



## Scenes from the Third Annual BizWiz Conference & Marketplace



Above, keynote speaker Charles Steinberg with Chamber VP of Sales Patti Lloyd. Top right, event co-sponsor Eye Health Services was one of 65 exhibitor booths. At right, the panel at Hospitality Industry Outlook.



Photos courtesy of Steve Baty, All Media Productions

Over 600 people reported for "Spring Training" at the 2006 BizWiz event on March 14 at the Four Points by Sheraton Hyannis. Highlights of the business training and networking event included interactive clinics, a marketplace of over 65 exhibitors, Hospitality Industry Outlook 2006, 'fun'raisers for the Cape Cod Baseball League, and a keynote speech by Dr. Charles Steinberg, Executive VP of Public Affairs for the Boston Red Sox. A special thanks to all our attendees, exhibitors, presenters and speakers!

In addition to the Chamber, BizWiz was produced by Coastal Community Capital, the county's Cape Cod Economic Development Council, Cape Cod Times, Eye Health Services and WQRC/CapeCod.com/Ocean 104. Friends included Rockland Trust Company, Cape Cod Five Cents Savings Bank, Eastern Bank and Sovereign Bank. Supporters included Citizens Bank, KeySpan Energy, Cape Business Magazine and the 15 local chambers.

## Chamber launches spring/summer marketing

The Cape Cod Chamber has an exciting advertising campaign place to drive spring/summer travel to Cape Cod!

- Print ads from late May through the end of June in newspapers in the Worcester, Springfield, Hartford, Albany and New Jersey markets

- Print ads in the May issues of *Better Homes & Gardens*, *Family Fun* and *Ladies Home Journal*

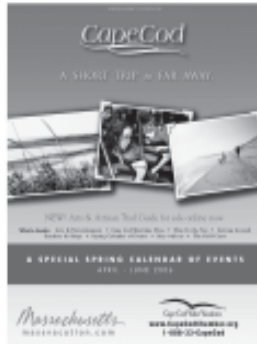
- An eight-page Spring Calendar of Events insert, dropping April 13 in *The Boston Globe* and *Worcester Telegram*

- A four-week TV campaign from mid-May to mid-June in the Boston/CT markets

- Billboards in May and June on Route 290 in Worcester and I-91 at the junction with I-84 in Hartford, CT

- A radio campaign from mid-May to mid-June on WSRS in Worcester

- Partnered with our members on full-page co-op ads in 11 major publications, including the '06 *MA Getaway Guide* and May issues of *Family Circle* and *Good Housekeeping*



Globe Calendar of Events



Spring '06 Print ad



Spring '06 Billboard

## - Mark your calendar -

### Wednesday, April 12

#### April Member to Member event at Oakcrest Cove Yacht Club ~ Hosted by Compass Rose Catering

Time: 5:30 to 7 p.m.

Location: Oakcrest Cove Yacht Club, Sandwich

Cost: \$5 for Cape Cod Chamber members, \$10 for affiliates & non-members

RSVP: 508-362-3225, x516 or danielle@capecodchamber.org

### Saturday, May 13 - Sunday, May 21

#### 13th Annual Cape Cod Maritime Days

Over 65 events will be held Cape-wide to celebrate the region's rich maritime history, including lighthouse & kayak tours, the 5th Annual Maritime Festival, the 10th Annual Maritime History Symposium, harbor cruises and more!

Visit [CapeCodMaritimeDays.com](http://CapeCodMaritimeDays.com) for an event schedule

### Wednesday, May 17

#### May Member to Member event aboard the Steamship Authority's "Flying Cloud"

Time: 5:30 to 7:30 p.m.

Location: Depart from SSA dock in Hyannis; boat will travel from Hyannis to Nantucket and back

Cost: \$5 for Cape Cod Chamber members, \$10 for affiliates & non-members. Space is limited!

RSVP: 508-362-3225, x532 or amy@capecodchamber.org

### Tuesday, June 6

#### Cape Cod Chamber Annual Meeting

Location: Wequassett Inn Resort & Golf Club, Chatham

Cost: \$70 per person - Space is limited

RSVP: 508-362-3225, x515 or 513

## Chamber News & Notes

- The Cape Cod Chamber has announced the release of the **4th Quarter 2005 Economic Update**. The Economic Update, made possible through the support of Citizens Bank, covers economic activity on Cape Cod in several categories, including real estate sales, construction starts, tourism barometers and more. View the report at eCapeChamber.com (click on "Resource Directory").
- **MPDC, Ltd.**, the PR firm for the Cape Cod Chamber, arranged a **Cape-wide film shoot for a UK-based film crew** from London Film School from February 23 to March 3. The crew shot a 30-minute pilot for a possible feature studio film or series based on Cape Cod. Once the film crew is done with the post-production, they will market to film studios and send to film festivals around the world.
- The **Chamber's B&B Committee** will host a **Spring INNside Track** event on Wednesday, April 26 from 1 to 5 p.m. at the Hyannis Golf Club. The theme for the event is "Finding the Key to Your Success" with topics to include growing your mid-week business, capital investment strategies and more. Cost to attend is \$15 for Cape Cod Chamber members or \$25 for two from the same property. Cost for non-members is \$25 per person or \$35 for two from the same property. Space is limited. RSVP now to Jane at 508-362-3225, x513.
- We know there are lots of great reasons for purchasing a **Cape Cod & Islands license plate**, but we want to hear yours. Please share with us why you have a Cape Cod & Islands license plate on your car! Email your responses to kristen@capecodchamber.org.
- The first edition of **"Arts & Artisans Trails of Cape Cod, Martha's Vineyard and Nantucket"** is now available! This new color guidebook allows you to explore and uncover over 200 artists, artisans' studios and galleries on and off the beaten path through self-guided driving & walking itineraries. Pick up your copy for just \$13.95 at the Cape Cod Chamber visitor centers, local bookstores or online at CapeCodChamber.org.

## Meet the Chamber team

Meet the Chamber staff in this monthly series, helping you to get to know the people dedicated to serving you!

Jerry Young, the manager of the Cape Cod Chamber's Route 25 Visitor Center in Plymouth, has been with the chamber since 1999.



Jerry Young

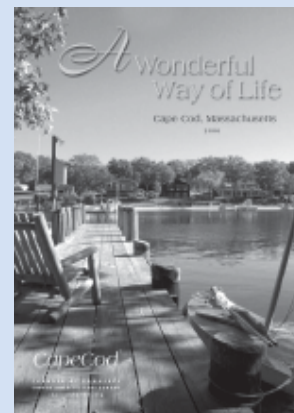
Jerry's career has been diverse, including serving as a composer/lyricist/musical director for many industrial and theatrical shows, the owner of his own paint sundry distribution business and the buyer for a major medical device manufacturer. He completed his undergraduate studies in music at Boston University and Berklee College of Music, and in English Composition at Northeastern University.

In his role with the chamber, he is responsible for overseeing operations at the Route 25 Visitor Center facility, which serves over 200,000 visitors a year.

Jerry lives in Onset with his wife, Janice and their seven children. He is a member of the Wareham School Committee.

Ads are now being sold in the 2006-07 *Wonderful Way of Life!* Our annual membership directory is sent to 5,000 businesses in the area as a referral resource, as well as to anyone relocating to our area that call and request relocation information. The *Wonderful Way of Life* is also available online from CapeCodChamber.org.

For advertising information, call Steve Richards at 508-362-8613.



April  
newsletter  
inside!

5 Shoot Flying Hill Road  
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CHAMBER OF COMMERCE  
**CapeCod**

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