

Second Annual MA Cultural Coast Forum

Mark your calendar for the [Second Annual Cultural Coast Partners Forum](#) on Friday, March 28th at the Cape Codder Resort & Spa in Hyannis! The forum, "Planning & Packaging for the Future," will provide a platform for cultural institutions to connect with tourism partners to get industry news, learn about trends and share ideas that can benefit your business. More details about the day's agenda to come! The cost to attend is \$40 per person, with lunch included, and the day will run from 9 a.m. to 3 p.m. Register online at www.eCapeChamber.com. Sponsored by Bank of Martha's Vineyard and the Cape Codder Resort.



Cape Cod's seasonal employers represented in Washington D.C.:

The Cape Cod Chamber organized a lobbying effort in Washington D.C. on February 13th seeking an exemption for returning workers on the H2B visa program. Without this exemption, hundreds of employers will have thousands of unfilled positions this summer. Among those representing the Cape Cod Chamber were Chamber CEO Wendy Northcross, Chairman of the Board Richard W. Neitz and Vice Chairman of the Board William Zammer.

Spring 2008 destination marketing

Cape Cod's spring/summer destination marketing campaign will include:

- Billboards on Route 93 in Braintree and at the junction of I-84 and I-91 in Hartford, CT
- Television and radio campaign in the Boston market
- Print ads in *Ladies Home Journal*, *Good Housekeeping* and *Family Circle*, and co-op ads with members in three publications



Spring 08 Print Ad

- A spring/summer Calendar of Events insert dropping mid-May in *The Boston Globe* and *Worcester Telegram*
- Launch of two new websites: www.CapeCodTravelGuide.com and the newly designed CapeCodChamber.org

Sign up today to receive our free weekly member eNewsletter, filled with news, events and a report from the CEO. Register online today at eCapeChamber.com!

- Mark your calendar -

Wednesday, March 5

Member to Member event at Cape Cod Irish Village

Time: 5:30 to 7 p.m.

Location: Cape Cod Irish Village, Route 28, West Yarmouth

Cost: \$5 for Cape Cod Chamber members, \$15 non-members

RSVP: Online at www.eCapeChamber.com

Co-sponsored with the Yarmouth Area Chamber of Commerce

Tuesday, April 8

Member to Member event at Mid-Cape Home Centers Complete Home Concepts

Time: 5:30 to 7 p.m.

Location: Mid-Cape Home Centers Complete Home Concepts, Route 132, Hyannis

Cost: \$5 for Cape Cod Chamber members, \$15 non-members

RSVP: Online at www.eCapeChamber.com

Tuesday, May 13

Member to Member event at the Cotuit Center for the Arts

Time: 5:30 to 7 p.m.

Location: Cotuit Center for the Arts, Route 28, Cotuit

Cost: \$5 for Cape Cod Chamber members, \$15 non-members

RSVP: Online at www.eCapeChamber.com

Member to Member at Heather Restaurant



The new Heather Restaurant in Mashpee hosted a great Member to Member networking event at their location in South Cape Village in Mashpee on February 13th. The ambiance and delicious hors d'oeuvres were enjoyed by over 200 members, including Corinne Egan of Comcast and Michele Pecoraro of the Cape Cod Chamber (above left) and Arthur Ratsy of the Cape Cod Chamber, Diane McPherson of Pierce-Cote Advertising and Dan Kompass of Webfodder (above right). The event was co-sponsored by the Mashpee Chamber of Commerce. Look at the Events box to the left for information about upcoming networking events.

- The Cape Cod Chamber will again partner with *The Boston Globe* to produce a special [Spring/Summer 2008 Calendar of Events](#) insert! The Calendar, a pull-out section in the May 7, 2008 edition of *The Boston Globe* and *Worcester Telegram & Gazette*, will feature Cape Cod events from mid-May through the end of July. By participating as an advertiser in the insert, your message will reach more than 2 million readers. For information, call The Boston Globe - Travel/Accommodations: Peter Andrews at 617-929-2520 or Brendan Raftery at 617-929-7090; Retail Advertising: Ann Jackson at 781-826-1020.
- A follow-up meeting for invited attendees of the October 2007 [Economic Summit](#) will be held in early March, and will be aimed at forming a steering committee to advance ideas and solutions for the challenges presented at the Economic Summit.
- The Cape Cod Chamber is collaborating with Cape Business Publishing Group to sponsor the [May 22nd SBA Awards Luncheon](#), set for noon to 2 p.m. at the Cape Codder Resort. Visit www.capebusiness.net for more details!
- [Dorothy Savarese](#), President & CEO of Cape Cod Five, was elected by the Chamber board of directors to serve on the [Executive Committee](#), replacing Dan Wolf on that committee.
- In [trade show updates](#), VP of Tourism Arthur Ratsy represented Cape Cod at a recent consumer marketplace in Iceland, the Boston Globe Travel Show and the Dublin Holiday Show, while VP of Sales Patti Lloyd attended ABA and Bank Travel shows. Cape Cod also had a booth at the Boston Golf Show.
- [Coastal Community Capital](#), the sister corporation of the Cape Cod Chamber, held its Annual Meeting of members last month at Alberto's Ristorante in Hyannis. At the event, a 15-minute video highlighting Coastal's work with young entrepreneurs was shown. To view the video (produced by All Media Productions), and learn more about Coastal Community Capital's work, visit www.allmediapro.com/coastal.html.



Route 28 Yarmouth Revitalization

Planning efforts to revitalize Yarmouth's Route 28 corridor were realized last month with a ground-breaking ceremony for a 136-room Hampton Inn Hotel in West Yarmouth. The hotel, set to open in early 2009, will be the first new lodging facility to be built on Cape Cod in 20 years, by co-owners David Darling and Eric Snow. The Hampton Inn's development on the site of the former Americana Holiday motel is a direct result of zoning initiatives adopted in 2006 aimed at revitalizing Yarmouth's core industry of tourism; and regulatory relief as a result of the establishment of a Cape Cod Commission backed Growth Incentive Zone.

Important Business Workshop: Join the Cape Cod Chamber on April 3rd from 8:30 to 11:30 a.m. to get the latest information from the experts on wage and hour law, child labor law, workplace safety and I-9 immigration compliance. The session will be held at the Cape & Islands Association of Realtors in W. Yarmouth, and the panel will consist of representatives of the U.S. Department of Labor (Wage and Hour Division), the Mass. Attorney General, the Mass. Department of Public Health and Tocci, Goss, and Lee, PC. Underwritten by Tocci, Goss, and Lee, with support from the Cape Cod School to Careers Partnership and in partnership with the Mass. Restaurant Association, Cape Cod Chamber and the Yarmouth Area Chamber of Commerce. Attendance is free, but pre-registration is requested. Call Kathy at 508-362-3225, ext 522.



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