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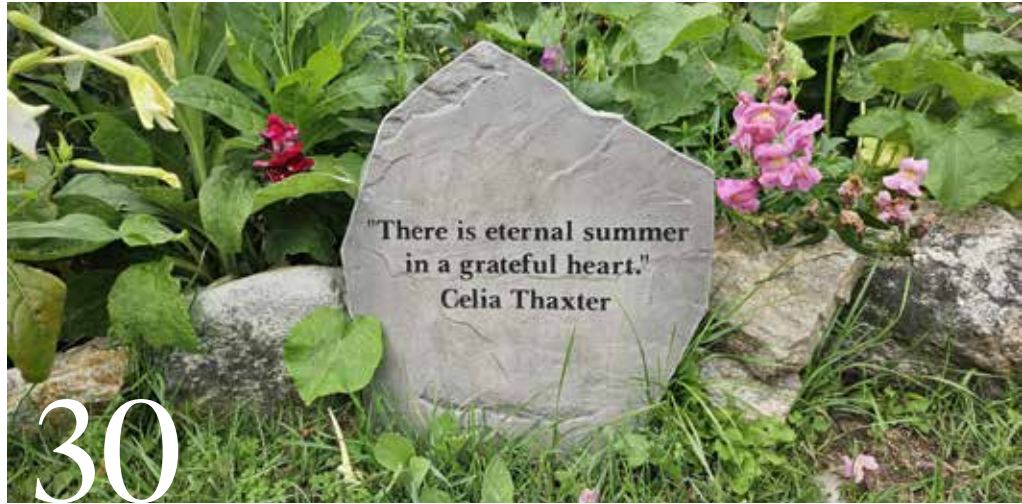
The Women's Issue

MAY 2024

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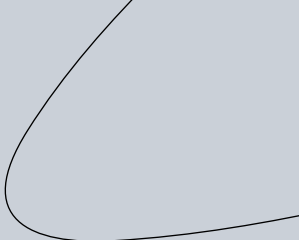
On the Cover

As a friend and frequent visitor to Celia Thaxter's artists colony on Appledore Island, Childe Hassam, American Impressionist Painter made Celia's garden famous.

Photography:
Childe Hassam, In
the Garden

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CONNECTION POINTS FOR CHANGE

Nonprofits are integral to the fabric of communities, changing lives every day as they feed families, provide housing, help struggling people heal, care for the environment, empower children, and so much more.

Our first spotlight fulfills a unique and critical role in the Seacoast's nonprofit ecosystem, operating at the center of strategy, education, and networking that helps other local nonprofits bring their vital missions to life.

Meet the GoodWork team!

MEET FOUR SEACOAST NONPROFIT TRAILBLAZERS WHO LEAD BY EXAMPLE
TO MAKE A LASTING DIFFERENCE IN OUR COMMUNITY EVERY DAY

ARTICLE BY ANN KATHRYN KELLY | PHOTOGRAPHY BY MELISSA KOREN PHOTOGRAPHY



Molly Hodgson and Maria Sillari

Co-founders and CEO and COO, GoodWork

Molly Hodgson and Maria Sillari are leaders with the courage to think differently—and creatively—when pitching themselves for the same job five years ago. The case they presented convinced the hiring foundation to buy into their vision, and this dynamic duo has not looked back.

Think of Portsmouth-based GoodWork as a central connection point and launch strategy partner, supporting nonprofits in the idea phase, early-stage, or start-up modes. The opportunity to direct this mission appealed to both women, but it became clear during separate interviews that the role was too big for one person to fulfill.

They, therefore, tried an unconventional—and risky—approach. “I called Maria to ask if she might consider teaming with me to present ourselves as co-leaders,” Molly explains. Maria was on board, adding, “We made the case that together we could drive a much bigger impact.”

They have a combined 50 years of experience in non-profit and business leadership. Molly brings expertise in fundraising, development, and external relations. Maria leads operations and brings financial acumen. With help from partners, they drive results through programming like GoodWork’s no-cost “Incubator Program,” which shepherds accepted nonprofits through 18 months of customized coaching.

GoodWork is headquartered in Carey Cottage—a circa-1880s architectural jewel surrounded by 35 acres on the verge of demolition until its renovation in 2020. The cottage now offers meeting and event rental space to area nonprofits. Learn more at goodworkseacoast.org.

Our next two guests, alums of the incubator program, attest to its impact.

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Andrea Tomlinson

Founder and Executive Director, New England Young Fishermen's Alliance

Living in a coastal community, our readership soaks in waterfront beauty daily. From rocky bluffs to sandy beaches, lighthouses to lobsters, what's not to love about the Seacoast? For some, this extends, literally, beneath the ocean.

Andrea Tomlinson founded Portsmouth-based New England Young Fishermen's Alliance to help train young people whose passion for the sea makes it their life's work.

"We're seeing a phenomenon—locally, but also nationwide—that we call the graying of the fleet," Andrea explains. "As older, experienced captains near retirement age, the next generation is either not pursuing or not trained to do this essential work. Without this, the chain of succession stops."

Owning and operating a business in small-boat commercial fishery requires as much business skill as hands-on deck and captaining experience. The Alliance's programming assists and equips young men and women to move from deck work into the captain's wheelhouse through a no-cost, nine-month "Deckhand to Captain Training Program." Accepted participants build much-needed business, finance, marketing, and public speaking skills, along with training on state and federal industry regulations. The latest cohort began in April and is meeting at Carey Cottage.

Andrea credits the GoodWork Incubator Program with what she calls "soup to nuts guidance" in helping her launch her own nonprofit. Learn more at neyoungfishermen.org.





Carrie Penna

Executive Director, Soul Models

Carrie Penna says she benefitted immeasurably from completing the GoodWork Incubator Program a few years ago. “The guidance and connections that Molly, Maria, and their partner network provide are invaluable.”

Soul Models serves middle school girls through a 10-week after-school program in the New Hampshire Seacoast and southern Maine. Their curriculum follows five pillars: Present Mind, Strong Body, Positive Spirit, Generous Heart, and Nourished Soul. Activity-based programming teaches girls creative expression, leadership development, stress reduction, and an ethic of service through volunteer opportunities.

Along with fun activities like yoga and arts programming, Soul Models invites local women leaders to role-model how they made a difference in their fields through presentations and activities that introduce girls to futures in entrepreneurship, the arts, leadership, movement, and STEM for example. In turn, this helps girls discover their own passions.

Carrie loves it when girls choose to return year after year. “That speaks volumes about our impact,” she says. “We meet some of these girls as fifth-graders. By the time they’re eighth graders, we’ve seen such overall growth in many areas, including spiritual and emotional. It’s wonderful to be part of their journeys.”

Soul Models will offer expanded summer programming in 2024. Learn more at soulmodels.org.