

George Twigg, III

*Marketing Representative
Community Service Activist
Class of 1950*



George Twigg, III, would tell you that when he attended Needham High School he faced a considerably less daunting task than the students of today. Almost fifty years ago, enrollment was much smaller, enabling everyone to be on a first name basis. Times were simpler, with students encountering less intense pressure to succeed. Little or no alcohol could be found at weekend parties, drugs did not exist, and violence was a non-issue.

In this fifties atmosphere, George was active in student government and served on the student council. As a senior, he was honored with first place in the "I Speak for Democracy" oratorical contest sponsored by the Boston Jaycees. Indeed, George credits his experiences at Needham High School with teaching him how "to achieve consensus, moderate, and facilitate." These lessons have stood him in good stead throughout his personal life and professional career.

Sports also played an important role in George's years at Needham High. A member of the varsity basketball team, he has fond memories of his days as a student athlete, and his love of basketball has endured over the years. In fact, he just recently retired as Supervisor of Officials after a forty-three-year career of college and high school basketball officiating. This year he was honored by the New Hampshire Board of Women's Basketball Officials, which announced the creation of the George Twigg, III, Basketball Officials' Annual Tuition Scholarship.

After high school graduation, George attended the Boston University College of Business and graduated in 1955. He

later continued his education at Plymouth State College, where he received his Master's in Education in 1976. Professionally, George has pursued a lengthy career in marketing that includes positions with General Electric, Raytheon, Motorola, and most recently Sperry Rand, where he was marketing representative to NASA. While working, he expanded his education by attending seminars and conferences at the Lincoln Institute of Land Policy, in Cambridge.

In addition to pursuing his career, George has drawn on his varied personal interests and hobbies to establish an extraordinary record of community service. For twenty-two years, for example, he served as chair of the New Hampshire Board of Tax & Land Appeals, for which he was honored by the governor of New Hampshire in 1996. In his hometown of Gilmanton, he has served on multiple committees and chaired the Planning Board, the School Board, and the Conservation Committee, among others. George is also widely acclaimed for his talent and good work as an auctioneer for various causes, including New Hampshire Public Television's annual fundraising auction, in which he has been a key figure for twenty-five years. Finally, for more than twenty years he has used his expertise in sled-dog racing to serve as announcer for the New England Sled Dog Club as well as the Laconia World Championship Sled Dog Race.

George pays tribute to NHS when he credits the successes he has enjoyed in life and work to the lessons he learned on the athletic fields, in the classrooms, and in student activities at Needham High School.

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