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## Cape Cod Chamber of Commerce eNewsletter

eNews

August 31, 2007

### Greetings!

#### From the CEO's Desk:

- Congressman Delahunt called a meeting in the office of the Senate President, which included the LT. Governor, customs officials, TSA, MassPort, TIA and others to discuss a recent issue with the entry process. A task force was recommended to address service problems.
- This year's ESTO tourism conference featured topics of importance to our region, including marketing to women 50 to 70 years, integrated print/web strategies, federal funds for travel promotion to the USA overseas, web analytics, making the case for tourism destination marketing with elected officials, left brain thinking and how to compete in today's business environment.
- Cape Cod Healthcare is helping to fund our continued outreach to businesses on the new health care regulations, and with deadlines having been moved, we still continue to get business managers seeking one-on-one advice on the effects of the law on their companies and decisions about benefits offerings.
- An Economic Summit for Cape Cod is being planned for October 26th at the Cape Codder Resort and will include an overview of the market as it exists today and what it will look like in 10 years, along with other topics to be announced as they are confirmed.
- Reminder: The Special Homeowners' Insurance Commission will be holding their Cape Cod hearing on 9/7 at 1 p.m. at CCCC.
- Transportation Secretary Bernard Cohen was on Cape this week and we were invited to a meeting with him at the Cape Cod Commission. He was pretty clear about the lack of state resources to fund major projects in the near future.
- We have broken the 1,400 mark for memberships and are rolling out a new employee reward plan for member sales.
- Michele Pecoraro has started as our Vice President and will focus on the Cultural Coast initiative, helping to grow other PR initiatives as per the market research recommendations, and assist other VPs as needed and able. She and Arthur Ratsy will be in the UK next week (at no expense to the Cape Cod Chamber).
- The Business Round Table discussed possible commentary on changes proposed to the Regional Policy Plan, as it goes through its hearing process this fall and winter.
- Cape Wind will be the subject of a DRI hearing before the Cape Cod Commission on 9/6 at 5 PM at Mattakeese Middle School in W. Yarmouth.

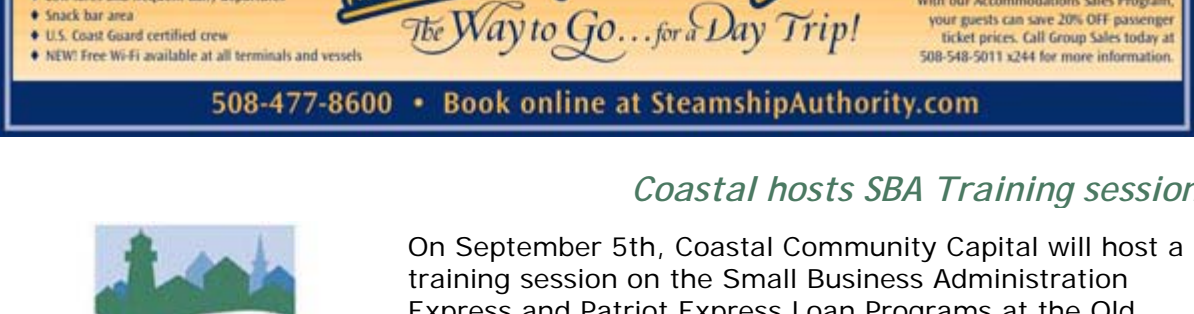
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*Wendy Northcross*

Wendy K. Northcross, IOM, CCE

*This eNews is sponsored by The Steamship Authority*



#### Coastal hosts SBA Training session

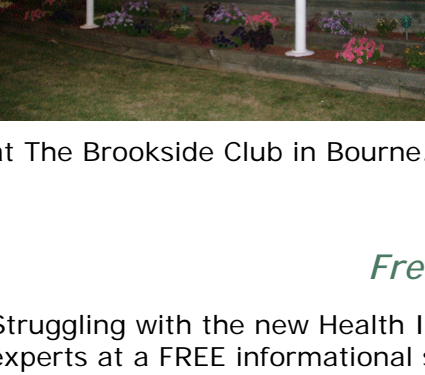


On September 5th, Coastal Community Capital will host a training session on the Small Business Administration Express and Patriot Express Loan Programs at the Old Yarmouth Inn on Route 6A in Yarmouthport. Presented by the SBA's Boston District Office, the session will run from 11:30 a.m. to 2 p.m. and lunch will be served.

SBA Express is a streamlined program designed to provide access to financing for small businesses. The Patriot Express Loan Initiative is for veterans and members of the military community wanting to establish or expand small businesses.

RSVP to [christina@coastalcommunitycapital.org](mailto:christina@coastalcommunitycapital.org). The session is free and open to the public.

#### August Member to Member a success



The Member to Member Event this week overlooking the harbor at the Hyannis Harbor Hotel's Thirsty Tuna Grill was a great success! Thank you to everyone for attending, and also thank you to all the staff at Hyannis Harbor for hosting the event and to those businesses that donated door prizes.

Mark your calendar for the Cape Cod Chamber's September Member to Member golf outing and networking event, set for Wednesday, September 12th at The Brookside Club in Bourne. [Click here](#) for details and to register.

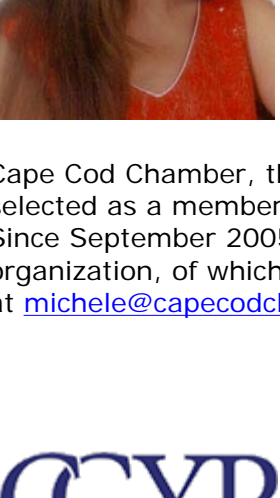
#### Free Info Session on the New Health Insurance Law

Struggling with the new Health Insurance Law? Get all your questions answered by the experts at a FREE informational session on September 19th from 8 a.m. to 11 a.m. at the Cape Cod and Islands Realtors Association building in West Yarmouth.

Underwritten by Cape Cod Healthcare, the Cape Cod, Eastham, Brewster, Provincetown and Yarmouth Chambers are joining together to get you the answers. Ask YOUR specific questions about costs and new requirements of section 125 plans, employees who fall outside your required group coverage, coverage for sole proprietors, and ways to factor your foreign and temporary workers into your full-time employee count. Our diverse panel include experts from the Commonwealth Connector, the Bostonian Group, the Insurance Partnership, and Project H.O.P.E. of Cape Cod.

To attend, contact Kathy Teahan at 508-776-9533 or [kathy@capecodchamber.org](mailto:kathy@capecodchamber.org).

#### Chamber Welcomes Pecoraro on Board



Michele Pecoraro has joined the Cape Cod Chamber's management team as a Vice President.

Michele's position will involve working to grow our Cultural Coast international tourism initiative and helping to shape our PR strategy, among other objectives. With a background in education, PR and marketing, Michele has worked in the travel industry at a major hotel catering to the tour and travel market and at Plimoth Plantation, where she most recently was the Group and International Sales Manager.

Michele has served on committees for such organizations as the Cape Cod Chamber, the Greater Boston CVB, and the Plymouth County CVB, and was selected as a member of the American Bus Association's Strategic Planning Committee. Since September 2005, she has served as Chair of the Massachusetts Cultural Coast organization, of which the Cape Cod Chamber is a leading partner. Michele can be reached at [michele@capecodchamber.org](mailto:michele@capecodchamber.org).

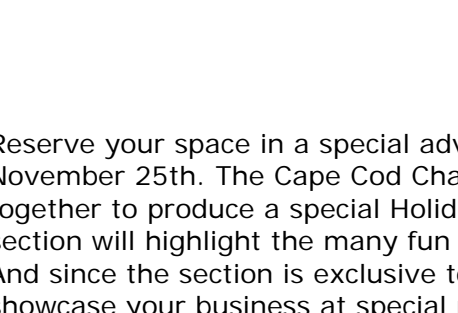
#### Back to Business Bash



Mark your calendar for the September 13th Back to Business Bash at the Rectrix Aerodrome in Hyannis, hosted by the Cape Cod Young Professionals in conjunction with the Cape Cod Chamber and the local chambers of commerce and Cape Business Publishing. The night will feature music, networking, local restaurants displaying their fare, beverages and great prizes.

A \$10 donation is appreciated, with all proceeds going to the United Way of Cape Cod and the Islands. RSVP to the Back to Business Bash by emailing [B2Bbash@gmail.com](mailto:B2Bbash@gmail.com).

#### Submit your CLASH lodging specials



The second annual [Cape Land and Sea Harvest](#) will be held Thursday, September 27th through Sunday, September 30th. Over the course of the four days, restaurants up and down the Cape will be offering menus featuring local foods; Cape Cod Community College will host educational sessions on sustainable foods; farms, bogs, wineries, fish piers and breweries will offer tours and tastings; and a harvest market and oyster festival will be held on the waterfront in Hyannis.

The CLASH is being widely promoted and is sure to draw many visitors to the Cape. If your lodging property plans to offer a special promotional package for this event, email [info@ediblecapecod.com](mailto:info@ediblecapecod.com). We'd love to include a link to your website. To get your lodging listed, you must have a dedicated page on your website. Participating inns, B&Bs, motels and hotels will be listed at [www.ediblecapecod.com/clash/stay.htm](http://www.ediblecapecod.com/clash/stay.htm).

#### Advertise in special Globe Holiday Calendar

Reserve your space in a special advertising co-op in *Boston Globe Magazine* on Sunday, November 25th. The Cape Cod Chamber of Commerce and *The Boston Globe* have joined together to produce a special Holiday advertorial section. This colorful and informative section will highlight the many fun and festive events happening on Cape Cod this winter. And since the section is exclusive to Chamber members, it will be a great opportunity to showcase your business at special rates.

Your ad will reach more than 504,500 Boston Market adults -41% of whom plan to travel to Cape Cod and the islands over the next 12 months. But hurry, the space reservation deadline is Wednesday, October 24th. [Click here](#) for more information. Or call now for more details! Travel Advertising: Peter Andrews, 617-929-2520 or Brendan Raftery 617-929-7090. Retail Advertising: Ann Jackson, 781-826-1020.

#### Welcome New Members

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

- Coastal Wine Group, Bristol, RI
- Glass Studio in Cape Cod, Sandwich
- [Green Shuttle of Cape Cod](#), Monument Beach
- [R. Geering Pottery](#), Falmouth
- Studio on Slough Road, Brewster
- Wisdom Equity Consultants LLC, Sandwich

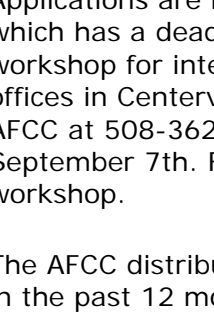
#### Distribute your materials at Big E

The 87th edition of the largest festival in the Northeast will be held at the Eastern States Expo in West Springfield from September 14-30, 2007.

The Cape Cod Chamber will once again have space in the Massachusetts Building for brochure distribution. This is an excellent opportunity for you to showcase your attraction, restaurant or lodging property - last year, over 8,000 Official Guides to Cape Cod were distributed at the event! For an investment of only \$75, VP of Tourism Arthur Ratsy will take your brochures to the show for the entire 17 days. He will need 200 pieces of material, and materials and payment must be dropped off to Arthur no later than Tuesday September 11th.

For more information, contact Arthur at 508-362-3225, ext. 512 or [arthur@capecodchamber.org](mailto:arthur@capecodchamber.org).

#### Cape Business eNews



Click the link below for the August 16, 2007 Cape Business Newsletter. This week's edition includes the following headlines:

- A new executive director for the Cape Cod Commission?
- Sotheby brand extends to the Lower Cape
- Stronger roots for a Middleboro casino
- Succession planning is critical
- Real estate update

To subscribe, please visit [www.capecodbusiness.net](http://www.capecodbusiness.net).

[Click here to read the e-newsletter](#)

#### Arts Foundation announces available grants

Applications are now available for the Arts Foundation Cape Cod grants cycle, which has a deadline of Monday, October 1st. The AFCC will hold a grants information workshop for interested applicants on Monday, September 10th at 5:30 p.m. at the AFCC offices in Centerville. Reservations are limited and space may be reserved by calling the AFCC at 508-362-0066 or emailing [info@artsfoundation.org](mailto:info@artsfoundation.org) no later than Friday, September 7th. First time applicants are strongly urged to attend this informational workshop.

The AFCC distributed \$61,750 in grants to 37 individual artists and cultural organizations in the past 12 months. Grant funds are made possible by the proceeds of the Arts Foundation of Cape Cod's annual TD Bank North Pops by the Sea concert. Guidelines and application materials are available on the AFCC web site [www.artsfoundation.org](http://www.artsfoundation.org).

#### News from our Members

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

The 7th Annual **Seaside Le Mans-The Race for the Cape Cod Community** will be held Saturday, September 8th from noon to 4:30 pm. at Mashpee Commons! Presented by **The Davenport Companies**, this thrilling Formula One kart endurance race features teams of drivers from local businesses and organizations racing on an outdoor track. New this year, the race will be featured as a live webcast on [www.capecodonline.com](http://www.capecodonline.com). The event, is free to spectators and includes live performances by popular local bands, children's activities and food and beverage vendors. Beneficiaries of the race this year are Cape Cod Child Development, Cape Cod Free Clinic & Community Health Center, Duffy Health Center and Gosnold on Cape Cod. For more information, visit [www.seasidelemans.org](http://www.seasidelemans.org).

With the change of season comes the opportunity for Martha's Vineyard and Nantucket year-round residents to take advantage of the **Steamship Authority's** lower excursion fares. SSA is currently accepting reservations for travel through December 28, 2007. To download the form online, visit <http://web1.steamshipauthority.com/ssa/forms.cfm>.

The **Falmouth Community School** will have its Fall Semester registration at Lawrence School, 113 Lakeview Avenue, Falmouth beginning on Tuesday, September 4th. Walk-in registration will be held September 4th from 9 a.m. to 7 p.m. and from September 5-20 from 9 a.m. to 4 p.m. A complete course listing is available by clicking on the Community School link at [www.falmouth.k12.ma.us](http://www.falmouth.k12.ma.us).

**MSPCA Cape Cod** will hold the 11th Annual Walk for Animals on Sunday, September 9th from 10 a.m. to 2 p.m. Enjoy contests, raffles, canine demonstrations, kid's corner and more! Meet at Asleton Park in Hyannis. There is a \$20 registration fee. For a pledge sheet call Susan at 508-771-3452 or go online to [www.walkforanimals.com](http://www.walkforanimals.com). All proceeds benefit the Cape Cod MSPCA.

**Chatham Bars Inn** is celebrating the addition of a luxurious new spa. Beginning Labor Day, the \$25 million Spa at Chatham Bars Inn will open to the public. The 2,500 square foot indoor area includes wet and dry treatment rooms, a Vichy shower room, and a relaxation room with individual Bose sound systems. The lushly landscaped outdoor treatment area includes private cabanas for massages and a 1,500-square-foot heated hydrotherapy pool. Guests can enjoy massages at the oceanfront cabana. The Spa at Chatham Bars Inn also includes its own accommodations, with 12 luxurious Spa Suites.

email: [news@capecodchamber.org](mailto:news@capecodchamber.org)  
 phone: 508-362-3225  
 web: <http://www.eCapeChamber.com>

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