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Cape Cod Chamber of Commerce eNewsletter

eNews

May 1, 2009

Greetings!

From the CEO's Desk:

- Don't miss what will be an interesting and provocative discussion about the fishing industry on Cape Cod next Thursday, May 7th starting at 7:30 a.m. at the Orleans Inn in Orleans, as we hear from the Cape Cod Commercial Hook Fishermen's Association. Please join us for a stunning water view, great food and a better understanding of one of our traditional economic engines! [Click here](#) to register online.
- Governor Patrick made two important stops relating to the Cape's economy this week. He and Secretary Suzanne Bump presented new grant funds to the region's workforce development officials at Career Opportunities in Hyannis. And later in the day he joined the hospitality industry leaders for a town hall meeting on topics relating to tourism. This meeting was co-hosted by the Cape Cod Chamber at Wequassett Inn. See photos below!
- The Workforce Development committee of the Chamber met this week to plan an outreach effort to employers on the employability of students who have been given targeted training and tips on being good employees. A seven-week program for summer student work will be launched soon.
- Arthur Ratsy attended the international tourism summit hosted in Maine by Discover New England. Even in the face of the current economic news, travel outlooks remain very positive for inbound international guests this year.
- Patti Lloyd is hosting the president/CEO of Bank Travel as that group works with our regional tourism partners on new product offerings.
- The County's work to prepare this year's CEDS document, which could lead to federal funding for infrastructure and other economic initiatives, is winding up. The Cape Cod Chamber has led the Sector Development group and sits on the admin council that oversees recommendations.
- Congrats to Warren Rutherford, who is the new owner and CEO of The Executive Suite. We wish him well, as we do Elizabeth Harris-Moritz, who is transitioning into the next phase of her life.
- We hear from Patti Lloyd that the new Hampton Inn Suites in W. Yarmouth is quite

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a facility and the Yarmouth Chamber is hosting a Business After Hours there on May 6th at 5:30 p.m. so all can get the tour. RSVP by email to rsvp@yarmouthcapecod.com for the \$5 member or \$10 guest event admission rate.

- On May 8th at 5:30 p.m., the Centerville Historical Museum's gala reception celebrates the opening of special exhibits including "Cape Cod Vacationland 1900-1940". This is one we'll be sure to see!
- On May 6th, the Zammer Institute is preparing food for the Hospitality Dinner & Auction fundraiser in Grossman Commons. Tickets are \$30 each. The event starts at 5 p.m.
- Other news from the Community College includes the selection of JK Scanlan's new division JK Windd as the general contractors for the installation of their wind turbine, set for operation in October.



Wendy K. Northcross, IOM, CCE

May Issues & Answers Forum



Join the Cape Cod Chamber for our May 7th "ISSUES & ANSWERS," an early morning forum hosted the first Thursday of the month. Meet newsmakers, business leaders, policymakers and interesting people!

May ISSUES & ANSWERS Details:

- **Date & time:** Thursday, May 7, 2009, 7:30 to 9 a.m.
- **Place:** Orleans Waterfront Inn, Orleans
- **Featured topic:** "Fishing, the Environment and the Economy - a Natural Partnership." This update from the Cape Cod Commercial Hook Fishermen's Association (CCCHFA) will be led by Sue Nickerson, Executive Director of the CCCHFA, and Paul Parker, Director, Cape Cod Fisheries Trust
- **Cost:** \$15 (includes continental breakfast)

Limited seating, so please RSVP soon! [Click here](#) to register online.

May Member to Member Event



Please join us at our May Member to Member event from

5:30 to 7 p.m. on **Tuesday, May 12th** at **Willowbend Country Club** in Mashpee (pictured at left). Enjoy hors d'oeuvres, networking opportunities and fantastic raffle prizes! [Click here](#) to register, or call 508-362-3225, ext. 518.

American Recovery and Reinvestment Act Updates

The office of U.S. Congressman Delahunt has provided us with information related to American Recovery and Reinvestment Act contracting opportunities for small businesses that may be of interest to you. [Click here](#) for more information.

We have also received information regarding how the American Recovery and Reinvestment Act temporarily reduces the premium for COBRA coverage for employees who are involuntarily terminated between Sept. 1, 2008 and the end of 2009. The employee pays 35% of the COBRA payment for nine months of unemployment after February 19, 2009, and the employer (if you have 20 or more employees) is responsible for paying the remaining 65% to the employee's health insurer. The employer can recover this 65% subsidy by taking the amount paid as a tax credit on his quarterly employment tax return to the IRS. More detailed information can be found at <http://www.w.dol.gov/ebsa/COBRA.html>.

Cape Cod to be spotlighted in Yankee Magazine



Mel Allen, editor of *Yankee magazine*, and Annie Graves, *Yankee* freelance writer (both pictured at left), visited Cape Cod from April 23-26 as part of their research for a story on "Cape Cod Awakens," featuring the Outer Cape. The story is scheduled for spring 2010. A follow-up visit is scheduled next month with a photographer. Mel also has Cape stories featuring the Upper and Mid Cape slated for publication later on the editorial calendar. During the recent visit, the pair was hosted at the Ship's Knees Inn in Orleans and

Crowne Pointe Historic Inn in Provincetown.

The visit was arranged and coordinated by the Chamber's PR firm, MPDC of Hyannis, to whom Mel wrote after the press trip: "You helped orchestrate a wonderful trip. I have worked with so many PR people in my 30 years and you two are right there at the top with the very best." Scheduled for the July/August 2009 issue is a story, also coordinated by MPDC, featuring some of the Cape's incomparable architecture.

Cape Cod Maritime Days kicks off today



Join us for the 16th Annual Cape Cod Maritime Days, a celebration of the Cape's rich maritime history, from May 1-31, 2009! We have an exciting line-up of over 75 events for the 2009 Maritime Days, from lighthouse & walking tours, nautical art exhibits and maritime lectures to boat-building exhibits, kayak excursions and the Chatham Maritime Festival.

Maritime Days is sponsored by the Cape Cod Chamber,

Cape Cod Commission, Arts Foundation of Cape Cod, Cape Cod Media Group and Cape Cod Marine Trades Association. [Click here](#) to find more information and a full schedule of events.

May 15th Webinar from the Cape Cod Chamber

The Cape Cod Chamber's webinar series continues on **Friday, May 15th** from 9 to 10 a.m. with a session called "Treat 'em right and they'll keep coming back for more: Working successfully with teens and foreign workers." Hear from a panel of experts about what works and what doesn't. Panel includes Cape Cod, Martha's Vineyard, and Nantucket School to Careers Partnership and Jane Nichols Bishop of Peak Employment. If you are interested in joining the webinar, please email webinars@capecodchamber.org and you will receive an automated response telling you how to link in that day.

"The Hundred"



Introducing "The Hundred," a new addition to the weekly enews! Here you can register for a drawing to be held at the May Member to Member Event on May 12th at Willowbend Country Club in Mashpee. You can register each week by emailing steve@capecodchamber.org, with "The Hundred" as the subject line. The drawing to be given away in May is a \$100 gift certificate at [Snow's Home and Garden](#) in Orleans. You must be present to win.

Snow's Home & Garden is an old-fashioned, family-run general store with a very modern twist. The store's assortment is eclectic, including everything from gourmet cookware, designer bedding and Cape- inspired gifts to comfy outdoor furniture, hard-to-find perennials and eco-friendly paint. Snow's has got the basics you want, plus cool stuff you won't find everywhere else. Visit www.snowshomeandgarden.com for upcoming sales, events and prize giveaways.

If you are interested in donating to "The Hundred," email steve@capecodchamber.org.

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," and sponsor Reservation Nexus will present information about its online guest management and email marketing system. Stay for sunset networking with hors d'oeuvres, cash bar and a drawing for a free one-year membership to the Cape Cod Chamber. Reservation Nexus will also be giving away three free subscriptions to their Auto Pilot product.

Thanks to our sponsors - Hyannis Whale Watcher Cruises, Sysco Food Service and Davco Security Systems - your cost to attend is just \$25 (cost includes lunch). Book early! Space is limited, and reservations are required. Please RSVP to Jane at 508-362-3225, x513 or email jane@capecodchamber.org.

Listings on MassVacation.com

The Massachusetts Office of Travel & Tourism has issued a reminder that all lodging properties and attractions not currently listed on www.MassVacation.com now have the ability to enter their own information right from the homepage. This also applies to any organizations wishing to post upcoming events. Simply visit www.MassVacation.com and in the right column under "Do It Yourself" click on "Submit your lodging property, attraction, event."

Welcome New Members

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

- [Wicked Fire Kissed Pizza](#), Mashpee
- [EnteringCapeCod.com Inc.](#), Cape Cod

Chamber seeks volunteers

Talk to interesting people from all over the world! The Cape Cod Chamber of Commerce Welcome Center, located at 5 Shoot Flying Hill Road in Centerville, is looking for volunteers to help with telephone coverage during our busy season. We are seeking help for two hours per week during the months of July, August & September. Seniors are welcome. If you are interested, please call Bonnie at 508-362-3225 x537 or email bonnie@capecodchamber.org.

Robert Sennott Named Honorary Pops Chair



The Arts Foundation of Cape Cod and the Hyannis Area Chamber of Commerce are pleased to announce that Robert F. Sennott Jr. has been named Honorary Chair of the 24th Annual TD Banknorth Pops by the Sea concert, to be held August 2nd on the Hyannis Village Green. The annual concert features the only Cape Cod appearance of the Boston Pops Esplanade Orchestra and conductor Keith Lockhart.

Rob has been the publisher of the *Barnstable Patriot* since 1994 and an active member of the community through service on non-profit boards on behalf of the business, historical and cultural life of the Cape.

For more information about the 24th Annual TD Banknorth Pops by the Sea concert, please visit www.artsfoundation.org. Call the Arts Foundation at 508-362-0066 to reserve advertising space in the 2009 Pops program book or to purchase a VIP table of ten, group, festival seats and lawn seats.

New England Xpo for Business



We are proud to be a supporter of the Inaugural New England Xpo for Business on May 19th in Boston, the largest business show on the east coast! There are many valuable opportunities for business growth and development at the show; including over 40 seminars, The Boston Globe Business Breakfast, the 96.9FM- WTKK's Evolutionary Luncheon featuring Jack and Suzy Welch as joint-keynotes, and the SBA 2009 Small Business

Awards Reception! As a supporter of the event, we are glad to extend this opportunity for members to pre-register for the event free of charge. [Click here!](#)

Geek Girl Networking Social / Social Networking



Calling all Geek Girls - the first ever "Networking Social/Social Networking" Event will be held at 5:30 p.m. on Tuesday, May 19th at the Wianno Grille in Hyannis. Cost is \$35, which includes dinner, tech sessions, Tweetup, Q&As and loads of giveaways. There will be a cash bar.

Geek Girl strongly believes in lots of networking socially in person AND lots of social networking online. [Sign up here](#) to reserve your seat - spots are going fast!

Cape Business 2009 Economic Forecast Breakfast

Cape Business will hold its 2009 Economic Forecast breakfast on May 15th at the Holiday Inn in Falmouth. Featured speaker Carol McMullen, president of Eastern Investment Advisors, will share her forecast for the remainder of 2009 and offer advice to businesses who must adjust their strategies to what will be a lingering impact of the current deep recession. Then, Terence Shepherd, principal of Shepherd Goldstein LLP and ROCG, the international consulting firm, will share his four key steps to navigate these turbulent times.

In addition, the breakfast includes a panel of financial and business bankers who will discuss personal financial strategies regarding family finances and business economics. Individual tickets are \$40; tables of eight are \$300. To register, please [click here](#).

Rutherford Advisors is new corporate parent of The Executive Suite

Elizabeth Harris-Moritz and Warren J. Rutherford announced this week that Rutherford Advisors Inc. is the new corporate parent of The Executive Suite, the oldest and largest human resources and staffing firm on Cape Cod. Rutherford will assume leadership of The Executive Suite with Harris-Moritz continuing to provide her proven expertise and support as needed. Warren Rutherford has operated Rutherford Advisors, Inc. since 1997, providing proven leadership with expertise in business communications, executive coaching, and business consulting to businesses throughout Massachusetts and beyond. When asked about his plans for TES, he said, "We've assured our clients that we will maintain the highest level of quality and service to which they are accustomed as well as offering additional services to meet their needs for increased value and growth in this challenging and changing economy."

News from our Members

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

Get set to 'Ride the Rails' as the **Cape Cod Central Railroad** opens for the 2009 season. Starting Sunday, May 3rd, Sunday Brunch trains operate weekly departures from 11:30 to 1:45 p.m. The Elegant Dinner train begins on Saturday evening, May 9th, followed by a special family Mother's Day Dinner train on Sunday that departs at 1 p.m. Dine on a five- course gourmet meal on a spectacular three-hour ride. Scenic Fun trains start Memorial Day weekend. Dinner reservations are available online at capetrain.com or by calling 508-771-3800.

Cape Cod Beer, Cape Cod's only microbrewery, entered its 5th year in business on April 14th. The company is inviting people to come by and check out its new retail/office space during business hours, or at an Open House on Saturday, May 9th from 11 a.m. to 4 p.m. Brewery hours are Monday through Friday from noon to 6 p.m., as well as Saturday from 11 a.m. to 2 p.m. Cape Cod Beer is available in over 225 restaurants and 125 package stores from Plymouth to Provincetown. For more information, please contact 508-790-4200 or visit www.CapeCodBeer.com.

Sue and Andrew Newman just published their first book "Summer Pugs: Lizzie and Mason's Cape Cod Summer," telling the story of Mason and Lizzie, their two Manhattan grandpugs, who live with them on Cape Cod for the summer. This small book is an homage to their summers on the Cape. It is available online at <http://www.beachpugpress.com>.

First Citizens' Federal Credit Union recently announced the appointment of Joseph Ender as Vice President of Consumer Lending. Ender will be overseeing consumer lending origination. Ender's history of introducing new products and services to the Massachusetts consumer has afforded him the opportunity to gain a unique understanding of the lending needs of the consumers in our market. He is a native of Rhode Island and has resided in Massachusetts for over 20 years.

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. Or [click here](#) for a membership application!

email: news@capecodchamber.org
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web: <http://www.eCapeChamber.com>

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