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Cape Cod Chamber of Commerce eNewsletter

eNews

April 16, 2010

Greetings!

From the CEO's Desk:

- Many thanks to all who attended today's Legislative Breakfast, held in collaboration with the Community Action Committee of the Cape & Islands, the Falmouth, Sandwich and Mashpee Chambers of Commerce, and the Martha's Vineyard Chamber of Commerce. The elected delegation included county and state officials, and a keynote address from the Senate President. (See photos from today's event below).
- Senate President Murray announced there would be a public hearing prior to the Senate taking up the Casino bill. This bill, which included a 1% mitigation fund for tourism councils to offset negative impacts on regional tourism, will now move to the Senate, having passed the House with a veto-proof vote. The Cape Cod Chamber has been opposed to casino gaming and has communicated this to our legislative reps. in Boston.
- Remember, all four lanes on the Sagamore Bridge are open for the Patriots' Day Weekend, but work will resume on Tuesday. The next stage addresses the center travel lane. We are discussing with MA DOT and others the concept of keeping the I-cones available through the peak travel season (even after bridge work is completed.)
- The state House of Representative's budget was released this week and now the budget process moves to filing amendments and debate. The Chamber plans to stay active in this process, advocating for at least \$6 million for marketing the industry that generates significant tax revenue and can be part of our jobs and economic recovery effort.
- While we work diligently to support a local economy, Cape Cod still feels the effects of global events. This week's volcanic eruption in Iceland has delayed travel of several inbound FAM participants that we are hosting this weekend!
- So, while driving through PA, I picked up a Dannon Lite yogurt with a beach house giveaway promo. I saved the lid to check it

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out at home - and found that the beach house is on Cape Cod! [Click here](#) to see.

- Congratulations to board chair Bill Zammer and board member Rick Angelini, who just opened Star Fish seafood restaurant in South Cape Village, Mashpee.
- The Chamber board will be meeting with officials from NStar to discuss their vegetation control policies and methods.
- We have been working with the state to identify possible resources to reopen the Route 25 Visitor Center. Requests were made via the supplemental budget process, but so far nothing has surfaced.
- The Board of Directors has approved the Business Excellence Awards nominations (see below). These will be recognized at the April 29th Expo, sponsored by the SBA. Please sign up for this event (there is no charge) and come to celebrate the recipients and pick up information to boost your business in the coming year. To register, contact Chris Carter at 617-565-5560 or christine.carter@sba.gov.

Award Recipients:

Shawn DeLude (Nauset Disposal) - Jack Gay Ambassador Award

Cape & Islands United Way - Business Excellence in non-profit category

Staff of Cape Medical Supply - Business Excellence in health care category

Mac's Seafood - Business Excellence in hospitality category

OpenCape -Chairman of the Board's award for Business Excellence

Photos from today's Legislative Breakfast



Wendy K. Northcross, IOM, CCE

SBA Cape & Islands Small Business Recovery Expo

The **SBA Cape & Islands Small Business Recovery Expo** will be held **Thursday, April 29th** from 7:30 to 11:30 a.m. at the Cape Codder Resort in Hyannis. Since the Recovery Act, the SBA has provided over \$22 billion in supported lending to over 52,000 small businesses. Meet the people who can help you survive challenging economic conditions! Also learn about low interest rate financing, free small business mentoring procurement, technical and export assistance and more. Registration and networking begin at 7:30 a.m., followed by the presentation of the Cape Cod Chamber's

Business Excellence Awards at 8 a.m., an Expert Panel Presentation from 8:30 to 10 a.m., and one-on-one with lenders from 10 to 11:30 a.m. To register for this free event, contact Chris Carter at 617-565-5560 or christine.carter@sba.gov. This event is planned in partnership with Coastal Community Capital and the Cape Cod Chamber of Commerce.

Nominations to the Board of Directors

In accordance with the Cape Cod Chamber of Commerce by-laws Article IV, Section 2, a Nominating Committee was duly appointed and has presented a slate of nominees to the Board of Directors. Additional nominations for Directors may be made by petition, signed by not less than 50 members, which shall be filed with the CEO not less than 25 days prior to the date of the annual meeting. These additional nominations, if any, will also be distributed to the general membership prior to the Annual meeting.

The Annual Meeting has been set by the Chairman of the Board to take place on Wednesday, June 9th onboard the Hyannis Whale Watcher, leaving from Barnstable Harbor and traveling to Provincetown and the Pilgrim Monument. For more details on the Annual Meeting, or to register online to attend, please [click here](#).

The following members of the Chamber have agreed to serve on the Board of Directors and would be elected at the Annual Meeting on June 9, 2010:

- David Augustinho, Cape & Islands Workforce Investment Board (2nd term), Expires 2013
- Tom Cahir, Cape Cod Regional Transit Authority, Expires 2013
- Olive Chase, Casual Gourmet, Expires 2013
- Robert DuBois, Yarmouth Area Chamber (1 year term), Expires 2012
- Megan Kaser, Orleans Inn, Expires 2013
- Dave Roberts, Truro Vineyards, Expires 2013
- Judy Scarafile, Cape Cod Baseball League, Expires 2013
- Tony Shepley, Shepley Wood Products (2nd term), Expires 2013

April Member to Member a success



The Member to Member Event this week at KenMark Office Systems on Route 130 in Mashpee was a great success! Thank you to everyone for attending, and thank you to Ken Pedicini and all the staff at KenMark for hosting the event and for donating some great door prizes, along with Edible Arrangements and The Tinderbox.

We look forward to seeing you all at next month's Member to Member Event on May 12th at Mid-Cape Home Centers Kitchen & Bath Design Center on

Route 132 in Hyannis. [Click here](#) to register now!

It's not too late to sign up for the trip to China!



Join the Cape Cod Chamber on our first trip to China in September! The combination business/tourism trip, from September 27-October 5, 2010, includes stops in Beijing & Shanghai and will last nine days. Your journey will include round trip airfare, 4-5 star hotels, land transportation, three full meals of gourmet food each day, deluxe tour buses, English-speaking tour guide and admission tickets for all attractions. Tours include the Forbidden City, Tian An Men Square, Great Wall, Lingyin Temple and World Expo!

The cost for this once-in-a-lifetime trip is \$1,999 per person, based on double occupancy, and \$160 for a visa. Passport required to apply for a visa. [Click here](#) to learn more!

Find new customers with ChamberMail



Find new customers with Cape Cod ChamberMail, a powerful marketing tool launching in just a few weeks! This upscale direct-mailer targets the #1 buying market of all time - new residents, on Cape Cod and beyond. With Chamber credibility given to advertising members, these new residents need your products and services after their move. Let Cape Cod ChamberMail guide them where to go - to you! [Click here](#) for more information.

SBA extends Recovery Act Provisions aiding small business

Coastal Community Capital Executive Director Jeannine Marshall today announced that the U.S. Senate voted to extend Recovery Act, U.S. Small Business Administration (SBA) loan provisions through May 31st. The provision provides an additional \$80 million for SBA 7(a) and 504 loan fee reductions/waivers and extends the 90% 7(a) guarantees. The President is expected to quickly sign this legislation into law. The current provision was set to expire on April 30th.

The SBA 7(a) Loan Program provides loan guarantees to lenders making small business loans. The Recovery Act increased the guaranty to 90%, taking much of the risk out of lending to small businesses during these difficult economic times. Coastal Community Capital secures millions of dollars of financing a month for small businesses using this program. Under the Recovery Act, the Guaranty Fee paid by the Borrower is waived on many of these loans. The SBA 504 Loan Program provides long term, low-fixed-rate financing for the acquisition of owner-occupied commercial real estate and equipment. The April interest rate was 5.7%, fixed for 20 years. Coastal Community Capital is certified by the SBA to secure this financing and has secured millions of dollars of these loans for Massachusetts' small businesses. Under the Recovery Act, the CDC fee is waived on many of these loans.

For further information, contact Coastal at 508-362-3367 or visit www.coastalcommunitycapital.org.

Participate in Quahog Day 2010



The **Second Annual Cape Cod Quahog Day** has been set for **Monday, June 21st** at Sandwich Boardwalk! Once again, the Cape's official Quahog (aptly named "Doug") will come out of hiding for the official "Quahog

Prognostication." Speaking the secret bi-valve language, he will give word to the Secretary General of Quahog Republic on how many weeks of Cape Cod beach weather lie ahead. The ceremony will be followed by a Quahog Day bash at Hemisphere in Sandwich.

But it doesn't end there! This year, Quahog Day will kick off a week's worth of Quahog-related activities Cape-wide. And we need your help! If you would like to get involved in the week-long Quahog Day celebration - from Tuesday, June 22 through Sunday, June 27 - simply send us your Quahog-themed event and we will list it on the [Quahog Day website](#), which will be promoted via an aggressive PR campaign, on our visitor websites, social networking channels and in our spring destination marketing. Ideas could include a Quahog Day sale at your retail store, a Quahog Day accommodations package at a hotel or B&B, a Quahog Day rate at your museum or attraction, or a Quahog Day special on the menu at local restaurants.

To participate, just email your idea to Kristen at kristen@capecodchamber.org.

MOTT Spring Value Program - Mass99



The Massachusetts Office of Travel & Tourism (MOTT) is pleased to announce its Spring Value Program - **Mass99!** MOTT is asking Massachusetts attractions and events to submit deals that are \$99. Submitted deals will be featured on the [state's tourism website](#) on a special Mass99 branded web page.

Offer valid dates are 4/19/10 - 6/27/10 (blackout dates are ok). Deal packages must reflect at least 20% off normal prices (for example, regular price must be at least \$119). MOTT is committing significant advertising support to this program, including TV and online. Please design your packages for 2 or 4 person parties, and you are encouraged to include souvenir items, food, etc. to create a \$99 package.

[Click here](#) to sign-up now! Questions? Please contact: Phyllis Cahaly at 617-973-8509 or phyllis.cahaly@state.ma.us.

Sing it Siobhan!



Cape Codder **Siobhan Magnus** is doing all of Cape Cod proud on season nine of **American Idol**. This week, she made it to the Final 7 of the competition, and we have a feeling she is going to be going all the way! We have been showing our support on the Cape Cod Chamber's Facebook and Twitter pages, and we are hoping local businesses can join in on showing Siobhan the love. [Click here](#) for a poster supporting Siobhan, which you can print and hang in your business's window (or in any other visible location) throughout the competition, Also, be sure to watch her on FOX TV and cast your vote weekly! See her past performances online at AmericanIdol.com.

Welcome New Members

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

- [Edible Arrangements](#), Norwood
- [Hotdiggity](#), Mashpee
- [Outer Reach Resort](#), Provincetown
- [Provincetown Inn](#), Provincetown

Wage and Hour Seminar on April 30th

Please join us on April 30th as the Cape Cod Chamber sponsors an educational event for the hospitality industry at the Mid Cape Centers Complete Home Concepts Center on Route 132 in Hyannis from 8:30 a.m. until noon. Matthew Lee, who manages Tocci, Goss & Lee's corporate immigration practice, will discuss the latest employer obligations as they relate to the employment of H-2B workers. George Rioux from the United States Department of Labor's Wage and Hour Division will discuss wage and hour and immigration compliance from the federal enforcement agency perspective and will also touch on child labor compliance issues. Lauren Goldman from the Office of the Massachusetts Attorney General will discuss wage and hour and child labor compliance from the state enforcement agency perspective. John Tocci, who manages Tocci, Goss & Lee's employment and litigation practice, will address wage and hour and child labor compliance from the employer's perspective.

Each panelist will provide information regarding common areas of non-compliance and will present common sense and cost effective alternatives for compliance in the highly competitive hospitality industry. Panelists will be available to answer audience questions. There is no cost to attend - [register online now!](#)

March 2010 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 March 2010 survey. We appreciate your participation!

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

Health Information Technology Conference

Register today to attend "Health Information Technology: Creating Jobs, Reducing Costs, & Improving Quality," a national conference hosted by Governor Deval Patrick on April 29-30 at the Westin Waterfront Hotel in Boston. This is a one-of-a-kind event that will bring together state leaders such as governors, Secretaries of Health and Human Services, Medicaid Commissioners, HIT Coordinators and key state legislators, along with federal officials and the Massachusetts healthcare community to discuss how we can successfully implement health information technology and health information exchange. Don't miss the opportunity to hear remarks from federal and state leaders and to network with people from around the country that are addressing the challenges of HIT policy development and implementation. [Click here](#) for more information!

2nd Annual New England Xpo for Business



Join more than 10,000 business professionals from across the region for the 2nd Annual New England Xpo for Business at Boston on May 18th at the Boston Convention & Exhibition Center! This event, to run from 8:30 a.m. to 5 p.m., is free to attend and will feature over 300 exhibits. Complimentary education will also be offered throughout the day, including 36+ quality information sessions covering sales, marketing, advertising, social media, best practices, business development, finance, management, international trade and more! Identify the latest products and services to meet your competitive challenges, network with the region's driving business leaders and discover the keys to financial success and stability. [Click here](#) to pre-register today! Exhibitor opportunities still exist, so please call 866-443-8368 for more information. Mention that you are a member of the Cape Cod Chamber to receive a special exhibitor discount.

Stimulus Funds awarded to 56 MA Solar Energy Projects

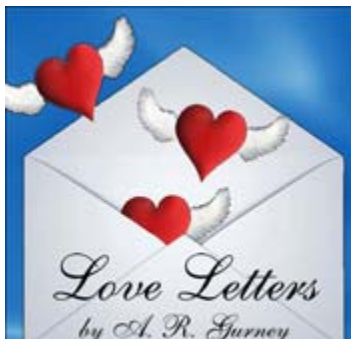
As part of the Patrick-Murray Administration's Massachusetts Recovery Plan to secure the state's economic future, Energy and Environmental Affairs Secretary Ian Bowles this week announced that 56 projects have received a total \$4 million in federal stimulus funding to help install 4 megawatts (MW) of solar power at sites throughout the Commonwealth. The list includes several Cape Cod companies - [click here](#) for the full press release and list of recipients!

NECVA/ECAC Tournament played in Hyannis

The #15 seeded Golden Flyers of Nazareth College earned the 2010 Michael J. Ricciardi Northeast Collegiate Volleyball Association (NECVA) Tournament Championship trophy when they defeated the #4 seeded Crimson Eagles of Philadelphia Biblical University last weekend at the Hyannis Youth and Community Center. With the victory, Nazareth College received the conference's automatic bid to the 2010 Molten Division III Men's Invitational Volleyball Championship, to be played on April 16th and 17th at Carthage College in Kenosha, Wisconsin.

The NECVA championship was co-hosted by the Centerville-based ECAC and co-sponsored by the Cape Cod Chamber and Massachusetts Sports Partnership. [Click here](#) to see footage of the championship, filmed by All Media Productions.

Cotuit Center for the Arts presents "Love Letters"



Cotuit Center for the Arts and Director Melinda Gallant will bring to the Center's intimate stage three one-time command performances of the popular play "Love Letters" on April 30th, May 1st and May 2nd as a benefit for the American Cancer Society and the Center. The play will be performed by three different Cape Cod celebrity couples: Cape Cod Chamber CEO Wendy Northcross and Van Northcross, Marketing & Community Relations Director for Cape Cod Healthcare will perform on Friday, April 30th at 8 p.m. On Saturday, May 1st, Maggie Van Sciver, President of

the Arts Foundation of Cape Cod, and William Zammer, President of Cape Cod Restaurants, Inc. and local philanthropist, will perform at 8 p.m. Sunday, May 2nd will feature well known NPR celebrity Mindy Todd and Senator Robert O'Leary of the Massachusetts State Senate at 2 p.m. Tickets are \$30 for the show only, or \$50 for the show and a cocktail reception with the stars following each performance. Sponsored by South Cape Village and Cape Cod Five. Call 508-428-0669 for more information.

Exhibitor opportunities at Summer Entertaining Expo

Cape businesses ranging from hospitality to adventure to retail can now register to exhibit in the first annual Cape Cod Summer Entertaining Expo on Saturday May 29th at The Hyannis Youth Community Center, from 11 a.m. to 4 p.m. The one-day event will have the atmosphere of a party - think live music, cooking demos, and entertaining tips paired with hands-on information about where to plan a wedding, dine out, find an adventure or sign up for a tee time. The Expo presents businesses with a truly unique and personal marketing opportunity that will make a strong imprint on a curious clientele at the very start of the Cape's high season. The expo is open to the general public and will be promoted throughout New England, but the opportunity to exhibit is limited to Cape businesses. The expo is co-sponsored by the Cape Cod Chamber, Cape Cod Life Publications and Taylor Party Rental Plus. **Cape Cod Chamber of Commerce Members receive 15% Off When Registering Before May 1st!** For more information, please visit www.summerentertainingexpo.com, call 617-872-2023 or email info@summerentertainingexpo.com.

News from our Members

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

Pierce-Coté Advertising in Osterville was recently hired by the **South Shore Music Circus** and **Cape Cod Melody Tent** for their digital marketing strategy and online media planning and placement to promote the 2010 Summer Concert Series. Pierce-Coté Advertising is a full-service marketing communications firm and is part of Regan Communications Group headquartered in Boston. The agency offers a full range of creative and media services to clients throughout the region.

Trinity Christian Academy will hold its annual fundraising dinner "Children: Today's Promise, Tomorrow's Legacy" on Friday, May 7th at Cape Codder Resort in Hyannis. Reception will be at 6 p.m., with dinner & program at 6:30 p.m. If you would like to sponsor a table for eight, the cost is \$600. Individual tickets are \$75. All proceeds from this event will help Trinity continue to provide scholarship/financial aid to students on Cape Cod. For reservations, please contact Peg Haskell, Director of Development, at 508-790-0114.

Warren Rutherford, owner of **The Executive Suite** in Hyannis, is hosting an informational workshop on The One Page Business Plan at the Hyannis Area Chamber of Commerce at 397 Main St. in Hyannis on Monday, April 26th from 5:30 to 7 p.m. Learn about One Page Business Planning and how to develop a business plan as the Cape moves toward recovery from this recession. Please call Warren at 508-778-7700 for reservations.

Chef Nitzi Rabin, chef and owner of Cape Cod's historic and award-winning restaurant

Chillingsworth, will be a featured chef at the Caribbean island of Anguilla's Cap Juluca's Spring Gastronomical Celebration on April 24th & 25th. Chillingsworth is rated as one of the top Forty Restaurants in America by Gayot.com. Chef Nitzi's sumptuous French and American cuisine inspired *The New York Times* and countless other publications to acknowledge Chillingsworth as the best restaurant on Cape Cod and the Boston area. Chef Nitzi will team up with Cap Juluca's Executive Chef Johnny Clero to create palate-pleasing cuisine.

Thirteen Cape and Island restaurants, bakeries and cafes and ice cream shops are teaming up along with hundreds of other establishments across the state for the 11th annual **Boston Bakes for Breast Cancer Week** May 3-9, offering delectable and original desserts to support the fundraiser. Participating establishments will direct 100 percent of their sales of a specific dessert to Boston Bakes' and its recipient, the Dana-Farber Cancer Institute. Cape Cod and Island contributors are: La Petite France Café in Hyannis, American Seasons & The Nantucket Bake Shop, Nantucket; Mediterranean & Sweet Life Café, Martha's Vineyard; The Bakery at Roche Brothers, Mashpee; Pie in the Sky Woods Hole; Pies a la Mode, Falmouth; Great Island Bakery, S. Yarmouth; NoraBella, West Dennis; Ben & Jerry's, Barolo Italian Steakhouse and Not Your Average Joes, Hyannis.

A yard sale to raise money for the **Sandwich Food Pantry** and the **McCarthy Care Hospice Center** in Sandwich will be held from 9 a.m. to 1 p.m. Saturday, May 1st at the Jack Conway Sandwich Office at 128 Rte. 6A in Sandwich. Raindate of Sunday, May 2nd from 9 a.m. to 1 p.m. If you would like to donate items, please call Diane Thayer at 508-503-4306 or Marilyn Dexter at 508-503-4098.

With Earth Day's 40th anniversary soon approaching, **Shift**, a conscious clothing boutique, and local restaurant **Island Merchant** have partnered to bring a sustainable collaboration featuring eco- conscious Cape businesses on Thursday, April 22nd from 5 to 8 p.m. at the Island Merchant, located at 302 Main Street in Hyannis. Edible Cape Cod magazine, Adlumia, The Chocolate Peddler, Bumboosa Bamboo baby wipes, Clean Green and the Town of Barnstable's Water Conservation Division, along with Shift and Island Merchant, will be on hand with exhibits. For questions, contact Amy DuFault at 508- 364-2833 or via email at amydufault@verizon.net.

Nauset Disposal's Tim Delude will be running in the Boston Marathon on Monday on Tedy 's Team (a division of the American Stroke Association), then traveling to Haiti to assist with the rebuilding efforts, with the help of a donation by Nauset Disposal of airline tickets and the resources supplied by Hands On Disaster Response. Nauset Disposal is a locally owned and operated trash company located in Orleans that is deeply committed to helping those in need.

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
phone: 508-362-3225
web: <http://www.eCapeChamber.com>

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