



## Register now for Cape Business Connect 2006

Learn, network and market at the November 17th Cape Business Connect, proudly presented by *Cape Business Magazine* and the Cape Cod Chamber of Commerce.

The day-long event, to run from 8 a.m. to 5 p.m. at the Four Points by Sheraton Hyannis, will include information-packed workshops, interactive discussions, interesting speakers, luncheon roundtables, great networking opportunities and a marketplace of over 50 exhibitors.

Admission is \$50 and includes breakfast, lunch, workshops and a conference value bag, with special savings from many of the exhibitors, vendors and luncheon hosts. Cape Cod Chamber members are entitled to receive a 30% discount on all-day attendance! Register online at [www.capebusiness.net](http://www.capebusiness.net) and use promotional code CAP.



### - Mark your calendar -

#### Tuesday, October 10

##### **October Member to Member event at the Orleans Waterfront Inn**

Time: 5:30 to 7 p.m.

Cost: \$5 for Cape Cod Chamber members, \$10 for non-members

RSVP: 508-362-3225, x528 or [nancy@capecodchamber.org](mailto:nancy@capecodchamber.org)

#### Friday, October 13

##### **EntreCenter Workshop Series: Energy Solutions**

Time: 7:30 to 9:30 a.m.

Location: Hyannis Holiday Inn, Hyannis

Cost: \$35

RSVP: 508-362-3225, x515 or at [www.EntreCenter.org](http://www.EntreCenter.org)



#### Thursday, October 19

##### **EntreCenter Workshop Series: Strategies that impact your tax returns**

Time: 7:30 to 9:30 a.m.

Location: Hyannis Holiday Inn, Hyannis

Cost: \$35

RSVP: 508-362-3225, x515 or at [www.EntreCenter.org](http://www.EntreCenter.org)

#### Friday, October 27

##### **Massachusetts Health Care Reform Law Overview**

Time: 8 to 10 a.m.

Location: Cape Codder Resort & Spa, Hyannis

Cost: \$10

RSVP: 508-362-3225, x515 or at [www.EntreCenter.org](http://www.EntreCenter.org)

#### Friday, November 17

##### **Cape Business Connect 2006**

Location: Four Points by Sheraton Hyannis

Time: 8 a.m. to 5 p.m.

Register online at [www.CapeBusiness.net](http://www.CapeBusiness.net)

Sponsored by *Cape Business magazine* and *Cape Cod Chamber*

**Fall 2006 INNside Track:** Save the date for the Fall 2006 INNside Track, set for Wednesday, November 8th at the Ocean Edge Resort & Conference Center in Brewster. The event, to be held from 1 to 5 p.m., is presented by the Cape Cod Chamber of Commerce B&B Committee.

Keynote speaker will be Marti Mayne of Maynely Marketing, a leader in providing marketing and PR services for the tourism and B&B industry. Other highlights of the INNside Track include experts on such topics as web marketing and legal issues for innkeepers. After the event, networking with fellow innkeepers will be held from 5 to 7 p.m, with hors d'oeuvres and a cash bar in the Mansion House at Ocean Edge.

Space is limited. Cost: Cape Cod Chamber members - \$15 for one/ \$25 for two from the same property. Non-members - \$25 for one/ \$35 for two from the same property. RSVP to 508-362-3225, x513 or email [jane@capecodchamber.org](mailto:jane@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 [www.eCapeChamber.com](http://www.eCapeChamber.com)!

The Cape Cod Chamber has announced that [CapeCodGiftCertificate.com](http://CapeCodGiftCertificate.com) is now the Chamber's exclusive gift certificate service. Links to the Cape Cod Chamber page on [CapeCodGiftCertificate.com](http://CapeCodGiftCertificate.com) are on the "Where to Eat," "Shopping" and "Shop Online" sections on [CapeCodChamber.org](http://CapeCodChamber.org), and links are also online at [www.eCapeChamber.com](http://www.eCapeChamber.com).



The program offers two ways to increase your gift certificate sales: The All-Cape Gift Certificate (accepted at any member business) and the Optional Business Specific Gift Certificate. For information, please contact Geoff Rose at 508-696-5430 or [geoff@capecodgiftcertificate.com](mailto:geoff@capecodgiftcertificate.com).

## Chamber News & Notes

- 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. The screens can accommodate a 30 or 15-second video clip or even a 10-second photo with text overlay. For advertising information, please call Steve Richards at 508-362-8613. The Chamber partnered with All Media Productions on this project.
- Consider making *The Official Guide to Cape Cod* part of your 2007 advertising budget. The printed version of the Official Guide is still by far the most requested vacation publication on the Cape, with nearly 400,000 copies in print. *The Official Guide* is also online at our member website with clickable links to advertisers. In 2005, the online guide received 19,721 visits! For information, call Steve at 508-362-8613.
- The Cape Cod Chamber has engaged the services of Case & Mann consulting firm to conduct tourism market research for Cape Cod. They have hit the ground running with a target delivery date of January 2007. Sarah Graham Mann and David Case are both located on Cape Cod, but have a national client list. Ms. Mann is the former executive director of the state travel & tourism office.
- The Chamber has selected member company Webfodder of Hyannis, through an RFP process, to update the design and functionality of our member website, eCapeChamber.com. The site is expected to launch in January.
- While archiving our member data files, staff counted 12 million referrals to members via our website over the last five years. That averages about 2.4 million referrals per year! Our member software is able to track where visitors to our website land and which members they click through to.
- Visitors who want an up-close look at all Cape Cod has to offer can view our new Cape Cod podcast, a narrated video available online from the homepage of CapeCodChamber.org. This seven-minute video tour is narrated by former local meteorologist Ed Carroll.

**Making Art, Making a Living:** The Arts Foundation of Cape Cod will hold the 11th annual Making Art, Making a Living conference at Cape Cod Community College on Saturday, November 4th.

All visual and performing artists, artisans, and cultural organizations are invited to attend this one-day regional conference to boost their marketing and business acumen and to network with the cultural community of Cape Cod. Featured workshops include grant writing, copyright and intellectual property law, contracts and negotiation, marketing and promotion for visual and performing artists, and audience development for cultural organizations.

Registration is \$50 per person. Register online now at [www.artsfoundation.org](http://www.artsfoundation.org) or by calling 508-362-0066. Members of the Arts Foundation of Cape Cod are entitled to a 10% discount on their registration.

## Meet the Chamber team

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

Karen Cummings, Fiscal Manager for the Cape Cod Chamber, joined the Chamber team in July 1999.



*Karen Cummings*

Karen is responsible for all the day-to-day fiscal operations of the Cape Cod Chamber of Commerce, Coastal Community Capital and CCEDC, Inc.

She has been a Cape Cod resident for over 35 years and resides in Marstons Mills with her husband and two sons. Her background is in nonprofit accounting, having worked at Community Action Committee of Cape Cod & Islands for 10 years. She attended Cape Cod Community College, and has completed the college's Hospitality Management Certificate program. Each year, Karen participates in the Grant Management Systems Conference to keep up to date with our accounting and loan software.



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