Spotlight: Beth Flick, Marketing Committee

Beth Flick of Keene works at Miranda’s on Main, a clothing store based in Keene and Peterborough. She is a member of Apple Hill's marketing committee. Between her years living in New York and her frequent visits there, Beth has some suggestions to share with anyone considering a trip to NYC next month for Apple Hill’s concert at St. Bart’s.

Apple Hill’s premiere of the new Harbison work March 5 is one very exciting reason to visit New York City. What are some things you enjoy when you’re there and what would you recommend doing?

Look up and see the tall buildings! Watch the crowds, young and old, New Yorkers and tourists. The people-watching is simply amazing. St. Bart’s is just a block or two away from the Rockefeller Center, so everything is right there, and there is something to do at all hours. New York has some of the best food in the world. Even the food trucks are wonderful! New York today has a nice feeling; it’s a big city, but it feels safe. It’s so different from Keene, but it’s a healthy difference. Going to New York gets it out of your system, wanting to go to a big city. I love to go, and then I love to come home. For me, the best reason to visit New York is that my daughter lives there. I share her New York with my New Hampshire—I bring a piece of New Hampshire with me but I get to see New York again through her eyes, so we get the best of both worlds. I’m excited about going to NY and seeing the Apple Hill concert, it’s an amazing venue, and so well known for these types of concerts. And it’s very exciting to share it with my daughter.

What is the economic impact of the arts on local businesses like Miranda's on Main?

Women, who are our customers, love dressing up for special events. We know about all the galas, balls, and benefits that are going on in the area. They’ll see a pretty dress in the window and come in to get something new, or just make what they have more current by adding an accessory, a scarf, or shawl, or jewelry. I love doing that for them. We all want to get out and be the best we can. And it’s not just for formal events; we’ll have people come to get something for events at the Colonial, too. During the summer, when Apple Hill’s Summer Chamber Music Workshop is in session, there are many families staying downtown and they shop locally. We find out about their lives, and they bring home a pretty sweater, almost a souvenir from their time here. I meet so many returning students through their parents. It’s amazing how many students return, and know at the end of the season that they’ll be back next year. They know they’ll be back, and they save a little time to come shopping when they’re here—and we benefit from that.

How has it been to be involved with Apple Hill through the marketing committee?

Wonderful, just wonderful. There’s a sense of pride, respect, compassion in everyone at Apple Hill. It’s such a trying time for all of us right now. AH brings a calm into our lives—music, thoughtfulness, and knowing an organization truly believes in peace in the world, and the best in world. It’s also so educational. For example, how they are going to Peru, playing the piece by the Peruvian composer Lecca, how Elise went out and searched for the music. No one would know that—that when you’re looking for music by a Peruvian composer, you don’t just go to the music store and pick it out off the
shelf. Her contacts and all the research she did to find it were really inspiring. And then Lenny’s pre-concert chats, whether at the Colonial or at AH. My husband is business man, and went to talk with Sam Bergman, the faculty member who was involved with the Minnesota Orchestra’s strike a couple years ago. It was so educational for us and so inspiring to learn that artists have to go on strike to get recognition, that they stood up for what they believed and to receive the compensation they needed, and that their board needed to respond. That’s the beauty of AH—people do respond. Arts are in need of our financial assistance, and we should do that without question. Without the arts that part of our life would be gone.