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Cape Cod Chamber of Commerce eNewsletter

eNews

February 1, 2008

Greetings!**From the CEO's Desk:**

Go Patriots!! With extreme Patriot Pride, we will cheer for our Patriots as we watch this Sunday's Super Bowl, and we thank them for the most exciting season ever! Teamwork has certainly been the hallmark of this exceptional Patriots' 18 and 0 season.

On Cape Cod, we have our own winning team of businesses, non-profits, educational and cultural facilities, churches, governing bodies, and residents ready to face the economic challenges of 2008. As a team, we will stay focused and work hard to reach our goals: to strengthen our economic viability, cultural richness, environmental sensitivity, and social needs. We will stay united and supportive of each other and find victory and success as we meet the challenges of 2008! Enjoy the Super Bowl, and Go Patriots!

- It was with a sense of sadness that we heard the last sortie from the Otis Air National Guard base take off on Saturday. Our community has been honored to host such a skilled military unit. Never will we forget their role on September 11, 2001.
- Congratulations to IFAW on the move into their new "eco-friendly" headquarters in Yarmouth.
- We are working with the Workforce Investment Board to promote the hiring of 55+ residents, and a marketing campaign was launched this week with radio interviews and a direct mailing to Chamber members.
- We participated in this week's Mass. Cultural Council's strategy session to update the Creative Economy plan for the state.
- The 50th Hyannis Rotary Home & Garden Show is offering 8 x 10 booths for \$550 each at the March 29 & 30th event in Hyannis. [Click here](#) for more information.
- We met with Rick Angelini, interim executive of the Hyannis Area Chamber of Commerce, to discuss our joint tourism marketing effort. Mini grants will be announced soon, for eligible projects in the seven villages of Barnstable.

Wendy K. Northcross, IOM, CCE

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Join us for the February Member to Member

Register now for our February member to member event, set for Wednesday, February 13th from 5:30 to 7 p.m. at the new Heather Restaurant in Mashpee! Enjoy fine food, great networking opportunities and exciting raffle prizes. Co-sponsored with the Mashpee Chamber of Commerce.

Cost to attend is \$5 members, \$15 non-members. [Click here](#) to register online now!

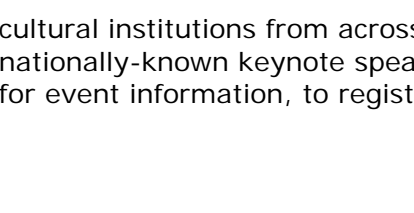
**Power Networking with the Cape Cod Chamber**

Please join us on Tuesday, February 26th as the Cape Cod Chamber hosts a Power Networking event, from 7:30 to 9 a.m. in The Terrace Room at Hyannis Golf Club. Cost for the networking event is \$5 members and \$15 non-members. Reservations are required, along with a description of the types of businesses you are looking to network with. This will assist in our matching process. Bring a friend! Email mike@capecodchamber.org or [click here](#) to register online.

Cape Cod Chamber encourages members to join Cape-wide recycling efforts

As reported in a previous enews, the Cape Cod Chamber, its Tourist Information Centers and the Arts Foundation of Cape Cod have joined Mass Recycles Paper Campaign's comprehensive paper recycling project. Inspired by the 15 Cape Cod municipalities who have been called "Trailblazers" for their early involvement in the program, the Cape Chamber staff will be recycling its office paper, outdated tourism pamphlets and brochures, and all recyclable paper and cardboard.

To illustrate the enormity of our current paper disposal practice, a card distributed by the Mass Recycles Paper Campaign, reads, "Picture enough paper to fill Fenway Park to a height of 750 feet - as high as the Prudential Center." Every year people in Massachusetts throw this much paper into our solid waste landfills. The good news is that in one year, for every two 10-gallon bags of paper that are recycled, we save the equivalent of nine trees, 120 gallons of fuel, and the production of 1.5 tons of carbon dioxide. More good news is that we will save our towns, our businesses and our state money by recycling instead of disposing of our paper and cardboard.

Register now for the Governor's Conference on Travel & Tourism

Save the date for the 21st Annual Governor's Conference on Travel & Tourism, set for February 28-29, 2008 in Boston. More than 500 industry professionals - representing hotels, attractions, and cultural institutions from across the state - are expected to attend from nationally-known keynote speakers and take part in interactive workshops. [Click here](#) for event information, to register, and for sponsorship opportunities!

Health Insurance Update

Reduce your 2008 business expenses and help your employees save on their 2008 state and federal taxes! Both employers and employees save money with a Section 125 Plan. Under federal tax law, a Section 125 Plan permits employees to pay for certain payroll deductions on a pre-tax basis. With a Section 125 Plan, health insurance premiums and health savings accounts are deducted before taxes so employees don't pay taxes on the money they spend on health care coverage. Employers don't pay Social Security or Medicare taxes on their employee pre-tax wages. For employers, this is a savings of 7.65% of all dollars put through the Section 125 Plan. (Explain to employees how Section 125 Plans do reduce Social Security compensation.) Under the Mass Health Care Reform Law, all employers with 11 or more full-time equivalent employees must offer a Section 125 Plan to their employees.

Hyannis Access Task Force holds public informational meeting

The Hyannis Access Task Force will hold a public informational meeting March 5th from 6 to 9 p.m. at the Barnstable High School in the Performing Arts Center. This will be the first of two public informational meetings planned to review its comprehensive study of the greater Hyannis area. The first hour, from 6 to 7 p.m., will be an "open house" with exhibits at various stations in the lobby. Between 7 and 7:30 p.m., a formal presentation on the study will be given, followed by Q&A period. For the last hour, the meeting will return to an open house format, where questions can be addressed one-on-one. For more information, visit www.hyannis-access.com.

B&B Survey: Inside Track

The Cape Cod Chamber B&B committee is seeking feedback from Cape Cod innkeepers regarding its "Inside Track" educational and networking event, typically held twice a year. In an effort to better serve the needs of local innkeepers, the committee has issued a survey to gather this input. As a thank you for taking the survey, every innkeeper who participates will be automatically entered in a drawing for a free Inside Track admission for two people.

[Click here](#) to take the survey!

Welcome New Members

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

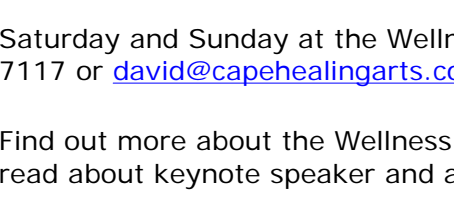
- [Clear Channel Interspace Airport Advertising](#), Allentown PA
- [Education Solutions for Long Term Care](#), Billerica MA

Grant Writing Workshop set for March 18-19

Cape Cod Community College, WERC and the American Grant Academy present a professional grant writing workshop March 18-19 from 9 a.m. to 5 p.m. at the college (North Building Rm. 117). This intensive two-day grantwriting workshop is designed for beginners and intermediate grant writers who would like an overview, introduction and/or refresher to strengthen their grant writing skills. All participants will receive certification in professional grant writing from the Academy. Register early since space is limited. Workshop fee is \$149, including tuition, materials, one-on-one consulting, and certificate of completion. Call 508-362-2131 ext. 4012.

EntreCenter Networking Workshop

Mark your calendar for an EntreCenter workshop on "How to Network Effectively" from 6 to 8:30 p.m. on Tuesday, February 5th at Bistro at Utopia Place in Lemroe. Celebrate International Networking Week by learning how to maximize networking opportunities with presenters Warren Rutherford of Rutherford Advisors & Beth Sobloff of Birchwood Enterprises. Cost is \$25, including dinner. To register, visit www.coastalcommunitycapital.org or contact Christina at 508-790-2921 x2.

Packaging opportunity for Wellness Expo

Attention accommodations members: Create your own special R&R promotion in conjunction with the Cape & Islands Wellness Expo on March 8-9 in Hyannis! For just \$50, you can become a participating Hotel, B&B or Guesthouse.* Along with a complimentary listing on CapeExpo.com, you'll receive five admission tickets good for both Saturday and Sunday at the Wellness Expo! To participate, contact David at 508-896-7117 or david@capehealingarts.com.

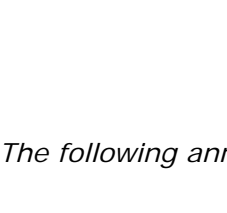
Find out more about the Wellness Expo at CapeExpo.com. Pre-register for workshops, read about keynote speaker and author Bernie Siegel, MD, and check out exhibitors.

Cape & Islands 'Heroes' to be honored at March event

The American Red Cross, Cape Cod and Islands Chapter has announced its listing of 2007 Heroes - [click here](#) to view the list of recipients! These Heroes will be honored at the 6th Annual Heroes Breakfast on March 7th at The Resort and Conference Center at Hyannis from 7 to 9 a.m. Master of Ceremonies at the breakfast will be Peter Meyer, Publisher of the Cape Cod Times, and awards will be presented by community members. Tickets, sponsorships and advertising opportunities are available online at www.capecodandislandsredcross.org or via phone at 508-775-1540.

UMass Dartmouth announces keynote speaker for Celebrity/Scholarship Dinner

Bill Russell, basketball sports icon of the 20th century, will be at center court as the keynote speaker at the 2008 annual Celebrity/Scholarship Dinner for the University of Massachusetts Dartmouth's Center for Marketing Research on Thursday, March 27th at the Venus de Milo in Swansea. The legendary star's public appearance represents a rare chance for Southeastern Massachusetts and Rhode Island residents to have face-to-face interaction with the world-renowned champion who led the Boston Celtics to an unprecedented 18 championships in 21 years of basketball. Tickets for the dinner and the VIP reception are \$75 for each event. Contact Ava Lescault at 508- 910-6435 or email alescault@umassd.edu for more information.

Cape Business E-Newsletter

Click the link below for the January 30, 2008 Cape Business E-Newsletter. This week's edition includes the following headlines:

- The leading economic index
- Solar energy incentives
- Housing update
- 2008 housing trends

- SBA awards lunch on Cape Cod this year

To subscribe to the e-newsletter, please www.capebusiness.net.

[Click here to read the E-Newsletter](#)

News From our Members

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

The Second Annual "Love the Arts" Gala will be held at the **Cultural Center of Cape Cod** on February 9th at 6 p.m. Enjoy an elegant evening of dining and dancing to Freddie and the Maybellines. Incredible food and a live auction. A glamorous way to spend a winter evening, benefit the Cultural Center, and celebrate the conclusion of its first amazing year and the launch of its second. Cost is \$100 per person. Black tie optional. Reservations can be made by calling 508-394-7100.

Shepley Wood Products, a lumber and building materials wholesaler based in Hyannis, was awarded the Entrepreneur of the Year 2008 by LBM Journal®. LBM Journal is a national, monthly trade publication with a circulation of over 40,000. The award was given to Shepley in the category of "Sales of more than \$50 million" for "the ability to excel at identifying underserved markets, satisfying customers, and constantly searching for and finding new ways to grow their customer base, in spite of what the market at large seems to be doing". This is a special honor, given to a Barnstable-based company, out of all qualified dealers in the Nation.

MSPCA Cape Cod will host a Wine Tasting Event on Monday, February 25th at 5:30 p.m. at Wimpy's Seafood Cafe of Osterville. Tickets are \$15 each in advance or \$20 at the door. Proceeds Benefit the Cape Cod MSPCA Animal Care & Adoption Center. For tickets, call 508-771-3452.

Scotts Lawn Service of Sagamore Beach and South Dennis offers the following specials for Cape Cod Chamber of Commerce Members: If you already use Scotts Lawn Service, refer a friend and when the friend signs up for one of the Lawn or Tree & Shrub Programs, you will receive a \$30 credit to your account (so will they!). If you sign up as a new customer for Scotts Lawn Service's Lawn or Tree & Shrub program today, receive 10% off your program.

Cape Cod Central Railroad's Dinner Train will be featured on the Rhode Island PBS auction, scheduled for Thursday evening, March 6th. Hosted by Robert Van Camp of Great Scenic Railway Journeys, video of the dinner train and its magnificent scenery will be viewed throughout the evening from 7:30 to 10:30 p.m. Viewers will have an opportunity to bid on a variety of items, including Dinner for Two aboard the Elegant Dinner Train.

Exit Strategies Group, LLC invites you to attend one of its complimentary breakfast seminars on Thursday, February 7th from 8 to 9 a.m. in the NY Life Conference Room, Hyannis. The seminar will lead attendees through a seven-step proven process that allows you to exit your business in style and receive maximum value for your efforts. Receive complimentary planning materials and the ability to interact with other entrepreneurs that are facing similar challenges. Exit Strategies Group specializes in working with businesses to set exit objectives, determine value/price, convert business value to cash, sell the business for a note, contingency planning and wealth preservation planning. To make a reservation, please RSVP to Michael at marnheiter@eaglestrategies.com or call Lois at 508-362-8168.

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

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