



## Cape Cod Chamber of Commerce eNewsletter

eNews

November 16, 2007

Dear Karen,

### From the CEO's Desk:

- The Hyannis Access Study Group met this week to review five alternative designs for Exit 6.5. While this is just one step in a comprehensive look at the vehicular flow of Hyannis, feedback is being sought on which design is preferable. To see the designs and other information, visit [www.hyannis-access.com](http://www.hyannis-access.com).
- The Cape Cod Chamber events committee convened its first meeting and discussed ideas about bundling and promoting existing events under thematic umbrellas, as well as potentially growing events or creating new events. Stay tuned for more on these exciting new ideas!
- Many thanks who attended the Member to Member networking event at Willowbend, especially the artisans who showcased their craft and the shoppers who supported them.
- Kudos to the B&B committee for a well crafted event at the Cape Cod Museum of Natural History. The Museum, by the way, has had a terrific exhibit on the centennial of the birth of Rachel Carson. Great job by all!
- We are advancing to the next steps of redesign for our websites.
- We are working with the Mass. Legislature's Tourism Arts & Culture committee on an economic impact statement for tourism in the state.
- We are happy to announce a collaboration with the Hyannis Area Chamber of Commerce to implement the Town of Barnstable's tourism promotion grant. This will leverage the work of the Cape Cod Chamber, allowing the Hyannis Area Chamber to focus on new markets (SMERF, group and meeting) while continuing their fulfillment via web, phone and mail and continuing a PR contract to promote the town.
- We met with students from the eco-tourism class of Berkshire Community College this week, who traveled here to learn our best practices. Included in our meeting were Cape Cod Community College faculty Jim Miller and Stephanie Brady.
- Patti has returned from a highly successful Ontario Motor Coach marketplace and reports that the Chamber's new Group Tour Planner was a big hit!

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Wendy K. Northcross, IOM, CCE

### Weekly Enews Sponsorship

Interested in finding out how to sponsor our weekly e-newsletter? It is an easy and affordable way to get your message out to nearly 2,500 opt-in subscribers of the Cape Cod Chamber. Email [kristen@capecodchamber.org](mailto:kristen@capecodchamber.org) to find out more.

### Holiday Member to Member Event a success



Nearly 250 Cape Cod Chamber members got into the holiday spirit at the Chamber's Holiday Member to Member Event last night at Willowbend Country Club in Mashpee. The festivities includes delicious hors d'oeuvres, door prizes, networking opportunities, and plenty of holiday cheer.

Also, over a dozen local artisans were on hand displaying and selling their wares, giving members in attendance a head start on some fantastic holiday shopping (photo at left by Russ Price Photographer). One member commented on the high quality of the craft on display, and Willowbend was a wonderful backdrop to find the glassblower whose studio you've been passing for years on Cotuit Road, or the potter hidden in your neighborhood!

Thank you to everyone for attending; to our local artists for participating in the event; to our co-sponsors: Rockland Trust and Mashpee Chamber of Commerce; and to all who donated door prizes. The winners were: Mariabella Van Etten from New Seabury, winner of an office chair donated by Kenmark; Donald W. Everett from ING Financial Partners, winner of hand painted tiles donated by Mary Richmond Designs; Ellie MacKenzie from Sea Crest Resort, winner of an ESPN jacket donated by Comcast Spotlight; Mary Lyons from Casual Gourmet, winner of a Cape Cod Seagull donated by Earth n Fire Pottery; Del Pontremoli of RHCI, winner of a necklace donated by Cape Cod Lady Slipper; Mindy Todd from WCAI, winner of pears photo donated by Blue Boat Gallery; Carl R. Persson from Wisdom Equity Consultants, winner of a glass vase donated by McDermott Glass; Michael West Senior Software Consultant, winner of a Beach Photo Scene donated by Expressions of Cape Cod; Ellen Garnett from Cape Cod Cooperative Bank, winner of glass bead earrings donated by Fire and Wire.

### Health Insurance Update

Now that we know what the reporting process for the new health insurance law entails, it should go much more smoothly next year! Fall 2008 will require the same Fair Share Contribution & Health Insurance Responsibility Disclosure reporting at DUA. Save copies of what you did to comply with the regulations this year and keep careful records of payroll for the new reporting year. If you are a seasonal employer, but are not registered as such, fill out Form 1872, Application for Certification as a Seasonal Employer, available on the Executive Office of Labor and Workforce Development website under Employers > Forms and Publications.

### Advertise in 08 Cape Cod Travel Guide



Your advertising deadline is fast approaching for inclusion in the NEW Cape Cod Travel Guide, the official guide of the Cape Cod Chamber of Commerce. Not only does this beautiful guidebook offer extended editorial content about the region, but for the first time the Chamber's official guide will be on newsstands nationwide, in addition to its usual distribution as a mailed fulfillment piece, trade show takeaway and in-room guide at Cape Cod lodgings. Also, our combined website ([CapeCodTravelGuide.com](http://CapeCodTravelGuide.com) and [CapeCodChamber.org](http://CapeCodChamber.org)) make our web presence twice as powerful as before, with over 1.6 million unique visitors. Save your space by November 28th to be sure you're business is represented in the 2008 guide. E-mail Steve Richards at [steve@capecodchamber.org](mailto:steve@capecodchamber.org) or Kristin Carey at [kcarey@capecodchamber.org](mailto:kcarey@capecodchamber.org), or call 508-362-3225, extension 514 or 511.

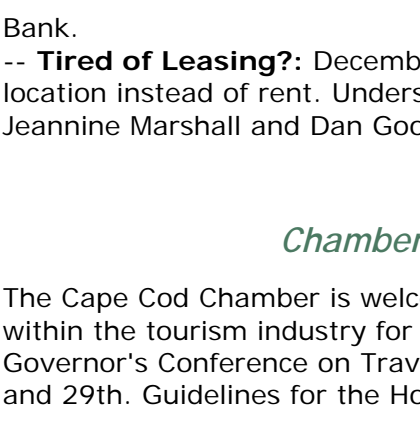
### Travel Industry Symposium 2008

Join us on January 15th for a day of professional development & visioning for the future at **Travel Industry Symposium 2008 - Sustainability & Authenticity: Capitalizing On Your Destination's Unique Character**. Organized and produced by the Cape Cod Chamber, Cape Cod Hospitality Marketing Association and Zammer Hospitality Institute at Cape Cod Community College, and sponsored by [The Steamship Authority](http://TheSteamshipAuthority.com).

Who should attend? Retailers, attractions, cultural organizations, artists, hoteliers, innkeepers, restaurateurs, transit providers, receptive operators, and anyone in or interested in a career in the hospitality and destination marketing industry! For exhibitor opportunities, [click here](#).

Cost is \$75 per person for full day including lunch and Winter Tide Tasting Reception; \$65 per person if 3 from the same company are attending. [Click here](#) to register online or call 508-362-3325, ext. 518 or 528.

### Upcoming EntreCenter Workshops



Mark your calendar for these upcoming workshops, each aimed at improving your business. Sponsored by EntreCenter, Coastal Community Capital and Cape Cod Chamber. Cost per workshop is \$35 (with full breakfast). All workshops are held from 7:30 to 10 a.m. at Hyannis Holiday Inn. To register, email [christina@coastalcommunitycapital.org](mailto:christina@coastalcommunitycapital.org).

-- **Monthly Financial Management:** November 28th. Learn to interpret your monthly Profit and Loss Statement and to budget cash flow accordingly. Presented by Peter Smith of Cape Cod Cooperative Bank.

-- **Tired of Leasing?:** December 5th. For 0-10% down, you can own your commercial location instead of rent. Understand the process and your options. Presented by Jeannine Marshall and Dan Goodman of Coastal Community Capital.

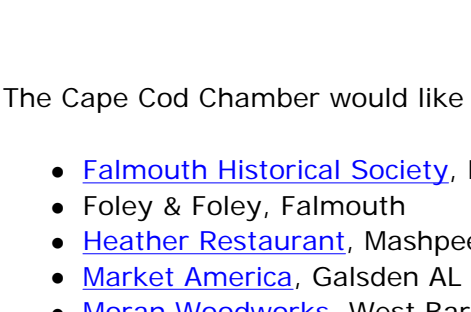
### Chamber seeks nominees for MOTT Hospitality Award

The Cape Cod Chamber is welcoming members to nominate deserving individuals within the tourism industry for a Hospitality Award at the 21st Annual Massachusetts Governor's Conference on Travel & Tourism, to be held in Boston on February 28th and 29th. Guidelines for the Hospitality Award include the following:

- The award recognizes one non-management position from each regional council.
- The award honors a "front-line" or "behind the scenes" volunteer, or paid personnel who has exemplifies the true "spirit" of Massachusetts hospitality by providing outstanding service to visitors and the tourism industry over a significant period of time.

[Click here](#) for the nomination form. Forms can be faxed back to Michele at 508-362-3698, no later than December 3rd.

### Submit your Cape Cod Maritime Days special events



The Cape Cod Chamber, Cape Cod Commission and the Arts Foundation of Cape Cod will present the 15th annual Cape Cod Maritime Days from May 1-31, 2008. Last year, over 75 events were held throughout Maritime Days, and our hope is to offer a roster of activities that is just as exciting and diversified this year!

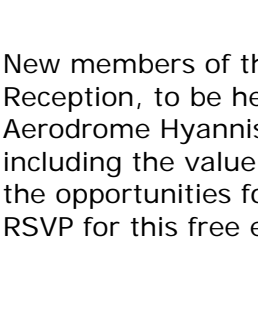
Please submit any special event you would like to offer during Maritime Days. Lighthouse & walking tours, boat-building demonstration, maritime art exhibits, cruises or other maritime-themed activities are welcome. [Click here](#) for the form. Please duplicate the form for each unique event, and return the form by fax by November 30, 2007 to 508-362-3698, or by mail to Cape Cod Chamber, Attn: Kristen Mitchell, 5 Shoot Flying Hill Rd., Centerville, MA 02632.

### Welcome New Members

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

- [Falmouth Historical Society](#), Falmouth
- [Foley & Foley](#), Falmouth
- [Heather Restaurant](#), Mashpee
- [Market America](#), Galsden AL
- [Moran Woodworks](#), West Barnstable

### Power Networking



Mark your calendar for Tuesday, November 20th from 7:30 to 9 a.m., as the Cape Cod Chamber and the Cape Cod Canal Region Chamber co-host a Power Networking event at The Brookside Club in Bourne. The event will be a great opportunity to do some serious networking! All businesses are welcome and will be matched with great leads. An assortment of breakfast pastries and coffee will be served.

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. Cost is \$5 members, \$15 non-members. Email [mike@capecodchamber.org](mailto:mike@capecodchamber.org) or [click here](#) to register online.

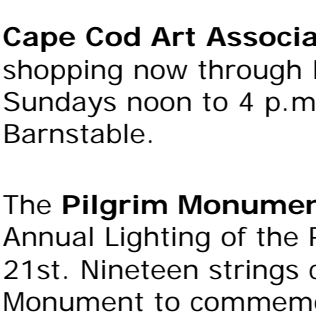
### New Member Reception

New members of the Cape Cod Chamber don't want to miss our New Member Reception, to be held Thursday, December 6th from 7:30 to 9 a.m. at Retrux Aerodrome Hyannis. Learn how to use your Chamber membership to your advantage, including the value of networking, the services available for referrals and support, and the opportunities for widespread visibility via the Chamber's Information Centers. To RSVP for this free event, email [bonnie@capecodchamber.org](mailto:bonnie@capecodchamber.org).

### Regional STEM Pipeline Network Kickoff

The Regional STEM Pipeline Network Kickoff will be held December 4th from 8:30 to 11:30 a.m. at the Massachusetts Maritime Academy Bay State Conference Center, 101 Academy Drive, Buzzards Bay. Speakers will include Sen. Rob O'Leary (chair, Higher Education committee); Dr. Patricia Plummer, Chancellor and Chief Executive Officer of The Massachusetts Board of Higher Education; Sandy Mayrand, Director of The Regional Science Resource Center at the University of Massachusetts Medical School and director of the Central MA STEM Pipeline Network; Dennis Richards, Falmouth Superintendent, and previously Reading Associate Superintendent and co-chair of the Northeast Regional STEM Network. RSVP to [info@ctechcouncil.org](mailto:info@ctechcouncil.org) or 508-375-4190.

### MOTT Winter Lodging Promotion



The Massachusetts Office of Travel & Tourism has launched its Winter Lodging Promotion. Find amazing lodging packages for two - including breakfast! Discover great deals from Boston to the Berkshires to right here on Cape Cod. [Click here](#) to view the participating properties. Valid through March 31, 2008.

### Martin named Golfing the World's 2007 Man of the Year



*Golfing the World*, and the staff of BCN Productions, has awarded Tom Martin, President of Tee Ball Golf, its 2007 Man of the Year. This award is given annually in recognition of outstanding service for the golf & travel industry and includes recipients from around the globe. Tom, the first recipient from New England, was recognized for his efforts in attracting visitors to the great golf & travel scene on Cape Cod, as well as his work on the Hickory Heritage Golf Classic, which has become an vehicle in attracting attention to the golf heritage here in New England. Tom will be featured, along with a story on the Hickory Heritage Golf Classic, in BCN Production's 2008 Golfing the World broadcast.

### News from our Members

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

**Cape Cod Art Association** will host a "Small Wonders" Exhibit for your holiday shopping now through December 21st (Monday-Saturdays from 9 a.m. to 4 p.m., and Sundays noon to 4 p.m.) Original Artwork under \$300! Located at 3480 Route 6A, Barnstable.

The **Pilgrim Monument and Provincetown Museum (PMPM)** will hold its 22nd Annual Lighting of the Pilgrim Memorial Monument on Wednesday evening, November 21st. Nineteen strings consisting of more than 3,500 white bulbs will cover the Monument to commemorate Provincetown as the First Landing Place of the Mayflower Pilgrims on November 21, 1620. The "Pilgrim Landing Lights" will be lit at 6 p.m., and remain lit through January 6th, 2008.

"TASTE OF CAPE COD" will take place on Sunday November 18th from 1 to 6 p.m. at the Four Points by Sheraton Hyannis Resort. This premier "Foodie" event celebrates the holiday season as a "Restaurant & Food Holiday Festival," representing a Cape-wide variety of restaurants with sample taste menu selections prepared by their chefs, along with a varied selection of Cape Cod specialty food producers and gourmet shops. The event will benefit in part the local **Big Brothers and Big Sisters of Cape Cod** and the Islands. Tickets are \$25 per person, which includes admission and 10 "TASTE" tickets for sampling foods. Details and information can be found at [www.tasteofcapecod.com](http://www.tasteofcapecod.com).

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

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