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PUBLIC NOTICE FOR RESTORATION ADVISORY BOARD MEETING TO BE HELD ON 4  
JUNE 2013 NSY PORTSMOUTH ME  
5/28/2013  
PORTSMOUTH HERALD

# MORATORIUM: Workshop tonight

Continued from page A1

life and the city's architectural heritage.

In an interview earlier this month, Sullivan said implementing a moratorium would take many steps, beginning with the Planning Board conducting an in-depth study of the development situation in the city and making specific factual findings to support the rationale that would call

for a moratorium.

Sullivan said it would be up to the Planning Board and City Council to determine the details of any moratorium, such as how long it would last, which projects it would affect and which areas of the city would fall under it.

While some in the city believe a moratorium is warranted, others say challenges to implement one may be too great.

"I don't see a legal justifica-

tion for it," local attorney Peter Loughlin said in a recent interview.

The key to instituting a development moratorium in New Hampshire, according to Loughlin, is that it must involve "unusual circumstances."

Councilors are expected to discuss the issue with Planning Board members tonight.

Mayor Eric Spear has already said he believes people should be rightfully concerned

about the pace and scale of development in the downtown. However, Spear also said a moratorium could lead to unforeseen consequences.

"The proposal for a citywide yearlong stoppage of all construction over 5,000 square feet, however, will lead to higher taxes for residents, lower employment, and leaves the city at risk financially when property owners litigate to protect their rights," he said.

## Henry Pike



DOVER — Henry Pike, 87, died peacefully Sunday, May 26, 2013, at the Edgewood Centre in Portsmouth, with his family by his side.

He was born July 8, 1925, in Portsmouth, the son of Cephas Henry and Sarah Elizabeth (Northcott) Pike.

He was educated in the Portsmouth schools. He attended Plymouth Teachers College and McIntosh Business College.

Henry had been a resident of Dover for more than 60 years, and was retired from the U.S. Postal Service in 1990 with 35 years of service in Dover.

He was a U.S. Army veteran of World War II, who fought overseas in Normandy, France, and Central Europe with the 90th Infantry Division, and he was wounded in France. He was awarded the Bronze Star, Purple Heart and several other medals.

Henry was a member of the American Legion Post No. 8 in Dover and was a life member of the Disabled American Veterans.

He was member of St. Charles Church, where he

had served on the parish council.

Members of his family include three sons, Paul Pike and his wife, Sheila, of Wolfeboro, John Pike and his wife, Regina, of Dover, and Richard Pike of Dover; four grandchildren, Justin Pike and his wife, Rebecca, Jillian Cote and her husband, Robert, Brian Pike and David Pike; and two great-grandchildren, Adalyn Jane Cote and Norah Elizabeth Pike.

He was predeceased by his wife of 64 years, Adrienne (Girard) Pike, as well as his brothers and sisters.

SERVICES: Visiting hours will be held from 6 to 8 p.m. today, May 28, at the Tasker Funeral Home, 621 Central Ave., Dover. A Mass of Christian burial will be celebrated at 10 a.m. Wednesday, May 29, at the Parish of the Assumption, St. Mary Church, corner of Chestnut and Third streets, Dover. Burial will follow in St. Charles Cemetery. Memorial donations in his name may be made to the Edgewood Nursing Centre, 928 South St., Portsmouth, NH 03801; 436-0099. Visit [www.taskerfh.com](http://www.taskerfh.com) to sign an online guest book.

# LOGO: UNH designs spur controversy

Continued from page A1

The design firm's proposals are variations on a theme that put 'NH' in a larger 'U.'

In a video presentation some alumni accessed by invitation in mid-May, the designers explained each of the logos — the first two similar in their use of the 'NH' and the shield-looking 'U,' one more artsy than the other, and the third designed to include the fact the university is a three-grant school: land grant, sea grant and space grant.

The logo, according to the designer, is meant for widespread use — such as shirts, stationery, signs, mugs and portfolios. It would not replace the logo used by UNH athletics featuring the Wildcat mascot.

Within a couple of weeks, however, Huddleston acknowledged criticism from social media on Facebook and Twitter, as well as from newspapers, radio and television.

One new Facebook page is dedicated to UNH Students Against the Change of the Thompson Hall Logo.

"The proposals for a new UNH logo have attracted a great deal of attention — and sparked considerable creative input — from students, faculty, staff, alumni and others in the UNH community," the university president said in a May 24 e-mail. "Some people have a strong preference for one of the three design concepts. Others have generated alternative logo ideas of their own. Still, others would prefer no change at all."

In a Facebook inquiry from Seacoastonline.com about the new designs, UNH alumni offered a variety of responses, mostly negative, with many

graduates wondering why a New Hampshire-based company wasn't asked to do the design.

Grace Bartolo Duke of Portsmouth, a communications graduate of the UNH Class of 1981 and social marketing professional, called the new designs "ridiculous," asking "what's wrong with the old one?"

She, like others, questioned why an out-of-state company was used for the design.

"If they want to proclaim that New Hampshire is good for education, it should be good enough for them to find (local) designers," she said.

Gary Dionne, Class of '75, who studied political science at UNH, said: "I think all three proposals are simplistic and none of them is better than the current logo. Someone has suggested a contest, which would probably yield many suitable choices and a \$10,000 prize would have saved UNH precious funds."

But Brian DeKoning, Class of 1998, director of social strategy at the Raka digital marketing company in Portsmouth, defended the three logos and the hiring of the New York agency.

"My initial reaction when I saw the logo comps was surprise and disappointment," DeKoning said. "Like a lot of us, I didn't see the comps representing the UNH brand I know, but after watching the video with the gentlemen from Chermayeff & Geismar & Haviv, and considering that the branding process is still under way, I believe we all need to give UNH and this accomplished, experienced agency the benefit of the doubt and let them do their work. When you view the

proposed comps in context on letterhead and signage for example, they make sense."

DeKoning noted there are many talented agencies in New Hampshire working with international brands that could have created a new logo. But the Raka executive said he respects UNH's decision — or the decision of whomever donated the money for the branding work — to use a New York agency with a clientele that includes National Geographic, Chase, PBS, NBC and Harvard University.

"You're talking about a higher-education business that needs to compete with other colleges and universities to sell a quality product and attract students and their parents," DeKoning said. "You wouldn't expect UNH to have student engineers create plans for a building, or for them to have a crowd-source contest to create a financial plan, so the idea that developing a decent brand that will be the identity of the university — and even our state to a degree — by having students or other amateurs participate in a logo contest is silly, regardless of how talented UNH students may be. UNH is doing what they need to do."

DeKoning said developing a brand is much more complicated than crafting a graphic design to make a nice logo. He said developing a brand includes research, deep reflection, wide-ranging conversations and assessment of what competitors are doing.

"There's a reason brand agencies exist," DeKoning said. "For anyone upset over the cost or approach of hiring a New York agency, I would

say they should look into the time and energy spent to develop a brand before thinking they could do a better job simply because they have access to Photoshop."

In a letter to the Portsmouth Herald, UNH Trustee Jude Blake wrote, "Logo designs are easy targets for criticism. Design looks easy, but strategy comes hard."

Blake said she has held senior marketing roles at AT&T, PepsiCo and General Mills, among other major companies.

"I hope that the New Hampshire community will support the university's efforts to develop a marketing approach that parallels the quality of its service to the state," Blake said. "After all, this year, UNH delivered \$1.4 billion to our economy on the basis of a \$35 million state investment. I support this effort and recognize that the dividend will be new financial resources that go to teaching and student aid."

Bryan Merrill, UNH student body president, is talking with the administration about the logo dust-up.

"I have been discussing the feasibility of student proposals with administrators since this morning, and have been making it clear that based on the opinions I've collected from students, administrators, and even alumni, that 'Chermayeff & Geismar & Haviv' need to go back to the drawing board if they intend to make a competitive logo," he wrote in a Facebook post. "Additionally, I have communicated that the University needs to ensure that they have much more input from students before making such an important decision."

## Dian T. Mack

NEW CASTLE — Dian Townsend Mack, 82, of New Castle, died Sunday, Feb. 10, 2013.

SERVICES: A memorial service will be held at 10 a.m. Saturday, June 1, at the New Castle Congregational Church, 65 Main St., New Castle. There will be no visiting hours. Memorial contributions may be made to the New Castle Congregational

Church, P.O. Box 132, New Castle, NH 03854, and/or the National Parkinson Foundation, Gift Processing Center, P.O. Box 5018, Hagerstown, MD 21741-5018. Visit [www.jvwoodfuneralhome.com](http://www.jvwoodfuneralhome.com) to sign an online guest book or send a private condolence, gift or sympathy card. Arrangements are under the direction of the J. Verne Wood Funeral Home-Buckminster Chapel, Portsmouth.

## Harriette S. Lusty

YORK, Maine — Harriette S. Lusty, 82, of Harris Island Road, died Friday, April 12, 2013, in Sentry Hill.

SERVICES: A memorial service for Harriette will be held at 2 p.m. Sunday, June 9, in the First Parish Church, 180 York St., York. Burial will be in the First Parish Cemetery. There

are no calling hours. Memorial contributions may be made to the Alzheimer's Association, Maine Chapter, 383 U.S. Route 1, Suite 2C, Scarborough, ME 04074. Lucas & Eaton Funeral Home, 91 Long Sands Road, York, is directing arrangements. Visit [www.lucaseatonfuneralhome.com](http://www.lucaseatonfuneralhome.com).

Visit us on the Web at [www.seacoastonline.com](http://www.seacoastonline.com)

# N.H. HEALTH INSURANCE REFORM HITS NEW SNAG

BY HOLLY RAMER  
Associated Press

CONCORD — Consumer and small-business advocates in New Hampshire are disappointed but not surprised that only one company plans to sell insurance through the new online marketplaces required under President Barack Obama's health care overhaul.

Companies have until June 1 to submit applications to the state, but an official with Anthem Blue Cross/Blue Shield of New Hampshire said last week that it is the only insurer that has applied to sell either individual or small group plans through the new markets. The state Insurance Department confirmed that is the case.

For Scott Baetz, co-chairman of a panel advising the state on implementing the overhaul law, the news was the latest in what he called a series of potential disappointments.

"This is really disheartening," said Baetz, who owns a Web development company with a five-member staff in Windham and represents small business interests on the advisory board.

"At this point, I don't how much value it's going to bring to small businesses," he said of the reform effort. "I feel like small businesses have been pushed to the side or into a holding pattern. And for a state like New Hampshire, that has so many small businesses, it's really preventing us from realizing the full scope of benefits that were the intention of the

Affordable Care Act."

The law requires each state to have a Small Business Health Options Program, or SHOP exchange, through which employers can offer workers a choice of qualified health plans from several insurers. But the employee choice provision has been delayed until 2015, meaning Baetz wouldn't be able to let his workers choose policies that meet their diverse needs next year even if companies other than Anthem were participating.

"It's disappointing we're not going to realize the full breadth of benefits," he said. "And my fear is it may never be realized because we seem to be continually pushed back."

For individuals, the new markets will offer a choice of private health plans resembling what workers at large companies already get. The government will help many middle-class households pay their premiums, while low-income people will be referred to safety-net programs for which they might qualify.

Like Baetz, Lisa Kaplan Howe also was disappointed that uninsured individuals won't have as much choice as she had hoped. She is the policy director at Voices for Health and represents consumers on the advisory board.

"We were hopeful that there would be an opportunity for people to compare costs across carriers," Howe said. "But it's always a delicate balance. One thing we were concerned about was having a huge number of

plans because having an overwhelming number of choices is not a meaningful choice."

Some insurers may be waiting to see how things play out the first year, she said, noting that New Hampshire was slower than many states in deciding whether to set up its own marketplaces or let the federal government run them. And the state could explore strategies to bring more carriers in, such as requiring all carriers with a certain presence in the state to participate.

Anthem is one of four companies licensed to sell individual plans outside the new marketplaces in New Hampshire and one of six licensed to sell small group policies. In the new marketplaces, enrollment starts Oct. 1, with coverage taking effect Jan. 1. After that, virtually everyone in the country will be required by law to have health insurance or face fines.

Elsewhere in the country, a bit of a pattern has emerged, with New England states tending to have fewer participating insurers, said Caroline Pearson, vice president of the health consulting company Avalere Health. Vermont, for example,

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Portsmouth Naval Shipyard  
Restoration Advisory Board Meeting  
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7:00 pm at the Kittery Town Hall, 200  
Rogers Road, Kittery, ME.  
Meeting open to the public for  
discussion and updates on the  
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activities at the Shipyard.  
#32212 11P5/28

has two companies participating; Rhode Island will have two carriers in the individual exchange and three in the small group exchange. That stands in contrast to the rest of the country, where there has been a fairly large turnout in most states, she said.

"Exchanges draw new carriers to the market in a broader way than they have operated before, but they're being very strategic about where they go," Pearson said. "So we're seeing the bigger states that have more meaningful population attracting new health plans, and the small states, not surprisingly, are being left with the plans that are already there."

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