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Cape Cod Chamber of Commerce eNewsletter

eNews

March 6, 2009

Greetings!

From the CEO's Desk:

- We need attendees to Register NOW for **Entrepreneurs' Weekend** on March 20-22 and become part of a team effort to build new businesses on Cape Cod. If you know of any, please urge them to sign up or call me for more info at 508-362-8610 (direct line.)
- We are proud to sponsor the first Lower Cape Expo for Business, Home & Garden on April 4th which is FREE to attend. We will have a booth there and a one-hour lecture time slot.
- The marketing committee met this week to design the messaging and review creative for the spring / summer tourism promotions. This will be presented to the membership at the April 2nd Issues & Answers forum at the Cotuit Center for the Arts.
- The nominating committee met this week and has a short list of directors to fill this year. If you have recommendations for female business leaders, we'd love to add them to the list.
- The public policy committee will be meeting with the local chambers to discuss taxes and revenue generation by the state and will also discuss new proposals regarding stripped bass conservation.
- Maggie Van Sciver will attend the Mass. Governor's Conference on Travel & Tourism as a Chamber representative (as chair of Arts & Culture committee.)
- We will be working with the Cape Cod Commission to roll out the second home owner economic data gathered via the Donahue Institute and funded by grants from the Cape Cod Chamber and Commission. *Cape Business* magazine will also print and distribute this information.
- The CCEDC will hear a presentation tonight from the Cape Cod Commission on the concept of a new Accommodations Growth Incentive - allowing communities to promote redevelopment of old hotel / motel units with no commission restrictions. They are also discussion an idea of taxing commercial property only once it is open for business (not while under construction.)
- We have asked for a meeting with the County Commissioners to discuss last week's toll issue and have a broader discussion about our respective roles in this

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economic downturn. They have been invited to our next Executive Committee meeting.

- Steve Abbott gave a presentation to Hyannis Rotary on Cape Cod Focus' work to date. He also attended a meeting in Wellfleet last week at which regionalization was discussed. He spoke to Paul Niedzwiecki about a meeting held on Wed. night in the outer Cape to further push the topic of regionalization and reports that we may see a merged police force for the outer Cape sooner than later.

Wendy Northcross

Wendy K. Northcross, IOM, CCE

3-10 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 - this **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.

Cape Cod Entrepreneurs Weekend



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, Cape Cod Technology Council, Coastal Community Capital, Cape Cod Young Professionals and the Cape Cod Focus group. Additional support from Commercial Realty Advisors, Rutherford Associates, Venture Hyannis, Cape Cod Beer, Chip Bishop Communications, SCORE, Franklin Career Group, Inc., and Bay Angels.

New Meeting & Event Planner Website

The Cape Cod Chamber announces the completion of an extensive upgrade to our Meeting and Event planning website for the region, www.capecodmeetings.com, which is ranked number one on Google under the keyword phrase cape cod meetings. As the companion website to the Cape Cod Meeting & Event Planners Guide, this website is a powerful resource for meeting and planning professionals seeking to coordinate events in this region. The newly designed website features improved navigation, fresh content for weddings, group dining, and sporting events, and enhanced opportunities for members to reach this critical meeting market via banner ads and expanded listings. To learn more about online advertising opportunities to this specific market, please email [Kristin Carey](mailto:Kristin.Carey@capecodchamber.org) or [Steve Richards](mailto:Steve.Richards@capecodchamber.org).

3/20 Webinar from the Cape Cod Chamber



The Cape Cod Chamber's free 2009 Webinar Seminar Series is delivered through the Chamber to your home, office, or our friendly partners near you. You'll just log on from 9 to 10 a.m. on workshop days.

Next up in the webinar series: "It's just window dressing...or is it? How to get people to walk through your door" on Friday, March 20th. Susan Davies, artist and design consultant for Simon Properties, has worked with a range of businesses on how their business is presented to the public, from window displays to kiosks, to just the set up of your shop or store. Join the discussion around the experience of your business, and get ideas on how to improve the experience at little cost. Develop your own check list on ways to improve what draws people into your place of business, and what will help you influence their purchasing decisions. A great topic as you begin to prepare for the upcoming season.

Save the date and email webinars@capecodchamber.org to get an automated response on how to participate (and to let us know you are interested!)

Informational 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. 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.

3-25 Open House at the Cape Cod Chamber



Save the date for **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.

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.

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:

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!

Figure Skating Testing Session at Kennedy Rink

For the first time since 1960, the existing Kennedy Rink in Hyannis will hold a figure skating testing session on Monday, March 16th from 9 a.m. to 1 p.m. A total of 15 skaters from Cape Cod, ages five to 15 will be tested in their moves in the field and free skating and this will allow them to move up in the ranks of figure skating. There are 1-4 otation judges, including Judy Edmunds of West Yarmouth, Carolyn Pierce of Hyannis, and Lee Murray and Kim Rasmussen, both of Fall River. The Cape Cod Skating Club was recently awarded the 50-year membership plaque from the United States Figure Skating Association.

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 1st 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 x4688.

6th Annual Youth Summit

Members of the Cape & Islands Youth Congress are searching for local businesses and nonprofits to participate in a Career Fair as part of the youth- specific track for the 6th

Annual Youth Summit. The Youth Summit, which is sponsored by the Barnstable County Council for Children, Youth, and Families, is being held on Friday March 20th at Cape Cod Community College and is open to all. The morning session, which runs from 8 a.m. to 1:30 p.m., features Charlie Rose, Vice President and Dean of City Year, Inc. Workshops will follow on various topics affecting children, youth, and families on Cape Cod and the Islands. The youth-specific portion will be from 2:30- 4:30 p.m. and feature the Career Fair, and other activities and workshops. If you are interested in participating please contact Kristin O'Malley at komalley@capecodfoundation.org or 508-790-3040.

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. [Click here](#) for more information, and to see the official Cape Cod St. Patrick's Parade T-shirt! T-shirts are available for purchase at Captain Parker's Pub, the Yarmouth Chamber office, Irish Village lobby/gift shop and at Mrs. Mitchell's Gifts on Route 28 in West Yarmouth (weekends only).

Multicultural Symposium Conference

The 2nd Annual Multicultural Symposium Conference will be held Thursday March 19, 2009 at Bentley University in Waltham. Conference will run from 8 a.m. to 2 p.m., followed by a career fair from 3 to 6 p.m. Event will include workshops, keynote speakers, networking sessions, and a career fair, all focused on diversity, inclusion, leadership, and multicultural issues. Among the presenters will be Sylvester Ryan, of Cape Cod Chamber member company Sky Rise, LLC. [Click here](#) to register.

Earth Hour 2009

Hotels and tourist attractions around the world will turn off the lights on March 28th as part of Earth Hour 2009, a global environmental event organized by the World Wildlife Fund. On Saturday March 28th at 8:30 p.m., one billion people in 1,000 cities will turn off their lights for one hour - Earth Hour - to draw attention to the world's most pressing environmental issue: climate change. The Eiffel Tower will go dark, as will the Christ statue in Rio de Janeiro, Sydney's Opera House, Table Mountain in Cape Town, the CN Tower in Toronto and Las Vegas' MGM Grand Casino. [Click here](#) more information on how you can participate.

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, 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.

The **Cape Cod and Islands Chapter, American Red Cross** is offering a special 25% discount for Cape Cod Chamber members for CPR, AED and First Aid training classes, enrolled during Red Cross Month March. Simply [click here](#) to register for the estimated two-hour online portion of the class. Once that's finished, you'll be prompted to set up a date for the final 2 hour (or more) class skills practice and skills testing. While registering, please enter the special code: CAPECOC to receive the discount. Must register by March 31st to take advantage of the offer. For an overview of the CPR/AED and First Aid training classes, [click here](#). For more information, please contact Karen Whiting at 508-775-1540.

Looking for employees that do not call in "sick" so they can go to the beach? Employees that do not take off in the middle of August? **Community Connections, Inc.** is an organization serving folks with disabilities. The Cape Cod Employment Services, a Community Connections, Inc. program, assesses employee potential before they even knock on your door, train them in the etiquette of job interviews, and serves as a free consultant for you once a job has been secured. The consultant, or job coach, is there to make sure that the employee is meeting your needs which translates into customer satisfaction. For more information, contact Nate Williams at Cape Cod Employment Services at 508- 362-1140 ext 139 or nwilliams@commcon.org.

Rebecca Brown PHOTOGRAPHER is offering \$25 baby and children portrait sessions at her Yarmouthport studio now through April 15th. This includes the photographer's time for a 30 minute professional portrait session, with several backgrounds and both color and black & white images taken, as well as an in-studio proof viewing session (\$125 value.) All wall portraits from these sessions are also discounted by 20%. The special is good for up to two children. For up to four children, please add an additional \$25 to the session fee. The studio is located at 939 Route 6A in Yarmouthport. Please view samples of Rebecca's work at her website, www.rebeccabrownphoto.com. To schedule, please email rebecca@rebeccabrownphoto.com.

A dozen potters represented in "Clay: Works by Cape Cod Potters" will present Gallery Talks at the **Cape Cod Museum** of Art in Dennis on the following Thursday mornings: 12, 19 & 26 and April 2 and 9. All talks will be at 11 am. The potters will work in pairs, talking about both their own work and the work of their fellow Cape potters. Expect a

range of ideas and styles to spread across the talk series - from wood- firing by Joe McCaffery to raku by Lois Hirshberg to ash glazes by Hollis Engley. Admission is \$8. Free for children 18 and under and museum members.

The Board of the **Outer Cape Health Services** has appointed Roberta Berrien, MD, as its new Chief Executive Officer. Dr. Berrien brings years of experience in community health to her position here on the Outer Cape, having been Medical Director of a number of similar federally qualified health centers, including Settlement Health and Medical Services in East Harlem, New York City, Blackstone Valley Community Health Care in Central Falls/Pawtucket Rhode Island, and the Boston Health Care for the Homeless Program. Dr. Berrien recently left her position as Executive Director of University Health and Counseling Services at Northeastern University.

Business excellence is no longer based solely on a company's net worth or its share-price. Excellence in business today is shown by a level of commitment that goes well beyond the bottom line. The **Curry College** Master of Business Administration Program empowers today's leaders and managers to employ the best practices that embrace a corporate social and ethical responsibility. The MBA Program is a part-time, 24-month program with an e-learning factor. To learn more, reserve your seat at Curry's Plymouth information session scheduled for Thursday, March 12th at 6 p.m. RSVP by calling Curry at 508-747-2424 or email aberriau@curry.edu.

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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