

our **It** list Meet 33 people who make **it** happen  
**New Hampshire**  
magazine



Consider it the guest list for the best cocktail party ever. The 2007 It List is our selection of the 34 most interesting, happening, talked about people in the state. If you got these folks all in the same room, no telling what would transpire, but you can bet it wouldn't be boring. (It was all we could do to squeeze them all into the same magazine. Visit [nhmagazine.com](http://nhmagazine.com) for more photos, info and links regarding this year's It List.)

## Travis York

### *Ad Astra*

The advertising business is a game of ups and downs, lefts and rights. No agency knows this better than Manchester's Griffin York and Krause, which has gone through a few sets of initials in recent years. But managing change is what it's all about, says new president of GY&K, Travis York. Setting the strategic direction for one of New England's best known ad agencies sometimes involves zigging when most folks want to zag — particularly in New Hampshire. "There was a time when we lagged behind other parts of the country," he says. "But we've caught up." He should know. Local business is in his bloodline and his great uncle Peter Agrafiotis ran the first real advertising/PR agency in the state. Travis keeps his uncle's old Remington typewriter near his desk, just to remind him how time flies in the advertising business.

