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Cape Cod Chamber of Commerce eNewsletter

eNews

October 2, 2009

Greetings!

From the CEO's Desk:

The Chamber received a \$100,000 economic development grant this week that will move forward several important programs and projects including: We thank the Mass. Executive Office of Housing & Economic Development as well as Senator Rob O'Leary for advocating for this funding.

- Business webinars for Coastal Community Capital
- Final production costs for the Designers
- Administration costs to get new federal loan funds
- Entrepreneurs' Weekend 2 (being planned for
- An international investors familiarization event on
- Building more content on the state and regional

The month of October will be a very busy and productive one on the economic development front including these meetings & events:

- 10/5/09 reception for the chairs of the
- 10/8/09 dinner reception for international
- 10/9 & 10 Health & Wellness Expo -
- 10/13/09 we are meeting with
- 10/21/09 update on the NEW RULES for
- 10/23/09 meeting with IBM and Cape Cod
- 10/27/09 Comprehensive Ec. Dev.

From October 5 to October 13 I will be traveling in China with other chamber executives from around the US on a trip hosted by American Chamber of Commerce Executives. The Barnstable Patriot will be sharing some of our thoughts from the road as we make new business connections and learn more about this part of the world!

Wendy K. Northcross, IOM, CCE

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Cape Cod Health & Wellness Expo



Everyone knows that eating well, exercising and getting an annual physical are important for maintaining good

health. But what do you do between regular checkups to stay motivated? Brush up on your health at the **Cape Cod Health & Wellness Expo, Friday, October 9th and Saturday, October 10th** at the Resort and Conference Center at Hyannis. Come to the Expo for ideas on how to live a healthier, happier life! Doors will be open Friday from 11 a.m. to 7 p.m. and Saturday from 10 a.m. to 3 p.m.

Why attend the Expo? Here are just a few of the MANY reasons:

- Workshops and demos by some of Cape Cod's leading health and wellness professionals on such topics as stress management, nutrition & fitness, orthopedics & joint replacement, hand surgery, neurosurgery, vision health, sleep disorders, hearing loss, alternative therapies and long-term care
- Health tests & screenings
- "Ask the Doctor" sessions on such issues as Sleep Disorders, Hand Surgery and Neurosurgery
- A diverse Exhibitor Marketplace
- Children's activities
- Did we forget to mention that it's FREE!

For more information, and a current list of exhibitors, visit us online at CapeCodHealthExpo.com. Or become a fan on [Facebook](https://www.facebook.com/CapeCodHealthExpo)!

Presented by Cape Cod Five, in cooperation with the Cape Cod Chamber, Cape Cod Health Care and Cape Cod Media Group. Sponsored by Blue Cross Blue Shield of Massachusetts and Stryker Orthopedics.

Advertising opportunities in 2010 Cape Cod Travel Guide



Reach 1 out of 4 area visitors with **One Powerful Integrated Ad Buy!** The Cape Cod Chamber is now taking space for the 2010 edition of our primary fulfillment piece, the *Cape Cod Travel Guide* magazine.

- The only nationally distributed magazine about Cape Cod & the Islands
- Glossy, 4-color magazine: 160 pages of feature articles & stunning photography
- Widespread distribution: national retailers, Boston concierges, statewide visitor & information centers, Canadian outlets, national & international tradeshows, local accommodations & rental homes
- Integrated advertising programs include a magazine buy and a presence on our top performing visitor websites for "where to stay," "where to dine" and "what to do" on Cape Cod and the Islands
- CapeCodChamber.org ranks #1 on Google for a search on "Cape Cod," and CapeCodTravelGuide.com ranks #1 on Google for a search on "Cape Cod Hotels"
- Combined web traffic of 1.5 million unique visitors per year

Reserve your advertising space by 11/13/09 to be included in Cape Cod's premier travel publication!

Kristin Carey, Director, Internet Advertising & Regional Sales (mid-outer Cape, Nantucket)

Work: 508-362-3225, x511; Cell: 508-364-1018

Email: kcarey@capecodchamber.org

Steve Richards, Regional Sales Director (mid-upper Cape/off Cape, Martha's Vineyard)

Work: 508-362-3225, x514; Cell: 774-238-0787

Email: steve@capecodchamber.org

10/21 Member to Member



Please join the Cape Cod Chamber at our next Member to Member event on **Wednesday, October 21st** at **Embargo** at 453 Main Street in Hyannis! Enjoy plenty of networking opportunities, great raffles, and some delicious food in this swanky tapas restaurant & martini bar.

Cost to register is \$5 for Cape Cod Chamber members and \$15 for non-members. [Click here](#) to register now. For customized directions to Embargo, [click here](#).

10/21 H2B Visa Update Session

Please mark your calendar for an **H2B Update Session** from 9 a.m. to noon on **Wednesday, October 21st** in the workshop room at Mid-Cape Home Centers Complete Home Concepts in Hyannis. The session will be presented by Matthew Lee, Esq. of Tocci, Goss & Lee. Attorney Lee will provide an update on the new H2B Visa rules. There is no fee to attend, but please RSVP if you will be attending to kristen@capecodchamber.org.

[Click here](#) for a September 2009 update on the new H2B rules.

Fall Marketing Campaign



Cape Cod's fall marketing campaign, centered around the tagline "We all need a little Cape Cod," includes:

- Bus wraps on the back of two Plymouth & Brockton buses to Boston (pictured at left)
- Full page co-op ad with members in the Greater Boston CVB Fall/Winter Travel Planner
- Full-page print ad with Nantucket and Martha's Vineyard in Boston Globe "Fall Travel Magazine"

- A September/October ad buy on Facebook
- A September/October banner ad on the Comcast.net homepage
- A three-week radio campaign in September on Magic 106.7 FM in Boston (featuring online added value presence and daily Cape Cod giveaways)
- A flyer featuring fall events and value packages for distribution at The Big E in Springfield ([click here](#) to see the flyer)

September 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](#) for the September 2009 survey. We appreciate your participation!

To view results from previous surveys, and other tourism statistics compiled by the Chamber, please [click here](#).

Bad Check Restitution Program

Bad checks can not only wreak havoc on your cash flow and affect your bottom line, but they take up your valuable time and attention. To help provide relief to victims of bad checks and to ease the burden on Cape & Islands District businesses, the District Attorney's office has partnered with Corrective Solutions to offer the **Cape & Islands District Attorney Bad Check Restitution Program**. This program has recovered over \$204,000+ in restitution to local merchants and individuals. Free to Cape & Islands businesses, it creates a simple means for you to obtain assistance and allows offenders to voluntarily resolve their violation on a pre-trial basis at no cost to the taxpayers.

Check offenses under \$2,500 are referred directly to the Bad Check Restitution Program, with larger checks handled through the criminal court system. If you have any questions or want program materials, contact Kathryn Robinson at 1-888-298-8978 or krobinson@CorrectiveSolutions.org. You may also obtain information at www.checkprogram.com/capedistrictma.

"The Hundred"



"The Hundred" is back for another round! The next drawing will be held at the Member to Member Event on October 21st at Embargo in Hyannis. Register each week by emailing capecodchambersteve@yahoo.com, with "The Hundred" as the subject line. The drawing to be given away in October is a round of golf for four at **The Ridge Club** in Sandwich (value of \$584). Must be present to win.

The Ridge Club of Sandwich is an escape to a private getaway on Old Cape Cod. Behind the gates lies a community with a picturesque championship golf course and 20,000 square foot clubhouse on acres of lush rolling hills. The Ridge Club welcomes the opportunity to host your anniversary, birthday, wedding, holiday party, corporate event or golf outing. Its breathtaking floral garden patio and pavilion can accommodate up to 200 guests, the perfect ambiance for special occasions. Our 18-hole championship course, designed by world renowned golf course architect, Robert Von Hagge combines the challenge of a tournament level course with the natural charm of Cape Cod. From the moment you begin planning your function to the departure of your last guest, every detail will receive personal attention from the dedicated staff. For more information, visit www.ridgeclubcapecod.com.

Coastal Community Capital 2010 Training Series Survey

Coastal Community Capital and the Cape Cod Chamber are seeking your input on our 2010 Training Series! We would like your opinion on topics you would find helpful and how you would like the information to be presented, ie. workshop, webinar, one-on-one. The survey takes less than 5 minutes to complete. We appreciate your time! [Click here](#) for the survey.

Italian Reality Show films on Cape Cod



Six Italian women, a director and a cameraman descended on Cape Cod last week to film an episode of "Donnavventura," a highly popular Italian reality show. The crew spent three days touring the Cape and filming the female adventurers exploring the beaches, lighthouses, villages and back roads of Cape Cod. They learned something about sea life at Woods Hole's Oceanquest and onboard Hyannis Whalewatcher Cruises. After lots of seafood and some beautiful September weather, the Donnas went back to their

hotels to report on their visit to Cape Cod. The show has not yet been produced, but you can see a little of their travel log at www.donnavventura.com/eng/diario.asp.

International FAMs and You



Cape Cod hosts 60-80 FAM tours each year, representing media and tour operators all over the world. A FAM, or familiarization tour, allows journalists, broadcasters, tour product managers and travel agents to have a taste of a region in a minimal amount of time. The Cape Cod Chamber and CVB works with several organizations to host these FAMs for Massachusetts and New England through the Massachusetts Office of Travel and Tourism (MOTT) and Discover New England (DNE).

We are also contacted directly by Tour Operators educating their employees about the travel product they sell here on the Cape and International media doing Cape Cod travel stories.

Businesses interested in hosting FAM tours are asked to provide their services on a complimentary basis in exchange for mention in an article or consideration on tour itineraries. If you are interested in participating and have not been receiving these email opportunities, please contact michele@capecodchamber.org to be added to the list. It's a great way to be featured in various International markets and show what you have to offer.

AAFF Banquet of Champions on Cape Cod

West Yarmouth's Joe Jamiel, Brown University Class of 1980 and owner of Ardeo Restaurants in several Cape Cod locations, is among those who will be honored at the All-American Football Foundation Banquet of Champions next Tuesday, October 6th at The Resort & Conference Center in Hyannis. Jamiel, offensive coordinator of the Dennis-Yarmouth High football team and coach/founder of the D-Y Pop Warner program, ranks eight in all-time Brown punt return yardage and led the Ivy League in kickoff and punt returns in 1977.

Other local recipients will include retired Nantucket High School football coach Vito Capizzo, former Falmouth/Colgate running back and Walton Payton Award recipient Jamaal Branch of Mashpee and Curry College President Ken Quigley, who owns a summer residence in Falmouth and is an avid supporter of the Cape Cod Baseball League. Also being honored are local officials Tom Dean of South Yarmouth, Bill Doherty of Harwich, David Sauro of Centerville, Nantucket boys basketball coach Beau Almodobar and Gordon Morton of the Centerville-based ECAC.

The festivities begin at 6 p.m. with dinner at 6:45. Tickets are \$100 and may be purchased by calling AAFF president Jimmie McDowell at 601-206-8877 or by faxing 601-956-6484.

Fall for the Arts set for this weekend



The Arts Foundation of Cape Cod and Cape Cod VIEW Magazine will host the second annual **Fall for the Arts Festival** - the Cape's largest celebration of local arts and culture - this weekend across Cape Cod.

The Fall for the Arts Festival will feature art exhibitions, musical performances, theater, children's activities and tours in more than 450 venues Cape-wide. Special discounts in galleries, shops and museums will be offered. The Festival showcases the region's exciting cultural scene, offering visitors and residents the opportunity to meet and talk with artists, enjoy live entertainment, discover cultural organizations, visit museums, take a walk through history, sample fine cuisine, and even create their own works of art.

Full event listings can be found on the Arts Foundation of Cape Cod's website, www.artsfoundation.org.

Career Opportunities Career Fair

Looking for help? Career Opportunities in Hyannis will be hosting a **Career Fair** on **Wednesday, October 21st** from 10 a.m. to 1 p.m.. If you are in need of help and

would like to participate in this free event, please contact Theresa Lawrence, Director of Business Services, at 508-862-6118 or tlawrence@detma.org.

Special offers to Cape Cod Chamber members

Venture has partnered with the Cape Cod Chamber to bring you big savings! Cape Cod Chamber Members can receive their 1st Month Free when signing up for a 6-month Venture Membership. In addition, Venture Members can get 10% off Cape Cod Chamber Membership (some restrictions apply). Created to meet the unique needs of independent workers and small business owners, Venture provides an innovative, cost-effective and energizing work environment outside of the home. Locations in Orleans and Hyannis. For more information, email info@venturethinktogether.com or call 877-766-6498.

Also, **Kaplan University** is offering a 10% reduced tuition rate for Cape Cod Chamber members and their families. For more information, please contact Leanne Niemi at 857-366-2954 or LNiemi@kaplan.edu. Kaplan University offers the convenience and flexibility of an online education.

Economic and Housing Forecast Breakfast

The *Cape & Plymouth Business* **Fall Economic and Housing Forecast Breakfast** will be held from 7:30 a.m. to 10:30 a.m. on **Friday, Oct. 23rd** at the Cape Codder Resort and Spa in Hyannis. This information- and networking-packed session will include the following topics:

- What your business needs to know about the economic forecast *Richard Holbrook, CEO, Eastern Bank, and Carol McMullen, president, Eastern Wealth Management*
- The state's economy: When will the recovery begin? *Michael Goodman, Chair, Dept. of Public Policy, UMass Dartmouth; UMass Donahue Institute*
- The housing picture for 2010 *Bett McCarthy, executive vice president, Kinlin Grover Real Estate, moderator, and Peter Polhemus, president, Cape & Islands Homebuilders and Remodelers Association*

Presenting sponsor is Eastern Bank. To register and reserve your seat, [click here](#).

News from our Members

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

Inn Season Resorts presents **Cape Cod Restaurant Week 2009** on Monday, October 12th through Sunday, October 18th at over 21 restaurants across Cape Cod. During this week, restaurants are each offering a special 3-course exhibition menu for you to select from. The cost of dining from any of these special menus will be fixed at a low price of just \$25 or \$35 (tax & gratuity not included), depending on your choice of restaurant. Details are currently available at www.CapeCodWineAndDine.com.

The **VNA of Cape Cod** will be offering flu shots at **Cape Cod Mall** every Friday and Saturday throughout October. Nurses will be on hand from 11 a.m. to 4 p.m. in the

Sears Court. Shots are \$35 and are usually reimbursable through your insurance provider. Medicare Part B accepted. Medicare eligible recipients must bring all insurance documents. You must be 18 years old and show a valid picture ID to receive a flu shot. Cape Cod Mall is located on Route 132 in Hyannis. For more information, visit www.capecodmall.com or call 508-771-0200.

g Green Design Center invites the community to a Gala Opening Reception with the Artists of REMADE, a juried exhibit, from 5:30 to 7:30 p.m. on Friday, October 9th at the center at 28 Bates Road, North Market Mashpee Commons, in Mashpee. Come enjoy this unique art exhibit, featuring the inventive using recycled, reclaimed or renewable materials. Also help celebrate g Green Design Center's two-year anniversary. The exhibit itself will run from October 9th through November 30th. For more information and directions, please visit www.ggreendesign.com.

Body Sense Day Spa of Hyannis was presented with the Crystal Award of Excellence for Best Day Spa at the 11th International Congress, hosted by Repechage on August 9-10. The award ceremony took place at the annual gala awards dinner in NYC. Allured Business Media and Sink Inc. Magazine selected the winners. For more information, visit www.bodysensebeautyclinic.com.

Habitat for Humanity announces that applications are available now for two affordable homes (a one-bedroom and a two-bedroom) to be built in Dennis and for one affordable home (a three- bedroom) to be built in Wellfleet. Application deadline is November 9th. Applications can be obtained by calling 508-775-3559. Information about home ownership and application information sessions with Habitat for Humanity is also posted on www.habitatcapecod.org.

Join hundreds of others in the fun at the **Second Annual Oktoberfest Cape Cod** on the grounds of the **Aqua Grille** in Sandwich on Sunday, October 11th from 1 to 5 p.m. Authentic German food prepared by German chef and Aqua Grille owner, Gert Rausch, and several blends of Cape Cod Beer, as well German beer and wine will be served, all under the big tent with dancing to the live music of a three- piece German band, The Vagabonds. All profits go to the Sandwich Emergency Heating Assistance Fund, sponsored by the Friends of the Sandwich Council on Aging. Admission for adults is \$14 (which buys seven \$2 food & beverage tickets) and \$8 for children 12 and under. Additional \$2 tickets will be available for purchase at the event.

Interested In Membership?

If you are interested in learning more about membership in the Cape Cod Chamber of Commerce, please contact Mike Belcher, our Membership Director, at 508-362-3225, ext. 534 or mike@capecodchamber.org. Or [click here](#) for a membership application!

email: news@capecodchamber.org
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web: <http://www.eCapeChamber.com>

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