

Tree-mendous!

Commemorative gift takes one outside to reflect on the inside

By Christine Gillette
cgillette@seacoastonline.com

A local entrepreneur is marketing a new gift item with an Arbor Day twist. It's the first product by Beckett Limited Editions of Portsmouth, which was launched this year by Brent Beckett, who gave up the corporate world to combine his love of nature with a sound business idea.

The resulting product, A Tree Story, looks very simple — the exterior has the appearance of a hand-bound book with an embossed green cover that opens to reveal a page for inscribing it as a gift and a brief explanation of the importance of the gift of a tree. Beyond those pages is actually not the remainder of a book, but a box that holds a fresh spruce seedling, a journal, and two bags, one with a special potpourri called "serenity mix" and the other containing small wooden stars. The stars, Beckett said, can symbolize wishes, memories or something more spiritual. The serenity mix is a potpourri made from different parts of a tree

FRIDAY CENTERPIECE



Kids hope Earth Day tree and wishes will flourish

By Alan J. Neays
aneays@seacoastonline.com

Earth Day has grown into Earth Week in Portsmouth and it was celebrated in a distinctive Arbor Day fashion.

A group of children marked the occasion on Thursday by planting a Yoshino cherry tree in Haven Park. The tree is now overlooking the South Mill Pond, firmly planted thanks to students attending a camp this week at The Music Hall.

As the tree was planted, students put small notes on biodegradable paper into the ground that expressed their

This gift takes one outside to reflect on the inside

BECKETT, from Page A1

from needles to bits of leaves tiny pine cones — blessed with a touch of gold glitter, all to be sprinkled in when planting the seedling.

The seedling tucked into A Tree Story should be planted within about a month of receiving it, but Beckett said he can also substitute a certificate, so the gift recipient can redeem it for a live seedling at a later date.

For Beckett, A Tree Story represents not just a good business idea, but also a way to give back as well as a chance to market something he feels passionate about after spending years in the corporate marketing world selling goods he may or may not have felt good about for clients.

Beckett came up with the idea of A Tree Story about three years ago when his family lost their dog of 14 years and was searching for the right way to remember the beloved pet.

pointed Beckett to the idea of offering others a similar opportunity, whether to remember a loved one or mark some other occasion, like a birth or a wedding.

The words on the pages of A Tree Story — printed on recycled paper — convey the importance of

planting the tree in the right place for a large spruce to grow as well as the responsibility that goes with it. Those same pages also ask the recipient to use the journal inside the box — called "The Wind" — to symbolize freedom of expression — to record their feelings related to the tree's planting or any other emotions, whether by writing, sketching or using the journal as a scrapbook.