

[<Back](#)[Print](#)

## Cape Cod Chamber of Commerce eNewsletter

eNews

November 2, 2007

Dear Karen,

## From the CEO's Desk

The Cape Cod Chamber has received an overwhelming response to the information presented at last week's Economic Summit. The information has resonated with the ring of truth for our residents and businesses alike. To that end, we have begun to map out a plan. We will expand education on these population trends and data by airing the summit proceedings on public access TV. Copies of the event handouts, a web broadcast of the event and TV air dates are available on [www.ecapechamber.com](http://www.ecapechamber.com) in our Resource Directory under Economic Summit. Here you will find regular updates and an open forum for ideas and input.

Working with the Cape Cod Commission, we plan to engage our consultant, Peter Francese, to do a town by town analysis and then convene a meeting with municipal leaders in December to discuss this information. We will reconvene summit attendees and our members to organize them into special interest groups to work on specific recommendations. And we will work to create incentives that can attract business investment and new types of job creation. More information will be shared as the final elements of a regional economic plan are hammered out.

## Other news:

- We expect an onslaught of weather media this weekend for storm coverage and our office has worked with several on background info.
- The internet committee met this week to begin the process of developing a new site from the Cape Cod Travel Guide site and the chamber visitors' site. Anticipated launch is February, 2008.
- Congratulations to the winners of the Creative Collaborative Awards dispensed by the Arts Foundation of Cape Cod at this week's Creative Collaborative Conference (see article below).
- The workforce development committee met and began outlining next steps that key off the content of the Economic Summit last week.

Wendy K. Northcross, IOM, CCE

## November Member to Member Event



Get into the holiday spirit on Thursday, November 15th as the Cape Cod Chamber hosts a festive holiday-themed Member to Member Networking Event from 5:30 to 7 p.m. at Willowbend Country Club in Mashpee! Enjoy hors d'oeuvres, networking and great raffle prizes. Also, get a head start on your holiday shopping! Over a dozen artists from throughout the region - including potters, jewelers and basketweavers - will display and sell small works for that special person.

Cost for the networking event is \$5 members and \$15 non-members. [Click here](#) to register online today. The event is co-sponsored by Rockland Trust and the Mashpee Chamber of Commerce.

## Coming Together for Student Success

Save the date for "Coming Together for Student Success," set for Wednesday, November 7th from 7:30 a.m. to 12:30 p.m. at Cape Cod Community College.

Forty years ago, the United States ranked #1 in the high school graduation rate in developed countries. Today we rank #17. Locally, over 15% of high school students did not graduate with their classmates in 2006. Where do these dropouts go? These concerns need to be addressed, and we need businesses to be a part of the solution. Join the Cape & Islands WIB, the Cape Cod Chamber and Cape Cod Community College at a summit to get the information from national experts, and use this to develop local strategies to address this crisis. To register, call 508-775-5900 or email [razza@ciwib.org](mailto:razza@ciwib.org).

## Advertise in 08 Cape Cod Travel Guide



The Cape Cod Chamber will publish and distribute the 2008 Cape Cod Travel Guide as our official visitor publication! Over 250,000 copies will be printed, with a total readership of 625,000. The guides will be distributed through such venues as the Chamber visitor centers, as fulfillment to visitor inquiries, on national newsstands, at trade shows, and through in-room distribution at local accommodations. This year's guide will offer integrated marketing program buys, combining a strong print and online presence. [Click here](#) for the 2008 media kit. For advertising information, email Steve at [steve@capecodchamber.org](mailto:steve@capecodchamber.org) or Kristin at [kcarey@capecodchamber.org](mailto:kcarey@capecodchamber.org).

## 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: Marketing 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, in collaboration with Cultural Coast partners.

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! Speakers to include Dr. Clyde Barrow of UMass Dartmouth's Center for Policy Analysis on the impacts of casino gambling in Mass; Dr. Robert Billington, the Sustainable Tourism Lab, on geo-tourism; and Sandeep Junnakar, Associate Professor, City Univ. of NY, Graduate School of Journalism on how destinations are using all things Web 2.0 to connect and engage with their audience in a meaningful manner. There will also be an open forum to share ideas and insights to grow market share and competitiveness in the region.

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. [Click here](#) for exhibitor opportunities!

## Fall 2007 INNside Track

Take a BREAK and celebrate the end of the season with fellow innkeepers on Wednesday, November 7th at the Cape Cod Chamber B&B Committee's Fall 2007 INNside Track, "Bed and Breakfast BREAKAWAY." The networking event will be held at the Cape Cod Museum of Natural History from 5 to 8 p.m. Wendy Northcross, CEO of the Cape Cod Chamber of Commerce, will be the keynote speaker for the evening, with a presentation on tourism results for this year and trends and travel forecasts for the future. Space is limited. RSVP today to Jane at 508-362-3225, x513 or email [jane@capecodchamber.org](mailto:jane@capecodchamber.org). Cost to attend is \$15.

## October 2007 Accommodations Survey

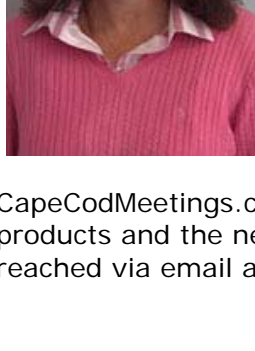


The Cape Cod Chamber of Commerce is looking to get a snapshot as to how the season is progressing through a short, monthly online survey. Information will be kept confidential and reported in the aggregate only. The survey takes less than 5 minutes to complete. [Click here](#) to fill in the October 2007 survey. Thank you in advance!

## Health Insurance Update

New details are available for the Nov. 15th Health Insurance Reporting to show compliance with the Health Care Reform Law. For instructions and reporting, go to: <http://fsc.detma.org>. Information reported by employers will encompass payroll, employment, and health insurance coverage data for the 12-month period from October 1, 2006 - September 30, 2007. Employers must be registered as an Unemployment Insurance (UI) subject employer with the Division of Unemployment Assistance and must use their 8-digit DUA number to access the filing system. To receive your DUA number, complete an Employer Status Report Form 1110A or register online at <https://web2.detma.org> and click "Register Your New Business Online." For assistance and updates from the Cape Cod Chamber of Commerce, contact Kathy at 508-776-9533 or [kathy@capecodchamber.org](mailto:kathy@capecodchamber.org).

## Meet the Chamber team



Kristin Carey has joined the Cape Cod Chamber as Regional Sales Director, Chamber Publications. Kristin has over 15 years of sales and marketing and fundraising experience. Prior to joining the Chamber, Kristin worked for Northeast Publications in Dennisport, where she was the Account Manager for the mid-outer Cape and Nantucket, and the Associate Publisher of the Cape Cod Meeting and Event Planners Guide.

With the Chamber's recent acquisition of Cape Cod Travel Guide and the Cape Cod Meeting and Event Planners Guide, and their two associated websites, CapeCodTravelGuide.com and CapeCodMeetings.com, Kristin brings invaluable knowledge about these new Chamber products and the new integrated print and online advertising programs. Kristin can be reached via email at [kcarey@capecodchamber.org](mailto:kcarey@capecodchamber.org).

## Welcome New Members

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

- [Ameriprise Financial Services](#), Quincy
- [Redfire/ Gypsy Gallery](#), Woods Hole
- [Historical Society of Santuit & Cotuit, Cotuit](#)
- [Resort Maps](#), Orleans
- [CNS Engineering and Environmental, Inc.](#), Teatckett
- [Fire and Wire](#), Cotuit - Bonnie Perry, Artist

## 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.

The cost is \$5 for members and \$10 for 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. Cost is \$5 members, \$15 non-members. Email [mike@capecodchamber.org](mailto:mike@capecodchamber.org) or [click here](#) to register online.

## Arts Foundation honors community leaders

The Arts Foundation of Cape Cod honored four distinguished leaders from the Cape Cod creative community at a reception following yesterday's Creative Collaborative Conference at The Cultural Center of Cape Cod. Congratulations to the 2007 honorees were: Lifetime Achievement Award, Harry Holl of Dennis; Arts Educator of the Year, Carl Lopes of Barnstable; Community Leadership in Support of the Arts, Martin Tulloch of Falmouth; Collaborative Arts Project of the Year, Provincetown Art Association and Museum, Student Curating Project.

## Tourists Love the Arts Workshop Series

Register now for "TOURISTS LOVE THE ARTS," a series of four workshops on Cultural Tourism starting in November. During this revelatory four-workshop series, we will learn that, collectively and individually, we've got all the tools and resources right at our fingertips to enhance our city and state as a thriving cultural destination. Special 4-session package price: only \$149/person before November 1st (\$189/person after November 1st). [Click here](#) for workshop information and to register. This series is sponsored by American Express, the City of Boston Office of Arts, Tourism and Special Events and the Greater Boston Convention and Visitors Bureau.

## House Beautiful readers love Cape Cod



In the October issue of *House Beautiful Magazine*, the magazine posted the results of a reader survey administered last June, aimed at finding out what readers thought was "What's Beautiful Now?" To the question "What would be your perfect lifestyle if you could have a second home?", 35% responded "A cozy shingled cottage on Cape Cod!" A home on Cape received the highest percentage of votes, ahead of "on the best golf course in Scottsdale," "a rustic lodge in the Rockies," "a Manhattan penthouse overlooking Central Park" and "a house on the Pacific Ocean in Malibu."

## News from our Members

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

**Heritage Museums & Gardens'** Spectacle of Lights will begin Friday, November 23rd and end on Monday, December 31st, every Friday through Sunday, from 5 - 9 pm. This is the fifth year that the museum will host this holiday light extravaganza and the theme is trains - featured will be a working model of the Lionel Holiday Tradition Express and the Polar Express. The spectacle also features millions of twinkling lights, a Maze of Stars, a giant Poinsettia tree, animated light displays, a "Little Caboose Cafe" by The Casual Gourmet, the "Train Depot" gift shop, photos with Santa, carousel rides and musical performances. Tickets are \$10 Adults, \$5 youths 6 - 16 years old. Visit [www.heritagemusumsandgardens.org](http://www.heritagemusumsandgardens.org).

Sailors' Valentines, a four-week, eight-session class with master artist Gregg Roberts, will be held Tuesdays and Thursdays starting November 13th at **The Cultural Center of Cape Cod** in Yarmouth. There will be afternoon sessions (2-4 p.m.) or evening sessions (6 to 8 p.m.). The cost, \$550, includes a hand-made mahogany box and all other supplies. Students will create a valentine destined to become a family heirloom or an unparalleled gift. To see a sample of Gregg's work, stop in at the Cultural Center or Kahn Fine Antiques in Chatham or visit [www.sailorsvalentines.net](http://www.sailorsvalentines.net). To register for the class, please call the Cultural Center at 508-394-7100.

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

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