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## Cape Cod Chamber of Commerce eNewsletter

eNews

March 20, 2009

### Greetings!

#### From the CEO's Desk:

- We were saddened to learn of the passing of Steve Bernard, founder of Cape Cod Chips. He was a good friend to the region's business community, often sharing his story and how he grew to success with many a local entrepreneur. We send our condolences to his family.
- The Entrepreneurs Weekend (v.1) is taking place this weekend - with about 50 people convening to discuss new business ideas and help shape implementation plans. The event is hosted at the LoRusso Tech. Building at Cape Cod Community College. If you are interested in what is going on, come on by! Learn more by [clicking here](#).
- The Cape Cod Commission / Barnstable County is preparing the annual Comprehensive Economic Development Strategy (CEDS) document, which is required by the USEDA and makes the region eligible for federal funds. The Chamber is leading a sub group to discuss sector development. Interested in participating? Please contact me at [wendy@capecodchamber.org](mailto:wendy@capecodchamber.org). The work will be conducted in three meetings in April for final delivery to the US government in June.
- Last week, I attended the second session of the Region Sustainable Economic Development fellowship in St. Louis. A lot of emphasis on

infrastructure and community planning illustrated how Cape Cod is ahead of the curve on a lot of these issues. However, the current economic climate makes it an ideal time to get aggressive with planning for new economic opportunity (zoning for mixed use, new business development), while investors sit on the side line waiting for the time to launch new projects.

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- The marketing committee met this week to review two new multi-media promotional opportunities for summer. We thank them for their time and due diligence in reviewing new alternatives.
- The Executive Committee met with the Barnstable County Commissioners to have a general discussion about the Cape's future economic needs and planning for same. A wide ranging discussion included topics such as bio fuels, renewable energy, land use maps, regional capital plans, the CEDS process, stimulus funds, the green communities act and more. They promised to convene with us on a regular basis to continue the dialogue.
- Senator O'Leary appeared before the Barnstable County Assembly of Delegates on Wednesday, March 18th. [Click here](#) to view his appearance!

*Wendy Northcross*

Wendy K. Northcross, IOM, CCE

### *April Member to Member Event*



Please join us at the Cape Cod Chamber's April Member to Member event on **Tuesday, April 14th** at **DiParma Italian Table** in West Yarmouth. Enjoy hors d'oeuvres, networking opportunities and fantastic raffle prizes! [Click here](#) for details.

### *3-25 Open House at the Cape Cod Chamber*



Save the date for this **Wednesday, March 25th**, when the Cape Cod Chamber hosts an open house to help members and the general public get acquainted with the Cape Cod Center for Business! The Center for Business, located at 5 Shoot Flying Hill Road in Centerville, comprises the offices for the Cape Cod Chamber, the EntreCenter, Coastal Community Capital, Arts Foundation and the Cape Cod Technology Council.

Meet staff, tour the building, and find out what we do to support business & what we can do to help your business grow and thrive. Also, enjoy a great spread by Outback Steakhouse. The open house is free and open to the public, and will run from 4 to 6 p.m. Please RSVP in advance to 508-362-3225, ext. 518 or [maryellen@capecodchamber.org](mailto:maryellen@capecodchamber.org).

### *April Issues & Answers Forum*



Join the Cape Cod Chamber for our Thursday, April 2nd "ISSUES & ANSWERS," a morning forum hosted the first Thursday of the month. Meet newsmakers, business leaders, policymakers and interesting people!

### APRIL ISSUES & ANSWERS FORUM:

- **Date & time:** Thursday, April 2, 2009, 7:30 to 9 a.m.
- **Place:** Cotuit Center for the Arts, Route 28, Cotuit
- **Featured topic:** Join Cape Cod Chamber CEO Wendy Northcross, VP of Tourism Marketing Kristen Mitchell and Rebecca Pierce-Merrick of Pierce- Cote Advertising and as they unveil the Chamber's Late Spring/Early Summer '09 destination marketing campaign.

Cost is \$15 (includes continental breakfast). Limited seating, so please RSVP soon! [Click here](#) to register online or call 508-362-3225, ext. 513.

### *Send us your opening day info!*

Is your hotel, attraction, museum or restaurant opening soon for the season? Let us know! Email [nancy@capecodchamber.org](mailto:nancy@capecodchamber.org) so we can get it up on the online calendar of our visitor websites.

### *Info Webinars: Issues around hiring guest and student workers*

With the rescheduling of the H2B and J-1 workshop originally set for March 11th, we have created two webinars - on April 3rd and April 10th - to help employers address issues around hiring guest workers and student workers under the J-1 program. Both are from 9 to 10 a.m. and you can get instructions on how to connect by emailing [webinars@capecodchamber.org](mailto:webinars@capecodchamber.org). An automated response will give you the details.

On April 3rd, we will have experts from J-1 programs talk to you about how to make that program work well for your business, as well as the types of supports they can provide during the season. This will be supplemented by a presentation by the new district manager of the region's Social Security Administration, Marianne Holland, who is working to streamline the process for all visiting workers to get their social security cards. This is a critical piece for area employers.

The April 10th webinar will feature Attorney Matthew Lee, who will provide an update on the H2B program, as well as an update for completing the I-9's for new employees, an annual session that employers have found very useful for their front line managers. You will be able to get your questions answered and get expert advice right from your home or office, so sign up for both.

### *M&I Phone-a-thon*



The Cape Cod Chamber of Commerce Meeting and Incentive Committee recently held a Destination Phone-athon that was hosted by Wequassett Resort and Golf Club. The committee, led by Chair Alan Bearse (Red Jacket Resorts) and Chamber VP of Sales Patti Lloyd, consisted of Ellie MacKenzie (Sea Crest Resort), Dede Kiely (Cape Cod Central Railroad), Rick Lang (Chatham Bars Inn), Nancy Covell, Nicole,

Val Haskell and Andy Ross (all from Wequassett Resort), Lara West (The Harborview on MV), Mary Lynn Daur (Ocean Edge Resort), Kristin Packett (Resort and Conference Center at Hyannis), Mick Rudd (Dolphin Fleet), Nancy Travers (Catania Hospitality Group), Lissa Daly (Mashpee Commons) and Mark Manchester (Nantucket Inn).

The group touched base with nearly 1,000 planners to reinforce Cape Cod, Nantucket and Martha's Vineyard as affordable world-class meeting destinations, and also to update the CCCC data base and drum up interest in the upcoming Meeting Planner Event that will be held on May 7th at Sam Adams Brewery in Boston. The group offered a \$100 Mashpee Commons Gift Card in a sweepstakes for the planner that submits a Request for Proposal for a Cape Cod Meeting by next March 27th.

### *Spring 2009 Inside Track*

Join the Cape Cod Chamber's Bed and Breakfast Committee at the Linx 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). Other sessions feature expert speakers on "Legal Inns and Outs" and "Social Network Marketing." Stay for sunset networking with hors d'oeuvres and cash bar. Thanks to our sponsors - Hyannis Whale Watcher Cruises, Sysco Food Service and Davco Security Systems - your cost to attend is just \$25. Book early! Reservations required. Please RSVP to Jane at 508-362-3225, x513 or email [jane@capecodchamber.org](mailto:jane@capecodchamber.org).

### *February 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 February 2009 survey. We appreciate your participation!

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

### *Welcome New Members*

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

- All Cape Pest Control, Mashpee
- [Island Merchant](#), Hyannis
- [Lobster Roll Cruises](#), East Dennis
- [Luke Vincent Powers Foundation](#), West Barnstable
- [William Raveis Real Estate](#), Osterville

## Massachusetts Governor's Conference on Travel & Tourism



Please join Governor Deval Patrick and Economic Development Secretary Greg Bialecki at the 22nd annual **Massachusetts Governor's Conference on Travel & Tourism** on **Friday, March 27th** at the Westin Waterfront Hotel in Boston.

### Highlights include:

- Up-to-the-minute economic data and analysis, including hopeful new trends
- A look at the first in the nation state tourism marketing campaign aimed at gay/lesbian travelers
- New ways to identify and connect with cultural tourists
- How municipalities can partner with tourism efforts to strengthen economic develop efforts - and quality of life for residents
- Updates from the Massachusetts' international representatives
- Ways to develop sports and film opportunities in your community

Cost to attend is just \$99. [Click here](#) for more information and to register!

Also, Plymouth & Brockton Bus Lines will extend a special offer to attendees of round-trip transportation to and from Cape Cod. A bus will picking up in the Sagamore commuter lot at 7 a.m. that morning (\$20 round-trip); Plymouth at the Exit 5 Park & Ride at 7:30 a.m. (\$15 round trip); Rockland commuter lot at 7:50 a.m. (\$10 round trip). Please call 508-732-6026 to reserve your space.

## New Law Extends Net Operating Loss Carryback for Small Businesses

The Internal Revenue Service has announced that small businesses with deductions exceeding their income in 2008 can use a new net operating loss tax provision to get a refund of taxes paid in prior years. To accommodate the change in tax law, the IRS today updated the instructions for two key forms - Forms 1045 and 1139 - that small businesses can use to make use of the special carryback provision for tax year 2008. These forms are used to accelerate the payment of refunds.

The new provision, enacted as part of the American Recovery and Reinvestment Act of 2009, enables small businesses with a net operating loss (NOL) in 2008 to elect to offset this loss against income earned in up to five prior years. Typically, an NOL can be carried back for only two years. The IRS released legal guidance today in Revenue Procedure 2009-19 outlining specific details. Some taxpayers must make the election to use this special carryback by April 17, 2009. [Click here](#) for the full press release and more information.

## Creative Collaborative Conference



The Arts Foundation of Cape Cod (AFCC) is now accepting registrations for the second annual Creative Collaborative Conference on Thursday, March 26th at the Cape Cod Resort and Spa in Hyannis.

In these challenging economic times, collaboration among artists and arts organization is key to surviving and thriving on Cape Cod. The conference will celebrate the best of the arts and culture on Cape Cod and also serve as a forum to discuss winning strategies. Be a part of roundtables on the latest issues; learn how to effectively reach and work with the media; discuss arts education advocacy efforts; connect with other artists and organizations; view presentations; and more! Registration is \$20 AFCC members; \$30 non-members. Visit [www.artsfoundation.org](http://www.artsfoundation.org) for a conference schedule and register for this event.

### *Senegal Sports Exchange Delegation comes to Cape Cod*

On Thursday, March 19th, the Eastern College Athletic Conference (ECAC) and the Cape Cod Chamber welcomed the Senegal Sports Exchange Delegation to Cape Cod. The delegation traveled to the United States as part of the YES with Africa (Youth Education and Sports) program at UMass Boston. The program is a multi-ethnic, co-educational sports and leadership development program administered in conjunction with the Department of Africana Studies at UMass Boston and is currently based in the West African countries of Senegal and Benin. Their tour of the United States runs from March 1 - March 22.

### *Hyannis Rotary Home and Garden Show*

Don't miss the Hyannis Rotary Club's 51st Annual Home and Garden Show at the Barnstable High School Field House and Gymnasium on March 28-29. Over 125 exhibitors will display products and services for inside and outside the home. Exhibitors include landscapers with dramatic displays and many home improvement businesses with tips on how to spruce up your house and grounds this spring.

Other attractions include free face painting for children; on-the-spot antique appraisals for only \$5; and Cape Cod Community College massage therapy students offering neck and shoulder chair massage for a suggested donation to Rotary of \$5 for 10 minutes. Free door prizes are given away throughout the Home Show, with a new number posted each hour, giving attendees many chances to win throughout the weekend.

Admission to the Home and Garden Show is \$5 for adults; children under 12 free. All proceeds benefit the Hyannis Rotary Club's "Good Works Fund" which provides grants, scholarships and beautification projects to the community. Show hours are Saturday, March 28th, from 10 a.m. to 6 p.m. and Sunday, March 29th, from 10 a.m. to 5 p.m.

### *International Conference on Gay & Lesbian Tourism*

Last call for the early registration special for CMI's 10th International Conference on Gay & Lesbian Tourism, set for November 1-4, 2009 at the Boston Park Plaza Hotel and Towers, Boston. This conference is educational-intensive, and focuses on marketing techniques to reach the LGBT community. It will feature 40+ speakers over three days. [Click here](#) for special rates, including \$100 off the registration, or over \$200 off our hotel/registration package. CMI produces this "must-attend" educational & networking opportunity for Government Tourism Offices, CVBs, DMOs, Accommodations, Meeting Planners and Suppliers. Join colleagues from Australia to Berlin, from Los Angeles to Boston. Learn from your peers about sales and marketing

opportunities in gay & lesbian independent travel, meetings and events.

### *Chronicle spotlights Cape Cod*

Hyannis was featured on Chronicle's "A Tank Away" series on Monday, March 16th after its representatives' visit during the preceding few weeks. In fact, Hyannis was called "a hot spot" in winter! Featured were its snow-laden historic Main Street, Hyannis; Puritan of Cape Cod; Solstice Day Spa; Island Merchant restaurant; John F. Kennedy Hyannis Museum; Cape Cod Baseball League Hall of Fame (located in the 'Dug Out,' below the JFK Hyannis museum); art gallery row along Pearl Street; and quite a bit promotional prose meant to stimulate visitation to the village from Chronicle's greater Boston viewers, particularly in winter. [Click here](#) to watch the episode.

On Wednesday, March 25th, catch Chronicle for a segment on "Main Streets and Back Roads of Chatham!"

### *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. 25% of EXPO's proceeds and 50% of raffle proceeds will go to the Community Development Partnership. To reserve space at EXPO or for 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.*

For the third year in a row, **Outermost Community Radio WOMR 92.1 FM** will celebrate its birthday with a musical bash that crosses the boundaries of time and space. Taking place on Saturday, March 21st from 3:30 to 11 pm, the Provincetown community radio station's 27th birthday celebration features some of the Cape's most talented musicians, free food, drink & admission, and a live broadcast to carry the festivities to a worldwide listening audience. [WOMR](#) is Outermost Community Radio - non-profit, non-commercial community radio for Cape Cod and beyond - broadcasting from Provincetown at 92.1 FM.

**Bristol Community College** (BCC) is currently soliciting organizations to participate in its annual Spring Job Fair, scheduled for Thursday, April 23rd from 10 a.m. to 1 p.m. at the Fall River main campus. The event, which is limited to BCC students and alumni, offers employers a valuable opportunity to meet with both entry-level and seasoned professionals who are seeking full- and part-time jobs in a variety of occupations, including management, marketing/sales, accounting, manufacturing, engineering, communications, information technology, and others. Interested organizations should contact Jeff Craig at 508-678-2811, ext. 2594 or [jeffrey.craig@bristolcc.edu](mailto:jeffrey.craig@bristolcc.edu).

Olive Chase, owner of the **Casual Gourmet**, was appointed to the Board of Directors of the International Caterers Association at the association's general board meeting in February in Las Vegas, Nevada. The ICA general board meeting took place during the four-day Catersource catering industry conference and trade show, where Chase was a speaker. Chase also received the prestigious Star Service award for her volunteer involvement on the ICA membership committee prior to her appointment to the board. Chase opened The Casual Gourmet, a full-service catering company in Centerville, in 1986.

You can tell spring is in the air when Skull Island at **Bass River Sports World** opens. The complex, located on Route 28 in South Yarmouth, features Skull Island Adventure Golf, Driving range, Electric Go- Karts, Batting and Soccer cages and Skate park. It is open on weekends 9-4 p.m. weather permitting and opening daily April 1st. Perfect for birthday parties and corporate events. Special preseason pricing available now. Call 774-212-4533 to book your next event.

The **Cape Cod Melody Tent** in Hyannis announces 13 exciting new shows added to the 2009 Eastern Bank Summer Concert Series. Tickets for these shows went on sale to club members beginning Monday, March 9th. Anyone wishing to purchase tickets for these shows before the public on-sale date must join either the Gold Circle Club at the Cape Cod Melody Tent in Hyannis or the Inner Circle Club at the Music Circus in Cohasset. Visit [www.melodytent.com](http://www.melodytent.com).

### *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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