

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

Cape Cod Chamber of Commerce eNewsletter

eNews

September 14, 2007

From the CEO's Desk:

- In the last several days, the Chamber testified before boards and commissions on several important issues: Homeowners & commercial property insurance rate hikes; the Cape Wind project (DRI hearing before CC Commission); a performing arts center in Hyannis; a Barnstable County health & human services dept.
- We have taken first steps to plan additional office and storage space at the Chamber's campus (a.k.a. The Center for Business). With 4 acres here, we are taking a long view of our future needs and hoping to continue to house service providers here, such as the Arts Foundation of Cape Cod, Coastal Community Capital and our EntreCenter counselors.
- A steering committee to plan this winter's Travel Industry Symposium has been meeting regularly and is developing a very provocative agenda. Save the date of January 15, 2008!
- Another steering committee of business leaders is shaping the Economic & Business Summit dubbed "The Real Cape Cod" set for October 26 at the Cape Codder Resort. Plan on attending and hear about our future customers, business opportunities and meet the new executive of the Cape Cod Commission.
- The Arts & Artisans Trail Guide partners (Arts Foundation, Nantucket & Martha's Vineyard Chambers, Barnstable County and the Cape Cod Chamber) met to discuss future editions. We decided to create a map for 2008, due to popular demand, which will be a companion to the book. Web enhancements are also being discussed. This will allow us to add more artisans before the 2nd edition hits the streets in 2009.
- Our regional tourism council grant amount has been awarded and is just slightly higher than last year's amount. Final scope of services are being sent to the state this week.
- Congratulations to two new faces in the arts & culture scene: Jeff Myers, the new executive director at the Cape Cod Conservatory and Robert Gambone, new director of the Cahoon Museum of American Art.
- Congratulations to Paul Niedzwiecki, new executive director of the Cape Cod Commission.

in this issue

- This eNews sponsored by Supply New England's Kitchen & Bath Gallery
- Save the date: October 26th Economic Summit
- Free Health Insurance Seminar
- Center for Business Workshop Series
- School Dropout Prevention and Recovery Summit
- Participate in the Chamber's MA Getaway Guide Co-op
- October Member to Member Event
- August 2007 Accommodations Survey
- Advertise in special Globe Holiday Calendar
- Welcome New Members
- Chamber employee welcomes new grandchild
- CCHMA September meeting
- Barnstable Municipal Airport launches Art Contest
- CLI seeks applicants for 2008 Leadership Cape Cod program
- Submit your Fall Accommodations Specials
- News from our Members

Wendy K. Northcross, IOM, CCE

This eNews sponsored by Supply New England's Kitchen & Bath Gallery

Tile is in the picture.



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Save the date: October 26th Economic Summit

Save the date for an economic summit on "The Real Cape Cod: Challenges and Opportunities in a Changing Economy," to be held October 26th from 8 a.m. to 1 p.m. at the Cape Codder Resort in Hyannis.

The Cape Cod Chamber proudly presents this half-day forum, which will give business owners and managers an understanding of the changing face of Cape Cod's current population and potential customers, as well as trends in New England and what that means for our region. Followed by a lively discussion by a range of local businesses with observations on doing business in the future. Featured speaker will be Peter Francese, a widely recognized demographics and consumer markets expert.

[Click here](#) to register! Sponsored by Cape Cod Five Cents Savings Bank, in collaboration with IFAW, Cape Cod & Islands Assn. of Realtors, Business Round Table, Cape Cod Community College and others.

Free Health Insurance Seminar

There is still time to register for the free health insurance seminar on September 19th sponsored by Cape Cod Healthcare. The seminar, to run from 8 to 11 a.m., will provide answers for employers and employees alike to fulfill their obligations under the new health insurance regulations. To sign up for the seminar, which will be held at The Cape and Islands Realtors Association Conference Center in West Yarmouth - or to make an appointment for a free one-on-one counseling session - contact Kathy at 508-776-9533 or kathy@capecodchamber.org. Both the seminar and the counseling are available to all Cape Cod businesses.

Center for Business Workshop Series



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.

- **September 26 - Use the web to your best advantage:** Optimize and market your site, create more traffic and track its impact. Presented by Dan Kompass, President, Webfodder.
- **October 3 - Build your customer base electronically:** Develop an electronic communication strategy using newsletters, promotions, announcements and invitations. Presented by Zak Barron, Constant Contact.
- **October 10 - Reaching your market:** Promote your business through cost effective partnerships. Identify media outlets that give high return on investment. Presented by Sylvester Ryan, Sky Rise, LLC.
- **October 17 - Generating a buzz about your business:** Combine traditional communication tools with modern technology to create an effective public relations strategy. Presented by Chip Bishop, Chip Bishop Communications; Lisa Focdick, First Impressions.

School Dropout Prevention and Recovery Summit

The Cape and Islands Workforce Investment Board and the Cape Cod Chamber will host a "School Dropout Prevention and Recovery Summit" on Wednesday, November 7th from 8 a.m. to 12:30 p.m. in Cape Cod Community College's Tilden Arts Center.

Nearly 20% of local high school students are not graduating with their class. Recent statistics show that 370 Cape and Islands students dropped out of the Class of 2006. This summit will explore a number of ways to prevent dropping out and ways to recover those who have dropped out. It is especially focused on establishing community partnerships, including business leaders to work with school districts on these issues. Email razza@ciwb.org to reserve a spot at the summit or for more information.

Participate in the Chamber's MA Getaway Guide Co-op

The Cape Cod Chamber is seeking advertisers to participate in our co-op in the 2008 Massachusetts Getaway Guide. The cost to participate is \$3,900 for a display ad and \$900 for a listing. Last year, the Cape Cod Chamber's co-op was one of the top lead producers in the entire book.

As the primary fulfillment piece of The Massachusetts Office of Travel and Tourism, the Getaway Guide is the most widely distributed travel guide in New England. 750,000 copies of the Getaway Guide will be printed in 2008, and it is the only travel guide in the state supported by a multimillion dollar advertising campaign. Added-value programs on the newly designed massvacation.com provide the opportunity for your message to reach more than 1.6 million unique visitors at no additional cost. To find out more, email kristen@capecodchamber.org.

October Member to Member Event

The Cape Cod Chamber invites you to join us on Wednesday, October 10th for our October Member to Member event at The Beach House in North Falmouth! Enjoy hors d'oeuvres, networking and great raffle prizes. Cost for just the networking event is \$5 members and \$15 non-members. [Click here](#) to register online today.

August 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.

We need your help to get as accurate a picture of the summer season as possible. [Click here](#) to fill in the August 2007 survey!

[Take the August Survey](#)

Advertise in special Globe Holiday Calendar

Reserve your space in a special advertising co-op in *Boston Globe Magazine* on Sunday, November 25th. The Cape Cod Chamber of Commerce and *The Boston Globe* have joined together to produce a special Holiday advertorial section. This colorful and informative section will highlight the many fun and festive events happening on Cape Cod this winter. And since the section is exclusive to Chamber members, it will be a great opportunity to showcase your business at special rates.

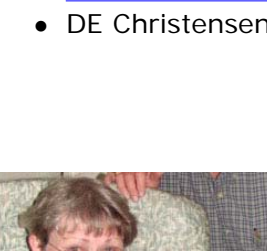
Boston Globe readers are affluent and love to travel. Your ad will reach more than 1.7 million Boston Market adults. 41% of whom plan to travel to Cape Cod and the islands over the next 12 months. But hurry, the space reservation deadline is Wednesday, October 24th. [Click here](#) for more information. Or call now for more details! Travel Advertising: Peter Andrews, 617-929-2520 or Brendan Raftery 617-929-7090. Retail Advertising: Ann Jackson, 781-826-1020.

Welcome New Members

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

- [Cape Cod Wind and Weather Inc.](#), Harwichport
- [Churchill Enterprises LLC](#), Dennis
- [Commodore Uniform & Nautical Supplies](#), Harwichport
- [Dare To Be Alive Foundation Inc.](#), South Yarmouth
- DE Christensen Wood Floors, West Yarmouth

Chamber employee welcomes new grandchild



Congratulations to Jane Carroll, Cape Cod Chamber membership services coordinator, and her husband, who welcomed their 6th grandchild, Violet Moran Sunderland, on September 4, 2007! The baby, born at the Newport, RI hospital, weighed 9 lbs. 5 oz. and was 21 inches.

CCHMA September meeting

The Cape Cod Hospitality Marketing Association's September meeting will feature Cape Cod Chamber CEO Wendy Northcross in a lively, interactive program on "Everything you need to know about Tourism Funding."

The event will be held Tuesday, September 25th at the Hyannis Holiday Inn. Registration and networking will begin at 5:30 p.m., will select the winning designs and award a stipend to each winner. Entries must be submitted by Monday, October 15, 2007. The murals will be unveiled at a ceremony in early November. Detailed rules for the competition and entry forms, can be obtained at the Airport's Admin Office and online at www.artsfoundation.org. For more information, please call Betsy at 508-221-2429.

CLI seeks applicants for 2008 Leadership Cape Cod program

The Community Leadership Institute (CLI) of Cape Cod is seeking qualified individuals to participate in the Leadership Cape Cod 2008 program. Applications are now being accepted for the spring semester, which begins in January.

CLI's mission is to foster a better Cape Cod by educating community leaders about the issues and resources that define the region. Participants have included local and state politicians, business leaders, entrepreneurs, health care professionals and members of the media. Leadership Cape Cod features 10 sessions from January to June covering a wide range of topics: social services, healthcare, education, business, government, diversity, the law, the environment, the media and the arts.

Applications are available at www.clicapecod.org. For more information, call the Community Leadership Institute of Cape Cod at 508-362-2131 ext. 4483.

Submit your Fall Accommodations Specials



Attention member lodging properties: Submit to us now your fall value offerings and packages! All of our fall marketing directs people to visit the website to book online and find "Value Vacations" - make sure your property is represented! Email your package, including rate and expiration date, to Kristen@capecodchamber.org.

News from our Members

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

The **Cape Cod Central Railroad** will be operating several daily departures from their Hyannis station to the 38th Annual Bourne Scallop Festival next weekend, September 21-23. The one hour and 15 minute ride is fully narrated, and crosses over the historic Cape Cod Canal railroad bridge, arriving just steps from the festival entrance. Travelers can reserve in advance for a combination ticket which includes the round-trip train ride, festival admission, and scallop or chicken dinner. The cost is \$39 for adults and \$30 for children. Tickets for the train ride only are also available on a first-come, first-served basis. Call 508-771-3800 for schedule information or visit www.capestrain.com.

Maffei Landscape Contractors in Mashpee was ranked among the top 100 landscape companies in the US by Landscape Management, the industry's leading trade publication. Maffei, one of only two companies to make the list from Massachusetts, came in at number 92. The rankings are based on total revenue. Maffei Landscape Contractors can be reached at 508-477-4814 or online at www.maffeilandscape.com.

Tradewind Sports is proud to present the 5th Annual Corner Coonamessett Eco Cross, Saturday, September 22nd at the Coonamessett Farm in East Falmouth. The fast and technical course is perfect for technically skilled riders who can capitalize on the numerous twists and tight turns, as well as the three running sections. The race will also feature some of the best racers in the U.S. The Farm Café, registration and the course all open at 9 am. For more information, visit tradewindsports.net.

Cape Cod USA Real Estate would like to welcome Charles Diodick (realtor and sales agent) and Home Buyers of Cape Cod, who have recently joined Cape Cod USA Real Estate. Charles specializes in unique financing for home buyers, with many years personally involved with investments, financing, contracting and building homes. Please contact him with any type of personal or commercial property needs at 774-836-2299.

The **Cape Cod Foundation** is seeking proposals from nonprofit organizations for the second of two grant-making cycles this year to support projects that will address the existing and emerging needs of the region. Approximately \$30,000 has been committed for the fall 2007 general grants program to address a broad range of needs in the areas of health, human services, environment, education, the arts, and community development. The deadline for submission is October 1st, 2007. For more information, call the Cape Cod Foundation at 800-947-2322 or visit www.capecodfoundation.org.

The **Whale and Dolphin Conservation Society** (WDCS), an international office in conservation organization, is seeking volunteers for its North American office in Plymouth. WDCS is dedicated to the protection, conservation and welfare of all whales with the specific objective of reducing, and ultimately, eliminating the continuing threats to cetaceans and their habitats. Volunteering for WDCS (NA) can take many forms, ranging from office work and data entry to public speaking and assisting with fieldwork. To volunteer, contact Sue Rocca at 508.922.4495 or at sue.rocca@gmail.com.

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

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