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Cape Cod Chamber of Commerce eNewsletter

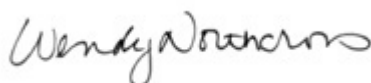
eNews

February 20, 2009

Greetings!

From the CEO's Desk:

- The Chamber Ambassadors met for 2 and ½ hours this week reviewing Chamber programs and offering feedback and ideas.
- A comprehensive review and discussion of the Chamber websites was held this week with strategies for improvements planned in 2009. Currently, the travel sites rank at the top of search engine results for Cape Cod.
- The Chamber will be featured in an upcoming Fox/Robbins Business TV show on local access TV.
- The Executive Committee met this week with members of the House of Representatives from the Cape and Congressman Delahunt's chief of staff, Mark Forest, for a broad discussion on a host of issues including our stance on the proposed hikes in hotel and meals taxes.
- The islands of Martha's Vineyard and Nantucket will be joining us in a co-op tourism ad campaign in spring/summer, including a Globe insert and the program for the Boston Marathon.
- Patti Lloyd reports that leads are beginning to flow again after a brief slow period early this year.



Wendy K. Northcross, IOM, CCE

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March Member to Member Event



The Cape Cod Chamber and Yarmouth Area Chamber will host a joint March Member to Member networking event, a special St. Patrick's Day celebration at **Cape Cod Irish Village** in West Yarmouth on **Tuesday, March 10th** from 5:30 to 7 p.m. Enjoy hors d'oeuvres, networking opportunities and perhaps a little "luck o' the Irish" with our fantastic raffle prizes! Cost to attend the networking event is \$5 members, \$15 non-members. [Click here](#) to register, or call 508-362-3225, ext. 518 or 528.

2/25 New Member Reception

New members of the Cape Cod Chamber of Commerce don't want to miss our **New Member Reception**, to be held **Wednesday, February 25th** from 7:30 to 9 a.m. in the Cape Cod Chamber administrative offices at 5 Shoot Flying Hill Road in Centerville. This event is also beneficial for existing members who want to learn how to get the most out of their Chamber membership!

You will learn such tips as:

- The value of networking with members
- The services available for referrals and support
- Opportunities for widespread visibility via our Information Centers

There is no charge to attend, and continental breakfast will be served. To RSVP for this free event, email mike@capecodchamber.org.

2/24 Seminar on State's New Data requirements

New regulations surrounding security info/encryption and how your members and local businesses obtain and store personal information go into effect later this spring. To get the information and advice you need, join the Cape Cod, Yarmouth Area, and Hyannis Area Chambers of Commerce and the Office of Consumer Affairs and Business Regulation on **Tuesday, February 24th** from 10 a.m. to noon at the Hyannis Golf Club on Route 132 in Hyannis. Hear David A. Murray, General Counsel, and his IT expert discuss the regulations and what they mean for your company.

Employers have until January 2010 to comply with requirements that go beyond established federal standards in protecting personal information you have on employees and customers. The Massachusetts data-breach law affects a wide range of businesses, and may require significant changes regarding paper and electronic records. You **NEED** to know how to handle this information - are you storing credit card numbers instead of disposing of them; do you still use the carbon credit card slips; do you keep a file of client records with financial info? This is not only illegal, it's a goldmine for any thief.

Come hear how to approach compliance from one of the authors of the regulations. Register now for this free event by calling 508-362-3225, ext. 518 or email MaryEllen@capecodchamber.org.

Cape Cod Travel Guide in print and online



Just another reminder that the 2009 edition of the Cape Cod Chamber's *Cape Cod Travel Guide* is now available! We have begun distributing these to visitor leads, and copies are available in our visitor centers. We will begin larger distribution to members and the public shortly. Newsstand sales begin in April.

Now, you can also read all of the editorial from the new *Cape Cod Travel Guide* - as well as some extra stories that weren't in the magazine - on www.capecodtravelguide.com. And if you are on Facebook, why not show your support of this great publication - [click here](#) to become an official Cape Cod Travel Guide fan!

3/11 H2B Workshop

An **H2B Regulation Review and J1 Option Workshop** will be held **Wednesday, March 11th** from 9 to 11:30 a.m. at Mid Cape Complete Home Concepts on Route 132 in Hyannis. The USCIS has finalized procedures for the H2B temporary non-agricultural worker program, and attorney Matthew Lee of Tocci Goss and Lee PC will be on hand to help you understand both immediate and longer term changes in the procedures. Additionally, Katie Foss from CIEE, the largest agency recruiting, sponsoring and supporting J-1 workers, will be there to answer your questions and facilitate that process. Space is limited at this free workshop, so please RSVP to Nancy at 508-362-3225, ext 528 or nancy@capecodchamber.org.

MassValuePass Opportunity



It's not too late! You can still participate in the MassValuePass opportunity, coordinated by the MA Office of Travel and Tourism (MOTT), MA Lodging Association and MA Restaurant Association, with the Regional Tourism Councils. This statewide winter promotion, to run through March 31, 2009, is a wallet-sized savings card for consumers to use this winter at Massachusetts lodging, restaurants and attractions. It can be downloaded for free from www.massvacation.com.

MOTT has committed \$200,000 towards media and PR support for this promotion and it has been very successful to date, with 10,712 downloads of the pass since the launch last month! If you would like to participate, MOTT is seeking aggressive offers with a high level of value and savings for consumers, with a minimum discount of 25% off of current winter rates/prices from Massachusetts lodging, restaurants, and attractions. For more information and to sign up for this exciting program, [click here](#).

Spring 2009 Inside Track

Join the Cape Cod Chamber's Bed and Breakfast Committee at Ocean Edge Resort in Brewster on **May 12, 2009** for the **Spring 2009 Inside Track!** This event is an

opportunity to tune up and tune into what's happening in your market.

Keynote speaker is Jay Karen, CEO of the Professional Association of Innkeepers International (PAII). Jay's mission is to provide innkeepers with the information and tools they need to succeed. Come and hear Jay's perspective on the industry and his words of wisdom. Other sessions will focus on "Hospitality Legal Do's and Dont's" and a "Social Marketing Primer for Innkeepers". Save the date! Come for lunch stay for sunset networking with hors d'oeuvres and cash bar. Registration details to follow.

SBA Warning

The U.S. Small Business Administration issued a scam alert this week to small businesses, warning them not to respond to letters falsely claiming to have been sent by the SBA asking for bank account information in order to qualify them for federal tax rebates. The fraudulent letters were sent out with what appears to be an SBA letterhead to small businesses across the country, advising recipients that they may be eligible for a tax rebate under the Economic Stimulus Act, and that SBA is assessing their eligibility for such a rebate. The letter asks the small business to provide the name of its bank and account number. These letters have not been sent by or authorized by the SBA, and all small businesses are strongly advised not to respond to them. The SBA is investigating this matter, and the Office of Inspector General asks that anyone who receives such a letter report it to the OIG Fraud Line at 800-767-0385, or email at OIGHotline@sba.gov.

Small Market Meetings Spotlights Cape Cod



Cape Cod Chamber VP of Sales Patti Lloyd was interviewed this week by *Small Market Meetings* magazine's editor, Vickie Mitchell, regarding Cape Cod as a meeting destination for a March 2009 story. Patti took advantage of the opportunity to 'sell' Cape Cod as a year-round meeting venue, especially in the autumn, because of fewer visitors and greater value. Patti also advised that many properties were receiving a large number of inquiries for Fall 2009 meetings and even inquiries into 2010. Meeting planners are "shopping" around for value-added destinations and properties and are often booking meetings at properties with smaller lead time. Also touted by Lloyd in her interview were the Cape's 115 beaches, 43 golf courses, wide choice of dining and recreational options, properties' rate integrity and exemplary service.

Welcome New Members

The Cape Cod Chamber would like to welcome the following new member:

- [Tinder Box](#), Mashpee Commons

Upcoming Job Fairs

A Job Fair will be held at Career Opportunities, North Steet in Hyannis on Wednesday, March 25th from 10 a.m. to 2 p.m. Cost to participate is \$49 and includes an 8' table and two chairs. Complimentary lunch for recruiters working the job fair. Display & online advertising in the *Cape Cod Times*/ Cape Cod Works on Sunday, March 22 & Tuesday,

March 24. To sign up, email Charles Marceline (DET) at CMarceline@detma.org.

Also, Cape Cod Community College will hold a Job & Transfer Fair on Wednesday, April 1, 2009 from 10:30 a.m. to 1:30 p.m. at Grossman Student Commons Cafeteria. Admission is free. For more information, contact kierardi@capecod.edu or 508-362-2131 ext. 4688.

UMD Center for Marketing Research

The University of Massachusetts-Dartmouth Center for Marketing Research (CMR) is committed to helping area business and not-for-profits organizations achieve a competitive advantage through affordable and customized marketing research. The Center recruits high quality marketing students to assist in providing marketing research to its clients. To date, the Center has provided marketing research to over 250 regional clients, in addition to numerous national and international ones. Due to its policy of pricing research projects reasonably, many local organizations have received services at a small fraction of commercial costs. Chamber members receive a discount on research projects conducted by the Center. For more information, contact Dr. Nora Ganim Barnes at 508-999-8756 or email nbarnes@umassd.edu.

CCHRA Monthly Meeting

The Cape Cod Human Resources Association will hold its monthly breakfast meeting on Thursday, February 26th from 7:30 to 9 a.m. at The Holiday Inn on Route 132 in Hyannis. The topic will be "Effective Organizational Change" and speaker Peggy Holtman of Margaret P. Holtman and Associates, LLC will discuss the major components needed to drive transformation. Her approach will be a systematic overview that includes identifying the major stakeholders and creating communication plans that will achieve sustainable change. Advanced registration is \$15 for members, \$20 for non-members and walk-ins. To reserve a seat, email Ljohnson_ma@hotmail.com.

Geek Girl Boot Camp



Are you planning on going to Geek Girl Camp, but have not signed up? Now is your chance! Geek Girl Camp will be held March 7th from 9 a.m. to 6 p.m. at Cape Cod Community College Adult Learning Center on Main Street in Hyannis. ONLY \$95 for Cape Cod Chamber members with promo code!

Workshops offered include: Top 10 Web Applications you MUST be on, Social Media for Beginners, Facebook for Business, Getting the Most out of LinkedIn, How to be your own Techie, The ABCs of blogging and marketing your blog, Dreamweaver, Photoshop, InDesign, Digital Camera shoot and edit like a pro!, Diagnosing your own Computer, How to be a pro at Google, Beginner Podcasting, How to get on YouTube and much more! There will be demos on computers and consumer electronics, PC and Mac, discussion groups with the pros, and an all day Help Desk. You receive a tshirt, schwag bag with goodies, a cocktail party afterward and tons of giveaways! Not to mention the the *Essential Geek Girl Conference and Resource Handbook* .

Cape Cod Chamber members save \$40 off registration with Promo Code: CCCC (Offer expires Feb 27th) To register and find out more information, [click here](#)! The Cape Cod

Chamber is a Sustaining Partner of Geek Girl Camp.

Lower Cape Business-Home-Garden EXPO



The Lower Cape Chambers of Commerce will host the 1st Annual [Lower Cape Business-Home-Garden EXPO](http://www.lowercapeexpo.com) at Four Points by Sheraton on Saturday April 4th, 2009 from 10 a.m. to 4 p.m. Sixty exhibitors will promote a broad spectrum of goods and services and additional demo/lecture rooms will feature local and syndicated experts in several fields of interest. Horticulturist Paul Parent, host of Sunday morning's Paul Parent Garden Club on WXTK 95.1, will be available for three one-hour lectures and question & answer sessions during the

event. EXPO offers free admission, raffles, exhibitor giveaways, food and beverages and free parking.

The EXPO is presented by Orleans, Brewster, Harwich, Eastham and Chatham Chambers of Commerce. Twenty-five percent of EXPO's proceeds and 50% of raffle proceeds will go to the Community Development Partnership. To reserve space at EXPO or obtain information, visit www.lowercapeexpo.com, call 508-255-7203 or email mary@capecod-orleans.com.

News from our Members

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

WE CAN announces openings for women in its Level 1 Computer Classes. This six-week computer course will help train Cape Cod women who have little or no knowledge of word processing, email, or the Internet. There are five spots available per session on a first-come first-served reservation basis. There is no fee for this course (a small donation is requested). To RSVP, contact Chelsea Moore at the WE CAN Office at 508-430-8111.

The **Hyannis Days Inn** on Route 132 in Hyannis has been named "2008 Hotel of the Year" by the Days Inn brand, placing it among the very best in the Days Inn system. To be eligible for the award, which is given annually, a hotel must have contributed to leading the Days Inn brand in performance, particularly in the areas of RevPAR, quality assurance evaluations, Wyndham Rewards member enrollments and guest satisfaction. The Hyannis Days Inn is a 99- room hotel offering guests single and double accommodations.

Has the long winter on Cape Cod got you in a funk? Join the **Quahog Republic** on their second stop of the Official Citizen World Tour: Mohegan Sun on March 21st! Buy your tickets now online at www.quahogrepublic.com. Tickets are \$30 and include round-trip bus transportation to Mohegan, a \$20 casino voucher and a \$10 food voucher. The bus will leave from Bourne at 10 a.m. and arrive back on Cape that evening. Everyone wearing some Quahog Republic gear will be entered into a Monster Lobster raffle. [Click here](#) for more information!

92.1 FM and the **Homeless Prevention Council** invite you to the Swinging Sweethearts Ball on Saturday, February 28th at 7:30 pm, in the Nauset Regional Middle School auditorium in Orleans. This joint benefit concert features the big band swing jazz of Stage

Door Canteen, a 14-piece band. Opening the concert is one of the Cape's most unique musical groups, the Nauset World Music Ensemble. Tickets are \$17 in advance, \$20 on the day of the show, or \$17 on the day of show with a contribution of non-perishable food item for Lower Cape Outreach Council. Purchase tickets online at www.womr.org.

It is not too late to join **Curry College's** Division of Continuing Education program. Classes begin March 16, 2009 and are offered at their Plymouth and Milton campuses. Curry's 8-week evening classes enable adult learners to complete a full semester's work by attending classes on a part time basis. To learn more about Curry College, open-enrollment process, course schedules, financial aid options, and transfer credit policies, stop by the Plymouth Campus at 20 North Park Avenue on Tuesday, February 24th between 1 p.m. and 7 p.m. For more information please contact Anne Berriault at aberriau@curry.edu or 508-747-2424.

Captivate Marketing has expanded its operation in Provincetown, moving into a newly remodeled office suite on the top floor of Whaler's Wharf. The new facility will provide for Captivate's overall growth and recent acquisition one of its competitors; a website design and hosting company based in California. Captivate unveiled two new websites in January, one for their web/marketing and public relations division: www.captivatemarketing.com and another for their print production unit www.captivatecolorprinting.com. Captivate Marketing extends to fellow chamber member's a discount of up to 15% on all products and services.

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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