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Cape Cod Chamber of Commerce eNewsletter

eNews

October 19, 2007

From the CEO's Desk:

- Cape Cod Community Media Center will air the premiere episode of "All Access Cape Cod" at 6:30 p.m. Monday on local cable Channel 17. The program gives an insider's look at everyday life on Cape Cod and takes viewers on short road trips to explore the region. Monday's episode will feature a hike in Coy's Brook Woodlands in Harwich and a visit to the Sandwich Glass Museum.
- We attended a South Shore Chamber meeting with Congressman Delahunt and German representatives of the renewable energy and bio fuels industries. There was a good discussion about growing these industries in the US and New England.
- The sports committee met this week and identified key sporting events to lure to the Cape. Patti will be attending T.E.A.M.S. to work on this pursuit. Also, the committee elected a new chair, John Garner, and co-chair, Ken Smith.
- We met with the Cape Cod Commission and CCEDC executives this week to further discuss an idea for establishing an ombudsman position that would encourage local business to grow and better navigate regulatory processes.
- The annual meeting of The Graduate Center was held this week, and the Chamber has a seat on that board. We also sit on the UMass Center for Policy Analysis advisory board, which met this week in Dartmouth.
- The Cultural Coast held a meeting for its large group of supporters and is planning a series of meetings throughout the year, including one for transit providers in November.
- The Barnstable Performing Arts Center Advisory Group convened this week to review a draft lease for the site in Hyannis.
- We had a great turnout at the Beach House in North Falmouth for this week's Member to Member networking event.
- Congratulations to the Hyannis Area Chamber for hosting its 25th annual meeting, as well as the Hyannis BID, the Chatham Chamber, the Provincetown Chamber and the Plymouth County CVB, whose annual meetings we attended this week!
- The Tourism Marketing committee met this week to review the FY 08 marketing plans and discuss the new Travel Guide and website components.
- Patti Lloyd attended a RTC group tour meeting "think tank" this week with new MOTT Group Tour Manager Dagny Ashley. Discussed was MOTT's new group tour marketing and outreach, and MOTT's upcoming group tour sales mission.
- The new *08/09 Group Tour Planner* was unveiled at the Chamber's Group Tour meeting, and was received very enthusiastically. The book was designed by Franklin Advertising and hard copies will be available by October 28th, in time for the November group tour shows.

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Wendy K. Northcross, IOM, CCE

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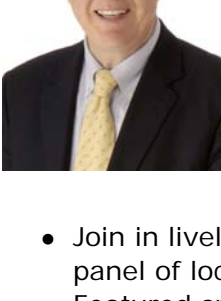
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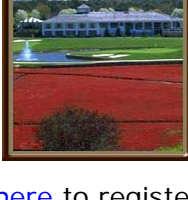
Register now: October 26th Economic Summit


The Cape Cod Chamber invites you to attend our economic summit on "The Real Cape Cod: Challenges and Opportunities in a Changing Economy" on October 26th from 8 a.m. to 1 p.m. at the Cape Codder Resort in Hyannis.

Presented by the Cape Cod Chamber of Commerce, this half-day forum will provide you a better understanding of the changing face of Cape Cod's current population and potential customers, while evaluating trends in New England and what they mean for our region.

- Join in lively discussions as we look at doing business in the future, featuring a panel of local business leaders
- Featured speaker: Demographics and Consumer Markets expert Peter Francese (pictured at left)
- Luncheon remarks: Paul Niedzwiecki, newly appointed Executive Director of the Cape Cod Commission
- Special announcement on employee assisted housing program by Daniel O'Connell, Secretary of the Massachusetts Executive Office of Housing & Economic Development

The cost to attend is just \$25, and includes continental breakfast and lunch. [Click here](#) to register online today!

November Member to Member Event


The Cape Cod Chamber invites you to join us on Thursday, November 15th for our November holiday-themed Member to Member event 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 10 artists from throughout the region will display and sell small works for that special person - all made locally, many one-of-a-kind items.

Cost of the networking event is \$5 members and \$15 non-members. [Click here](#) to register online today.

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.

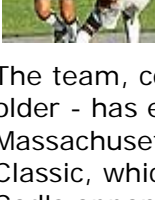
Forty years ago, the United States ranked #1 in the high school graduation rate in developed countries. Today we rank #17. Locally, over 15% of high school students did not graduate with their classmates in 2006. Where do these dropouts go? With few employability skills, high school dropouts are 72% more likely to be unemployed, and more likely to strain our welfare and government assistance programs. And, many get in trouble. 59% of America's federal prison system inmates are dropouts.

These negative impacts need to be addressed, and we need businesses to be a part of the solution. Join the Cape & Islands Workforce Investment Board, the Cape Cod Chamber of Commerce, 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, please call Razza at 508 775-5900 or email her at razza@ciwib.org.

CC Chamber Tourism Mini-Grant Program

The Cape Cod Chamber is now accepting applications for our FY-08 tourism mini-grant program, and we invite all DMOs and organizers of Cape-wide events & festivals to apply. Applications will be due on November 1, 2007 and grants will be awarded by November 15, 2007. A total of \$20,000 in grants is available.

[Click here](#) for the FY-08 guidelines. [Click here](#) for the application. For more information, email kristen@capecodchamber.org.

Cape Cod Senior Softball Team heads to National Championship


The Cape Cod senior softball team, sponsored by the Cape Cod Five Cents Savings Bank, leaves this weekend for Phoenix, Arizona to participate in Senior Softball USA's World Championship Tournament, commencing Monday, Oct. 22nd.

The team, composed of players from the Cape Oldtimers Softball League - all 70 years or older - has enjoyed a highly successful spring and summer campaign, winning the Massachusetts, New England and Eastern U. S. Championships, as well as the Cape Cod Classic, which attracted over 1,000 senior softball players in September. In Phoenix, Cape Cod's opponents during the first two days of seeding include a team from New Mexico and three teams from California. We're rooting for you!

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.

Book early! Space is limited. RSVP today to Jane at 508-362-3225, x513 or email jane@capecodchamber.org. Cost to attend is \$15.

Reach over 45,000 visitors to the Cape & Islands

Reach over 45,000 visitors to the Cape & Islands for just \$19 a week! Your advertising message can be seen 24 hours a day, 7 days a week at the Cape Cod Chamber Visitor Centers - on Route 25 in Plymouth and the junction of Routes 6 and 132 in Hyannis. To start making more money and getting more customers, all it takes is a fresh approach, which RS Walters Advertising can offer with its Info-Board and Info-Map advertising campaign. Only 22 distinctive advertising spaces available. Reserve now! Price is \$995.

For more information on opportunities at the Route 6 Visitor Center, [click here](#). For advertising opportunities at the Route 25 Visitor Center, [click here](#). Or contact Rick Walters or Fran Lipari at 508-771-7499 or info@rswaltersadvertising.com.

CCHMA October Meeting

When advertising dollars are limited or simply not enough, what does a company do to increase its consumer awareness? A solid public relations initiative dedicated to enhancing marketing dollars and increasing visibility is a key element of any marketing initiative. On Wednesday, October 24, the Cape Cod Hospitality Marketing Association welcomes Chris Ann Goddard, President and Owner of CGPR, who will share winning strategies and tips that she has developed over her 30-year career in public relations.

The event will be held at the Ocean Edge Resort in Brewster, and registration will begin at 5:30 p.m., followed by hors d'oeuvres, cash bar, networking, the presentation and a raffle. Cost is \$15 members and \$20 non-members. Please RSVP by October 19th to: BetsyKoch at 508-790-7280x201 or betsyk@hylinecruises.com.

Welcome New Members

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

- **Seacoast Advanced Diagnostic Imaging**, Weymouth

News from our Members

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

As millions of Americans remember those touched by breast cancer during National Breast Cancer Awareness month in October, the popular **Simon Pink Ribbon Visa Giftcard** continues to be available at Simon malls nationwide, including Cape Cod Mall. Sales of the Simon Pink Ribbon Visa Giftcard have resulted in payments of more than \$700,000 to Susan G. Komen for the Cure since September 2006. The mall's corporate parent, Simon Property Group (NYSE:SPG), pays \$1 for every card purchased directly to the non-profit organization, which is dedicated to supporting education and research into the disease.

The **6th Annual Chatham Bars Inn "Great Chefs Dinner"** to benefit the March of Dimes will be held Saturday, October 27th. Chefs will include Frank Steigerwald, Executive Chef, Taj Boston, Massachusetts Stephen Strickland, Executive Chef, Carefree Resort & Villas Carefree, Arizona Jody Denton, Executive Chef & Owner Merenda & Deep Bend, Oregon; Ron Boyd, Chef de Cuisine at Aqua San Francisco, CA; Anthony Cole, Executive Chef Chatham Bars Inn; Lisa Caldwell, Executive Pastry Chef Chatham Bars Inn Chatham, Cape Cod For reservations, contact Chatham Bars Inn concierge at 508-945-6872. Special accommodations rate, \$169.00 per night.

Christian Schultz has joined **The Barley Neck Inn**, owner of **Joe's Beach Road Bar & Grille**, as executive chef. He was formerly chef and owner of Christians in Chatham and The Academy Ocean Grill in Orleans. He has been honored twice by the James Beard Institute and is a graduate of the Culinary Institute of America. The Barley Neck Inn is booking holiday parties now. Please email info@barleyneck.com for innovative ideas, menus, prices and availability.

Crabgrass, the Cape's premier bluegrass band, will play at a Halloween Celebration featuring wine and beer tastings and gourmet food samplings from 5-8 p.m. Saturday, October 27th at the elegant **Candleberry Inn**, 1882 Main St., Brewster. The event benefits Cape Cod Children's Place, a family resource and child care center serving eight Lower Cape towns. Tickets are \$50, two for \$90. 508-896-3300.

Donations are now being accepted for **Cape Cod Cares for the Troops**, a non-profit organization started by 12-year-old Dylan DeSilva to honor our soldiers for their service, dedication and sacrifices to our country. With the help of his family and friends, he sends care package to our soldiers in Iraq and Afghanistan on a weekly basis. Monetary donations are accepted to cover the cost of shipping. You may also sponsor a complete care package for a soldier at the cost of \$40.00. Please make check or money order donation payable to: Cape Cod Cares for the Troops and mail to 1831 Long Pond Road, Brewster, MA 02631. Credit card donations may be placed online. For more information, please visit www.capecod4thetroops.com.

email: news@capecodchamber.org
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