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## Cape Cod Chamber of Commerce eNewsletter

eNews

February 27, 2009

### Greetings!

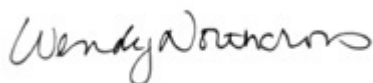
#### From the CEO's Desk:

Save the date for the first **Cape Cod Entrepreneurs Weekend** on **March 20-22, 2009** at Cape Cod Community College, West Barnstable (in the Lorusso Technology Center). This exciting weekend-long event will bring together brilliant minds - everyone from developers to designers to marketers - to create a company from concept to launch.

Before the event, those enrolled will communicate over the web to see what ideas are out there - and suggestions for what you might work on. At the kickoff on Friday night, the entire group will vote on the best ideas and dole out tasks, and you'll become a part of a team of a highly motivated, energetic people that want to create a company from concept to launch in one weekend. At the end, the companies will be judged for their likelihood of success.

Whether you're a banker who loves to put together loan packages, a marketer by trade or just the seat of your pants, or a great detail person, join the fun. Gather your friends or come alone and make new ones, and learn what it takes to create a business on Cape Cod! Cost to attend is \$40 (includes some meals and breaks).

[Click here](#) to register online today or call 508-362-3225, ext. 515. Presented by the Cape Cod Chamber of Commerce, the Cape Cod Technology Council, Coastal Community Capital, the Cape Cod Young Professionals and the Cape Cod Focus group. Additional support from Commercial Realty Advisors, Venture Hyannis, Cape Cod Beer and more to come.



Wendy K. Northcross, IOM, CCE

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*This E-News is sponsored by Mid-Cape Home Centers Complete Home Concepts*



### *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.

### *MassJazz Program*

The Massachusetts Office of Travel & Tourism is interested in getting information about any Jazz concerts, events, and festivities that happen on Cape Cod over the course of the year. They have created **MassJazz** - a concerted, statewide marketing program to integrate a wide range of jazz festivals, performances, hotel and club venues, and educational facilities into a cohesive campaign. The goal is to make MassJazz a unique new tourism product that can be marketed to the travel and tourism industry on both domestic and international levels. If you have information that could relate to this inquiry, please email [Kristen@capecodchamber.org](mailto:Kristen@capecodchamber.org).

### *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](mailto:nancy@capecodchamber.org).

### *Travel & Leisure spotlights Ptown Inn*

As part of the Cape Cod Chamber's ongoing outreach to the media, MPDC, the Chamber's PR firm, has been working with *Travel & Leisure* on a March 2009 piece on "35 Affordable Beach Resorts." T & L asked for suggestions for affordable "beachfront resort properties" and was sent a selection that offered rack rates under \$250. From the list of Cape Cod properties provided, T & L editors selected Provincetown's Red Inn as one of 35 seaside properties for under \$250, touting the fact that Provincetown was the first landing place of the Pilgrims! Included in the piece were 34 other properties across the US and a page which included a photograph of the Inn.

### *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.

### *Four Chamber employees receive MACCE service awards*

Four Cape Cod Chamber employees were recognized for their years of service in the Chamber of Commerce industry at today's Massachusetts Association of Chamber of Commerce Executives (MACCE) Annual Meeting at the Sheraton Needham. Wendy K. Northcross, CEO of the Cape Cod Chamber, was recognized for 20 years of service; Stephen Richards, Regional Sales Director, was recognized for 15 years of service; and Mary Ellen Liddell, Visitor Information Specialist, and Kristen Mitchell, VP of Tourism Marketing, were each recognized for five years of service.

### *Information Security Regulations Workshop*

Secure Networks, Nutter McClennen & Fish LLP, and Cape Business Publishing Group will hold an **Information Security Regulations Workshop** on **Monday, March 2nd** from 5 to 6:30 p.m. at Mid Cape Home Centers Complete Home Concepts on Route 132 in Hyannis. This workshop is designed for any company of any size that collects or maintains customer or employee information. Scheduled to go into effect in January 2010, the new regulation places very specific requirements on any company that obtains information about consumers, including credit and debit card information, social security information, and access code data, or similar confidential information about employees. It establishes precise guidelines for a wide range of issues, including security, passwords, protection, access, electronic encryption and policies.

If your company stores a single Massachusetts resident's name on a computer, as well as a Social Security number, driver's license number, or credit/ debit card number, you need to know what to do and understand the penalties for failure to comply. Cost to attend is \$25, but to register to attend as a guest for free, please [click here](#) and type in the promotional code: Secure.

### *Restaurant needed to host intl. journalists*

We are working with the Massachusetts Office of Travel & Tourism on an upcoming press trip that will include four journalists, one AerLingus representative, and Patricia Predue, who represents Massachusetts in Ireland. Three of the journalists, who will be visiting Cape Cod on March 25-26, are from top Irish daily newspapers - *The Irish Times*, *Irish Independent* and the *Evening Herald*. The fourth is from a monthly trade publication.

We are looking for a member restaurant to host a dinner for the group on Wednesday evening, March 25th. Please contact Arthur at [arthur@capecodchamber.org](mailto:arthur@capecodchamber.org) if you have any questions or are interested in hosting this group.

## 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](mailto: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](mailto:kierardi@capecod.edu) or 508-362-2131 ext. 4688.

## Arts Foundation announces Pops' Celebrity Guest Conductor



The Arts Foundation of Cape Cod (AFCC) has announced that Angie Dickinson will be the Celebrity Guest Conductor for the 24th Annual TD Banknorth Pops by the Sea concert on the Hyannis Village Green on Sunday, August 2, 2009. An acclaimed actress on the big and small screen, Angie has appeared opposite many of Hollywood's biggest stars, including John Wayne, Frank Sinatra, Dean Martin, Gregory Peck, Rock Hudson, Marlon Brando, Burt Reynolds, Robert Mitchum, Kirk Douglas, and Michael Caine.

The concert will be held from 5 to 7 p.m., featuring the only Cape Cod appearance of Keith Lockhart and the Boston Pops Esplanade Orchestra. Festival Seat Tickets (\$50) and General Admission Lawn Tickets (\$15) can be purchased online at [www.artsfoundation.org](http://www.artsfoundation.org). Proceeds support the AFCC's essential year-round programs to benefit artists and cultural organizations on Cape Cod.

## Cape Cod St. Patrick's Parade



The Cape Cod St. Patrick's Parade Committee is pleased to announce that the **4th Annual Cape Cod St. Patrick's Parade** will take place on **Saturday, March 7th!** The Parade will kick-off in West Dennis at 11 a.m. and continue west on Route 28, heading over the Bass River Bridge into South Yarmouth and ending at the junction of Route 28 and Forest Road. There will be ample space for spectators along Route 28 in both West Dennis and in South Yarmouth.

This year's Parade Grand Marshall is famed Bruins' player, Terry O'Reilly. After the Parade, many of the area's restaurants will serve Irish fare and offer wonderful Irish entertainment. The entire day of Irish culture and merriment is free and open to the public.

## Geek Girl 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.

### *CCHMA presents "Family Feud"*

Join the Cape Cod Hospitality Marketing Association on **Thursday, March 5th** at the Radisson Hotel Hyannis for a game show with a twist. The interactive program will be in a "Family Feud" format! The Bearse family will face off against the Nickerson Family as the CCHMA reveals the results of an extensive marketing mix research questionnaire reaching each part of Cape Cod.

The host for the Feud is Reed Woodworth, Vice President of PKF Consulting, one of the nation's leading hospitality consulting companies. Team selection begins at 5:30 pm. The Feud kicks off at 6:30 p.m. A cash bar will be provided. The event is complimentary to CCHMA members; non-members will be charged \$40 per person. Space is limited. Please RSVP to [kmchugh@steamshipauthority.com](mailto:kmchugh@steamshipauthority.com) or call (508) 548-5011 ext. 306.

### *Lower Cape Business-Home-Garden EXPO*



The Lower Cape Chambers of Commerce will host the 1st Annual [Lower Cape Business-Home-Garden EXPO](#) at Four Points by Sheraton on **Saturday, April 4th** 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 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](http://www.lowercapeexpo.com), call 508-255-7203 or email [mary@capecod-orleans.com](mailto:mary@capecod-orleans.com).

## *News from our Members*

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

The **Hyannis Mets** will present a fun "Spring Training" Event on Sunday, March 29th at the Roadhouse Café in Hyannis. The event will be held from 4 to 6 p.m. and feature hors d'oeuvres and cash bar. Highlights include the presentation of the new roster for 2009 and 50/50 raffles. Cost is \$25 per person or \$40 per couple. RSVP by March 14th to 508-771-7205 or [wolfeki@rogersgray.com](mailto:wolfeki@rogersgray.com). Proceeds to support McKeon Park Improvements.

**Dennis-Yarmouth Regional High School** will hold its Annual Career Day on Thursday, March 26th. The job and community service fair will be held from 8:50 to 10:50 a.m. This fair consists of local businesses providing possible summer employment for students. If your business is looking for summer employees or seeking community service volunteers, please call Pat Fruggiero, School to Careers Coordinator, at 508-398-7640.

**Dare to Be Alive** will host its first annual "Fire of Life" silent and live auction on Friday April 17th at Ardeo of Kings Way. Proceeds from this event will benefit its financial assistance program - helping those who cannot afford their medical bills - and its camp scholarship fund for children with special medical needs that cannot afford regular camp. There will be live entertainment, food donated by Ardeo, auction items such as a cruise for two donated by Capizzi Home Improvement, a cruise for 50 on the Lobster Roll Cruise out of Sesuit Harbor, and more. If you are interested in making a gift in kind donation for the silent auction or would like to purchase your tickets, please contact 508-398-1260 or visit the website at [www.daretobealive.org](http://www.daretobealive.org).

The **University of Massachusetts Amherst Cape Cod Alumni Club**, a new member of the Cape Cod Chamber of Commerce, is pleased to announce that to date, more than \$150,000 in scholarships has been awarded to Cape Cod students enrolling at UMASS Amherst. Also funded are students at Cape Cod Community College who matriculate to UMass-Amherst. Funds are raised through an annual golf tournament held in June, local theater events, a Chorale Program, Game Watch, and other networking events. April brings participation in a Health fundraising event. For questions or to join the club, contact Peg Blackburn at 508-432-8275 or [mblack17@juno.com](mailto:mblack17@juno.com). Membership with the UMASS Amherst Alumni Club automatically gives membership with the Cape Cod Alumni Club.

**Kinlin Grover GMAC Real Estate**, now with 13 offices from Provincetown to Sandwich, has welcomed Falmouth-based Cape Cod Dream Homes into the company. Kinlin Grover GMAC was the top-selling real estate company on the Cape in 2008, closing on nearly 900 single-family homes valued at more than half a billion dollars. Dream Homes had been part of the Century 21 network before decided to combine forces with Kinlin Grover.

## *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](mailto:mike@capecodchamber.org).

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