



Massachusetts Health Care Reform forum set for small business employers

An overview for small business employers regarding the new Massachusetts Health Care Reform Law will be held Friday, October 27th from 8 to 10 a.m. at the Cape Codder Resort & Spa in Hyannis.

Learn about your responsibilities as a small business owner under the new Massachusetts Health Care Reform Law. State officials will be on hand to share the final regulations in such areas as:

- The \$295 Fair Share Assessment on non-offering employers
- The mandatory offering of Section 125 “cafeteria plans”
- The Free Rider Surcharge

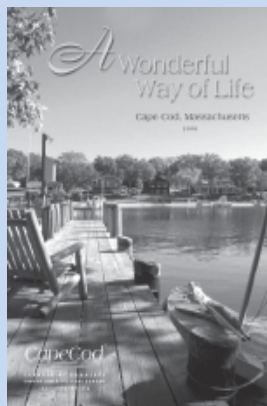
Please RSVP to Sonia at 508-362-3225, x515 or email sonia@capecodchamber.org.

SPONSORED BY: The Cape Cod Chamber of Commerce, Cape Cod Canal Region Chamber of Commerce, The Retailers Association of Massachusetts and The National Federation of Independent Businesses.

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.

Wonderful Way of Life available

The 2006-07 *A Wonderful Way of Life* publication is hot off the press.



A Wonderful Way of Life is the Cape Cod Chamber’s annual membership directory, and serves as the Chamber’s primary fulfillment piece for those relocating to the area. All members have been sent a complimentary copy in the mail, along with the Chamber’s 2006 Annual Report. This publication is a helpful resource for all businesses to have throughout the year!

Fall destination marketing



Cape Cod’s fall destination marketing campaign will include billboards (above) on Route 93 in Boston and Route 290 in Worcester, a three-week radio campaign on WBZ News Radio 1030, and ads in *Fall Massachusetts Preprint* (circ. 700,000), the *Boston Fall/Winter Travel Planner* (circ. 70,000) and the October issue of *AAA Car & Travel* (circ. 950,000).

Meet the Chamber team

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

Mike Belcher is the Chamber’s newest employee, having joined the team as a full-time Membership Account Executive. He has been with the Chamber on a part-time basis for several months.



Mike Belcher

Mike is a graduate of Bridgewater State College, and will be working closely with existing members, while also reaching out to potential new members. He currently resides in Halifax, but looks forward to moving closer to the Cape after he and his fiance marry next fall.

- 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.

For registration or sponsorship opportunities, email bob@capebusiness.net or sales@capecodchamber.org
Sponsored by *Cape Business magazine* and the Cape Cod Chamber

Cape Cod Chamber News & Notes

- On Friday, September 8th, Cape Cod Community College will dedicate the Lyndon P. Lorusso Applied Technology Building, the first L.E.E.D. certified (Leadership in Energy and Environmental Design) building constructed using state funds. All are cordially invited to join the college as they celebrate this event, with formal dedication ceremonies set to begin at 2 p.m.
- 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 advertising information, call Steve at 508-362-8613 or email steve@capecodchamber.org.
- During its first six weeks of operation, patronage on the Lower/Outer Cape's new Flex transit bus was significantly higher than expected, and is growing at a pace that could put yearly ridership at two to three times the original forecast. The Cape Cod RTA, which has run the service since June 1, said Flex carried nearly 9,000 passengers during June alone, and the 6,445 total riders for the first two weeks of July show a projected month-long total 50 percent above June's numbers.
- The 21st Century Task Force has been on a diligent meeting schedule and has held three public hearings. The task force will take a straw vote on a list of over 70 recommendations with the intent of narrowing the list for final consideration and deliberation.
- VP of Tourism Arthur Ratsy will host 25 golf tour operators from 10 countries on behalf of the Chamber in early September. The fam was lured here by Tourism Massachusetts.
- The Weather Channel will be back on Cape Cod again! Fresh from broadcasting live via satellite from Chatham on June 21st to mark Summer Solstice, the nationwide channel will do a live show from Falmouth to celebrate the first day of autumn. This incredible opportunity resulted from the Cape Cod Chamber's and its PR firm's, MPDC's, ongoing dialogue with the media.

Be represented at the Big E: The Cape Cod Chamber is offering members the opportunity to get your brochures into the hands of the very popular drive market to Cape Cod from Western MA, CT, and New York!

We will again have space at the Big E in Springfield, the largest annual fair & exposition in the northeast, set to take place September 15th through October 1st. We would be happy to distribute your brochures for the entire 17 days of the show. The cost will be \$75 per company or property. We will need 200 brochures.

Please contact Arthur Ratsy if you are interested, at 508-362-3225, ext. 512 or arthur@capecodchamber.org. All materials and your check made payable to the Cape Cod Chamber of Commerce are due by September 11th.

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



About 45 Chamber members, staff and their families attended the Red Sox vs. Cleveland Indians game at Fenway Park on August 1st. Plymouth & Brockton bus line once again provided the transportation for the evening. On the way up, delicious appetizers and fresh fruit were provided by John and Maxine Zartarian, of The Paddock and Aqua Grille restaurants (in photo above, with their grandchildren). A fun time was had by all, even though the Sox lost by 3!



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