

# Jeffrey Hoyland

2019 Citizen of the Year

Jeff Hoyland is one of 8 children of (Ret. Captain) Bernard and Peggy Hoyland. After moving every two years, the Hoylands moved to Bedford in 1975. Jeff was able to spend all 4 years of high school in Bedford, graduating in 1979. Jeff lettered in football and spring track, and set the school record for the 400-meter low hurdles. He was known as one of the leads in the BHS musicals directed by Keith Phinney. Although Jeff's father could not make every event, he always cheered the loudest when he could attend. Jeff could quite clearly hear his father every time, and knew: "I want to be like him." Jeff spent three years at the University of Florida, before transferring to Northeastern University, where he got a degree in Business Entrepreneurship. After college he started working in video production. He was most passionate about creating photo to video montages for corporate and personal events, which gave him 10,000 hours of practice seeing exactly the kind of images that people cherished.

In 1993, Jeff married Randi Goldman, and the next year they bought a house in Bedford. They raised their two children in the Bedford Public school system, where he was known as one of the loudest parents cheering on the team.

In 2010, Jeff Hoyland was diagnosed with tongue cancer. The citizens of Bedford rallied around the family, helping with food, chores, and transit. Then Jeff decided to "pay it forward". On July 4, 2013, he started a Facebook page called "Bedford Snapshots". He saw that a lot of iconic buildings were changing and wanted to capture all the little things in Bedford that we take for granted.

As part of Jeff's physical therapy, he took Bedford Local Transit to the library. He walked over to the sports events and photographed for a couple of hours and posted the pictures online. He noticed many great student-athletes who never made it into the local news – especially, girls' teams and middle school sports. Jeff's photography became the go-to place to see pictures from the games. The *Bedford Citizen* asked if they could share the photographs, which has blossomed into a wonderful partnership for the town. In 2018, Jeff started wandering over to youth softball and baseball games. No one had ever photographed these games before. Suddenly there was a way for parents to share pictures with extended family members.

In February 2019, Jeff was presented with an Outstanding Community Service Award from the Bedford Chamber of Commerce.