



April 2008

New family of promotional resources supports destination marketing campaign

The Cape Cod Chamber has launched an exciting new family of promotional resources for 2008: The 2008 Cape Cod Travel Guide (pictured, left), the 2008 Cape Cod Meeting Planners' Guide, the new Cape Cod lure brochure (pictured, top right) and three newly designed, integrated websites: CapeCodTravelGuide.com, CapeCodMeetings.com and CapeCodChamber.org (pictured, bottom right).

To fortify the promotion of Cape Cod as a year-round vacation destination, the Cape Cod Chamber purchased the annual Cape Cod Travel Guide, the Meeting Planners' Guide and the companion websites from Northeast Publications of Dennisport in September 2007. With the help of the Northeast Publications staff, the Cape Cod Travel Guide has been merged with the Chamber's popular Visitor Guide and existing website, resulting in the creation of a fully-integrated print and web campaign.

Available now on newsstands across the nation, the Travel Guide is packed with interesting articles, beautiful photography, and information about arts & culture, recreation, beaches, shopping, dining, accommodation choices and getting around on Cape Cod.

The Chamber's new Destination Lure Brochure is a supplemental piece to the Travel Guide. The advertising-free brochure, set in a stunning photo essay format, is intended to entice visitors to the region. It was designed by Franklin Advertising/Margo Tabb Graphic Design.



Cape Cod Chamber Annual Meeting: Mark your calendar for the 87th Annual Meeting of the Cape Cod Chamber, set for Tuesday, June 24th at the Coonamessett Inn in Falmouth. The cocktail-style reception will include the installation of new officers and the presentation of Business Excellence awards. Please register online at eCapeChamber.com.



At the annual Governor's Conference on Travel & Tourism in February, [Janina Aubrey](#) of capeAbilities (center) was the Cape Cod recipient of the state's Hospitality Award. She was nominated for the honor on behalf of the Cape Cod Chamber by Chamber CEO Wendy Northcross (right), and Governor Deval Patrick (at left) was on hand to congratulate the recipients. Janine was recognized for her outstanding work as part of capeAbilities' Welcome to Cape Cod Beach Bucket team. She is the first person with a disability to receive the prestigious Governor's Hospitality Award, which honors a "front-line" or "behind the scenes" person who has provided exemplary service to Massachusetts visitors.

- Mark your calendar -

Tuesday, April 8
Member to Member at Mid-Cape Home Centers
Location: Mid-Cape Home Centers Complete Home Concepts, Route 132, Hyannis
Time: 5:30 to 7 p.m.
Cost: \$5 members, \$15 non-members
Register online at www.eCapeChamber.com

Tuesday, May 13
Member to Member at Cotuit Center for the Arts
Location: Cotuit Center for the Arts, Route 28, Cotuit
Time: 5:30 to 7 p.m.
Cost: \$5 members, \$15 non-members
Register online at www.eCapeChamber.com

Tuesday, June 24
Cape Cod Chamber 87th Annual Meeting
Location: Coonamessett Inn, Falmouth
Cost: \$47.50 members, \$55 non-members
Register online at www.eCapeChamber.com or call 508-362-3225, ext. 515 or 532

Cape Cod Chamber News & Notes

- The Cape Cod Chamber, Career Opportunities and the Workforce Investment Board will host a **Job Fair** at White's of Westport from 8 a.m. to 5 p.m. on Tuesday, April 8th for those in the hospitality industry. Another job fair will be held on April 14th in Hyannis at Career Opportunities.
- **Mike Belcher**, Membership Account Executive of the Cape Cod Chamber, was recently selected by the **New England Association of Chamber of Commerce Executives** to receive a \$500 professional development scholarship to attend INOVATE, the 2008 ACCE Convention in Pittsburgh.
- Calling all Geek Girls! Save the date for April 17th for the **Geek Girl Camp** from 5:30 to 9:30 p.m. at Heritage House in Hyannis. Cost is \$25 per geek girl. Highlights include appetizers, in-depth sessions with computer/Internet professionals, networking, cash bar and a schwag bag with incredible goodies. More info is available at www.geekgirlcamp.com.
- The Cape Cod Chamber offers all accommodations members in good standing access to the **online availability search** on our website, CapeCodChamber.org, free of charge. Online availability searches on the site were up 42.4% in 2007 over 2006, and click-throughs were up 45.6%, demonstrating the popularity of the tool among visitors to our site. The only way to take advantage of these free online leads is to visit getdors.com, click "Sign up for EntryDORS" and follow the simple instructions for setting up your account.
- Savor the best of the Cape with the **Cape Cod Life Food & Wine Festival** June 1-4, showcasing the area's finest chefs and restaurants in a sampling of unique cultural venues. Highlights include a Grand Opening Tasting, Wine Dinners at over 30 restaurants, Cultural Happy Hours. Benefiting in part the arts on Cape Cod. To participate, please call Amy at 508-775-9800, ext. 35.
- Sign up today to receive our **free weekly member newsletter**, filled with news, events and a report from the CEO. Register online today at eCapeChamber.com!



A special thank you to Cape Cod Irish Village in West Yarmouth, which hosted a great Member to Member Event March 6th. Over 200 members enjoyed the special St. Patrick's Day theme, as well as the appearance of the Red Sox 2007 World Series trophy, which VP of Sales Patti Lloyd arranged to have brought here for viewing and photo opportunities. In photo above, left to right, are Dede Kiely of Cape Cod Central Railroad, David Bisbee of Realty Executives, tourism consultant Jill Talladay, Jean Kourafas of Cape Cod Broadcasting and Bob Dubois of the Yarmouth Area Chamber, which co-sponsored the event.

Business Excellence Awards: The Cape Cod Chamber announces the return of its Business Excellence Awards! Nominees are being sought for awards in five categories of business: hospitality & recreation, service (including technology), health care, retail and wholesale, and non-profit organizations. Within these categories, Cape Cod Chamber members and their employees or associates may be nominated for demonstrating excellence in public service, professional contributions, community commitment, customer service, workplace innovation, leadership, job creation, perseverance, or other special achievements.



Nominations must be made by May 14, 2008 and submitted in writing to: Business Excellence Awards Committee, c/o Cape Cod Chamber of Commerce, 5 Shoot Flying Hill Road, Centerville, MA 02632. The selection committee will make final recommendations for awards to be presented at the Annual Dinner on June 24, 2008 at the Coonamessett Inn in Falmouth.



5 Shoot Flying Hill Road
Centerville, MA 02632



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