



Cape Cod Maritime Days set for May 13-21



Maritime Days is sponsored by the Cape Cod Chamber, Cape Cod Commission and Arts Foundation of Cape Cod.

The 13th Annual Cape Cod Maritime Days will be celebrated May 13-21 across the Cape and include a diverse array of nautical activities.

Over 65 events are lined up for this year's celebration, including lighthouse & walking tours, nautical art exhibits and lectures on maritime lore, harbor cruises, boat-building demonstrations and kayaking excursions.

The celebration will kick off on May 13 with the 10th Annual Cape Cod Maritime History Symposium at the Cape Codder Resort in Hyannis, and come to an end on May 21 with the 5th Annual Cape Cod Maritime Festival on the Hyannis waterfront.

For a full schedule of events, or information on the Maritime Days photo contest, please visit CapeCodMaritimeDays.com.



At the annual Governor's Conference on Travel & Tourism in March, Betty Gibbs-Bailey of the Falmouth Chamber was the Cape Cod recipient of the state's Hospitality Award. Nominated by the Cape Cod Chamber for the honor, she was recognized for her years of outstanding service to the traveling public. Betty (pictured above with Renee Fry, MA Undersecretary of Economic Development and Director of the Dept. of Business & Technology, and Cape Cod Chamber CEO Wendy Northcross) has greeted and assisted visitors through the Falmouth Chamber's visitor information center for more than 16 years.

Other highlights of the Governor's Conference, held in Springfield, included workshops, keynote addresses and a lodging industry forecast from Smith Travel Research, which predicted that the national demand for hotel rooms will increase by three percent this year.

Did you know that the Cape Cod Chamber had 287,959 visitors to its website in 2005, up 13% over 2004? Or that counts at the John C. Davenport Welcome Center in Hyannis in 2005 were up 13% over 2004? Throughout the year, the Cape Cod Chamber tracks its marketing efforts through several measures, including web visits, visitor & reader service leads, usage on our toll-free line, bridge counts and visitor center counts. Statistics from previous years are presented for comparison purposes.

These statistics may help you as you develop your marketing plan for the coming year! To view the statistic sheet in PDF format, visit www.ecapechamber.com/visitorstats.pdf.

- Mark your calendar -

Tuesday, June 6

Cape Cod Chamber Annual Meeting

Location: Wequassett Inn Resort & Golf Club, Chatham

Cost: \$70 for Cape Cod Chamber members; \$75 for partners and non-members. *Space is limited, so don't wait!*

RSVP: Please respond via email to jane@capecodchamber.org or sonia@capecodchamber.org

Wednesday, June 21

June Member to Member event aboard the Cape Cod Central Railroad

Time: 5:30 to 7 p.m.

Cost: \$5 for Cape Cod Chamber members, \$10 for partners & non-members. *Space is limited!* Train will leave for tour.

RSVP: 508-362-3225, x537 or bonnie@capecodchamber.org

Are you receiving the weekly Cape Cod Chamber e-newsletter? It's a great way to stay connected to the Chamber and happenings in the community. Receive updates on upcoming business events, Chamber news and a weekly report from Chamber CEO Wendy Northcross. Visit www.ecapechamber.com and register for the e-news right on the homepage. It's free and easy!

Meet the Chamber team

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

Steve Richards, the Cape Cod Chamber's Membership Director, has been with the Chamber for over 13 Years.



Steve Richards

In his role, Steve manages all aspects of Chamber membership, including new member recruitment and retention, membership drives and member networking events. He also oversees advertising sales for the Chamber publications, and is a member of the Chamber's Ambassadors Program and B&B Committee.

Steve is the immediate past president of the Massachusetts Association of Membership Directors, and a member of the Massachusetts Association of Chamber of Commerce Executives and the National Association of Membership Development.

He resides in Mashpee with his wife and four of his six children. He is the proud grandfather to a one-year-old girl.

Chamber News & Notes

- The first edition of "Arts & Artisans Trails of Cape Cod, Martha's Vineyard and Nantucket" is now available! This new color guidebook allows you to explore and uncover over 200 artists, artisans' studios and galleries on and off the beaten path through self-guided driving & walking itineraries. Get your copy for just \$13.95 at the Cape Cod Chamber visitor centers, local bookstores or online at CapeCodChamber.org. All proceeds to fund the next edition.
- The Chamber has received a grant from Cape Cod Healthcare's Community Benefits Division to continue the [Seasonal Health Insurance Program \(SHIP\)](#), which educates employers and H2B visa workers on the availability of health insurance coverage for foreign employees.
- Cape Cod was recognized for its fast-growing appeal to national meeting and convention planners in a March 27 article in *USA Today* entitled "Smaller Cities Roll Out Red Carpet for Big Conventions." Annual increases in inquiries at meeting website StarCite.com showed [Cape Cod as generating the highest percentage increase of meeting inquiries in the USA](#), with an increase of 297%!
- The [waste water education campaign](#) for Cape Cod got a boost in early April with a positive vote of the Assembly of Delegates to continue the program via the newly established Water Protection Collaborative. The Chamber has aided the launch of this program, which helps residents understand the link between private septic systems and keeping our coastal waters clean.
- For only \$100, buy a chance to bring a foursome to [play golf on Cape Cod FREE](#) for one whole year! The prize is valid July 1, 2006 through June 30, 2007, with a limit of 10 rounds per partner golf course. Two winners will be drawn on Fathers Day weekend, June 17-18 at the Cape Cod Chamber offices in Centerville. You do not need to be present to win. Tickets can be purchased by calling the Chamber at 508-362-3225 or via email at golf@capecodchamber.org.

The *Official 2006 Guide to Cape Cod* is hot off the press! With nearly 400,000 copies in print, the guide is sent out in response to phone and email requests, and also distributed through trade shows, AAA offices across the country and visitor information centers.

The *Official Guide* can be found online at CapeCodChamber.org. In 2005, the online guidebook received 19,721 visits and had 228,123 page views!



5 Shoot Flying Hill Road
Centerville, MA 02632



PRSRSTD
US POSTAGE PAID
02664
PERMIT 31
SOYARMOUTH, MA