

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

Cape Cod Chamber of Commerce eNewsletter

eNews

February 6, 2009

Greetings!

From the CEO's Desk:

- Barnstable Municipal Airport Commissioner Dan Santos presented an overview of the pending terminal and access road improvements for BMA (Barnstable Municipal Airport) at Thursday's Issues & Answers. The first Thursday of each month, the Chamber offers up topics of regional interest for member education and input.
- Congratulations to Richard Page, the new Chairman of the Cape Cod Foundation board of directors. He succeeded Brooks Thayer on January 1st.
- Dennisport is hosting a design charrette on February 20th from 8:45 AM to 10:30 a.m. at the Community Room of the Dennis Public Library (Hall Street.) If you'd like to attend, RSVP to Tom Huettner at 508-394-7974.
- The Chamber board issued two policy statements this week. [Click here](#) to view the statement regarding the increase in meals and rooms taxes and [click here](#) to view the statement in support of economic stimulus package funding for Cape projects.

Wendy K. Northcross, IOM, CCE

February Member to Member Event



Join the Cape Cod Chamber for our next Member to Member event on **Tuesday, February 10th** from 5:30 to 7 p.m. at **Colombo's Cafe & Pastries** on

Hyannis Main Street.

Attendees will enjoy delicious hors d'oeuvres in a lively ambiance, along with plenty of networking opportunities and great raffles (so bring your business card.)

Cost to attend is \$5 members; \$15 non-members. Register online now by [clicking here](#), or call 508-362-3225 ext. 528.

in this issue

- February Member to Member Event
- Cape Cod Travel Guide hot off the presses
- 2/24 Seminar on State's New Data requirements
- Cooperative Advertising Opportunity with the Chamber
- 3/11 H2B Workshop
- MassValuePass Opportunity
- January 2009 Accommodations Survey
- EntreCenter Workshop Series
- February 25th New Member Reception
- Culinary Tourism Survey
- Welcome New Members
- Cape Cod & Islands Commission on the Status of Women
- Tribute to Mary LeClair
- Cape Business E-Newsletter
- Geek Girl Boot Camp
- Hyannis Rotary 2009 Home & Garden Show
- Hyannis Main Street activity
- News from our Members
- Interested In Membership?

Cape Cod Travel Guide hot off the presses



We are excited to announce that the first copies of the 2009 issue of *Cape Cod Travel Guide* were delivered to the Cape Cod Chamber offices yesterday. The magazine looks great - and we will begin distributing these to visitor leads immediately. Copies are available in our visitor centers and we will begin larger distribution to members and the public in the coming weeks. Newsstand sales begin in April.

The full color, 160-page *Cape Cod Travel Guide* features stunning photography and interesting articles about the many facets of Cape Cod, including arts & culture, transportation, recreation, beaches, shopping, dining, maps and accommodation choices. Look for the editorial from the new magazine on www.capecodtravelguide.com soon!

2/24 Seminar on State's New Data requirements

Save the date for a February 24th seminar on the State's New Data requirements! A new law requiring businesses to protect personal information goes into effect later this spring and David A. Murray, General Counsel of the Office of Consumer Affairs and Business Regulation, will be at the Hyannis Golf Club to talk about what the regulations say and what they mean for your company. The seminar will be held from 10 a.m. to noon. Registration details to follow next week.

Also coming up: a weekend session aimed at entrepreneurs and those who want to work with them on March 20-22 at Cape Cod Community College. Details to come!

Cooperative Advertising Opportunity with the Chamber

We are close to deadline on filling our full-page **Cape Cod co-op ad** in the **Massachusetts 2009 Preprint Vacation Guide**, which is produced by the Massachusetts Office of Travel & Tourism. We have two one-eighth page ads left for \$4,080 each.

The insert will be distributed May 10, 2009 through major newspapers in more than 15 key markets targeted to affluent households that travel frequently and spend aggressively, including the *Hartford Courant*, *Boston Globe*, *Worcester Telegram*, *Concord Monitor*, *Manchester NH Sunday News*, *Newark (NJ) Star-Ledger*, *Albany Times-Union* and *New York Newsday*, among others. Targeted circulation is 1.2 million copies (3,542,000 million readers). The ad buy also includes reader service leads, web listing on vacationfun.com, and inclusion in two email blasts to 50,000 opt-in subscribers.

To demonstrate the savings of this bundled buy, it would cost more than \$75K for your business to do a stand-alone quarter page advertisement in all of these participating newspapers, making it a solid media value in these difficult times.

For more information, please contact Kristen at kristen@capecodchamber.org or call 508-362-3225, ext. 531.

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.

In the meantime, both *work around the planet* and *CIEE* are available to assist you in recruiting your summer J-1 workers, as well as any in country H2B workers that you may want to hire for the spring and summer months. If you are interested, please contact CIEE at esteam@ciee.org; and work around the planet at becky@workaroundtheplanet.com. Both of these organizations work with business members of the chamber and will be able to help you meet your summer staffing needs.

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](#).

January 2009 Accommodations Survey



The Cape Cod Chamber of Commerce is looking to get a snapshot as to how the season is progressing through a short, monthly online survey. Information will be kept confidential and reported in the aggregate only. The survey takes less than 5 minutes to complete. [Click here](#) for the January 2009 survey. We appreciate your participation!

To view results from previous surveys, and other tourism statistics compiled by the Chamber, please [click here](#).

EntreCenter Workshop Series



The EntreCenter presents its 2009 workshop series for businesses, sponsored by Coastal Community Capital and the Cape Cod Chamber. The current workshop series is "Financial Tools for Contractors & Landscapers." The final session in this series is the following workshop:

- **February 12 HOW TO USE QUICKBOOKS TO**

MANAGE DIFFICULT TIMES: This workshop is geared toward those hands-on owners/managers who have mastered the basics and want to use QuickBooks to manage their business more effectively during these difficult economic times. Frank Guinan of Integrity Business Solutions will demonstrate primary tools include the budgeting and advanced reporting features. Both features will enable the owner/manager to dig deeply into their QuickBooks data, to go beyond the standard Profit and Loss and Balance Sheet, and to be able to isolate and intelligently analyze out of control expenses or sagging sales.

Workshops in this series are free and will be held at the Shepley Marvin Classroom. To register, please contact Christina at 508-790-2921 x2 or christina@coastalcommunitycapital.org. Or visit coastalcommunitycapital.org.

February 25th 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.

Culinary Tourism Survey

The Massachusetts Department of Agricultural Resources (MDAR) is working on a statewide Culinary Tourism Initiative; a marketing concept that presents an exciting opportunity for you to attract the "Culinary Traveler" to your business or community event. One of the goals of this initiative is to promote Massachusetts as a top culinary destination. Some examples of culinary tourism include a unique and memorable dining experience, a "behind-the-scenes" factory/brewery tour, an ethnic market tour, culinary/wine classes, and/or culinary/wine festivals. Please help by completing a short survey that will assist the MDAR in their development of culinary tourism content for their website www.mass.gov/massgrown. [Click here](#) to download the survey! Please return by fax to Julia Grimaldi at 617-626-1850.

Welcome New Members

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

- [Pure Heat](#), Yarmouthport
- Your Neighborhood Checkbook, East Sandwich

Cape Cod & Islands Commission on the Status of Women

The Massachusetts Commission on the Status of Women is pleased to announce that an Act establishing the Cape Cod & Islands Commission on the Status of Women (CCICSW) was signed by Governor Patrick on January 10, 2009. The legislation was sponsored by Senator O'Leary of the Cape and Islands District and supported by Representative Peake of the Fourth Barnstable District. The CCICSW was established to advance women towards full equality and to promote rights and opportunities for all women living in the Cape and Islands districts.

The MCSW, as the appointing authority, is accepting applications to fill the 13 Commissioner positions. Commissioners will be charged with reviewing the status of women on Cape Cod & the Islands and identifying potential solutions to the issues faced by this constituency. Applications and additional information are available at www.mass.gov/women. The deadline for applications is March 30th.

Tribute to Mary LeClair

A tribute to former Barnstable County Commissioner Mary LeClair, who recently stepped down from her longtime post, will be held Thursday, March 5th at the Coonamessett Inn in Falmouth. Cocktails will be served at 5:30 p.m., with dinner to follow at 7 p.m. Tables for 8 and individuals tickets will be sold. Registration is limited! RSVP by February 25th to Deb Cohen at 508-775-1110 or debcohen@barnstablecountyretirement.org.

Cape Business E-Newsletter



[Click here](#) to read the latest edition of the Cape Business e-Newsletter. The current edition includes the following headlines:

- Only positive housing news: fewer foreclosures
- The new law every business needs to learn about
- How many of your actual customers see your ads?

To subscribe to the e-newsletter, please visit www.capebusiness.net/newsletters.php.

Geek Girl Boot Camp



The first ever Geek Girl Tech Boot Camp Cape Cod 2009 is now open for registration! The full-day tech boot camp will be held March 7th at

the Cape Cod Community College Adult Learning Center on Main Street in Hyannis from 9 a.m. to 6 p.m. Geek Girl Camp is a technology "unconference" for women of all ages and knowledge levels where you can take classes on everything to do with computers, the Internet and consumer electronics.

Do you feel:

- a.) Overwhelmed by technology?
- b.) Rely on your son to work your iPod or digital camera?
- c.) Wish you had the skills for your dream job?
- d.) Want to have FUN learning about tech?

Then this is the place for you! Cape Cod Chamber members save \$40 off registration with Promo Code: CCCC. [Click here](#) to register and find out more info! Interested in sponsoring the event and marketing to 300 women in one day? Email leslie@genevate.com. The Cape Cod Chamber of Commerce is a Sustaining Partner of Geek Girl Camp and will be on site to demonstrate the new webinar series.

Hyannis Rotary 2009 Home & Garden Show

How can you reach 5,000 potential customers in one weekend? Consider an exhibit at the 51st annual Hyannis Rotary Home Show at Barnstable High School, set for March 28-29, 2009. Or, take advantage of great advertising deals: a 6" ad in a two-page spread in the *Cape Cod Times* that appears twice that weekend, or in the program booklet distributed at the show to over 5,000 attendees. Exhibit booths are very reasonably priced, and all proceeds are used by the Hyannis Rotary Club to return grants and scholarships to the community. For registration forms, ad orders and other information, contact Kathy Schatzberg at 508-362-2131, ext. 4300, or visit www.hyannisrotary.org/homeshow.html.

Hyannis Main Street activity

Since the 4th quarter of 2008, Main Street Hyannis has welcomed 11 new businesses. The concentration of businesses is in the center of Main Street, where Chad Doe of Code Realty in Osterville redeveloped 55,000 square feet of commercial space, 75% of which was empty. Now it is thriving with professional offices, an expanded Community College Campus, a fitness club and other spinoff services. In other locations along Main Street, three new salons, a music school and most recently a newspaper have opened since November. Also, the largest hotel on Main Street was purchased in late October. Main Street, Hyannis is experiencing a renaissance with a sustained 3% vacancy rate. There are slightly more than 200 store fronts equaling 700,000 square feet of first floor retail and office space.

News from our Members

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

Maps of Antiquity, based in Chatham, is pleased to announce the acquisition of Amherst Antiquarian Maps from Jon and Bernice Rosenthal of Amherst, who retired after 30 years in business. By the spring 2009, the addition of the Amherst Antiquarian collection to the Maps of Antiquity inventory will more than double the

total number of maps, which will exceed 10,000, strengthening the position of Maps of Antiquity as one of the largest map dealers with a retail shop in the country. The new collection includes nearly 1,000 maps from before 1820 and over 120 atlases.

The **Cape Cod Marine Trades Association** presents the **3rd Annual Boatbuilders' Show** on Friday, February 13th through Sunday, February 15th at the Resort & Conference Center in Hyannis. The event will showcase custom-built, hand crafted boats, many on display for the first time outside of their builders' showrooms. "The Other Boat Show" offers an alternative to the off-the-rack, production boats found at other shows. More than 30 exhibitors. Friday 2 p.m.-8 p.m., Saturday 10 a.m.-6 p.m., Sunday 10 a.m.-4 p.m. Admission is just \$5. Kids 12 and under are free.

Curry College's Master of Science in Nursing focuses on the timely and relevant Clinical Nurse Leader (CNL) role. The program is designed to provide an excellent educational experience while meeting the complex scheduling and convenience needs of adult students. To learn more about Curry's MSN-CNL program and to reserve your seat at a February 10th information session at the Plymouth campus, contact Anne Berriault at aberriau@curry.edu. The next cohort is scheduled to launch Fall 2009.

Cape Cod USA Real Estate welcomes Don Patchin of Mashpee as an associate broker/realtor to the firm in Marstons Mills. Don was the former owner of The Kettle Ho Restaurant in Cotuit and a longtime real estate broker and contractor on Cape Cod. Also joining the team is Bonnie Zappala-Britt of Cotuit, a realtor/sales agent and mortgage specialist.

Falmouth Publishing Company has announced the startup of a new weekly publication, *The Barnstable Enterprise*, which will be the company's fifth newspaper. Plans are to begin publication of the paper this month. William H. Hough, owner of Falmouth Publishing Company and publisher of The Enterprise Newspapers, said the goal of the new publication is to provide local government and community news, as well as sports and entertainment for the Town of Barnstable. Laura M. Reckford, who has been serving as the managing editor of The Falmouth Enterprise, will now be the editor of The Barnstable Enterprise. The offices of the new paper are 390 Main Street in Hyannis, across from Barnstable Town Hall.

Feeling stress? Enjoy a relaxing massage at the **Cape Cod Community College** Massage Therapy Student Clinic from February 4th to May 7th, the Massage Department will hold clinics each Wednesday from 10 a.m. to noon and 4 to 8 p.m. On Thursdays, clinics will be held from 4 to 8 p.m. An hour full body massage or ½ hour back massage and ½ hour foot reflexology is available for \$30. Fifteen minute seated chair massages are available for \$15. Call 508-362-2131, ext. 4346 to schedule an appointment.

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>

[Forward email](#)

 **SafeUnsubscribe®**

This email was sent to karen@capecodchamber.org by news@capecodchamber.org.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Cape Cod Chamber of Commerce | Junction Route 6 & Route 132 | 5 Shoot Flying Hill Road | Centerville | MA | 02632