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Cape Cod Chamber of Commerce eNewsletter

eNews

October 26, 2007

Dear Karen,

From the CEO's Desk:

Today's Economic Summit was very thought provoking and extremely well received. An interactive dialogue was held among civic and business leaders on the Cape's economic realities.

Our featured speaker, demographer Peter Francese, dispensed some very sobering yet stimulating information. His overall assessment is that Cape needs to "rebalance our human ecology" by attracting and retaining younger families. This is not a choice but an imperative for our economic survival. Some of the ways to do this include engaging the principles of smart growth, creating more rental housing, building Cape-wide high speed internet access, build a performing arts center (but be sure to host some rock concerts!) and reject a casino. He indicated that only through regionalized service delivery will we have sustainable funding (taxes) to address infrastructure for wastewater and transportation and other services.

With over 300 "forward thinkers" in the audience, we received overwhelming feedback that essentially said they agreed with the need to rebalance and that "we need to take action now." To that end, the Chamber will immediately begin the next steps. Many of you volunteered to get involved and you will be hearing from us soon. We will broadcast the event on public access TV to further educate all Cape Codders (air dates TBA). We will immediately convene, with the Cape Cod Commission, a meeting of municipal managers, selectmen and councilors and town planners with Peter Francese to hear the message delivered today. And we will convene with other collaborators to further define and launch a regional action plan for the Cape's economy.

Many thanks to all who attended and to our steering committee, led by Chamber Vice Chairman Bill Zammer and supported by Chamber staffer Clare O'Connor. Finally, we couldn't have produced the event without the support of sponsors Cape Cod Five Cents Savings Bank, IFAW and the Cape Cod Times along with collaborators Cape & Islands Association, of Realtors, Home Builders & Remodelers of Cape Cod, Cape Cod Community College, Cape Cod Commission, Coastal Community Capital, APCC's Business Roundtable, the Arts Foundation of Cape Cod and the Cape & Islands Workforce Investment Board.



Wendy K. Northcross, IOM, CCE

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November Member to Member Event

The Cape Cod Chamber invites you to join us on Thursday, November 15th from 5:30 to 7 p.m. 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 15 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 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.

Fall for the Arts Continues!

The beautiful birdbath pictured here, crafted by Kevin Nolan of Barnstable Pottery, stands in our Cape Cod Chamber visitor center. It could be yours! On November 11th, we will draw a name from those who purchase the Arts & Artisans Trails Guide between now and then in our Chamber visitor center as part of our Fall for the Arts Campaign. (at a special fall promotion price of \$5).

Then, take your guide and head to Sandwich this weekend, where two galleries have offers you shouldn't miss! For stunning botanical prints and more, visit Damselmy studio at 412 Rte 6A, Friday and Saturday for her blow-out sale (2 for 1), then stop up the road at Collections Unlimited, 365 Rte 6A. one of the oldest cooperative shops on the Cape and get a free gift for every third customer. If it's a Friday, stop into Salt Meadow Gallery as you head back toward Barnstable for q wine and cheese reception this and every Friday from 4 - 7 p.m.

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. Grants are open to all DMOs and organizers of Cape-wide festivals and events. Grants will be awarded to promote special events and festivals that draw visitors to the Cape. In addition, the marketing of that event must be off-Cape marketing to potential visitors. 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.

Fall 2007 INNside Track

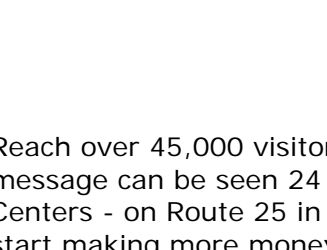
Take a BREAK and celebrate the end of the season with fellow innkeepers on Wednesday, November 7th at the Cape Cod Chamber B&B Committee's Fall 2007 INNside Track, "Bed and Breakfast BREAKAWAY."

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. Cost to attend is \$15.

Only 20 Days Left For Health Insurance Filing Deadline

November 15th is the deadline for completion of the mandatory employer online filing process to determine compliance with major provisions of the Health Care Reform Law. Filing is by Division of Unemployment Assistance (DUA) number, and it is the employer's responsibility to comply regardless of lack notice from the DUA. For instructions and the online reporting system, go to: fsc.detma.org.

Employers who do not complete the filing, after one courtesy reminder, will be invoiced for an estimated Fair Share assessment amount (approximately \$295 per employee). For assistance from the Chamber's insurance experts, contact Kathy Teahan at 508-776-9533 or kathy@capecodchamber.org.

Cape Cod Baseball League Hall of Fame

The Cape Cod Baseball League Hall of Fame will be inducting the Class of 2007 on Saturday, November 3rd at Chatham Bars Inn. The festivities will start at 10:30 a.m. with a brunch and induction ceremony and award presentation to follow. There will also be a silent auction of sports memorabilia.

Tickets are available at \$75 each. Send check made out to the CCBL Hall of Fame Tickets and mail to CCBL Hall of Fame Tickets, PO Box 266, Harwich Port MA 02646. Be sure to include mailing address as tickets will be sent by return mail. For more information on inductees and the ceremony, log on to www.capecodbaseball.org.

Reach over 45,000 visitors to the Cape & Islands

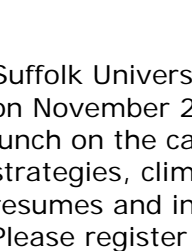
Reach over 45,000 visitors to the Cape & Islands for just \$19 a week! Your advertising message can be seen 24 hours a day, 7 days a week at the Cape Cod Chamber Visitor Centers - on Route 25 in Plymouth and the junction of Routes 6 and 132 in Hyannis. To start making more money and getting more customers, 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.

Welcome New Members

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

- **Amandine Patisserie & Café**, Hyannis
- **Mantha Yoga** by the Sea, Wareham
- **Neopost Inc.**, Burlington MA

1st Annual Creative Collaborative Conference

The Arts Foundation of Cape Cod will present the 1st Annual Creative Collaborative Conference at the Cultural Center of Cape Cod in South Yarmouth on Thursday, November 1st from 1 to 5 p.m., followed by Gala Awards Ceremony from 5 to 7 p.m. Special VIP Dinner to Follow at Ardeo Restaurant in South Yarmouth. Registration for the conference is \$40 members, \$50 non-members. Awards Ceremony Free and Open to Public. VIP Dinner by Reservation Only. For tickets and more information, visit www.artsfoundation.org or call 508-362-0066

Suffolk University Career Workshop

Suffolk University Cape Cod will host a morning workshop and luncheon with the experts on November 2nd. Learn to solidify your career goals, plan your next move, and chat over lunch on the career topic of your choice. Topics covered include non-profit career strategies, climbing the corporate ladder, public sector careers, job seeking on Cape Cod, resumes and interviews. The cost for the workshop is \$25 per person (lunch is included). Please register by calling 508-375-4083 or email capecod@suffolk.edu.

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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.

Free Seminar about Web Marketing

CapeCodOnline.com will host four free seminars designed to help local businesses maximize their visibility in major search engines like Google.com. Get insider information and valuable tips that will help local business owners "do it themselves" when striving for a greater presence in the major search engines. There are four seminars scheduled at three locations: two on Tuesday, Nov. 6th at the Cape Codder in Hyannis (8:30 a.m. to 10 a.m. or 4:30 p.m. to 6 p.m.); one on Thursday, November 8th at the Falmouth Inn (4:30 pm to 6 p.m.) and one on Friday, November 9th in Orleans (8:30 a.m. to 10 a.m.). Contact 508-862-1521 to register to attend.

ABWA Monthly Meeting

The Cape Cod Charter Chapter of the American Business Women's Association (ABWA) will hold its monthly networking / dinner meeting Tuesday, November 13th at The Radisson Hotel in Hyannis. The evening's events will kick off with networking at 5:30 p.m. followed by dinner and the program at 6:15 p.m. Guest Speaker will be Deborah Converse, Southeastern Massachusetts Division Director for the March of Dimes. The cost for members is \$20/ guests \$25, with a reservation made by November 7th. RSVP to JoAnna Watson at 508-685-6561 or jwatson@capecod.net.

News from our Members

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

TOURCO announces that it has hired Mark Turek, most recently Product Development Manager for the Marine Office of Tourism, as Director of Group Sales. Mr. Turek will oversee all group marketing efforts, both domestic and international; conduct sales calls and perform educational briefings for tour operators' sales staffs to enhance product knowledge of the areas TOURCO features. [Click here](#) for the complete press release.

Harbor View Hotel & Resort Prepares for Phase Two Improvements - Scout Real Estate Capital CEO Alan Worden has announced the preliminary schedule for the second phase of its \$77 million multi-year renovation plan for the historic Harbor View Hotel & Resort in Edgartown. Several significant renovation projects, including an extensive upgrade of the hotel's restaurants and kitchen facilities, are scheduled to begin in October and be completed by late Spring 2008. [Click here](#) for the complete press release.

"The American Experience" concert by the **Cape Cod Symphony Orchestra** will be held at 8 p.m. Saturday and 3 p.m. Sunday at the Barnstable Performing Arts Center on West Main Street in Hyannis. Tickets range from \$20-\$55. Call 508-362- 1111, or visit www.capecodsymphony.org.

WQRC's Cheryl Park hosts the "Jane" of All Trades Eclectic Holiday Festival on Thursday, November 13th in Hyannis. Hyannis. Featuring wine tastings from Luke's Liquors, chef displays, HGTV Interior Designer and Author Jayne Pelosi of Renaissance Interior Design demonstrating how to create "Eclectic Holiday" table settings, CMD Creations creating Holiday Floral Displays, Artist Susan Davies hand painting home tiles, and more. This is the kick-off event for the "Jane" of All Trades workshop series. It is free and open to the public. RSVP to news@midcape.net or call Lynn at 508-760-4458

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

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