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Cape Cod Chamber of Commerce eNewsletter

eNews

January 4, 2008

Dear Karen,

From the CEO's Desk:

- Board Chairman Dick Neitz appeared on the Ed Lambert Talk Show on WXTK this week to discuss the Chamber's position on Casino Gaming as well as other issues related to our program of work. There has been a great deal of press interest on the gaming position and the H2B visa issue.
- The H2B Visa Cap has been reached and the Workforce Development Committee Chair, Matthew Lee, has been working with us to develop next steps in conjunction with the local WIB and state Dept. of Workforce.
- Lt. Gov. Murray will be appearing at the Travel Industry Symposium on January 15th and we have a great line up of topics and presenters for the whole day. Do not miss this opportunity to get up to speed on new ideas and tactics for your '08 business plan!
- We will be meeting with the project developers for a film studio / facility in Plymouth County in the near future.
- Final ad copy was due this past week and staff is reviewing edited copy and layouts for the Cape Cod Travel Guide which goes on press at the end of this month. We will be publishing a 160-page magazine which will serve as our primary fulfillment piece for leisure travel inquiries & marketing at trade shows and visitor centers.
- We met with Cape Tech and Cape Cod Community College officials this week to continue to shape our programmatic relationship and identify economic development opportunities that may be worthy of grant proposals.
- We will be convening the steering committee from the Economic Summit in the immediate future to gain consensus on the next steps toward our economic stimulus plan development. We have received an overwhelming amount of support and offers of volunteer time to help on this front.
- We will be issuing a survey to participants in the Arts & Artisans Trail Guide to measure the effectiveness of the guide and marketing program.
- Kathy Teahan will remain on staff to help guide our recycling program, do research on green tourism and assist with the development of the economic stimulus plan.
- Our building committee has commissioned Ken Sadler Associates to draw up a preliminary design for expanded Chamber office space. Building costs and timing will be discussed in the coming month.

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Wendy K. Northcross

Wendy K. Northcross, IOM, CCE

Join us for the January Member to Member Event



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.
- **Building Brand through Social Marketing** Speaker: Sandeep Junnagar, Associate Professor, The City University of New York, Graduate School of Journalism.
- **Geo-tourism and the choices destinations face** Speaker: Dr. Robert Billington, Sustainable Tourism Lab
- **Gaming and its impacts on regional tourism** Speaker: Clyde Barrow, Director, UMass Dartmouth Center for Policy Analysis
- Find the full agenda for the day online at 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

The Massachusetts Department of Revenue issued draft guidelines December 31st on tax penalties for not having health insurance in calendar year 2008. Penalties will apply only to adults who can afford health insurance, based on separate standards established by the Health Connector on an annual basis and subject to hardship appeals. While the 2007 penalty is the loss of the personal exemption worth \$219 on an individual's state tax return, the 2008 penalties will be based on one-half the lowest cost plans available through the Connector as of January 1, 2008. Under the draft guidelines, the penalties will range from zero to \$912 for an entire year without coverage. [Click here](#) for more information.

Make 2008 a healthy and happy New Year by helping your employees avoid the tax penalties for not having health insurance in calendar year 2008. Community Action of Cape Cod and Islands offers free eligibility screenings for public health insurance programs and seeks to ensure that Cape Cod residents are assisted with enrollments and linked to a primary care provider. Call CACCI at 508-771-1727 to schedule a free appointment. Comments on the draft penalties are being accepted until 1/15/08 at RulesandRegs@dor.state.ma.us.

Scholarship Awarded for MIT Entrepreneurship Development Program

The Cape Cod Chamber of Commerce and Coastal Community Capital are pleased to present a scholarship to support an Entrepreneurship Program being conducted January 28 - February 1 at the Massachusetts Institute of Technology's Sloan School of Management in Cambridge. Accepting the award was the program's leader Peter Karlson, who serves as chairman of the Cape Cod Technology Council and president and founder of NeuEon in Eastham.

This scholarship represents a major step forward in the Cape Cod Chamber, Coastal Community Capital, Cape Cod Community College and Technology Council's developing partnership to expand and support the region's entrepreneurial culture, particularly around high tech businesses.

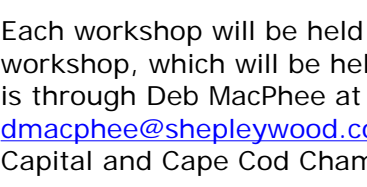
The partnership received a coveted slot for the Entrepreneurship Development Program, which attracts individuals from all over the world, from Kenneth P. Morse, MIT's Center of Entrepreneurship's director, as a result of his presentation to local entrepreneurs on Cape Cod in early December. The scholarship was made available through support received by the Department of Business and echnology specifically to support entrepreneurial growth in the region.

Chamber web activity skyrockets in 2007

Web visits on CapeCodChamber.org were up an overwhelming 48% in 2007 over 2006! The site received 480,934 visits in 2007, compared to 325,043 visits in 2006. This has followed an annual upwards trend - in 2006, web visits were up 13% over 2005.

Over the past year, the Cape Cod Chamber has made a significant investment in its search engine marketing efforts, helping to spike web traffic to the site. As far as other online activity, availability searches on the online booking engine were up 42.4% (85,828 in 2007 compared to 60,257 in 2006) and click-throughs were up 45.6% (105,729 in 2007, compared to 72,624 in 2006.)

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. Sponsored by the EntreCenter, Coastal Community Capital and Cape Cod Chamber.

SCORE Workshop Series

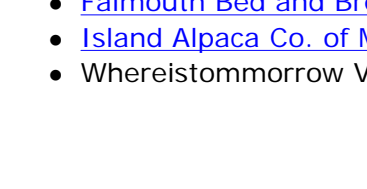
SCORE will hold a seven-week "Successful Small Business Management" course starting Tuesday, January 22nd from 7 to 9 p.m. The course will provide expert advice and guidance to help individuals start and/or grow their business, and topics will include financing, sales and marketing, e-commerce and web design, accounting practices and record- keeping, tax strategies and other profitable business practices

Enrollment is limited, so call 508-375-4012 today to sign up for course WGB075. The course fee is \$95. The course will also be presented at: Bristol Community College starting January 29, Upper Cape Regional Technical School starting February 5, Falmouth Community School starting February 28 and Sandwich Community School starting March 18. [Click here](#) for more information and to register.

Chamber members featured on NewEngland.com

The Cape Cod Chamber of Commerce has submitted a directory of all hospitality-themed members to be included on the soon-to-be-launched NewEngland.com, an online lifestyle magazine through Yankee Publishing that will explore what's new, quirky, and exciting about today's New England through insightful articles and video programs. NewEngland.com extended the offer to the Cape Cod Chamber to include its members as basic listings with business name, location and url - free of charge - in the expansive online directory on the site.

Submit your Maritime Days lodging specials



Attention member lodging properties: Submit to us now your Cape Cod Maritime Days value offerings and packages!

The 15th Annual Cape Cod Maritime Days will be celebrated throughout the entire month of May across the Cape, and include a wide and diverse array of nautical activities. Maritime Days lodging packages will be promoted online at www.CapeCodMaritimeDays.com and in a special event insert dropping in May in the Cape Cod Times! Email your package, including rate and expiration date, to Kristen@capecodchamber.org.

Welcome New Members

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

- [Falmouth Bed and Breakfast Association](#), Falmouth
- [Island Alpaca Co. of Martha's Vineyard](#), Vineyard Haven
- Whereistomorrow Video Services, Yarmouthport

Sponsor the weekly E-news

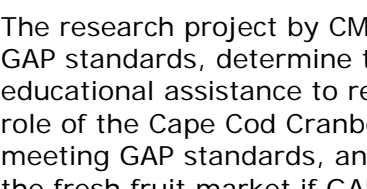
Interested in finding out how to sponsor our weekly e-newsletter? It is an easy and affordable way to get your message out to over 2,000 opt-in subscribers of the Cape Cod Chamber. Email kristen@capecodchamber.org to find out more.

Arts Foundation presents major art exhibit

The Arts Foundation of Cape Cod will present a free, major regional art exhibit, *Self Portrait Cape Cod*, at the Cotuit Center for the Arts now through February 9th. This free exhibit is the second annual educational exhibit presented by the Arts Foundation of Cape Cod, and will feature over 55 established Cape Cod artists, exhibiting a total of more than 80 self portraits.

Self Portrait Cape Cod is presented thanks to the generous support of College PayWay. The exhibit is free and open to the public. For more information about the exhibit, the artists being featured, and opportunities for school groups to visit the Cotuit Center for the Arts, please call 508-362-0066 or visit www.artsfoundation.org.

December 2007 Accommodations Survey



The Cape Cod Chamber of Commerce is looking to get a snapshot as to how the season is progressing through a short, monthly online survey. Information will be kept confidential and reported in the aggregate only. The survey takes less than 5 minutes to complete. [Click here](#) to fill in the December 2007 survey. We especially need participation from the Upper and Outer Cape properties, where participation has been low. Thank you in advance!

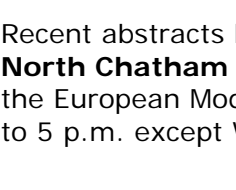
[Click here to take the survey](#)

UMass Dartmouth's CMR Awarded Cranberry Study Grant

The University of Massachusetts Dartmouth's Center for Marketing Research (CMR) recently received official notification from the Office of Research Administration - University of Massachusetts Dartmouth that the center has been awarded a \$15,700 grant to assess the technical assistance and other needs of Massachusetts Cranberry Growers in the fresh fruit segment of the industry who may need to become Good Agricultural Practices (GAP) certified.

The research project by CMR will determine the farmers familiarity with the proposed GAP standards, determine the needs of those growers for technical, financial or educational assistance to reach compliance with GAP standards, determine the optimal role of the Cape Cod Cranberry Growers Association in assisting those growers with meeting GAP standards, and determine which cranberry growers will likely continue in the fresh fruit market if GAP standards become mandatory.

Cape Business E-Newsletter



Click the link below for the January 2, 2008 Cape Business E-Newsletter. This week's edition includes the following headlines:

- Tourism trends for 2008 and beyond
- Wage and salary trends for 2008
- Real estate trends 2008 - Thinking green
- Shopping trends 2008 - across the Canal

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.

Recent abstracts by Cape Cod artist Kevin Doyle are on exhibit during January at the **North Chatham Gallery and Framing Shop** at 302 Orleans Road. Doyle paints in the European Modern style and his work is collected worldwide. Exhibit runs 10 a.m. to 5 p.m. except Wednesday and Sunday. Call 508-945-0458 for more information.

Wequassett Resort & Golf Club has been recognized by Conde Nast Traveler on its annual 2008 Gold List of "World's Best Places To Stay." Wequassett was selected for this prestigious honor for the fourth consecutive year.

Evening of Purpose, a benefit for **Autism Speaks**, will be held at the **Ocean House** in Dennisport on Sunday, June 1, 2008 from 4 to 9 p.m. Highlights include Executive Chef Anthony Silvestri's creations throughout the evening, as well as a silent and live auction, raffles, plus live entertainment and dancing. For more information visit: www.OceanHouseRestaurant.com or www.AutismSpeaks.org. Cost is \$75 per person.

The Community of Jesus celebrates Epiphany with two festive choral Evensongs on Saturday, January 12 at 5:15 p.m. and on Sunday, January 13 at 3:30 p.m. **Gloriae Dei Cantores** will be singing Bach's O Jesu Christ, mein's Leben Licht (Cantata no. 118) accompanied by brass and organ, William Byrd's Magnificat and Nunc Dimittis of the Great Service, and Rubbra's Festive Gloria. The candle-lit services will be in the Church of the Transfiguration at Rock Harbor, Orleans. The Sunday service includes an Organ Concert Prelude at 2:30pm. There is no admission charge. For more information call 508-240-2400.

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

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