

Arthur Howe Award 2018 Betsy Hall



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After finishing her studies at the University of Florence in 1960, Betsy was motivated to start a high-end travel planning company focusing largely on Tuscany. This overlapped with her graphic design studio until both businesses became obsolete with the advent of the computer. Next up was assistant to the president of USTeleCenters, a telecommunications company and followed by a short-lived internet startup linking the telephone and the computer. Most recently she was at the Boston Public Library in Copley Square as Executive Director of the Associates, which sought funds for the restoration and preservation of the Special Collections.

Betsy moved to the South End in 1997, surprised at how passionately she loved the area. Her involvement with the Ellis South End Neighborhood Association began almost immediately and she has been a Director focusing on design and communication and has also held every position on the Executive Committee. It has been a major part of her life.