



BizWiz 2006 to include exciting line-up of workshops, speakers and exhibitors

Planning for the 3rd annual BizWiz Conference & Marketplace is well underway! On December 20, the Chamber hosted a luncheon meeting for nearly 25 members, representing a cross-section of large and small businesses, to narrow down recommendations on content for the event workshops, based on our focus group findings from this fall.

“Spring Training” is the theme for this year’s BizWiz event, to be held Tuesday, March 14, 2006 at the Four Points by Sheraton Hyannis. The premier learning & networking event on Cape Cod, BizWiz 2006 will include an exciting marketplace of exhibitors, cutting-edge interactive “clinics” and a keynote speech by Dr. Charles Steinberg, Boston Red Sox Executive VP of Public Affairs.

New this year will be the “Hospitality Industry Outlook 2006” breakfast, presented by the Cape Cod Hospitality Marketing Association and Mass. Lodging Association. This popular annual breakfast forum will feature a panel of experts, who will share their 2006 tourism and lodging industry forecasts for the state, while addressing the unique concerns of Cape Cod.

Register to attend online today at www.eCapeChamber.com! Sponsors of BizWiz include Cape Cod Chamber, Coastal Community Capital, the county’s Cape Cod Economic Development Council, Eye Health Services and Cape Cod Times. Also supported by the 15 local Cape Cod Chamber of Commerce and Cape Business Magazine.



A representative group of Cape Cod Chamber members gathered at the Hyannis Golf Club on December 20 for a strategic planning session for the upcoming 3rd Annual BizWiz Conference & Marketplace, set for March 14, 2006. Register now online at www.eCapeChamber.com.

Our seasonal advertising campaigns and visitor e-newsletter drive people to the “Value Vacations” page of our website, www.CapeCodChamber.org, which lists the specials and packages at our member lodging establishments. Don’t be left out! Send your package to kristen@capecodchamber.org. Please include package name, description, rates, expiration date and any restrictions.



Patti Lloyd, the Chamber’s VP of Sales, has been appointed President of the New England Society of Convention & Visitors Bureaus (NESCVB). NESCVB is an organization of 18 CVBs dedicated to promoting New England as a premier destination for meetings and conventions.



Cape Cod had great representation at the November 30 Global Forum, hosted by Tourism Massachusetts, a private nonprofit that promotes the state as a vacation destination to the international market. It was a productive day of networking, with scores of tour operators, journalists and tourism representatives from around the globe. Deb Catania of Chamber member Catania Hospitality Group, pictured above with Tourism Massachusetts CEO Bill MacDougall, was recognized for her efforts to promote international travel to the state.

- Mark your calendar -

Tuesday, January 31 - Wednesday, February 1
Mass. Lodging Association Annual Conference

Location: Boston Park Plaza Hotel
Register: Visit www.masslodging.com

Tuesday, March 14
3rd Annual BizWiz Conference & Marketplace

Location: Four Points by Sheraton Hyannis
Cost: \$25 Cape Cod Chamber members; \$35 non-members & affiliates
Register: Visit www.eCapeChamber.com
For exhibitor information, please call 508-362-9351

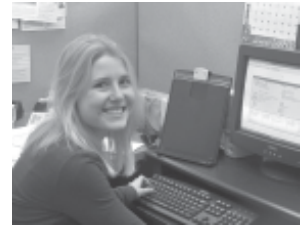
Chamber News & Notes

- On December 15, Chamber CEO Wendy Northcross and board member Bill Zammer presented an update to **Governor Romney** and his cabinet on the work of the **Regional Competitiveness Council** this year, and discussed next year's priorities. At this meeting, Lt. Gov. Healey informed the group that the Executive Office of Transportation is planning to revisit the original study that took place eight years ago for Exit 6.5, and will review traffic patterns, development patterns and costs. The review is expected to take about nine months.
- Best wishes to **Lindsey Close**, our information systems manager, who left the Chamber at the end of December after eight years of terrific service to our members. We will be revisiting this job description and seeking a replacement in the coming weeks.
- The Chamber has welcomed **Amy Johnson** as a part-time support staffer to the Group Tour, Meetings and Sports marketing initiatives.
- Congratulations to Barnstable County after a successful vote by the Assembly of Delegates to form a **regional wastewater collaborative**. The Chamber sees this as a critical part of protecting our coastal waters.
- The Tourism Marketing Committee met in December to begin mapping out the **spring ad campaign**, which will include a radio and television buy in the Boston market, billboards in Worcester and Hartford, and print ads in the Boston, Worcester and New York markets. A special subcommittee has been formed to plan a PR strategy around the spring Sagamore bridge lane closures.
- Many thanks to **Don Cox of Compass Rose Clambakes** for hosting the December 15 Member to Member event at **Oakcrest Cove Yacht Club** in Sandwich. It was a wonderful holiday gathering with lots of food, live entertainment and Don's famous chocolate fountain.
- This is the third year of our **International Partner Program**, a great way to increase your exposure to the international market. For your participation at \$200, you will receive the following: distribution of your brochures at the Dublin Holiday Consumer Show in January, POW WOW International in May and Discover New England Summit in March. New this year is a sales mission to Canada and a possible sales mission to the UK and Germany. Please call Arthur at 508-362-8608.

Meet the Chamber team

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

Danielle Beausang joined the Cape Cod Chamber in May 2005 as bookkeeper and assistant to the fiscal manager, Karen Cummings.



Danielle Beausang

Danielle graduated from Barnstable High School in 1998 and from Bridgewater State College in 2002, with a degree in management and accounting.

She is responsible for accounts payable, accounts receivable, and for the day to day maintenance of the financial records of the chamber. She also assists with the billing, payroll and bookkeeping for Cape and Islands Community Development. Often, it is Danielle who will take your event registration over the phone.

Danielle, who lives in Marstons Mills, is active on her church's dance team and enjoys spending time with friends and family.

Act now on a great cooperative advertising opportunity available through the Cape Cod Chamber!

Great Gay Escapes: A new full-color glossy travel insert being distributed by Mass. Lodging Association and Boston Spirit Magazine in mid-March 2006. The publication will be direct mailed to 24,000 gay/lesbian homes in the NYC, Philadelphia and Washington, D.C. market (the mailing list was acquired from PlanetOut Traveler). Cost for a display ad in our co-op is just \$900! Includes two photos, 25 words of copy and contact info.

The deadline for participation is coming soon! Contact kristen@capecodchamber.org for more information.



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