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## Cape Cod Chamber of Commerce eNewsletter

eNews

May 8, 2009

### Greetings!

#### From the CEO's Desk:

- The Mass. regional tourism councils met this week and are planning more cooperative activities in order to leverage our resources in the next fiscal year, starting July 1. Some ideas include booth sharing at key trade shows, co-op ads in key markets like NYC and more.
- The Cape Cod Chamber board of directors met and reviewed the spring/summer marketing campaign for summer travel. The presentation was made by Pierce-Cote' advertising principal Rebecca Pierce-Merrick and Diane McPherson, account rep., along with VP of Tourism Marketing Kristen Mitchell.
- The Cape Chamber directors also adopted a preliminary budget for Fiscal 2010 that represents a conservative estimate of revenues and expenses. A final budget is adopted once the state budget is voted into law.
- Many thanks to the Orleans Inn for some great fishcakes & beans at this week's breakfast presentation! Susan Nickerson of the Cape Cod Commerical Hook Fishermen's Association and Paul Parker of the Fisheries Trust presented an overview of the issues currently facing our local fishing industry (photos from the breakfast are pictured below).
- The Chamber is hosting several travel writers in the month of May and Patti has been promoting Cape Cod to concierge, meeting planners and wedding planners very heavily this week.
- SAVE THE DATE of 5/19 at 10:30 am to attend the Second Homeowner Survey workshop and learn more about this important customer.

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Wendy K. Northcross, IOM, CCE

### *May Member to Member Event*



Please join us at our May Member to Member event from 5:30 to 7 p.m. this **Tuesday, May 12th** at **Willowbend Country Club** in Mashpee (pictured at left). Enjoy hors d'oeuvres, networking opportunities and fantastic raffle prizes! Also, we will have the first drawing for "The Hundred," a new contest in the weekly enews (see details in one of the articles below.)

[Click here](#) to register, or call 508-362-3225, ext. 518.

### *Free seminar on Wage, Hour and Child Labor Compliance*

Join the Cape Cod, Hyannis and Yarmouth Areas Chambers of Commerce, Coastal Community Capital and the Massachusetts Restaurant Association on **Wednesday, May 13th** from 9 a.m. to noon at the Hyannis Golf Club for a free seminar on **Wage, Hour and Child Labor Compliance**. This seminar is open to ANY employer with employees paid an hourly wage rate. Our panelists include Robert Lang, Assistant District Director, U.S. Department of Labor, Wage and Hour Division; Lauren Goldman, Outreach Coordinator, Office of the Attorney General Fair Labor Division; and John Tocci, partner, Tocci Goss and Lee P.C.

With amendments to the Massachusetts' Wage Act resulting in mandatory treble damages taking effect in July of 2008, this seminar will be full of great information that you'll need this season. Not only will the panelists comment on the issues presented by each other, but there will be ample opportunity to join the conversation and get your questions answered from the audience.

The seminar is free, but please register to [christina@capecodchamber.org](mailto:christina@capecodchamber.org), or call 508-362-3225, ext 515. Coffee and danish will be served, thanks to Tocci Goss and Lee P.C.

### *88th Annual Meeting of the Cape Cod Chamber*



The Board of Directors of the Cape Cod Chamber of Commerce cordially invite you and

your guests to attend the **88th Annual Meeting on Wednesday, June 3, 2009** in the new Mansion Ballroom at the Ocean Edge Resort & Golf Club in Brewster. Please join us in celebrating the installation of William Zammer Jr. of Cape Cod Restaurants, Inc. as Chairman of the Board, along with the installation of our other new directors and the presentation of the Business Excellence Awards. The theme of the Annual Meeting is "We all need a little Cape Cod," and the cocktail-style reception with food stations begins at 6 p.m.

Fabulous food, fun and networking - all in a beautiful waterfront setting! The cost to attend is \$47.50 for members, \$55 non-members and \$350 for a table of eight (please call if you would like to reserve a table). Please [register online](#) by Monday, June 1. You can also RSVP to 508-362-3225, ext. 513 or 528.

### *Cape Cod Maritime Days*



Join us for the 16th Annual Cape Cod Maritime Days, a celebration of the Cape's rich maritime history, happening now through May 31st! 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, taking place from noon to 7 p.m. tomorrow at the Chatham Community Center.

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. Or, pick up a copy of our **Cape Cod Times** event insert at our Hyannis welcome center.

### *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](mailto: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](mailto: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](http://www.snowshomeandgarden.com) for upcoming sales, events and prize giveaways.

If you are interested in donating to "The Hundred," email [steve@capecodchamber.org](mailto:steve@capecodchamber.org).

### *Spring 2009 Inside Track*

Join the Cape Cod Chamber's Bed and Breakfast Committee at the Bay Pines Pavilion at Ocean Edge Resort in Brewster this **Tuesday, May 12th** 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 (includes lunch). Space is limited, and reservations are required. Please RSVP to Jane at 508-362-3225, x513 or email [jane@capecodchamber.org](mailto:jane@capecodchamber.org). Check-in is at 11:30 a.m., with lunch served at noon.

### *MOTT hosts Tourism U*



The Massachusetts Office of Travel & Tourism (MOTT) will hold **Tourism U** on Cape Cod at 10 a.m. on **Thursday, June 4th** at the Lighthouse Inn in West Dennis. Tourism U is a series of roundtable discussions and workshops hosted around the state to enhance the tourism industry's awareness of programs offered through MOTT in collaboration with your Regional Tourism Council. Topics will include "Japanese Visitor 101," "Domestic Marketing," and "Familiarization Tours." Tourism U is free to attend. [Click here](#) to find out more and to register!

### *Welcome New Members*

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

- Cape Cod Bike Rental, Sandwich
- [Cape Cod Chaplaincy Services](#), Harwich
- [Dan Sullivan Trio](#), Orleans
- [Kern Analytics LLC](#), Somerset

- [Partners Benefit Group, Inc.](#), Plymouth
- [Sentinel-247](#), South Dennis
- [Uppvall Associates, Inc.](#), Dennisport

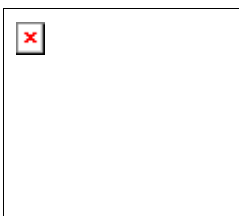
### *Find us on Facebook and Twitter!*



It seems like everyone is "facebooking" and "tweeting" these days, and the Cape Cod Chamber is no exception. [Click here](#) to become an official 'Cape Cod Travel Guide' fan on Facebook. You can also follow us on Twitter at <http://twitter.com/VisitCapeCod> (our visitor-oriented page) or at <http://twitter.com/CapeCodChamber> (our business to business page).

And be sure to join our Cape Cod Chamber group on [LinkedIn!](#)

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

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

### *New & Noteworthy Suggestions for PowWow*



In preparation for our upcoming trip to the PowWow International Convention May 16-20, we are looking for any newsworthy information on what is happening on Cape Cod this summer and fall. Ideas include new hotels, restaurants, attractions, culinary events, getaway specials, outdoor activities, major renovations, etc.

Please keep suggestions short and concise. Email them to Arthur Ratsy at [arthur@capecodchamber.org](mailto:arthur@capecodchamber.org) no later than Tuesday, May 12th.

### *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](#).

### *Hyannis Art Shanties summer season 2009*

The Harbor your Arts Artist Shanties at Hyannis Harbor/Bismore Park will open for the 2009 season on Saturday, May 16th at 11 a.m. Visitors to the seven harborside shanties can enjoy photography, painting, handmade jewelry, ceramics, mosaics, scrimshaw, mariner knot work, pressed seaweed and much more created by local artists and artisans. Over 24 artists will occupy 6 of the artist shanties. This year, the seventh shanty is featuring Cape Cod Art Association and they will have over a dozen artists rotating in the shanty this season.

The shanties will be open Saturdays and Sundays from 11 a.m. to 5 p.m. through Sunday, June 14th. Beginning June 15th, shanties open seven days a week, from 11 a.m. to 8 p.m. through Labor Day. The Harbor your Arts Artist Shanty Program is sponsored by Town of Barnstable and supported by the Mass. Cultural Council and Cape Cod Economic Development Council, as well as the Hyannis Main Street Business Improvement District, Cape Cod Art Association, the Hyannis Area Chamber and in coordination with Cape Cod Chamber.

### *News from our Members*

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

**Alzheimer's Services of Cape Cod & the Islands, Inc.** will host the annual "Miles of Memories" Walk for Alzheimer's on Cape Cod on Sunday, May 31st. This year, the Walk will take place in the Upper Cape at the Cape Cod Canal, the Lower Cape in Harwich, and the Outer Cape in Truro. This event is the largest annual fundraiser for Alzheimer's

Services of Cape Cod & the Islands, the area's only organization devoted solely to providing education, respite, and support for the over 8,500 local individuals who are affected by 100% of the funds raised by the "Miles of Memories" Walk for Alzheimer's stay here on the Cape & Islands. For more information or to donate online, please visit us at [www.alzcapecod.org/walk](http://www.alzcapecod.org/walk).

Robin Haas, founder and CEO of Robbin Haas Concepts, a full-service restaurant consulting firm based in Florida, has joined the executive team at the acclaimed **Bistro at Crowne Pointe** in Provincetown, located within **Crowne Pointe Historic Inn**, Provincetown's only AAA Four Diamond property. As The Bistro's consulting executive chef, Haas will be responsible for menu, culinary, beverage and concept development, design, training, budgeting. He will also oversee food preparation, purchasing and food and beverage service at The Bistro. Haas will continue to support local Cape fishermen and farmers and will utilize fresh organic ingredients whenever available.

The **Steamship Authority** is pleased to announce a recent PLUM TV Nantucket spot filmed at the Hyannis terminal. [Click here](#) to view the spot!

The **UMass Scholarship Golf Tournament** is set for Friday, June 19th at The Club at Yarmouthport. For more information, please contact Dick Smith at [jdicksmith@comcast.net](mailto:jdicksmith@comcast.net) or 508-432-1519.

**Bayside Realty Consultants** in Dennis is having a yard sale the weekend of May 16-17, 10 a.m. to 3 p.m., with all proceeds to go to WE CAN! Please drop off items (furniture, jewelry, or anything usable and unbroken) at Bayside Realty at 12 Bridge Street, Dennis (next to Marshside Restaurant, just off Route 6A), or call Arlene at WE CAN (508-430-8111).

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

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phone: 508-362-3225  
web: <http://www.eCapeChamber.com>

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