in their careers by choice, and others may be "covering for spouses who may have been laid off."

Attrition is certainly playing a role in the nurse-hiring picture.

Beth Hale Campoli, vice president of patient care services and chief nursing executive at Manchester's Elliot Hospital, had budgeted for and hired 40 newly graduated nurses in 2008. Then the economy crashed.

"When the economy fell a year ago, we didn't see the level of retirement we typically see - a spouse might have lost their job or lost

benefits," said Hale Campoli. "Those are the positions that normally open up."

As a result, for the last two years, she has budgeted for half as many new nurses for the 313-bed hospital, adding that she'll probably do the same for fiscal year 2011.

She said she "over-budgeted a little" to bring new grads into Elliot's Transitions Program, a 12-week intensive preceptorship in which new nurses are mentored by highly experienced ones.

"Normally, we bring them all in at once so they can build relationships and support, but there's nowhere to put them. I'll probably have to stagger them in," said Hale Campoli.

At Littleton Regional Hospital, a 25-bed critical access hospital, Georgene Novak, director of human resources, said the hospital has never really had a nursing shortage, but its ability to bring in new nurses has ebbed and flowed.

"We have a wide variety of patient acuity," she said. "Sometimes we didn't have the

ability to precept new nurses," who, she said, "need close oversight for as long as 12 months."

When the beds are filled with patients, "the nurses are running," and it is just not feasible to take them away from care duties.

Novak said Littleton typically first hires those who are already employed by the hospital in other positions and have completed their nursing degrees, but there also have been instances when the hospital hasn't been able to bring those candidates on board because of inability to adequately supervise them.

Unexpected 'struggle'

As recently as a few months ago, job openings at any New Hampshire hospital would include dozens of vacant nursing positions. Today, a similar review would reveal a handful, if that many.

Chelsea Goldthwaite, 22, and Allison Herrick, 20, are baccalaureate nursing students and roommates at the University of

BUSINESS CONNECTIONS

BUSINESS OFFICE SYSTEMS

DO YOU NEED MORE SPACE?



- Mobile Shelving • Power Files
- Filing Systems and Supplies
- Shelving and Cabinets
- Color Coding Supplies
- Modular Work Stations • Furniture
- Acoustical Panel Systems

With "High Density Filing & Storage Systems" your office could run much more efficiently. And efficiency saves time and money. Get your office space to work for you. Call us today, we're the only Aisle-Saver dealer in Maine, N.H. and Vermont.

NORTHEAST BUSINESS SYSTEMS
OFFICE SYSTEMS DESIGNED TO SAVE SPACE

800-289-8923 • Fax: 942-8923
www.northeastbiz.com

EVENTS AND RECEPTIONS

Greenhouse CATERING

Office Luncheons • Open Houses
Product Launches • Company Anniversaries

GreenhouseCateringNH.com
452 Amherst St, Nashua NH (603) 889-8022

INTERIOR PLANT CARE & RENTAL

Breathe new life



into your company by accenting your office with our wide variety of plants!

497 Hooksett Road | Manchester, NH 03104
603-587-0722
www.naturalsurrounding.com
mfrappier@naturalsurrounding.com

COMMERCIAL FLOORING

Paul G. White Commercial Flooring

- Ceramic
- Carpet
- Resilient
- Wood
- Rubber
- Epoxy
- Mats

- Serving all of New England
- Fully Insured & Bonded
- Green & LEED Certified Product
- Specification & Design Support
- Dependable Experienced Professionals
- Flexible Installation Service

40 Years
of Trusted Sales
& Service

603-773-9630 (NH) • www.paulgwhite.us • 207-797-7949 (ME)

GENERAL / FAMILY HEALTH



The Doctor's Office

is now offering Nutritional Supplements

Metagenics



William N. Windler, MD • Nancy Kalinski, PA-C
Call for a consultation

Providing Quality Services for 20 Years

102 Bay St., Manchester, NH • 603-625-1724 • www.thedoctorsofficecnh.net

IT SERVICES



Helping NH Businesses
Manage Their Technology

Fixed Price, All-Inclusive Contracts
Unlimited Server and PC Maintenance
Enterprise -class technical expertise

1354 Elm St., Manchester, NH • www.itpartnersllc.com • 603-622-6191

EMPLOYEE BENEFITS

Aflac

An Independent Agent Representing Aflac

Hire the Best.... Keep the Best.

Aflac Can Help!

Provide Short-Term Disability Coverage
At No Direct Cost to Your Business!

Please Call Aflac ... 603.497.8409

It's the Right Thing to Do

American Family Life Assurance Company of Columbus (Aflac)

INJURY LAW



CRAIG & GATZOULIS
ATTORNEYS AT LAW

- Auto Accidents
- Medical Malpractice

623-1000

www.craigandgatzoulis.com

LONGTIME PROSECUTORS

LONG TERM CARE INSURANCE

The New Executive Benefit

LONG TERM CARE INSURANCE

- Grows in value before & after retirement
- Pick and choose who participates
- Places a firewall around your assets
- Portable & Tax-deductible up to 100%

The LTC Insurance Group

Experts in Long Term Care Insurance
Representing All Major Carriers - Licensed in 5 states

Contact: Hans Hug/888-758-8949

Statewide coverage for only \$80 an issue! NHBR reaches over 50,000 business owners and professionals each issue. Place your card on the Business Connections page and it will reach the desks of the key executives, managers and business professionals requiring your services. Every two weeks your business card appears under the appropriate heading of your choice. Call (603) 624-1442 ext. 154 to reserve your space.

FROM PAGE 16

New Hampshire in Durham. Both say the challenge of finding a job has taken them a bit by surprise.

"You tell people you're in nursing and they said, 'Well, at least you'll find a job when you graduate,' but that's no longer true. It seems to be a little less of a challenge in New Hampshire than other places, but it's still difficult," said Herrick, a junior.

Goldthwaite, a senior, said she has begun applying for jobs ahead of her graduation in May, and has found the experience disappointing.

"The human resources people have been very discouraging. They're saying they're not taking new grads or there are no nursing jobs available at all," said Goldthwaite. "No one's encouraging you at all."

"It's a struggle no one expects to encounter," said Herrick. "They all tell you there's a million things you can do with your nursing degree, but you have to find a job first."

Both Goldthwaite and Herrick are from Concord. While Goldthwaite — a self-professed "homebody" — said she's hoping to stay closer to central New Hampshire for a job, Herrick indicated she'd be willing to relocate to find the position she wants.

According to Pavlidis, students in community college nursing programs, such as NHTI's, can sometimes be in an even more difficult position because, on average, they are slightly older and have more ties to the area, making relocation less of an option.

"Our average age [of students] is 32. They have homes here, family here. Younger students can move more easily [to find a job]," she said.

Angela Russo of Hudson, a first-year nursing student in Nashua Community College's two-year program, considers herself lucky because she knows people who work in the human resources department at a hospital and others who work at a home health agency.

It may be easier, she said, to find a job if "you know someone who can help you get your foot in the door."

Still, Russo, 22, is looking for a job in the meantime to help make ends meet while she raises her young son.

"I've been looking for an LPN (licensed practical nurse) job, but a lot of places are not hiring LPNs now," she said. "Jobs are tough to find."

Openings will come

For those students who can afford it, Pavlidis said NHTI is counseling them to continue their studies, going for either a bachelor's degree or go on to graduate school.

"Some say they would love to, but they don't have the money," Pavlidis said. For those who can't follow the further education route, "we're telling them to consider exploring weekends, evenings and nights, which are typically less popular among more experienced nurses," she said.

She also recommended volunteering. Although there is no pay, the contacts and continued experience often leads to a paid position.

Littleton Regional's Novak suggested new nurses consider physician offices, and Rivier's Ryan recommends such health-care settings as outpatient treatment or cancer centers, rehabilitation centers or even psychi-

atric facilities.

"Patients aren't staying in acute care for long anymore. They are being set up with home health or rehab," she said.

While a few graduates may consider working as a licensed nurse's assistant while

Future attrition rates may spell even more nurse training concerns

searching for an RN job, that plan does have some pitfalls.

"You can be licensed as an LNA and RN at the same time in New Hampshire," said Pavlidis, "but if you're hired as an LNA, you have to make sure you're not practicing at that higher level outside of the scope of the LNA."

Many, however, are already working as a

nurse's assistant, and want the greater opportunities — and paycheck — that being a registered nurse brings.

Goldthwaite said she still hopes to work in a hospital, preferably in that prized position on the medical/surgical floor.

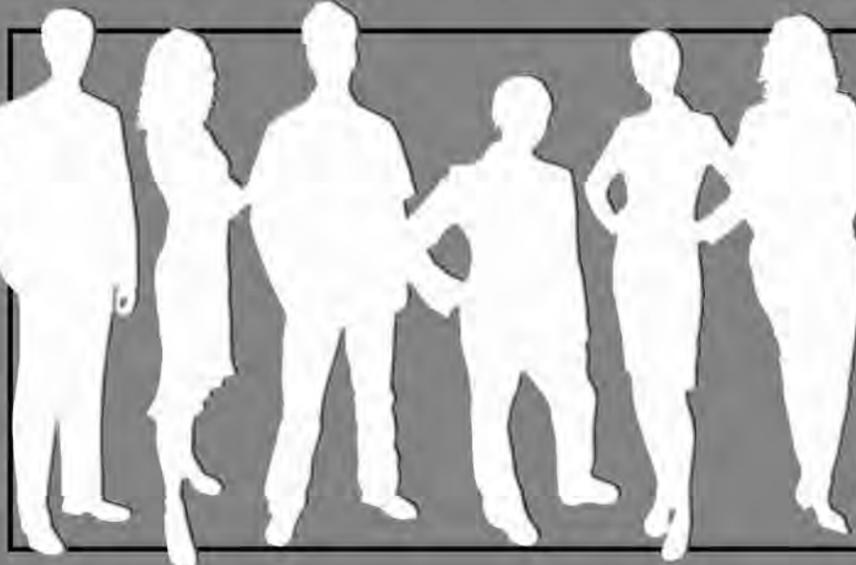
"I'm going to see what happens with the two hospitals I've applied at," she said. "I would only consider working at a nursing home as a last resort."

While there is a contraction of the nursing market at the moment, Elliot's Hale Campoli said the future might actually be more ominous.

"There is a shortage and it will hit hard in five to 10 years from now," she said. "Since the baby boomers aren't slowly retiring now, they may all retire at once. How will we transition our new nurses without the more experienced ones? I need my wisdom workers to mentor new nurses." **NER**

Cindy Kibbe can be reached at ckibbe@nhbr.com.

Losing workers to injury costs a lot more than money.



Workplace injuries cost more than money. We understand this fact. That's why we are specialists in workers' compensation but, more than that, we are specialists in workplace safety. Our focus is to help you prevent injuries, which helps you protect your employees and saves you money. To find a MEMIC agent near you, go to www.memic.com.

MEMIC
Indemnity Company

heartwood
MEDIA

Award Winning TV Commercials, HD Video, DVDs, CDs and Web Video for:
Marketing, Sales, Public Relations, Branding, Training, Development, Tradeshows,
Education, Promotion, Motivation...



"Heartwood Media took on a difficult challenge and produced an exciting video that wonderfully captures our mission and our programs. Heartwood was professional, personal and accessible throughout the production process, and we would highly recommend their services for companies and organizations with video production needs."

Anne Botteri, Saint Anselm College

Heartwood Media, Inc.
www.heartwoodmedia.com | 603.665.9191

Sign up for our monthly e-newsletter:
http://www.heartwoodmedia.com/newsletter_signup.htm

For your next project, get right to the heart of it.

Low-Cost & Free Health Insurance For Uninsured Kids and Teens



New Hampshire **HEALTHY KIDS**

For more information about the Healthy Kids health plans, visit our website at www.nhhealthykids.com or call toll-free: **1-877-4NHCHIP • (1-877-464-2447)**
TDD# 1-800-735-2964

1 Pillsbury Street, Suite 300 • Concord, NH 03301-3556