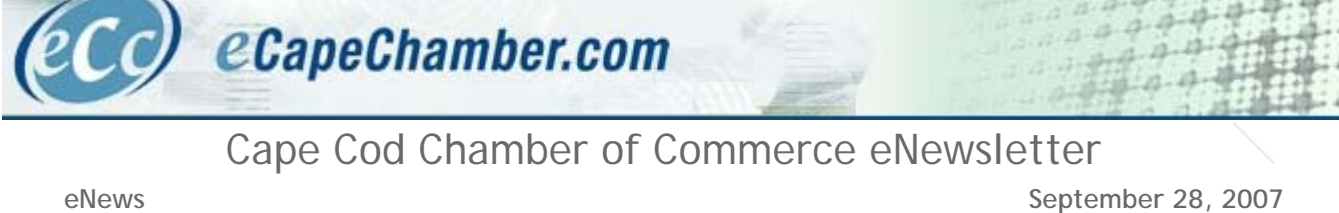


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## Cape Cod Chamber of Commerce eNewsletter

eNews

September 28, 2007

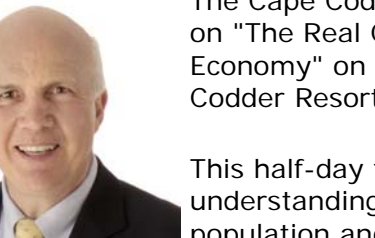
**From the CEO's Desk:**

- The Cape Cod Chamber was represented at this week's Travel Industry Summit in Washington DC where we lobbied members of Congress in support of the Travel Promotion Act of 2007 which has been introduced in both the Senate and the House, S. 1661 and H.R. 3232, respectively. The industry's top legislative issues include: the creation of an international travel promotion program to encourage overseas travel to the U.S.; appropriate implementation of the Western Hemisphere Travel Initiative (WHTI) with continued oversight from Congress; and increased funding for the nation's transportation infrastructure system.
- The Chamber also visited key Senators on the issue of extending the H2B visa exemption for "returning workers" (the exemption expires on 9/30/07.) Chamber board member, Matthew Lee, Esq. traveled to DC along with myself and Mark Carey of Discover Quincy to lobby for more international marketing coordination and the Travel Promotion Act of 2007.
- The Chamber presented an overview on how tourism promotion and marketing is funded in the region and state at this week's meeting of the Cape Cod Hospitality & Marketing Association.
- Plan on attending the 10/26 Economic Summit, as plans progress toward delivering very timely information in a dynamic format.
- The Chamber staff have been representing Cape Cod in the Mass. pavilion at the Big E. This year's attendance seems to be breaking records again, and we have disseminated thousands of pieces of information on Cape Cod travel.

Wendy K. Northcross, IOM, CCE

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

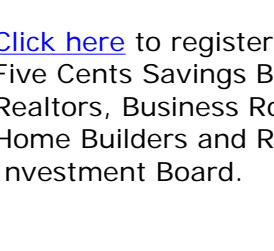
## Tile is in the picture.



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40 Aaron's Way, W.Yarmouth, MA (508) 790-2259

### Save the date: October 26th Economic Summit

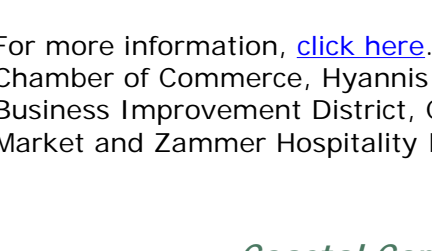


The Cape Cod Chamber invites you to attend our economic summit on "The Real Cape Cod: Challenges and Opportunities in a Changing Economy" on October 26th from 8 a.m. to 1 p.m. at the Cape Codder Resort in Hyannis.

This half-day forum will provide 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 (pictured at left), a widely recognized demographics and consumer markets expert.

[Click here](#) to register! Presented by the Cape Cod Chamber and 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, Cape Cod Commission, Home Builders and Remodelers Association of Cape Cod and Cape & Islands Workforce Investment Board.

### CLASH - Two days left!



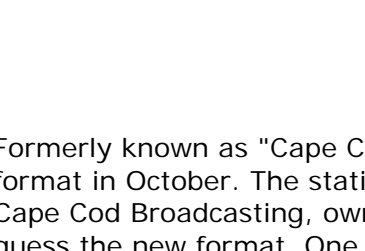
Celebrate the Cape's agricultural & fishing heritage and abundant local foods during the Cape Land and Sea Harvest (CLASH), going on now through Sunday! Get a fascinating "peek" into what can and will make the Cape's food industries sustainable.

Highlights for the last two days of this festival include:

- Tours of farms, cranberry bogs, fisheries, wineries, breweries and other agricultural businesses on Saturday, September 29th
- A farmers' market from 9 a.m. to noon on Sunday, September 30th at Aseleton Park in Hyannis.
- The sixth annual Cape Cod Oyster Festival from 1 to 4 p.m. on Sunday, September 30th at the Cape Cod Maritime Museum in Hyannis.

For more information, [click here](#). CLASH is sponsored by: Edible Cape Cod, Falmouth Chamber of Commerce, Hyannis Area Chamber of Commerce, Hyannis Main Street Business Improvement District, Cape Cod Chamber of Commerce, Mid-Cape Farmers Market and Zammer Hospitality Institute.

### Coastal Community Capital's EntreCenter Workshop Series



Mark your calendar for the marketing series workshops. Sponsored by Coastal Community Capital's EntreCenter and the Cape Cod Chamber. Each workshop is \$35 (with full breakfast). All workshops are held from 7:30 to 10 a.m. at Hyannis Holiday Inn. To register, visit [www.coastalcommunitycapital.org](http://www.coastalcommunitycapital.org) or email [christina@coastalcommunitycapital.org](mailto:christina@coastalcommunitycapital.org) for more information.

- **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 effective PR. Presented by Chip Bishop, Chip Bishop Communications; Lisa Focdick, First Impressions.

### New Radio Format for 103.9 WKPE

Formerly known as "Cape Cod's Classic Rock 103.9 FM" will be launching a new radio format in October. The station will not be announcing the format until it is launched, so Cape Cod Broadcasting, owners of WKPE, will be running a contest until October 10 to guess the new format. One winner will be drawn from all of the correct guesses and that person will receive \$1040 in free advertising. There will also be special packages available on the day of the launch. Contact Erin Madden at [erinmadden@capecodbroadcasting.com](mailto:erinmadden@capecodbroadcasting.com) for more information or for a contest application.

### Look at your Section 125 Plans this weekend

**October 1, 2007**, the Massachusetts Health Care Reform Law requires employers with 11 or more full-time equivalent employees to implement a Section 125 plan by which part-time and full-time employees can pay health insurance premiums with pre-tax dollars. The plan must comply with regulations issued by the Commonwealth Insurance Connector, as well as, IRS regulations. Check your plan to make sure it has the following minimum requirements:

- Clear dates on when the plan starts, ends, and people can enroll
- Specific description of each benefit available
- Eligibility and participation rules
- Summary Plan Description and amendments provided to participants
- Employee signed H.I.R.D. (Health Insurance Responsibility Disclosure) forms that prove acceptance or refusal. Plan to keep on file for 3 years

For information on this and other questions about the New Health Insurance Law, contact Kathy Teahan, our Outreach Coordinator, at 508-776-9533 or at [kathy@capecodchamber.org](mailto:kathy@capecodchamber.org)

### High Pointe Inn Chosen One of Ten Best Overall Inns in the Country

**West Barnstable, MA -- The High Pointe Inn of West Barnstable, MA**, was selected as one of the top B&Bs in the United States in the annual Best of BedandBreakfast.com Awards, 2007-2008. The Best of BedandBreakfast.com Awards were presented based upon a qualitative and quantitative review of the nearly 10,000 independent reviews submitted to BedandBreakfast.com, the leading online B&B directory and reservation network worldwide. This is the second win in the same category for the High Pointe, having won the award in 2005-2006 as well.

### October Member to Member Event

The Cape Cod Chamber invites you to join us on Wednesday, October 17th 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.

### Use our logo on your website



Visits on [www.CapeCodChamber.org](http://www.CapeCodChamber.org) in 2006 were up 13% over the previous year, and we want to see our web traffic continue that upwards trend. You can help!

Please post the Cape Cod logo somewhere on your website with a clickable link to our site. Not only will this help drive traffic to the Chamber's website, but you are doing your customers a service. Our site is a great resource for both residents and visitors, with updated information on events, activities and things to do and see.

Simply right click on the logo on the left and choose "Save Picture As." Then, forward the logo to your web designer to post on your site. We appreciate your support!

### 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.

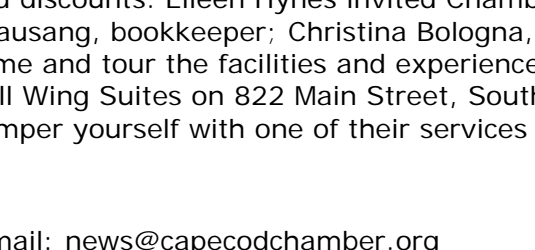
Your ad will reach more than 1.7 million Boston Market adults. 41% of whom plan to travel to Cape Cod and the islands over the next 12 months. But hurry, the space reservation deadline is Wednesday, October 24th. [Click here](#) for more information. Or call now for more details! Travel Advertising: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

- **Polo Ralph Lauren**, Lyndhurst, NJ
- **Massage Therapy by Norma Eberle**, Hyannis, MA

### Cape Cod Disability



Enjoy the wonderful talents of Cape Cod Students as they express what disability means to them!

Order your 15 month 2008 Cape Cod Disability Access Calendar today! Makes a great Christmas gift!

\$15.00 each + shipping and handling (\$3.00) JAM Specialists INC. P.O. Box 1159 South Dennis, MA 02660

### CCHMA awards scholarships

The Cape Cod Hospitality Marketing Association recently awarded \$4,500 in scholarships to Cape Cod residents who are pursuing hospitality-related degrees and a Technology Grant for \$1,000.

The scholarships were presented at the annual Social Meeting and Scholarship Presentation of CCHMA at The Lighthouse Inn on August 30th The 2007 CCHMA Scholarship recipients are: Nicole Poilucci attending Southern New Hampshire University, Kathryn Murray attending Lasell College, Ryan Gorman attending Johnson & Wales, Jessica Lamb attending Endicott College, Maile Milligan attending Fort Lewis College, and Spencer Hughes attending Johnson & Wales The first CCHMA Technology Grant was awarded to Cape Cod Regional Technical High School in Harwich, to be used for the purchase of computers for their training labs.

### News from our Members

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

**Tighe & Bond**, a leading environmental engineering and consulting firm, has expanded its Pocasset office to a new and larger operation at 4 Barlows Landing Road, Unit #15. The new facilities remain in the same building complex as the original office, but offer twice the space and enhanced features to support its engineering and environmental sciences staff. Founded in 1911, Tighe & Bond provides engineering and environmental services for clients in municipal and state government, industry, healthcare, education and real estate development.

**Rockland Trust** is celebrating its 100th anniversary during the month of September. The bank was chartered by the state banking commission on September 10, 1907 and opened its doors to customers on September 30, 1907. From one small branch in Rockland, Rockland Trust has grown into the largest publicly traded commercial bank headquartered in Massachusetts. Rockland Trust is a full-service community bank with 68 offices and branches. With 775 professionals, they are one of the largest employers in Southeastern Massachusetts and Cape Cod. Visit [www.RocklandTrust.com](http://www.RocklandTrust.com) to find out more.

**Chillingsworth** in Chatham will hold a Pastry Demonstration featuring Lisa Rafael of Delicious Desserts on Sunday September 30th. Lisa, pastry chef extraordinaire, has been featured on the Food Network, hosted at the Beard House and is a multiple winner of Best of Boston winner multiple times. Visit her website [www.delicio.usdesserts.com](http://www.delicio.usdesserts.com) for a preview. Lisa will conduct a pastry demo on Sunday morning, beginning with a light continental breakfast buffet, a two hour demo, followed by a glass of wine and the desserts just created. Please reserve ahead. \$60 per person.

**Gull Wing Suites**, in South Yarmouth, held an opening reception on Wednesday, September 26 for the new Aroma Day Spa. The Spa offers a range of skin, nail, and waxing care as well as a variety of massages and body treatments. They will be hosting a special for each month from November until March in addition to their normal packages and discounts. Eileen Hynes invited Chamber staff Erin Watson, sales assistant; Danielle Beausang, bookkeeper; Christine Bologna, administrative assistant; and Patti Lloyd to come and tour the facilities and experience spa offerings. Visit the Aroma Day Spa at the Gull Wing Suites on 822 Main Street, South Yarmouth for an up close experience and pamper yourself with one of their services or call at 508-394-9300 for a list of their offers.

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

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