



Scenes from the Fourth Annual BizWiz Conference & Marketplace



Above, keynote speaker Billy Costa addresses the crowd. Top right, attendees participate in the "Tasting Roundtables." Bottom right, tourism trends are presented by Cape Cod Chamber CEO Wendy Northcross at Hospitality Industry Outlook.



Photos courtesy of Steve Baty, All Media Productions

Local businesses found their "Recipe for Success" at the 2007 [BizWiz Conference & Marketplace](#) on March 6th at the Four Points by Sheraton Hyannis. Highlights of the business training and networking event included interactive workshops, a marketplace of over 65 exhibitors, Hospitality Industry Outlook 2007, a keynote speech by Billy Costa of NECN's "TV Diner" and "Tasting Roundtable" sessions, with tips from the experts on such topics as marketing, management & customer service. A special thanks to all our attendees, exhibitors, presenters and speakers!

In addition to the Cape Cod Chamber, BizWiz was produced by Coastal Community Capital, Cape Cod Economic Development Council, Cape Cod Times, Captain Parker's Pub, Costa Fruit & Produce...the Fresh Idea Co. and WQRC/CapeCod.com/Ocean 104. Supporters included Ferguson/J.D. Daddario, Narragansett Beer, Cape Business Magazine and the 15 local chambers.

Chatham garners prestigious honor: Chatham has been named one of the country's "Dozen Distinctive Destinations" for 2007 by the National Trust for Historic Preservation! The Trust honors communities that have taken action, such as enacting local preservation bylaws, enhancing downtown areas or rewriting codes to prevent commercial sprawl. Chatham and Providence, RI were the only Northeast sites selected. This is the fourth time a city in Massachusetts was chosen, but the first time a Cape town was picked.

- Mark your calendar -

Tuesday, April 10

April Member to Member event at Willy's World Wellness Center

Time: 5:30 to 7 p.m.

Location: Willy's World Wellness Center, Route 6, Eastham
Cost: \$5 for Cape Cod Chamber members, \$10 non-members
RSVP: 508-362-3225, x516 or www.eCapeChamber.com

Wednesday, April 25

Overview on the new Healthcare Reform Law

Location: Cape Codder Resort & Spa, Hyannis
Cost: Free to members of the Cape Cod Chamber and Associated Industries of Massachusetts; \$50 for all others
Register at www.aimnet.org. Members mention code: AIMHY01

May 2007

14th Annual Cape Cod Maritime Days

Description: Nearly 75 events will be held Cape-wide throughout the month of May to celebrate the region's rich maritime history, including lighthouse & kayak tours, the Annual Maritime Festival, the Annual Maritime History Symposium, harbor cruises and more!

Visit CapeCodMaritimeDays.com for an event schedule

Wednesday, June 6

Annual Meeting at Chatham Bars Inn

Location: Chatham Bars Inn, Chatham
Cost: \$70 members, \$75 non-members. *Space is limited!*
Register online at www.eCapeChamber.com



At the annual Governor's Conference on Travel & Tourism in March, [Jerry Young](#) (above right), Manager of the Route 25 Visitor Center, was the Cape Cod recipient of the state's Hospitality Award, while past board chair [Paul Rumul](#) (above left) of The Davenport Companies was the recipient of the Governor's Leadership Award. Both were nominated for the honors on behalf of the Cape Cod Chamber by Chamber CEO Wendy Northcross (above center). Other highlights of the Governor's Conference, held in Worcester, included workshops, keynote addresses and a travel industry trend forecast by TIA President Roger Dow.

Meet the Chamber team

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

Aday Harrison-Burke joined the Cape Cod Chamber in October of 2005.



Aday Harrison-Burke

She came to the Chamber from Philadelphia, PA, where she held the title of Senior Account Executive with the Greater Philadelphia Chamber of Commerce. Her background includes media sales and management positions with print publications in both Dallas & Atlanta. She also has an artistic background, which comes from working with her father as a designer and builder of Mardi Gras Floats on the Gulf Coast.

Aday currently spends a few days per week in promotional and sales activities with the Chamber. Her free time is spent on artistic endeavors, as well as running her home-based event decorating business - *The Perfect Setting By Aday*.

Aday and her husband Doug reside in Sandwich.

The **Chamber's B&B Committee** will host a **Spring INNside Track Packaging Partners Expo** event on Wednesday, April 11th from 1 to 5 p.m. at Heritage Museums & Gardens in Sandwich. B&B and inn owners can meet potential business partners from restaurants, adventure tourism, museums and attractions across the Cape, who want to partner with small hospitality properties on packaging. The event will also feature keynote speaker Pam Thorsen, director of the Minnesota B&B Association and a nationally known innkeeper/expert on packaging. Cost to attend is \$15 Cape 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. RSVP to Jane at 508-362-3225, x513.



The March 14th St. Patrick's Day themed networking event at the Cape Cod Irish Village, co-hosted by the Yarmouth Area Chamber, drew over 200 members. [Save the date](#) for our April 10th event at Willy's World Wellness Center in Eastham.



State Representative Eric Turkington of Falmouth announced new investments in Cape Cod's creative economy at a press conference during the 4th Annual BizWiz. Rep. Turkington, House Chair of the Joint Committee on Tourism, Arts and Cultural Development (pictured above with grant recipients), formally released \$115,000 in new Massachusetts Cultural Council grants to four Cape Cod organizations. **Funded projects include:** Arts & Artisans Trails of Cape Cod, Martha's Vineyard & Nantucket; Harbor Your Arts (HyA), Hyannis; Provincetown's Path to Culture - Wayfinding & Storytelling; and Creative Economy Action Plan for Cape Cod.

April
newsletter
inside!

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