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Cape Cod Chamber of Commerce eNewsletter

eNews

March 21, 2008

Greetings!

From the CEO's Desk:

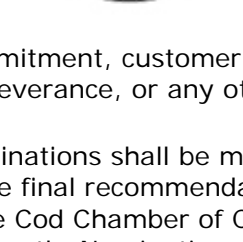
- Fellow Cultural Coast director Paul Cripps of Plymouth County traveled with the Red Sox this week to Japan to promote Massachusetts and the Cultural Coast, including Cape Cod!
- The Executive Committee met this week and approved the nominating committee's slate to be presented to the full board of directors in April.
- The Executive Committee is reviewing a final draft of new bylaws for the Chamber. The By Law Committee was charged with a total review of this and other governance documents and has provided their recommendations for board review at the April meeting.
- We met with several representatives of the Mass. workforce development and division of career services departments to discuss outreach and recruitment efforts for seasonal employees.
- The B&B Committee met and is planning to develop new content for next year's Cape Cod Travel Guide and companion websites.
- The Arts Foundation held its annual meeting this week and yours truly was re-elected to the board of directors.
- We met with the Hyannis Area Chamber's new CEO, Deb Converse, to discuss a variety of issues, including the tourism promotion programs, a new multi-museum pass for the town and other items.
- Staff received an overview of the administrative functions they will need to perform on our new websites, which will be unveiled next week.
- The Economic Stimulus Plan steering committee will be finalized and asked to convene in short order. Their charge will be to finalize the Stimulus Plan offering goals and strategies to help diversify the Cape's economy by working with other regional stakeholders. The document will be presented to the larger Economic Development Group that met earlier this month.
- The Chamber is rolling out a new Business Partnership to be made available to other membership-based organizations seeking to collaborate with the Cape Cod Chamber in a variety of ways.

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Wendy K. Northcross, IOM, CCE

Cape Cod Chamber Business Excellence Awards



The Cape Cod Chamber of Commerce announces the return of its Business Excellence Awards. Nominees are being sought for awards in five categories of business: hospitality & recreation, services (including technology), health care, retail and wholesale, and non-profit organizations. Within these five categories, Cape Cod Chamber members and their employees or associates may be nominated for demonstrating excellence in public service, professional contributions, community commitment, customer service, workplace innovation, leadership, job creation, perseverance, or any other special achievements that can be documented.

Nominations shall be made *no later than May 14, 2008*. The selection committee will make final recommendations for awards to be presented at the annual dinner of the Cape Cod Chamber of Commerce on June 24, 2008 at the Coonamessett Inn in Falmouth. Nominations should be submitted in writing and sent to: Business Excellence Awards Committee, c/o Cape Cod Chamber of Commerce, 5 Shoot Flying Hill Road, Centerville, MA 02632.

Cape Cod Chamber unveils spring marketing campaign



The Cape Cod Chamber's spring/summer destination marketing campaign will include:

- Billboards on Rte. 93 in Braintree and the junction of 1-84 and I-91 in Hartford, CT
- Television and radio campaign in the Boston market
- Print ads in *Ladies Home Journal*, *Good Housekeeping* and *Family Circle*, and co-op ads with members in four publications
- A spring/summer Calendar of Events insert dropping mid-May in *The Boston Globe* and *Worcester Telegram*

Telegram

- Launch of two newly designed destination websites, CapeCodTravelGuide.com and CapeCodChamber.org

Join us for the April Member to Member



Please join us at our next networking event on April 8th at the Mid-Cape Home Centers Complete Home Concepts in Hyannis. Enjoy hors d'oeuvres, networking opportunities and great raffle prizes. [Click here](#) to register online now.

Also, mark your calendar now for the Cape Cod Chamber's 87th Annual Meeting, set for Tuesday, June 24th at the Coonamessett Inn. More details to come!

Important Session for Businesses

Join the Cape Cod Chamber on April 4th from 8:30 to 11:30 a.m. to get the latest information from the experts on wage and hour law, child labor law, workplace safety and I-9 immigration compliance. The session will be held at the Cape & Islands Association of Realtors in West Yarmouth, and the panel will consist of representatives of the U.S. Department of Labor (Wage and Hour Division), the MA Attorney General, the MA Department of Public Health and Tocci, Goss, and Lee, PC.

Panelists will address issues specific to the hospitality industry and seasonal workers, including:

- I-9 and Seasonal Worker Immigration Issues
- Wage and Hour Compliance
- Child Labor Compliance and Enforcement
- Workplace Safety Issues
- Compliance Issues and Tips for the Wary from the Practitioner's Perspective

Underwritten by Tocci, Goss, and Lee, with support from the Cape Cod School to Careers Partnership, in partnership with the MA Restaurant Association, Cape Cod Chamber and Yarmouth Area Chamber. Attendance is free, but pre-registration requested. Call Kathy at 508-362-3225 x522.

Register for 3-28 Cultural Coast Partners Forum



Don't wait! Register now for the Second Annual Cultural Coast Partners Forum, set for next Friday, March 28th at the Cape Codder Resort & Spa in Hyannis! The forum, to run from 9 a.m. to 3 p.m., focuses on introducing cultural and tourism organizations to the current and future trends that will change the way we communicate with and engage our audience.

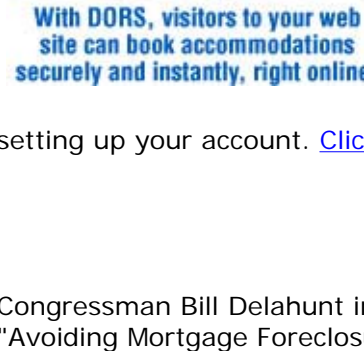
Highlights of the day include panel discussion on new ways to attract and retain customers; keynote speaker Craig Bettles, who will give us a perspective on technology's influence on the interpretive experience; and a Power Packaging session, where attendees will have a chance to meet in 5-7 minute intervals, exchange business cards and brochures, and find synergies for future projects.

The cost to attend is \$40 per person, lunch included. [Click here](#) to REGISTER NOW!

Reminder to Employers

Attention Employers: Be sure to remind your low-income employees, senior citizens, and others with no tax filing obligations that in order to receive a \$300-\$600 economic stimulus payment from the federal government, they must file a simple Form 1040A with the IRS. This simple 1040A reports only the total amount of qualifying income and identifying information needed for the IRS to issue the payment. To qualify, an individual or couple must have at least \$3,000 of qualifying income from any combination of: earned income, Social Security benefits, Veterans benefits, or Railroad Retirement Tier I benefits. The economic stimulus payments will be sent beginning in early May. They will be issued up until the end of 2008, but individuals must file the simple tax form with enough time in the calendar year for IRS to process and issue the payment before December 31, 2008. For assistance, call 1-800-829-1040 to find the closest location of free help filing the Form 1040A or visit www.irs.gov.

Are you taking advantage of free online leads?



With DORS, visitors to your web site can book accommodations securely and instantly, right online.

The Cape Cod Chamber offers all accommodations members in good standing access to the online availability search on our website, CapeCodChamber.org, free of charge. This software gives visitors the ability to search for and book Cape Cod accommodations availability online. Online availability searches on the site were up 42.4% in 2007 over 2006, and click-throughs were up 45.6%, demonstrating the popularity of the tool among visitors to our site.

The only way to take advantage of these free online leads is to visit www.getdors.com, click "Sign up for EntryDORS" and follow the simple instructions for setting up your account. [Click here](#) for a manual for getting started.

Learn How to Avoid Mortgage Foreclosure

Congressman Bill Delahunt invites all to a free forum Wednesday, March 26th on "Avoiding Mortgage Foreclosure." to be held from 6 to 9 p.m. at the Barnstable Senior Center on Route 28 in Hyannis. The forum will provide information to homeowners on Cape Cod whose mortgages have reset to sharply higher rates or will do so in the next two years. Information will include HomeSaver and FHA HomeSecure mortgage programs, refinancing opportunities at banks and finance agencies, help from Housing Assistance Corporation, budgeting and credit issues. To pre-register, call Housing Assistance Corporation at 508-771-5400 x289.

MOTT Spring Lodging Promo

The Massachusetts Office of Travel & Tourism's "Springtime Savings Lodging Specials" promotion will run Friday, April 11, 2008 through Friday, June 20, 2008. All members of the Cape Cod Chamber are encouraged to participate! The program will again feature six price points, with a "free breakfast for each night booked" theme. If you are interested, [click here](#) for the participation form, which you can fill out and fax back to MOTT at 617-973-8525 by March 28, 2008. The promotion will go live on massvacation.com on April 11 and be supported by a strong print/PR campaign. Questions? Call Phyllis Cahaly at MOTT at 617-973-85099.

Welcome New Members

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

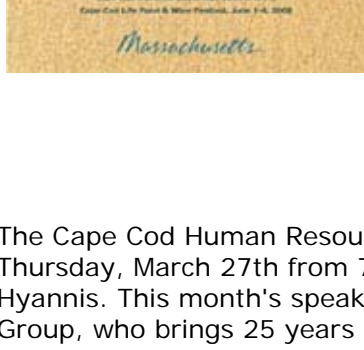
- Big Brothers Big Sisters of Cape Cod & the Islands**, Centerville
- Freedom Boat Club**, West Dennis
- Ron Williams**, Musician, Brewster
- Silver Productions**, Boston

Employee Recruitment Fair

At the request of the Cape Cod Chamber of Commerce, Career Opportunities and the Workforce Investment Board are planning an employee recruitment event in the Fall River / New Bedford region at White's of Westport for April 10 from 8 a.m. to 5 p.m. A second job fair will be hosted at Career Opportunities in Hyannis on April 14, 2008 from 1 to 5 p.m.

In preparation for the job fair in the region in early April, we are holding an employer meeting for interested participants on Monday, March 24, 2008 at Career Opportunities, 372 North Street in Hyannis at 10 a.m. Please let us know as soon as possible if you are able to attend the 4/10 Job fair and are able to attend the pre-event meeting on Monday to discuss the details of what is required for this recruitment effort. Email kathy@capecodchamber.org immediately to reserve your space.

Chamber advertising opportunity in special Globe insert



The Cape Cod Chamber will once again partner with *The Boston Globe* to produce a special Spring/Summer 2008 Calendar of Events insert! The Calendar, a pull-out section in the Wednesday, May 7th edition of *The Boston Globe* and *Worcester Telegram*, will feature Cape Cod events from mid-May through the end of July. By participating as an advertiser in the insert, your message will reach more than 2 million readers, over half of whom visited Cape Cod in the past year.

For information, call *The Globe*: Travel/Accommodations: Peter Andrews at 617-929-2520 or Brendan Rafferty at 617-929-7090, Retail Advertising: Anne Jackson at 781-826-1020. [Click here](#) to find out more!

CCHRA Monthly Meeting

The Cape Cod Human Resources Association will hold its March Breakfast meeting on Thursday, March 27th from 7:30 a.m. to 9 a.m. at The Holiday Inn, Route 132, Hyannis. This month's speaker will be Ann Egan, the principal of The Navigation Group, who brings 25 years of hands-on Human Resources experience to her clients. Ann will discuss the strategic role Human Resources must play in creating a plan to have the right people in place for continued organizational success. Advanced registration is \$15 for members, \$20 for non-members and walk-ins. To reserve a seat, contact Laura Johnson at ljohnson@shepleywood.com.

Geek Girl Camp



Calling all Geek Girls! Save the date for April 17th for the Geek Girl Camp from 5:30 to 9:30 p.m. at Heritage House in Hyannis. Cost is \$25 per geek girl. Highlights include appetizers, in-depth sessions with computer/Internet professionals, networking, cash bar and a schwag bag with incredible goodies to take home. More info is available at www.geekgirlcamp.com.

CCCC Hospitality Gala

Cape Cod Community College will host the 11th Annual Hospitality Gala, with Auctioneer Extraordinaire Arthur Ratsy, on Tuesday, April 29th from 5:30 to 9 p.m. at Cape Cod Community College. Cost is \$60 per person, and reserved tables of 8 are available. Seating is limited, please reserve now. Tickets may be ordered through the College Box Office, 508-375-4044. Checks may be mailed to CCCC Foundation-Hospitality Gala, 2240 Iyannough Road, West Barnstable, MA 02668. Proceeds benefit the Hospitality Program and Student Scholarships.

News from our Members

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

On Wednesday, April 16th at 7:30 p.m. at the **Cape Cod Museum of Natural History** in Brewster Cindy Milburn, Senior Advisor, International Fund for Animal Welfare, will present "On Thin Ice: Climate Change and Marine Mammals." This lecture is free to the public. Signs of global climate change are all around us. Ice-dependent marine mammals in the Arctic are really feeling the heat. Learn more about these charismatic animals, how they are being impacted by global warming and why this matters to all the animals and people of our shared world. For further information and registration, please contact the Cape Cod Museum of Natural History, 508-896-3867, ext. 133.

Heritage Museums & Gardens in Sandwich will open for the season on Tuesday, April 1st and will remain open from 10 a.m. to 5 p.m. through October 31st. Back for an encore is "A Short Life and Merry: Pirates of New England" in the Art Museum. New this season is "Well you can't go to town in a bathtub: The 100th Anniversary of the Model T" which will be featured in the J. K. Lilly III Automobile Museum. In late June a newly renovated American History Museum will reopen with Lost Gardens of New England and Cape Cod. For information on all the exciting programs and events visit www.heritagemuseumsgardens.org.

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

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