

[<Back](#) [Print](#)

## Cape Cod Chamber of Commerce eNewsletter

eNews

August 29, 2008

Dear Karen,

### From the CEO's Desk:

- The Cape Cod Chamber of Commerce honors the service and memory of Mashpee soldiers Army Pfc. Paul Conlon and Marine Pfc. Daniel McGuire. We send our deepest condolences to the family and friends of these brave soldiers.
- Many compliments to Alice & Tom of the Lamb & the Lion Inn in Barnstable Village, who did a great job hosting a small board retreat for JTEC this week. Super job!
- We met with representatives of Plymouth Rock and their education cooperative to discuss future job potential of the proposed film studio.
- We have given quite a few off-Cape radio and newspaper interviews in advance of the Labor Day holiday.
- The Chamber is preparing testimony on the topic of the Fair Share assessment to employers, as well as the minimum creditable coverage definition changes in the new health care insurance laws.
- The Chamber is finalizing commentary on the draft Regional Policy Plan for board review and discussion next week.
- Don't miss our first ever Issues & Answers forum, which will run the first Thursday of the month and cover a wide range of topics. The first is on affordable housing - addressing some of the myths and challenges of this topic. See more in the article below.
- Pavement repairs on the Bourne Bridge will be performed on 9/3 to 9/5, weather permitting. Work will take place from 7 p.m. to 5:30 a.m. and travel will be limited to one lane in each direction.
- We wish you a safe and restful Labor Day weekend!

Wendy K. Northcross, IOM, CCE

### in this issue

- **Sept. Member to Member Golf Outing**
- **9/4 Issues & Answers Forum**
- **Back to Business Bash**
- **Additional Burdens for Small Businesses in Proposed Amendment to Health Insurance Law**
- **Business Connect 2008**
- **Travel Leadership Summit**
- **Marketing Opportunity at Big E**
- **Welcome New Members**
- **Geek-a-Palooza**
- **Cape Cod represented at August trade shows**
- **SCORE Successful Small Business Courses**
- **RAMAES**
- **News from our Members**

### *Sept. Member to Member Golf Outing*



Please join the Cape Cod Chamber for our **September Member to Member "Network and Nine" event**, set for **Tuesday, September 9th** at The Brookside Club in

Bourne. The golf portion will tee off at 4 p.m., with regular networking to start at 5:30 p.m.

Cost to attend just the networking event is \$5 members, \$15 non-members. Enjoy networking, hors d'oeuvres, raffles and scenic views. [Click here](#) to register now! If you would like to play golf, please call 508-362- 3225, ext. 513 to reserve your space. The cost for golf is \$40 per person and \$140 if you book a foursome.

### *9/4 Issues & Answers Forum*

Wondering about the prospects for buying and selling real estate on Cape Cod and the Islands during the coming season? Join Jamie Regan, president of the Cape Cod & Islands Association of REALTORS, and Henry DiGiacomo, CEO, at the first Cape Cod Chamber of Commerce "Issues and Answers" morning forum September 4 in Hyannis.

The event will be held from 7:30 to 9 a.m. in the Rectrix Aerodrome Boardroom, 730 Barnstable Road, Regan is expected to make a major announcement about the Cape Cod & Islands Multiple Listing Service, Inc. (CC&IMLS) and discuss developments that will help direct additional business to the region. The association president plans to detail the state of the market on Cape Cod, Nantucket, and Martha's Vineyard. Additionally, he will address the challenges and opportunities facing home buyers and sellers, as well as new opportunities available to first-time homebuyers.

Cost to attend is \$15 (includes continental breakfast). Limited seating so please [click here](#) to register online by September 3. Or RSVP to Jane at [jane@capecodchamber.org](mailto:jane@capecodchamber.org) or 508-362-3225 x 513.

### *Back to Business Bash*



Cape Cod Young Professionals will host the Back to Business Bash at Rectrix Aerodrome in Hyannis on Thursday, September 18th! Meet, network, and interact with other business leaders on Cape Cod. The night will feature music, networking, local restaurants displaying their fare, beverages, special fashion show, great prizes and a chance to mingle with people from all over Cape Cod. Cost is just \$10. RSVP to [b2bbash@gmail.com](mailto:b2bbash@gmail.com). Held in partnership with the Cape Cod and local Chambers of Commerce, and many others.

### *Additional Burdens for Small Businesses in Proposed Amendment to Health Insurance Law*

On October 1st, the Patrick Administration plans to change "OR" to "AND" in the Fair Share regulation of the New Health Insurance Law. Presently, employers with 11 or more full time equivalent employees must either have 25% of their employees enrolled in their group health insurance plan OR pay 33% of insurance premium costs for employees in order to be exempt from the \$295/employee fair share penalty. A recent proposal requires employers to do both (pay 33% of their employees' premiums and enroll 25% of their employees in their group plan). This amendment also changes the fair share contribution from an annual liability determination basis to a quarterly basis.

Time to comment on these changes is short: amendment is scheduled to go into effect October 1, 2008. [Click here](#) for a sample letter, which you can customize and mail to Div. of HCFP for delivery by 5 p.m. on 9/15/08, and send a copy of ASAP to Associated Industries of America, P.O. Box 763, Boston, MA 02117-0763. Also, call Corine Peach at 617-988-3126 by 9/4/08 to register to testify at the Division of Health Care Finance and Policy Hearing, 2 Boylston St., Boston on 9/5/08. For more details, call the Chamber's Health Insurance Outreach Coordinator, Kathy Teahan (781-789-3317).

### *Business Connect 2008*

Save the date for **Business Connect 2008**, set for October 16th at the Resort & Conference Center in Hyannis! Business Connect 2008 will feature an exhibit hall with 80 companies and brands, including pavilions dedicated to health, technology, the model office, Plymouth County and the emerging Green economy. Also, presentations on how your business can attract women and baby boomers, 2009 Economic forecast, The Seven Stages of Small Business Success, Succession and Transition planning, Planning your Health Care Costs for 2009, and more! Pre-register now at [www.businessconnector.biz](http://www.businessconnector.biz). Presented by Cape Business Publishing. Premium sponsors are Cape Cod Chamber of Commerce, Best Buy, Cape Cod Broadcasting, Comcast, Eastern Bank, Mid-Cape Home Center and Tufts Health Plan.

### *Travel Leadership Summit*



The Cape Cod Chamber of Commerce invites you to join the Massachusetts delegation at the Travel Industry Association's Travel Leadership Summit. Join with states from across the nation in Washington D.C. on September 24-25,

2008 to deliver a unified message to Congress about the tremendous national impact of travel and important issues facing the travel community. For more information and to register, please visit [www.tia.org/TLS](http://www.tia.org/TLS).

### *Marketing Opportunity at Big E*

The 88th edition of the Big E, the largest festival in the Northeast, will be held at the Eastern States Expo in West Springfield from September 12-28, 2008. 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.

For an investment of \$75, we will take 200 of your brochures to the show for the entire 17 days; materials and payment are due no later than September 4th. Last year, we distributed over 8,000 Cape Cod guidebooks. We also need help staffing the booth during the time period from September 14-27 - another great opportunity to promote your business. For more information, contact Arthur Ratsy at 508-362-3225, ext. 512 or [arthur@capecodchamber.org](mailto:arthur@capecodchamber.org).

### *Welcome New Members*

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

- [Lower Cape Communications, Inc.](#), Provincetown
- [The Perfect Plan](#), Forestdale

### *Geek-a-Palooza*

The Cape Cod Technology Council presents **Geek-a-Palooza** at Hyannis Golf Club on Friday, September 5th. See local "geeks" in action with this very interactive program in which you get a plethora of Internet experts giving a 5-10 minute "demo" of what they do best. Starting at 7:30 a.m., the program will highlight their creative and innovative skills with demos on web applications for use in your own business, skills for your online initiatives and just a lot of cool, geeky stuff you can learn about from the people who eat, sleep and live online. If you own a business, or are just starting a business, this is an event you will not want to miss!

Co-sponsored with the Cape Cod Chamber of Commerce. Cost for members of the both the CCTC and the Cape Cod Chamber is \$25. Cost for non-members is \$35. To RSVP, email [info@cctechcouncil.org](mailto:info@cctechcouncil.org).

### *Cape Cod represented at August trade shows*

Cape Cod Chamber VP of Sales Patti Lloyd has returned from a whirlwind selling and trade show blitz. Her journey took her first to IMG and their Strategic Alliance Meeting, where she promoted Cape Cod as a premier group tour destination. This was the first time Cape Cod has attended the show, providing Patti the opportunity to meet operators that do not belong to ABA or NTA.

From there she went to Meeting Planner International's World Education Congress, where she represented Cape Cod, Massachusetts, and all of New England as a destination to the 6,600 meeting planners and suppliers in attendance. She also participated in an informative Café Conversation with 10 meeting planners, who have created a "green" contract for hotels.

Next up was the American Society of Association Executives Annual Meeting and Exposition, where she showcased Cape Cod along with Ellie MacKenzie of the Sea Crest Resort and Bryan Webb and Ginny Lepow of Ocean Edge Resort & Golf Club. Traffic was brisk as the Cape Cod Team connected with new, old planners and acquaintances. Many thanks to Henry DiGiacomo, Cape & Islands Association of Realtors, who was a strong advocate for Cape Cod and instrumental in introducing the Cape Cod team to the President and VP of the Louisiana Safety Council, which will site Cape Cod in the fall for two meetings.

Next, she attended and participated in the Helms Briscoe Partner Fair, where she held meetings with 60 planners and reconnected with many others. Patti ended the month of August participating in an American Bus Association's Marketplace 2009 Orientation Sub Committee Meeting in Charlotte, NC. This committee will implement the ideas that shape the way for all Marketplace First Timers and training for the January Marketplace.

### *SCORE Successful Small Business Courses*

SCORE's highly popular "Successful Small Business" courses will begin September 7th at Cape Cod Community College. The course will be held at 7 p.m. each Tuesday night for seven weeks and also at a number of other dates and locations. It will cover a wide range of topics useful to business people and to those contemplating starting a business. This Fall's courses will include tips on managing in an economic downturn. The fee for the course is \$95. Reservations for the CCCC course may be made by calling 508-375-4012 and requesting course WGB075. For other times and locations, visit [www.scorecapecod.com](http://www.scorecapecod.com).

## RAMAES



# RAMAES

RETAILERS ASSOCIATION

OF MASSACHUSETTS

*Awards of Excellence*

The Retailers Association of Massachusetts is seeking nominees for its Awards of Excellence, created to acknowledge retail excellence in the Commonwealth. All Massachusetts retailers and restaurants are eligible, and winners are chosen due to their creativity, enthusiasm, and commitment. Financial strength is not a factor in the judging process. RAM membership is not necessary to nominate or to be nominated. Entries are encouraged all segments of the retail community and all parts of the state. Know a deserving store? Have a favorite restaurant, book shop, food store, or boutique? Show your appreciation and nominate these stores today! Find the nomination forms online at [www.retailersma.org](http://www.retailersma.org) or call 617-523-1900.

## News from our Members

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

Nonprofit community radio station **WOMR - 92.1 FM** will hold the second annual **Boogie on the Bay** benefit on Saturday, September 13th at Baker's Field in Wellfleet. The all-day festival of music, food and fun will feature the legendary Providence, RI roots reggae band Mystic Jammers, along with such bands as Lonesome Jukebox, The Greenheads, The Rip-It-Ups, Squidda, the Andrea Gillis Band and Sandwich's Trip13 Crown. Beer and wine will be served, along with a raw bar and barbecue, all to benefit Outermost Community Radio WOMR-92.1 FM. New to this year's festival, local artists, crafters and merchants will host booths featuring locally and sustainably made wares for sale. Tickets are \$20 in advance and/or with WOMR member card, and \$25 on the day of the show. Tickets can be purchased online at [www.womr.org](http://www.womr.org), or by calling the station offices during weekday business hours at 508-487-2619.

**Christy's of Cape Cod** has announced a "Profiles in Courage Tour," featuring rides aboard one of the famed WWII PT boats. Today through Sunday, Christy's will sponsor a series of 90-minute rides aboard PT 728 from Hyannis Harbor to the waters of Nantucket Sound. The vessel is an authentic, restored World War II PT boat. Six daily 1.5 hour tours are offered: at 9:00, 11:00, 1:00, 3:00, 5:00 and 7:00. Tickets are \$50 for adults and \$20 for children 12 and under. Collaborating with Christy's of Cape Cod is **Baxter's Fish & Chips** located at 177 Pleasant Street on Hyannis Harbor, from

where the tours will depart and where tickets can be purchased. For more information, call 508-775-9767 or visit [www.na.ntucketsoundkeeper.org](http://www.na.ntucketsoundkeeper.org).

**First Citizens' Federal Credit Union** has announced the recipients of its 16th annual Academic Scholarship program. Eight scholarships were awarded at \$1,000 each, based on academic ability and promise. An additional award of \$1,000 was presented as the Silva Scholarship in honor of Barbara Whitehead Silva, who retired from First Citizens' as president and CEO after a tenure of 45 years with the credit union. Since the inception of the program, First Citizens' has awarded over \$52,000 to deserving graduates from Cape Cod and South Coast area high schools.

The third annual **Cape Cod Life Home & Garden Expo** and Home Tour will kick off on Friday, October 24th at the Resort and Conference Center at Hyannis. The three-day event will include more than 100 exhibitors from all sectors of the Cape's home improvement industry. The weekend will also include free seminars and book signings with Cape Cod authors, and for the first time, the traditional Home Tour will be featured online. Tickets are \$10 and can be purchased at the door. For more information, visit [www.expo.capecodlife.com](http://www.expo.capecodlife.com).

Members Richard Talmage and Grace Talmage have launched a new website called [www.welovecapecod.com](http://www.welovecapecod.com), offering visitors and residents an insider's view to all towns on Cape Cod. Contents include listings, photos, video and blog. Blogs feature town description, events, beaches, golf, live theatre and town trivia and tips. Long associated with print and website directories, this mother and son duo advertise an easy-to-navigate directory for visitors and residents. Their previous directory was [www.weddingsoncapecod.com](http://www.weddingsoncapecod.com), now online for 13 years and sold in 2007 to [eCape.com](http://eCape.com).

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