

## Hospitality/Tourism

Though Sandy Cleary grew up in East Boston, spending summers on Winnepesaukee quickly spurred her love of the Granite State's beauty and quality of life. In 2004, these childhood memories prompted her to open a satellite office in Moultonborough for CruCon Cruise Outlet, a travel agency she launched in her hometown in the mid-90s.

But as business began to flourish, Cleary found herself drawn more to NH's lifestyle and decided to close her Massachusetts office and transform the small NH satellite location into a two-building headquarters.

The business now houses 120 employees and generates \$125 million in annual revenue by booking cruises for 100,000 guests.

CruCon moved into a new 30,000-square-foot facility in 2014. The facility includes a full gym, relaxation room, and kitchen and dining room serving free breakfast, lunch and dinner. "I wanted this building to feel like a home and have the comfort factor of a lodge," says Cleary. "Since this is where my employees spend most of their waking time, they should be happy to be here."

Cleary's plans to expand haven't stopped with the new office either. Earlier this year, CruCon received an investment from the Travel Leaders Group Family, North America's largest traditional travel agency. The agreement will expand CruCon's cruise package offerings and spur the addition of 100 employees.

CruCon has also shared its success with the community. Among the donations it made in 2016 are \$100,000 to the Boys & Girls Club of Laconia and \$50,000 to Sandwich Children's Center. Cleary also helped launch a formal, nighttime gala fundraiser to benefit Court Appointed Special Advocates (CASA) of NH, a statewide nonprofit that provides abused and neglected children with volunteer advocates in court. The inaugural "CASA Cares, an Evening of Giving" event held in May 2016 raised \$275,000.

CruCon Cruise Outlet has taken the lead sponsor role for the annual Greater Lakes Region Children's Auction, which raised more than \$480,000 this past holiday season. The entire staff shops for gifts to donate to the auction.

"It was a no brainer for us to help support these kids and let business owners know this is another cause they can champion," says Cleary. "It's important for companies to realize that your community is what defines your business. Even if your market is elsewhere, you still have to care for your employees and members of the community who could be your employees of tomorrow." ■

CHRISTINE CARIGNAN

**CruCon  
Cruise Outlet**  
Sandy Cleary, CEO

