



August 2006

Chamber launches summer ad campaign

The Cape Cod Chamber has an aggressive summer ad campaign in place, directing visitors to check lodging availability and book online at CapeCodChamber.org. The campaign comes on the heels of a late spring ad push that included TV, radio, billboard and magazine advertising.

The campaign includes:

- A small-space **print ad campaign** in major newspapers in our target markets, including Boston, Worcester, Hartford, New York City and Albany, NY
- Display ads on the sides of **Boston's Beantown Trolley** from June through the end of August
- **Billboards** on Route 290 in Worcester and in four prominent Boston locations, including the Southeast Expressway, Mass Pike, Route 128 and Boylston Street



Special summer offer for members: Wondering what to do with your company this summer? Send them out on the trails! To celebrate the first summer season of the first edition *Arts & Artisans Trails of Cape Cod, Martha's Vineyard & Nantucket*, we are offering Cape Cod Chamber members free delivery on any order through the end of summer. Cost will be just \$14.65 including tax. No shipping!

The guides feature self-guided driving and walking itineraries to over 200 local artists, artisans and galleries both on and off the beaten path. Call Bonnie at 508-362-3225, ext. 537 to order yours today.

Learn, network and market at **Cape Business Connect 2006**, set for November 17th at the Four Points by Sheraton Hyannis. Conference themes include: Growing & Managing Your Business, Selling & Marketing Your Products, Personal Finance and Leveraging Technology. To reserve sponsorships, call Bob Viamari at 508-385-3811 or Patti Lloyd at 508-362-9351. Hosted by *Cape Business Magazine* and Cape Cod Chamber.

- Mark your calendar -

Tuesday, September 12

September Member to Member golfing event at Twin Brooks Golf Course

Location: Twin Brooks at the Four Points by Sheraton Hyannis
RSVP: 508-362-3225, x513 or jane@capecodchamber.org

Friday, November 17

Cape Business Connect 2006

Location: Four Points by Sheraton Hyannis
Time: 8 a.m. to 5 p.m.

Cost: \$50

For registration or sponsorship opportunities, email bob@capebusiness.net or sales@capecodchamber.org

Sponsored by Cape Business magazine and the Cape Cod Chamber



The Weather Channel, with a potential audience of 80 million viewers, broadcast live via satellite from Chatham throughout the day on June 21st as part of its "Summer Solstice" kick-off. This incredible opportunity resulted from the Cape Cod Chamber's and its PR firm's, MPDC's, ongoing dialogue with the media. The Weather Channel crew's accommodations were hosted by Chamber member Chatham Bars Inn. In the photo above are (l. to r.) Bill DeSousa of MPDC, meteorologist Mike Bettes, Chamber VP of Tourism Marketing Kristen McMenamy, and producer Jim Gagne.

Cape Cod Chamber News & Notes

- The [Division of Health Care Finance and Policy](#) (DHCFP) has released [proposed regulations](#) clearly defining the meaning of a “fair and reasonable” premium contribution by employers as required by the recently signed healthcare reform law. The proposal, which officials expect to finalize by September after a public hearing process, details circumstances under which employers would be subjected to an annual \$295 per full-time equivalent employee assessment as mandated by the Legislature.
- The 2006-07 edition of [Dining on Cape Cod](#) is hot off the press and was distributed to information centers and major outlets across the Cape just in time for the 4th of July weekend.
- Our first [online podcast](#) will be up on the visitor website soon. The five-minute video is narrated by Ed Carroll, former Boston TV meteorologist.
- The [summer pay per click campaign](#) has been launched and will specifically promote the arts guide and online tee times.
- [The Council on International Educational Exchange](#), the country’s largest facilitator of the cultural exchange student J-1 visa program, held informational meetings on the Cape for employers in July.
- The *Cape Cod Times* received several honors at the recent Suburban Newspapers of America 2006 advertising/promotion contest, including 3rd place for the [BizWiz supplement](#) jointly produced by The Times and the Cape Cod Chamber. The special section, promoting the workshops and exhibitors of the March 14, 2006 BizWiz Conference & Marketplace, was recognized in the “Best Business Publication or Business Special Section” category.
- The [new video screens](#) in our Chamber visitor information centers are up and running. See how you can use these screens to showcase your business to our visitors (over 215,000 visitors served in 2005!) The screens can accommodate a 30 or 15-second video clip or a 10-second photo with text overlay. For ad information, call Steve Richards at 508-362-8613. The Chamber partnered with All Media Productions on this project.

Meet the Chamber team

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

Mary Ellen Liddell is a visitor information specialist for the Cape Cod Chamber, working out of the John C. Davenport Welcome Center at the junction of Routes 6 and 132 in Hyannis.

Mary Ellen moved to Cape Cod from the western suburbs of Boston 16 years ago and has worked at Chamber for four years. She has an excellent knowledge of Cape Cod and enjoys helping visitors have a great Cape Cod experience!



Mary Ellen Liddell

About 50 Chamber members, staff and their families attended the Red Sox game at Fenway Park on July 13th. The annual trip, organized by the Chamber, raised funds to benefit the Cape Cod Baseball League. Plymouth & Brockton bus line provided the transportation for the evening, and food for the trip to Boston was provided by Clancy’s of West Yarmouth. A fun time was had by all, even though the Sox went 11 innings and lost by one.



The June networking event on the Cape Cod Central Railroad, which included a scenic sunset train tour, attracted over 200 members. Save the date for our September 12th golfing event at Twin Brooks Golf Course.

August
newsletter
inside!

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CHAMBER OF COMMERCE
CapeCod

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