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## Cape Cod Chamber of Commerce eNewsletter

eNews

December 28, 2007

**Dear Karen,**

### From the CEO's Desk:

- Congratulations to Tom Lynch, the newly appointed Barnstable Assistant Town Manager!
- Kudos to the Housing Assistance Corp for a very successful 4th Annual NOAH Shelter Telethon. Great job.
- We have met with the Cape Technology Council and SCORE on potential joint initiatives.
- Follow up to the Economic Summit included four meetings in mid-December with over 100 attendees representing local, county and state elected officials, as well as the school superintendents and Cape Cod Community College reps. Attendees concurred with many of the findings, and in fact were enthusiastic about the dialogue. We found that most of the meetings turned quickly to ideas for solutions to retain and attract 25 to 44 year olds. At the top of the list were recommendations to increase economic opportunity and housing that those early in their careers can afford to purchase or rent.
- The steering committee for the Economic Summit met immediately after the last presentation to discuss next steps. Because of specific strengths and experience, we need to invite others to the table to help define how to speed the spread of solutions. Over the next two weeks, we will be identifying industry sector leaders, stakeholder organizations and government officials who can comprise a coordinating council to usher in a new economic stimulus plan for the region.
- We wish you all a prosperous New Year and pledge to continue to work hard on your behalf in 2008!

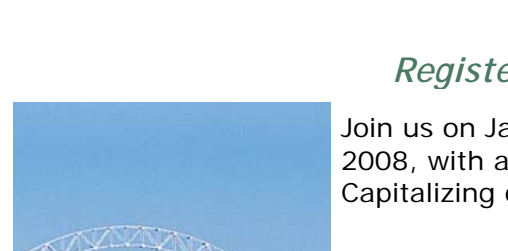
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*Wendy Northcross*

Wendy K. Northcross, IOM, CCE

### Happy New Year!

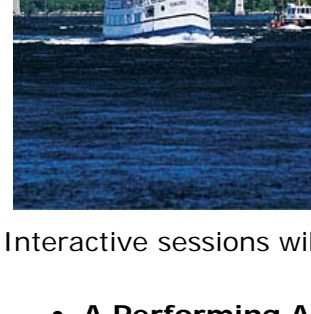


All of us at the Cape Cod Chamber of Commerce wish you a safe, happy and prosperous New Year!

Help us kick off an exciting New Year for Cape Cod at our January member to member event. The event will be held Thursday, January 17th

from 5:30 to 7 p.m. at the new KenMark Office Systems Building in Mashpee. Enjoy fine food, great networking opportunities and exciting raffle prizes. Cost is \$5 members, \$15 non-members. [Click here](#) to register now. Or call 508-362-3225, ext. 537.

### Register now: Travel Industry Symposium 2008



Join us on January 15th for Travel Industry Symposium 2008, with a focus on "Sustainability & Authenticity: Capitalizing on Your Destination's Unique Character."

This day of professional development and visioning for the future, starting at 8 a.m. at Cape Cod Community College in West Barnstable, will provide relevant and strategic information and insights for tourism industry professionals, and is aimed at helping improve competitiveness and grow market share. Highlights include a marketplace of exhibitors, networking opportunities, and a Winter Tide Taste, featuring an awards presentation and a sampling of locally grown and prepared foods from some of Cape Cod's finest restaurants.

Interactive sessions will include:

- **A Performing Arts Center for Barnstable & Cape Cod** Speaker: Doreen Bilezikian, Cape Cod Cultural Center for Performing Arts. *An update on the progress toward building a first class performing arts center in Hyannis*
- **Building Brand through Social Marketing** Speaker: Sandeep Junnakar, Associate Professor, The City University of New York, Graduate School of Journalism. *A look at how destinations are using all things Web 2.0 to connect and engage with their audience in a meaningful manner*
- See full list of workshops online at [capechamber.com](http://capechamber.com)!

The cost to attend the symposium is \$75 per person, or \$65 per person if three from the same property are attending. [Click here](#) to register online!

### Health Insurance Reminder

You still have time to help your employees with their health insurance questions and issues! Community Action of Cape Cod and Islands (CACCI) at 15 Enterprise Drive in Hyannis (508-771-1727) will provide answers to complicated questions that workers may have. CACCI offers free eligibility screenings for Public Health Insurance Programs and seeks to ensure that Cape Cod and Islands residents are assisted with enrollments and linked to a Primary Care Provider. Even if people don't make the December 31, 2007 deadline for being enrolled in a health insurance plan, they should enroll as soon as possible to avoid the 2008 penalties. Since this has been the first year of a new and complicated law, we expect the State to be flexible where people are making a "good faith" effort. Contact Kathy Teahan, our Health Insurance Outreach Coordinator, at 508-776-9533 or [kathy@capecodchamber.org](mailto:kathy@capecodchamber.org) with any questions.

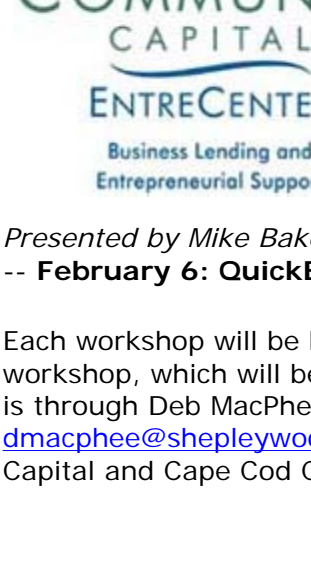
### Santa visits Chambertown



Staff members at the Cape Cod Chamber were pleasantly surprised last week to receive a personal visit from "Santa Claus," who spread holiday cheer throughout the office!

Santa's real name is Zachary Lloyd Carey, the four-year-old nephew of Chamber VP of Sales Patti Lloyd and son of Christina and Brian Carey. Zachary is a student at Sunshine and Rainbows Nursery School and was gracious enough to take time out his busy schedule to visit Chambertown.

### EntreCenter Workshop Series for Landscapers/Contractors



Mark your calendar for an upcoming workshop series for landscapers and contractors, to be held at Shepley Marvin Classroom in Hyannis.

- **January 16: Managing Gaps Between Spending & Receiving Money**, Presented by Peter Rice and Donna Zayatz from TD Banknorth
- **January 23: Insurance Issues for Landscapers & Contractors**, Presented by David Lofstrom & Brett Valentini from TD Banknorth Insurance Division, John Tucci of Tucci, Goss & Lee
- **January 30: Tips for Making Money on the Job**, Presented by Mike Baker, retired contractor and SCORE Counselor
- **February 6: QuickBooks for Landscapers & Contractors**, Presenter TBA

Each workshop will be held from 3 to 5 p.m., except the February 6th QuickBooks workshop, which will be held from 1 to 5 p.m. The workshops are free and registration is through Deb MacPhee at Shepley at 508-862-6200 or [dmacphee@shepleywood.com](mailto:dmacphee@shepleywood.com). Sponsored by the EntreCenter, Coastal Community Capital and Cape Cod Chamber.

### Unsung Heroine Nominees

On May 14, 2008 the Massachusetts Commission on the Status of Women (MCSW) will host its Fifth Annual Unsung Heroine Celebration at the Massachusetts State House. This event will honor 351 Unsung Heroines - one from every city and town in the Commonwealth. Unsung Heroines are women who quietly, without fanfare or recognition, make their communities and the Commonwealth better places.

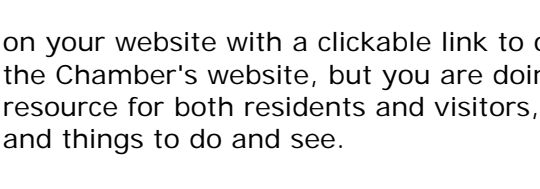
The Commission is asking the public to help identify the women from every community who perform unheralded acts on a daily basis that make our neighborhoods, cities and towns better places to live. Any individual may nominate one or more Massachusetts' women to be considered for selection as an Unsung Heroine. The deadline for nomination submissions is January 14, 2008. [Click here](#) for the nomination form.

### Regulatory Review Initiative: Input Needed

The Governor's Office and the Attorney General's Office are collaborating on a Regulatory Review Initiative designed to identify and remediate regulations that are unnecessary, overly burdensome or inconsistent with statutory mandates or the rules of other agencies. The goal is to promote job growth and economic development, while still protecting consumers, employees and a clean environment

The Initiative's success depends on input from those most affected by regulations. Your comments are encouraged and appreciated. Please contact April Anderson Lamoureux of the Executive Office of Housing and Economic Development, or Jim Scafide of the Attorney General's Office, directly with suggestions. April can be reached at 617-788-3667 or [april.a.anderson@state.ma.us](mailto:april.a.anderson@state.ma.us), and Jim can be reached at 617-727-2200 x 2604 or [james.scafide@state.ma.us](mailto:james.scafide@state.ma.us).

### Use our logo on your website

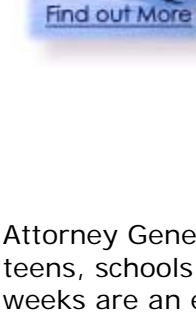


Visits on [www.CapeCodChamber.org](http://www.CapeCodChamber.org) in 2006 went up 13% over the previous year, and we want to see our web traffic continue that upwards trend. You can help!

Please post the Cape Cod logo somewhere on your website with a clickable link to our site. Not only will this help drive traffic to the Chamber's website, but you are doing your customers a service. Our site is a great resource for both residents and visitors, with updated information on events, activities and things to do and see.

Simply right click on the logo on the left and choose "Save Picture As." Then, forward the logo to your web designer to post on your site. We appreciate your support!

### Submit your winter lodging specials



Attention member lodging properties: Submit to us now your winter value offerings and packages! All of our winter marketing directs people to visit the website to book online and find "Value Vacations" - make sure your property is represented! Email your package, including rate and expiration date, to [Kristen@capecodchamber.org](mailto:Kristen@capecodchamber.org).

### Reminder: Child Labor Laws

Attorney General Martha Coakley has issued a bulletin reminding teens, employers of teens, schools and parents of the Commonwealth's Child Labor laws. School vacation weeks are an especially popular time for teens to work. The bulletin highlights the requirements that employers must meet when they employ teen workers.

Recent changes to the child labor laws went into effect at the beginning of the year. The new law states that 16 and 17-year-old minors may work until 10:15 p.m. in establishments that stop serving customers at 10 p.m., and until 11:30 p.m. on non-school nights (until midnight in restaurants and race tracks on non-school-nights). Additionally, all minors must have direct and immediate supervision of an adult supervisor after 8 p.m. (with exceptions). Further information can be found at the Attorney General's child labor law website, [www.laborlowdown.com](http://www.laborlowdown.com).

### Welcome New Members

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

- [CertaPro Painters](#), Middleboro
- Fein Things, Centerville
- [In Control Advanced Driver Training](#), Wilmington
- [Polar Cave Ice Cream Parlour](#), Mashpee

### Sponsor the weekly E-news

Interested in finding out how to sponsor our weekly e-newsletter? It is an easy and affordable way to get your message out to over 2,000 opt-in subscribers of the Cape Cod Chamber. Email [kristen@capecodchamber.org](mailto:kristen@capecodchamber.org) to find out more.

### News from our Members

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

**Pierce-Coté Advertising** has been named as advertising agency of record for the Martin County (Florida) Convention & Visitors Bureau headquartered in Stuart, Florida. Pierce-Coté will be responsible for all creative development and media planning for the CVB. Pierce-Coté Advertising, based in Osterville, is a full-service marketing communications firm offering creative and media services including strategic marketing, advertising, and website development. The Agency has been serving clients throughout the region since 1988. In December of 2006, Pierce-Coté merged with Regan Communications Group of Boston. For more information call 508-420-5566.

**First Citizens' Federal Credit Union** has announced the recipients of its 15th annual Academic Scholarship program. Eight scholarships valued at \$1,000 each were awarded: scholarships are based on academic ability and promise. Since the inception of the program, First Citizens' has awarded over \$43,000 to deserving students graduating from Cape Cod and South Coast area high schools. Cape Cod recipients included: Tara Fuller, graduate of Falmouth High School, attending Framingham State University; Nayana Xavier, graduate of Dennis-Yarmouth Regional High School, attending the University of Massachusetts, Boston; Rayssa Ribeiro, graduate of Barnstable High School, attending Cape Cod Community College; Kelsey MacDonald, graduate of Nauset Regional High School, attending Springfield College.

**Dare to Be Alive Foundation Inc.** of South Yarmouth will create a "Vegas-like" atmosphere in conjunction with Eastern Poker tour on Friday, January 11th at a "Texas Hold'em Poker Night." Registration is at 6 p.m., and the game starts promptly at 7 p.m. at Whites of Westport in Westport, MA. It is a \$100 buy in, with a pay out of \$10,500.00 based on 150 players. Register online with Eastern Poker Tour or mail a check of \$100.00 directly to Dare to Be Alive at 230 North Main Street, South Yarmouth, MA 02664. All proceeds from this event will benefit the programs of service of Dare to Be Alive, which is dedicated to enriching the lives of organ/ bone marrow transplant recipients and their families by providing financial, mentoring and social supports. For more information, call 508-398-1260 or visit [www.daretobealive.org](http://www.daretobealive.org).

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

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