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Cape Cod Chamber of Commerce eNewsletter

eNews

September 4, 2009

Greetings!

From the CEO's Desk:

- The Cape Cod Chamber board of directors met in a 5-hour strategic planning session this week. Priorities include our continued mandate of regional tourism promotion and destination marketing, and a commitment to help local businesses survive this economic cycle. We have outlined programs that - in collaboration with other partners including the local chambers of commerce, Coastal Community Capital, Cape Cod Commission, Cape Tech Council and Cape Young Professionals and others - will address the needs of our shared membership to bolster new markets and sharpen business acumen. If you have ideas or recommendations, you may share them by emailing wendy@capecodchamber.org. The final plan will be adopted by the directors in October.
- Congratulations to Cape Cod Healthcare upon the groundbreaking for a significant project in Hyannis - the Wilkens Ambulatory Medical Complex on Attucks Lane (read the article [here](#)). The state-of-the-art facility will offer patients access to the latest technologies and advanced imaging equipment at a convenient location. Some of this technology will be featured at the upcoming Health & Wellness Expo on October 9 & 10 at the Resort & Conference Center in downtown Hyannis.
- Exhibit space and workshop slots at the Cape Cod Five Cents Savings Bank Health & Wellness Expo are still available for those interested in seeking new customers for their health, wellness or fitness business. Interested? Please email mike@capecodchamber.org or maryann@capecodchamber.org for more information and to select a booth location.
- Congratulations to the Cape Cod YMCA for bringing their vision to reality in the construction of new facilities in West Barnstable. They have raised \$8.5 million of their \$9 million goal and will cut ribbons and host the community this coming week (open house on 9/12).
- We mourn the recent death of Benjamin D. Fleet of Sandwich, who served as the chairman of the board for the Cape Cod Chamber of Commerce from 1957 to 1959. A few years back he communicated with us and shared some memories of his time here. His obituary appeared in the Cape Cod Times on September 1.
- The JFK Hyannis Museum Foundation is hosting a fundraiser golf tournament on

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October 5th. Golfers may play Hyannisport Golf Club for \$250 and hole sponsorships are still available for \$100. Invited dignitaries include Ted Kennedy Jr., among others. For more information, visit www.jfkhyannismuseum.org.

- The Commonwealth's Creative Economy Council has released its mid-year report, which can be found on our website via [this link](#).
- Fully formatted copies of the Cape Cod Regional Policy Plan are now available for distribution. Copies may be picked up at the commission office (3225 Main St./Route 6A, Barnstable village.) PDF files of the book and maps are available at www.capecodcommission.org/RPP. Comments or questions about the plan may be directed to srooney@capecodcommission.org.

Media coverage of Cape Cod this week has remained strong, due largely to the passing of Senator Kennedy. Other recent press activity included the following stories:

["A cozy cottage on the Cape at recession-proof prices"](#) 8/30/09 *The Washington Post*

["Welcome to Shoulder Season"](#) September 2009 *Budget Travel*

Video segment on ["Labor Day Weekend Events on Cape Cod"](#) 9/3/09, NECN

["What's new on Cape Cod"](#) boston.com

["Treasure hunter finds cannon off Cape Cod"](#) 8/19/09 *The Boston Globe*

Wendy K. Northcross, IOM, CCE

September Member to Member a Success



The Member to Member Event this week at Quahog Republic Waterfront Eatery in Bourne was a great success! We loved partnering with the Canal Region Chamber and look forward to partnering on events in the future. Thank you to everyone for attending, and to the Quahog Republic staff for hosting the event. Become an official citizen today by purchasing Quahog Republic gear at www.QuahogRepublic.com.

Thank you also to all who donated door prizes. The winners were:

- Donna Thomas from Snow Goose Gift Shops, winner of a family fun pack to the 2009 Bourne Scallop Festival
- Dee Forand from Hy-Line Cruises, winner of a Quahog Republic hat
- Greg Donahue from BCR Advisors, winner of Cape Cod Chamber gift bag, including a Cape Cod cookbook and a Quahog Day 2009 limited edition t- shirt.
- Fran Murphy from Mulberry B&B, winner of two tickets aboard the Hyannis Whale Watcher

We look forward to seeing you at the September 17th Back to Business Bash and at our next Member to Member event on Wednesday, October 14th at Embargo in Hyannis! [Click here](#) to register now for the October event.

Cape Cod Health & Wellness Expo



The Cape Cod Chamber is seeking exhibitors and sponsors for the **Cape Cod Health & Wellness Expo**, to be held October 9-10, 2009 at the Resort & Conference Center at Hyannis. This event, designed to encourage healthy lifestyle choices, will include health tests and screenings, health & wellness workshops and demonstrations, celebrity appearances, family activities and important health information. Admission is free!

The Expo is presented by the Cape Cod Chamber of Commerce in partnership with Cape Cod Healthcare, the Cape Cod Times and Cape Cod 5 Cents Savings Bank. Exhibitor benefits include booth space in a newly renovated state-of-the-art conference facility, advertising and promotional opportunities. Sponsorships are also available. For information, contact Mary Ann Morrice at 508-362-3225 x512 or email maryann@capecodchamber.org. Or visit www.CapeCodHealthExpo.com!

Back to Business Bash



The Cape Cod Young Professionals presents the third annual **Back To Business Bash** on **Thursday, September 17th** at Rectrix Aerodrome in Hyannis, and this year promises to deliver even more food & fun!

Held in cooperation with the Cape Cod Chamber of Commerce and other partners, the Back to Business Bash is the year's largest networking event on Cape Cod, with an expected attendance of over 500. The event will run from 5:30 to 8 p.m., and feature over 30 local restaurants; samplings from The Wine List, Narragansett Beer & Tommy Bahama Rum; live entertainment; and plenty of networking.

Cost to attend is \$10 for paid CCYP members; \$20 for all others (includes all food & beverages). [Click here](#) to register now! Parking for event is at the Kmart Shopping plaza with shuttle service provided by Cape Destinations. Please do not park at Rectrix.

Travel restrictions scheduled for Sagamore Bridge starting 9/14

The U.S. Army Corps of Engineers reports that deck repairs and paving on the Sagamore Bridge are scheduled to start September 14th and continue through the fall as weather permits. The two-phase project will resume in early Spring 2010 and is scheduled to be completed in late Spring 2010. Starting September 14th, motorists planning to use the Sagamore Bridge should be aware that travel delays could occur during the morning and afternoon peak travel periods each day. For more information, [click here](#).

Group Tour Planner Advertising Opportunity



The Cape Cod Chamber of Commerce is beginning the development of the **2010-11 Group Tour Planner**, due out in mid October. Members interested in advertising in this publication targeted to the group tour

markets should contact Patti Lloyd at 508-362-9351 or email sales@capecodchamber.org.

AAA predicts Labor Day travel to be third busiest this decade

AAA this week projected approximately 39.1 million travelers are expected to take a trip of 50 miles or more away from home this Labor Day weekend, more than were expected to travel over this year's 4th of July holiday weekend. This would make this the third strongest weekend for Labor Day travel this decade. The busiest year was last year (2008), when 45.1 million Americans traveled during the Labor Day holiday weekend period. AAA's projections are based on research conducted by the Boston-based economic research firm IHS Global Insight.

9/30 Member Reception

New members of the Cape Cod Chamber of Commerce don't want to miss our **Member Reception**, to be held **Wednesday, September 30th** 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.

Big E Marketing Opportunity

Volunteers are needed to staff the Massachusetts State building & visitor information booth at the Big E, set for September 18-October 4 in Springfield. The Big E is open to the public daily from 10 a.m. to 9 p.m. Shifts offered are 9:30 a.m. to 9 p.m.; or two shifts of 9:30 a.m. to 3:30 p.m. or 3 to 9 p.m. The following shifts are available: 9/18, 9/22, 9/23, 9/25, 9/28 and 10/1 (evening only); 9/19, 9/20, 9/21, 9/24, 9/26, 9/27, 10/2, 10/3 and 10/4 (day and evening). In exchange for working the booth, you may bring your rack card or brochure for distribution (no fee charged.) If you are interested, please contact Peter Tomyl ASAP at 413-652-2426.

Welcome New Members

The Cape Cod Chamber is pleased to welcome the following new member:

- [East Dennis Oyster Farm](#), Dennis

Joint Task Force on the Underground Economy and Employee

Misclassification Regional Public Hearing

The Joint Task Force on the Underground Economy and Employee Misclassification has rescheduled its Cape Cod and Islands regional public information session and hearing to Tuesday, September 22nd from 9:30 am to 11:30 am at Barnstable Town Hall (the second floor Hearing Room). Charged with coordinating the efforts of multiple state agencies to stamp out fraudulent employment activities, the Task Force is working to level the playing field in order to increase fair business competition.

Free workshop on Email Marketing

Venture Hyannis offers a free workshop on Effective Email Marketing on Wednesday, September 9th from 7:30 to 9 a.m. at its Hyannis location. Led by Venture co-founder Kristen Mello, this workshop will give you the tools necessary to use Email Marketing to attract new customers and build loyalty among your existing customer base. Topics to be covered include best practices on building and managing a permission-based email list, defining an email campaign calendar that makes sense for your business, getting your emails through the SPAM filters, analyzing your email campaign reports, and understanding the email marketing tools that are available to you. [Click here](#) for details and to register.

SCORE's Successful Small Business Course

SCORE's highly popular "Successful Small Business" course will begin September 8th at Cape Cod Community College. The course will be held at 7 p.m. each Tuesday night for seven weeks and will cover a wide range of topics useful to business people and to those contemplating starting a business. The fee for the course is \$130, which includes the SCORE Handbook. Reservations can be made by calling 508-375-4012 and requesting course number WGB 075.

The Success Circle

Warren Rutherford, Owner of The Executive Suite in Hyannis and Bob Baulch, Owner of RK Baulch Associates in Chatham, have developed a monthly 2.5 hour workshop to bring small business owners through the Business DISCOVERY program. These monthly sessions will focus on the growth of your business using the Business DISCOVERY Process program and specific business-based tools, along with a DISC behavior-based assessment. This forum is for the Solo-Entrepreneur, Professional (Accountant/Engineer/Financial Planner/Doctor, etc.), Startup or Micro-Business (1-10 Employees) to master entrepreneurship, build a sustainable business, and define your key success drivers. Call or email Warren Rutherford at The Executive Suite, 508-778-7700 or wjr@theexecutivesuite.com for further information.

News from our Members

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

Join the Friends of the **Cape Cod Children's Museum** on Sunday, September 13th at **Willowbend Country Club** for its 6th annual Tea Party event! Young guests will be able to have photographs taken with Cinderella, and meet Fairy Godmother and Prince

Charming. Other highlights include a buffet, lessons in etiquette, songs & dancing, craft stations, manicures and princess accessories. Tickets are \$40 for members and \$50 for non-members. The event supports the year-round programming and events at the museum. Contact the museum at 508-539-8788 to purchase your tickets over the phone, or visit www.visitcccm.org.

The **3rd Annual Provincetown Music Festival** will be held on Saturday, September 19th from 5 to 9 p.m. in the Madeira Room at the Pilgrim House, 336 Commercial Street in Provincetown. The Festival is an off-season music event which showcases many styles of music. Scheduled performers include Freddie and the Maybellines, the Peter Donnelly Band, Folk Singer Susan Souza and Gentle Jazz. Tickets are \$20, and a portion of the proceeds from this event will be donated to Helping Our Women and the Carrie A. Seaman Animal Shelter. Tickets, schedules and sponsors can be found at www.ProvincetownMusicFestival.org.

The Collings Foundation's Wings of Freedom Tour brings extremely rare Bomber and Fighter Aircraft to **Barnstable Municipal Airport** from September 16-18 for a "Local Living History Display" as part of 110-city nationwide tour. Visitors are invited to explore the aircraft inside and out. A \$12 donation for adults and \$6 donation for children under 12 is requested. Visitors may also experience the once-in-a-lifetime opportunity to actually take a 30-minute flight aboard these rare aircraft. Flight experiences are a tax- deductible donation. Flights on either the B-17 or B-24 are \$425 per person. P-51 flights are \$2,200 for a half hour and \$3,200 for a full hour. For reservations, call 800-568-8924.

Registrations are now being accepted for the **Harwich Cranberry Harvest Half Marathon & 7.3M** on October 4th. There is a 1,500 runner registration cap in 2009 for both races and space is filling fast. [Click here](#) to register and for more details.

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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