

[<Back](#) [Print](#)

Cape Cod Chamber of Commerce eNewsletter

eNews

December 19, 2008

Greetings!

From the CEO's Desk:

- Today's webinar on working remotely and managing remote workers was very well received. The next webinar, which is free to all members, is scheduled for January 9th on the topic of pricing your services. Beverly Ryle of Center for Career and Business Development is the webinar leader.
- The Chamber and six partners have filed a grant request to the state to help produce a designers' sourcebook, which would link artisans to the construction and home design industry. The grant was prepared as a result of a planning grant from Mass. Cultural Council, which helped us investigate the feasibility of such a product.
- Capejobs.com has been redesigned and re-launched and has many good features for employers and job seekers. The Chamber is creating a new landing page in eCapeChamber.com to link employment resources in a more comprehensive fashion.
- The Mass. Office of Travel & Tourism is launching a winter tourism campaign featuring the "Mass Pass." We hope to leverage this Mass Pass branding through our travel websites. There will be \$240,000 spent in media to promote this. For more about how the Chamber is working to promote tourism, [click here](#).

Wendy K. Northcross, IOM, CCE

January Member to Member



Please help the Cape Cod Chamber ring in the New Year at our January Member to Member networking event, set for **Tuesday, January 13th at Willy's World Wellness Center in Eastham**. Enjoy

networking opportunities, hors d'oeuvres and great raffles! Cost to attend the networking event is \$5 members, \$15 non-members. [Register online](#) now!

in this issue

- **January Member to Member**
- **Babson Entrepreneurship Monitor Report**
- **Route 25 Visitor Center Feedback Survey**
- **Cape Cod Chamber Staff Retreat**
- **TIS 2009**
- **Santa Visits Chambertown**
- **Cape Cod Maritime Days 2009**
- **EntreCenter Workshop Series**
- **February Issues & Answers Forum**
- **Marketing opportunity at international trade shows**
- **Cape Cod represented at Meeting Quest**
- **Group Tour Committee Update**
- **ECAC Commission/Assoc. Commissioner to be honored**
- **January Mass. Arts & Culture Bulletin**
- **Meeting to discuss MassHealth reduction**
- **New IRS webpage provides help for small businesses**
- **Cape Business E-Newsletter**
- **News from our Members**
- **Interested In Membership?**

Babson Entrepreneurship Monitor Report

Massachusetts is the top state in the nation for entrepreneurial activity, according to a study released recently by Babson College. The 2008 Babson Entrepreneurship Monitor for the Commonwealth also showed that the state has a higher rate of both early stage and established businesses than the U.S. average, with a rate of 23% compared to 14.1% average across the country. Results indicated that new businesses are being created more rapidly in Massachusetts than in the US overall; that established business are growing; and that entrepreneurs are opportunity-driven and optimistic about their success. These findings show Massachusetts is leading the nation, indicating no state is better position to weather the economic downturn. [Click here](#) for the full report.

Route 25 Visitor Center Feedback Survey

The Cape Cod Chamber of Commerce has assigned a task force of staff and board members to look at the operations and effectiveness of the Route 25 Visitor Center. The center, constructed in 1995 and owned by Mass. Highway, is operated by the Cape Cod Chamber / CVB. The task force will review physical plant issues, fiscal deficits, and its effectiveness marketing the region. Final recommendations will be made to the Chamber Board of Directors, as well as the Commonwealth of Massachusetts.

We are seeking the feedback of tourism-related members of the Cape Cod Chamber, who have direct benefits delivered by the center, through a quick survey. We appreciate your help - please respond by December 31, 2008! [Click here](#) for the survey.

Cape Cod Chamber Staff Retreat



On December 12th, the Cape Cod Chamber staff shared a day of teambuilding and professional development. We enlisted the services of Ann Condon (pictured at left) of [The Joy of Success](#), a professional coaching enterprise and proud member of the Cape Cod Chamber. Within minutes, Ann had the entire staff organized into groups with instructions to play various roles in a "heist of the crown." The cops, theives, caterers, chamber staff, reporter and Governor's representative all embraced the roles and we had a very productive yet entertaining morning. Ann Condon's experience spans more than 25 years of working with people, first as a psychotherapist and workshop leader, and more recently as a professional coach. We were extremely pleased with the outcomes of our teambuilding exercise, thank Ann profusely and highly recommend the experience!

We also thank the Chatham Bars Inn, which hosted our group with their world-class service and amenities. The Inn has undergone extensive renovations and we toured some of the newly refurbished rooms, which are simply marvelous. We are fortunate to have such exquisite offerings in the membership and are proud to promote and recommend the Inn and Ann.

TIS 2009

Travel Industry Symposium 2009 is set for January 21, 2009 at Cape Cod Community College. This day of professional development and visioning will feature great interactive seminars on such topics as social media and green tours, as well as an exhibitor marketplace and networking opportunities.

The Travel Industry Symposium provides relevant and strategic information and insights for tourism industry professionals and is designed to help improve competitiveness and grow market share. Cost to attend is just \$35. [Click here](#) to register online now! [Click here](#) for exhibitor opportunities at the event.

Santa Visits Chambertown



Center staff Nancy Farmer and Win Rowell.

Staff members at the Cape Cod Chamber were pleasantly surprised yesterday to receive a personal visit from "Santa Claus," who spread holiday cheer throughout the office! Santa's real name is Zachary Lloyd Carey, the five-year-old nephew of Chamber VP of Sales Patti Lloyd and son of Christina and Brian Carey. Zachary is a student at Sunshine and Rainbows Nursery School and was gracious enough to take time out his busy schedule to visit Chambertown. He is pictured at left with Route 6 Welcome

Cape Cod Maritime Days 2009

The Cape Cod Chamber, Cape Cod Commission and the Arts Foundation of Cape Cod will present the **16th annual Cape Cod Maritime Days** from May 1-31, 2009. Last year, over 85 events were held throughout Maritime Days, and our hope is to offer a roster of activities that is just as exciting and diversified this year! Please submit any special event you would like to offer during Maritime Days. Lighthouse & walking tours, boat-building demonstration, maritime art exhibits, cruises or other maritime-themed activities are welcome. [Click here](#) for the Event Form. Please duplicate the form for each unique event, and return the form by fax to 508-362-3698.

EntreCenter Workshop Series



The EntreCenter presents its 2009 workshop series for businesses, sponsored by Coastal Community Capital and the Cape Cod Chamber. For more information or to register, please contact Christina at 508-790-2921 x2 or christina@coastalcommunitycapital.org. The upcoming workshop series is **Financial Tools for Contractors & Landscapers** and includes the

workshops below:

- January 8: JOB COSTING
- January 15: MANAGING CASH FLOW
- January 22: SUBCONTRACTOR INSURANCE ISSUES
- January 29: QUICKBOOKS FOR BEGINNER USERS
- February 5: QUICKBOOKS FOR ADVANCED USERS

- February 12: STATE CERTIFICATION FOR WOMEN & MINORITY OWNED FIRMS

February Issues & Answers Forum



Register now for our **February Issues and Answers breakfast forum**, set for Thursday, February 5th in Barnstable Municipal Airport's Gourley Conference Center. Barnstable County Airport Commission Chair Dan Santos will present on the topic "Up, Up and Away: Planning for the 21st Century at Barnstable Municipal Airport." [Click here](#) to register online.

Marketing opportunity at international trade shows

The Cape Cod Chamber will be attending two highly rated international travel shows in 2009: the Dublin Holiday Show, a consumer show in Dublin on January 22-25; and Pow Wow International 2009, an industry show with tour operators and press from around the world that will be held in Miami May 16-20. If you would like your marketing materials to be distributed at these shows by Chamber VP of Intl. Tourism Arthur Ratsy, the cost for the opportunity is \$200 for both shows. He would need 200 brochures in his office **no later** than January 12th, as they must be shipped to Ireland on January 13th. For more information, contact Arthur at 508-362-3225 ext. 512 or arthur@capecodchamber.org.

Cape Cod represented at Meeting Quest

Members of the Cape Cod Chamber's Meetings and Incentive Committee recently partnered to showcase Cape Cod as a premier meeting destination at the Meeting Quest Show at the Fairmont Copley in Boston. Kristin Packett of The Resort and Conference Center, Hope Gaglio of the Sea Crest Resort & Conference Center, Mary Lynn Daur of Ocean Edge Resort & Club and Chamber VP of Sales Patti Lloyd represented the region to the over 80 planners in attendance.

Group Tour Committee Update

Members of the Cape Cod Chamber's Group Tour Committee were recently hosted by Cheryl Kimberly of Cape Cod Sea Camps in Brewster. The 2009 program of work and ABA trade show were main topics of discussion. The group also collected a total of \$120 to be donated to The Cape Cod Times Needy Fund. Thanks to all members who generously donated!

ECAC Commission/Assoc. Commissioner to be honored



Several area coaches, administrators and even a politician were honored last Thursday at the All-American Football Foundation's 97th Banquet of Champions at the Newton Marriott. Among those honored were Senator Edward Kennedy with the

Outstanding American Award; the ECAC's Rudy Keeling, with the Asa S. Bushnell Outstanding Commissioner's Award; Dea Shipps of the ECAC with the Outstanding Associate Commissioner's Award; Falmouth High Coach Dana Almeida with the President Gerald R. Ford High School Coach's Award; and Jim Seavey of Massachusetts Maritime Academy, who received the Scoop Hudgins outstanding sports information director award. Keeling is the sixth commissioner of the ECAC since 2007 and former basketball coach at Northeastern and University of Maine-Orono.

In other ECAC news, on December 9th, Commissioner Keeling and the ECAC staff participated in an NCAA-sponsored diversity education workshop at the Asa S. Bushnell Center in Centerville. Stan Johnson, president and founder of Stan Johnson & Associates and former NCAA director of professional development, was the facilitator of the four-hour workshop, which focused on enhancing attendees' understanding and respect for multiculturalism and diversity. Patti Lloyd, Cape Cod Chamber VP of Sales, also attended the interactive and educational event.

January Mass. Arts & Culture Bulletin



The entire state of Massachusetts is rich in arts and culture, so it's no surprise that exciting events, exhibits and festivals are held in the state's 13 regions all year long, including Cape Cod. [Click here](#) to read the January 2008 edition of "The Massachusetts Arts & Culture Bulletin" to find out everything going in January!

Meeting to discuss MassHealth reduction

Michael and Susan Smith of Medical Alarms USA, along with other MassHealth Personal Emergency Response System (PERS) providers, attended a meeting in Boston on December 12th at the Executive Office of Health and Human Services to discuss the plan that the MassHealth Office of Long Term is suggesting to implement emergency cuts related to PERS, as a result of Governor Duval Patrick's reduction of the state budget by \$1.4 billion, which includes a MassHealth reduction of \$293 million. Their proposed possible savings were discussed: no payment for installation; reducing the monthly fee paid by MassHealth to the PERS providers; changes in policies regarding maintenance, prior authorization procedures; changes in doctors' prescription and the renewal process. [Click here](#) for Medical Alarm USA's full press release.

New IRS webpage provides help for small businesses

A newly launched page on IRS.gov features small business video and audio presentations. Subjects include Adjusting Employment Taxes (video), Schedule C (audio podcast with supporting resources and video interview), and many more topics of interest to small businesses. [Click here](#) to find out more!

Cape Business E-Newsletter



[Click here](#) to read the latest edition of the Cape Business e-Newsletter. This week's edition includes the following headlines:

- Recession-busting strategies
- Will you face higher health insurance bills in January?
- Smart tips for holiday celebrations
- Beating the recession: Let our Marketing Toolbox work for you
- Last-minute tax advice for 2008 - and planning for next year

To subscribe to the e-newsletter, please visit

www.capebusiness.net/newsletters.php.

News from our Members

The following announcements are provided for the enews by member businesses.

In addition to Bass River/West Dennis, **Freedom Boat Club** is now also at Sesuit Harbor/East Dennis on Cape Cod Bay! As a member of the club, you get unlimited use at both locations. Join Freedom Boat Club by Dec 31st and pay only \$1,000 deposit now. In addition, Freedom Boat Club will knock \$1,000 off of the entry fee difference due April 1, 2009! The regular FBC entry is \$5,900. If you pay the \$1,000 deposit in December, you then only need to pay \$3,900 in April. You will also be locked into 2008's monthly dues rate of only \$279 per month. Call 508- 398-FBC1 (3221) today.

Christopher Seufert will sign his new coffee table photography book "Cape Cod & Islands Views: A Photo Journal" at a Christmas open house tomorrow at the **Christopher Seufert Photo Gallery** at 2469 Main Street, South Chatham. Open house will feature free refreshments, wine, and cheese. Stop by anytime between 2 and 7 p.m. and enter the raffle for a free framed print. Mention this e-news brief for \$5 off any book. More Information is available at www.CapeCodPhoto.net.

An exhibition of paintings and photographs by East Falmouth artist **CHRISTINA** (Christina Jacobi) titled "Chaotic, Serene and In-between" will be on display at the Thomas E. Hanley Gallery in the Faxon Center at Falmouth Hospital from January 4th through February 27th. An opening reception will be held on Sunday, January 4th from 1 to 3 p.m. This exhibition will showcase CHRISTINA's ability to utilize different styles, media and materials to spark an emotional response in the viewer. Find out more at <http://artworksbychristina.wordpress.com>.

J Miller, Pictureframer & Gallery in Mashpee is having a sale on Gift Certificates through December 23rd. Purchase a J Miller Gift Certificate in any amount, and pay 20% LESS than its value. They make terrific stocking-stuffers, and can be redeemed on custom framing, art, or anything else of equal or greater value. You can even get one for yourself. Located at Deer Crossing Marketplace, Route 28, Mashpee For information, call 508-539-3888 or visit www.jmillerpictureframer.com.

The **Cape Cod Museum of Natural History** presents "Pellets, Paws and Pine Cones" School Vacation Week programs from December 27-30 from 1-2 p.m. Free with museum admission. The schedule is as follows: Saturday, December 27 - Owl Day; Sunday, December 28 - Wild Neighbor Day; Monday, December 29 - Creature Feature Day; Tuesday, December 30 - Therapy Dog Day. For further information, please

contact the Cape Cod Museum of Natural History at 508-896-3867, ext. 133.

Shepley Wood Products was named Dealer of the Year 2008 by *Window & Door Magazine*, a monthly publication published by the National Glass Association. Shepley was chosen for overall excellence and leadership in the professional market segment. On July 14th, Shepley celebrated 30 years in business. The company carries a host of building products, including the Andersen and Marvin product lines. They serve builders and professionals on Cape Cod, Martha's Vineyard, Nantucket and the South Shore.

Interested In Membership?

If you are interested in learning more about membership in the Cape Cod Chamber of Commerce, please contact Mike Belcher, our Membership Director, at 508-362-3225, ext. 534 or mike@capecodchamber.org.

email: news@capecodchamber.org
phone: 508-362-3225
web: <http://www.eCapeChamber.com>

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