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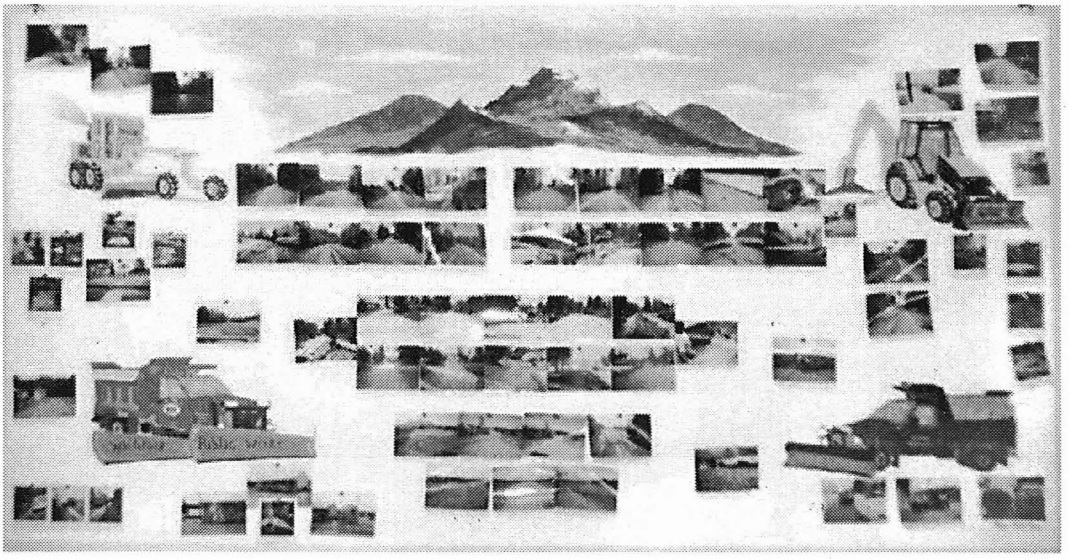

The display created by the Whitefield Highway Department

On the Road in New Hampshire

The Whitefield Highway Department's finds a New Way to Market Themselves

When it came time to vote on the town warrants this year in Whitefield, the highway department got everything they asked for. This article will explain how they marketed themselves.

Gregg Hatfield, the Whitefield Road Agent thought that people would vote for his projects, if "they could see what we do." So he enlisted the help of his crew and they set about to educate the townspeople.

On a freshly painted 4 x 8 sheet of plywood, he and his crew painted mountains and 4 pieces of equipment. Gregg describes one of his crewmembers as an "artist," who painted a grader, backhoe, F550 and a 6 wheeler on the plywood. With the painting as a backdrop, Gregg added before, during, and after photos of six recent construction jobs to the newly made display. This gave the public an opportunity to "see where their money is going."

The display was placed at the polls so the voters had the chance to look at the board before voting. Gregg placed a copy of the town report underneath the display and supplied information about the Winter Plow Policy and Ride-A-Long program. The ride-a-long program enables citizens to ride with a plow driver after they've signed a waiver. (Gregg says he hasn't had any takers after he informs citizens that they need to meet him at the garage at 4 am!) Since the election the display has been moved to the Town Hall.

On the warrant there was a new backhoe and a new F550. Gregg said the warrant passed "without a question." Congratulations to Gregg and his crew for coming up with an innovative way to educate the public in Whitefield about his department and the importance of the services they provide.

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