

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

Cape Cod Chamber of Commerce eNewsletter

eNews

September 18, 2009

Dear Karen,

From the Desk of the CEO



It is with great sadness that we said goodbye to Jack Gay, our ultimate ambassador for the Cape Cod Chamber. With his passing this week, we lost a true champion and a real gentleman. He was instrumental in pulling

together the membership ambassador group -leading them to a full complement of volunteers charged with spreading the word about the services and programs for members of our Chamber. At our October board meeting, it was voted to name our Ambassador of the Year Award in his name. We will be announcing plans in the coming weeks to bestow the first Jack Gay Ambassador of the Year award to a worthy candidate.

- The Cape Cod Chamber has jumped into action to mitigate the problems surrounding the Sagamore Bridge construction work. We are continuing to work with county, state and federal authorities on some answers and solutions. We will keep you updated.
- We have communicated with all 15 local Chambers of Commerce regarding the potential local option tax issues and the status of fall town meeting warrants. We are coordinating our responses and position statements on this topic.
- The Chamber spoke at this week's ocean planning hearing and will be submitting written comment.
- The Chamber was represented at this week's H2B briefing in Boston and the launch of the state's new economic development website <http://www.massitsallhere.com>. The Cape Cod Chamber's B2B site is linked to this umbrella site and will be feeding more content to that site in the coming months.
- We attended a meeting with the Tech Council and others to hear information from IBM on their Smart Water program.
- Congrats to Puritan of Cape Cod and Cape Cod Hospital - both turning 90 years old this month. Congrats to Cape Cod YMCA for their new facility and ribbon cutting last week.

in this issue

- From the Desk of the CEO
- Sagamore Bridge Construction
- Reserve Exhibitor Space now for Cape Cod Health & Wellness Expo
- October 21st Member to Member
- Fall destination marketing
- 9/22 Regional Public Hearing
- August Accommodations Survey
- 9/30 Member Reception
- Big E Marketing Opportunity
- "The Hundred"
- Welcome New Members
- CLASH set for next weekend
- Road work on Route 6A in Barnstable
- Bourne Scallop Festival: 40 and Fabulous!
- Special offers to Cape Cod Chamber members
- Economic and Housing Forecast Breakfast
- News from our Members
- Interested In Membership?

- o Thanks to Melinda Gallant for leading our staff in a creative thinking session last week.

Wendy Northcross

Sagamore Bridge Construction

Since construction work on the Sagamore Bridge has commenced by the Army Corps on Monday, the Cape Cod Chamber has been receiving inordinate amount of communication concerning the traffic congestion. To address these concerns, we immediately communicated with Congressman Delahunt's office and Senate President Therese Murray's office. Both officials have helped us convene a meeting with the Army Corps, the Cape Cod Canal Region Chamber, the Cape Cod Commission and our Chamber. [Click here](#) for the details of that meeting, including an explanation of the work involved.

We understand the cost to local business in loss of customers and potential customers, the anxiety to residents trying to commute to work and off-Cape commitments, to vendors seeking to deliver goods and services onto the Cape. We also understand that the Army Corps is compressing three seasons worth of work into two seasons, has delayed this work to begin with, has selected a Massachusetts construction company that has a good track record and is working with us to help open alternate routes through the military base and continue communications on project status.

The Army Corps has been very cooperative and on Tuesday met with Bourne and Sandwich public safety officials and town managers at the request of the Canal Chamber and the Sandwich Chamber of Commerce to discuss alternate routes and signage to the Bourne Bridge. These communities have agreed to help mitigate congestion with reroute signage.

On Wednesday, the state undersecretary of law enforcement, Kurt Schwartz, reached out to MEMA, Mass Highway and the state police, and is convening a meeting to review our request that the construction plans, details around sufficient work crews, alternate route marking and our request that the emergency evacuation route through MMR be opened to ease congestion at the Sagamore Bridge.

The Mass. Office of Travel & Tourism and Regan Communications are working with us to assess the impact of current PR and next steps for mitigating PR on this issue.

We have been committing staff resources 24/7 to this issue. The Chamber was made aware of this construction in August, the same time as the rest of the Cape community. We have asked the Army Corps to keep us updated well in advance of future work plans, so that we may partner with them in communicating potential travel impacts.

It is our hope that we can gain agreement with public safety officials on a somewhat permanent reroute plan for any time in the future that bridge construction takes place. We ask that you assist in that communication to your own customers by placing advisories on your websites, etc. We have suggested language that has been recommended for the accommodations industry - [click here](#) for that sample copy.

[Reserve Exhibitor Space now for Cape Cod Health & Wellness Expo](#)

Time is running out to reserve your exhibitor space at the **Cape Cod Health & Wellness Expo**, set for October 9-10 at the Resort & Conference Center at Hyannis. The Expo is designed to encourage healthy lifestyle choices. Highlights include workshops by some of Cape Cod's leading health professionals, health tests & screenings, family activities, demonstrations of fascinating and cutting-edge technology, a Blood Drive by the VNA on Friday, and Flu Shots by the VNA on Saturday. Admission is free!

Get exposure for your business at this premier event by joining our stimulating exhibitor marketplace of ideas, products and services. Exhibitor benefits include booth space in a newly renovated, state-of-the-art conference facility, advertisement in 60,000 copies of a 24-page Resource Guide insert in the *Cape Cod Times*, and website ads & listings on capechamber.com. [Click here](#) for even more great reasons to exhibit at the upcoming Expo!

For sales information, please contact 508-362-3225 and speak with Mike Belcher (ext. 534), Steve Richards (ext. 514) or Kristin Carey (ext. 511). The Expo is presented by the Cape Cod Chamber, in partnership with Cape Cod Healthcare, the Cape Cod Times and Cape Cod 5 Cents Savings Bank.

Please help us get the word out about this great event! [Click here](#) for an informational flyer to post in your business.

October 21st Member to Member



Please join the Cape Cod Chamber at our next Member to Member event on **Wednesday, October 21st** at **Embargo** on 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.

Fall destination marketing



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)

9/22 Regional Public Hearing

The Joint Task Force on the Underground Economy and Employee Misclassification will hold a Cape Cod and Islands regional public information session and hearing on Tuesday, September 22nd from 9:30 am to 11:30 am at Barnstable Town Hall (the second floor Hearing Room).

See how the Commonwealth of Massachusetts helps businesses, workers, consumers and taxpayers by tackling workplace fraud. The general public, businesses, labor organizations, and community groups are invited to attend and participate. The Joint Task Force on the Underground Economy welcomes your testimony about workplace fraud and employee misclassification. How has your workplace, business or community been impacted? If you do wish to testify at this event, please bring extra copies of your written remarks for the Joint Task Force to keep.

For general questions or to RSVP your attendance and participation, please contact Linnea Walsh by close of business on Monday, September 21st at linnea.walsh@state.ma.us or call 617-727-4900 x224.

August 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 August 2009 survey. We appreciate your participation!

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

9/30 Member Reception

New members of the Cape Cod Chamber of Commerce don't want to miss our **Member Reception**, to be held **Wednesday, September 30th** from 7:30 to 9 a.m. in the Cape Cod Chamber administrative offices at 5 Shoot Flying Hill Road in Centerville. This event is also beneficial for existing members who want to learn how to get the most out of their Chamber membership!

You will learn such tips as:

- The value of networking with members
- The services available for referrals and support
- Opportunities for widespread visibility via our Information Centers

There is no charge to attend, and continental breakfast will be served. To RSVP for this free event, email mike@capecodchamber.org.

Big E Marketing Opportunity

Volunteers are needed to staff the Massachusetts State building & visitor information booth at the Big E, which will run from today through October 4th in Springfield. The Big E is open to the public daily from 10 a.m. to 9 p.m. Shifts offered are 9:30 a.m. to 9 p.m.; or two shifts of 9:30 a.m. to 3:30 p.m. or 3 to 9 p.m. The following shifts are available: 9/22, 9/23, 9/25, 9/28 and 10/1 (evening only) and 9/19, 9/20, 9/21, 9/26, 9/27, 10/3 and 10/4 (day and evening). In exchange for working the booth, you may bring your rack card or brochure for distribution (no fee charged.) If you are interested, please contact Peter Tomyl ASAP at 413-652-2426.

"The Hundred"



"The Hundred" is back for another round! The next drawing will be held at the October 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.

Welcome New Members

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

- [Cruise Planners](#), Sagamore Beach
- [Covanta Semass](#), West Wareham

CLASH set for next weekend



CLASH, the Cape Land and Sea Harvest celebration, will be held September 25-27 across Cape Cod! Visit www.capecodclash.org to select events and customize the ideal CLASH weekend for you and your family.

Choose from over 50 low or no-cost events, including:

Tours & Tastings: Visit many of the farms up and down the Cape; participate in a grape harvest and sample locally-produced wines; tour a cranberry bog, brewery and artisanal bakery; see a hydroponic farm in action; visit an oyster farm and learn how to shuck like a pro; learn how to harvest clams; sample gourmet truffles, jams, and other handcrafted products!

Local Foods Menus at Area Restaurants: All weekend long, you'll be able to enjoy the freshest seasonal local foods at restaurants across the Cape. The options are as varied as our tours & tastings.

Sunday Activities: The CLASH winds down with a grand finale farmers market on the Village Green in Hyannis from 10 a.m. to 2 p.m., rain or shine. There will be live music, face and pumpkin painting, a magician and other fun activities for the entire family.

Road work on Route 6A in Barnstable

The Mass. Highway Department has reported that there will be road work on Route 6A in Barnstable next week. The work is expected to begin on Monday, September 21st and end on Friday, September 25th. The roadway will be open at all times with the use of a "stop & go" pattern of flow when necessary. Police officers and/or Flaggers will be directing traffic through construction work zone areas.

Bourne Scallop Festival: 40 and Fabulous!



Over 55,000 visitors are expected to attend this year's **Bourne Scallop Festival**, set for **September 25-27**. The Cape Cod Canal Region Chamber of Commerce organizes this extravaganza, held at Buzzards Bay Park on the banks of the Cape Cod Canal. The gates will open each morning at 10 a.m. and close at 10 p.m. Sunday will close at 6 pm. Highlights will include a variety of local cuisine and seafood, including the popular Scallop and Herb-Roasted Chicken dinners; an Arts & Crafts Show and Home Expo; a fantastic line-up of live entertainment, including headliner Entrain; amusement rides, kids activities & more! For more information, visit www.bournescallopfest.com. General admission is only \$5 - children 12 and under admitted free.

For an easy way to travel to the Scallop Fest hop aboard the **Cape Cod Central Railroad** and be transported on a one hour scenic ride across the Canal Railroad Bridge to the Festival. Passengers will enjoy a live commentary along the way, with plenty of time at the Fest to enjoy the entertainment, scallop or chicken menu, and shopping in the nearby craft tent. Special daily departures from Hyannis station are 9:30AM, with a 3:45PM return back to Hyannis. Local residents with proof of ID will save \$5. per ticket at the time of reservation. Information and reservations: 508-771-3800. **NEW THIS YEAR!** Take a scenic ride on the Scallop Fest Express! One hour rides will depart Buzzards Bay Station at 11:30 and 12:45 and travel to Wareham and back. \$10. per adult and \$5.00 per child. Tickets sold at the Fest on the day of travel only

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.

'g' Green Design Center will be presenting its 2nd ReMade juried exhibit from October 9th-November 28th. Artists of all media are eligible to apply, but all entries must be creating using reclaimed, recycled and reusable materials. Final judgment on materials will be made by the jury. [Click here](#) for more information and the Call for Entries application form. All entries are due at the 'g' Green Design Center showroom by midnight tonight. The opening reception for ReMade will be Friday, October 9th from 5:30 to 7:30 p.m. at 'g', 28 Bates Road, North Market Mashpee Commons, Mashpee, MA 02649.

Kern Analytics LLC provides expertise for businesses looking to improve their performance. Its expertise focuses on the management process known as lean thinking. Lean is a strategy with a set of tools aimed at eliminating waste in every area of the operation, including accounting, customer relations, product design, production management, services, and supplier networks. To learn more about lean,

please contact Karl Kern at 508-395-7324 or karl@kernanalyticsllc.com.

Dance your way down to the **Cape Cod Mall** for a "Celebration of Dance" tonight from 5 to 8 p.m.! The Mall has teamed up with Cape Cod Ballroom Dancers for an evening of Waltzes, Foxtrots, Rumbas and Cha-Chas in recognition of National Ballroom Dance Week. The event will include performances by youth and adult dancers, as well as general dancing for the public, all to the live sounds of Trilogy. The event is free and open to all ages and skill levels. It will be held near the carousel.

Dare to Be Alive Foundation is proud to announce its five year anniversary of serving individuals with organ transplant by providing financial, mentoring and social supports. In 2008, DBA branched out from assisting individuals on the Cape & Islands to the entire state of Massachusetts, awarded grants to 32 people in need of financial assistance, and awarded a scholarship fund to a child who did not have the funds to attend summer camp. As the foundation continues to grow, DBA is seeking a new office setting. DBA is run solely on volunteers with no paid staff, so is looking for a company to donate office space, including utilities, so that the foundation can bring in more volunteers, board members and transplant recipients to assist in the growth of the foundation. If you can help, please call Deanna Arnold at 508-398-1260 or email her at deanna1292@comcast.net.

"September to Remember," a standard flower show celebrating 40 years of **Heritage Museums & Gardens**, will be held September 25-27 from 10 a.m. to 5 p.m. at the Sandwich museum. Enjoy dramatic floral designs, witty artistic crafts, intriguing educational exhibits and lush seasonal horticulture by the region's most accomplished award-winning designers, and horticulturalists inspired by the milestones, history and collections of Heritage. The show is free with museum admission. A special illustrated lecture "Behind the Scenes: Chelsea Flower Show" will be held on Saturday, September 26th at 1 pm. Award-winning landscape designer Paul Miskovsky will walk the audience through the exhibits inside the Marquee and outside in the outdoor gardens through the vast grounds at the London site. Visit www.heritagemuseumsandgardens.org or call 508-888-3300 ext. 120 for more information.

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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