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## Cape Cod Chamber of Commerce eNewsletter

eNews

April 2, 2010

### From the CEO's Desk:

Hot off the presses, the new **2010 Smart Guide** makes it easy for visitors to plan ahead and travel "green" by ferry, plane or bus. A colorful brochure and updated web site offers visitors and second home owners useful maps to guide travel without a car or with fewer cars than normal.

New to the [SmartGuide.org](http://SmartGuide.org) web site this year is a comprehensive Travel Alert section to help visitors navigate over and around the Sagamore Bridge during the spring and fall seasons when repair work will reduce travel lanes. The online Travel Alert page includes links to real-time bridge repair updates from the Army Corps of Engineers, bridge web cams, smart message boards and highway cones as well as radio traffic reports.

Now in its 12th annual edition, the Smart Guide web site attracts more than a quarter million unique visitors each year. Users scoop up more than 75,000 brochures that are placed in places throughout the Cape and Islands where visitors go for information. Smart Guide is underwritten by the Cape Cod Chamber, the Massachusetts Office of Travel & Tourism, Barnstable County and Nantucket County, along with multiple public and private transportation providers.

Pick up a copy of the new 2010 Smart Guide today at our Welcome Center at 5 Shoot Flying Hill Road!

Wendy K. Northcross, IOM, CCE

### *April Member to Member*



Please join the Cape Cod Chamber of Commerce at our Member to Member event on **Wednesday, April 14th** from 5:30 to 7 p.m. at **Kenmark Office Systems on Route 130 in Mashpee**. Enjoy plenty of networking opportunities, fantastic raffles and delicious hors

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d'oeuvres. Cost to attend the networking event is \$5 members, \$15 non-members. [Click here](#) to register now!

### *Business Excellence Awards*



The Cape Cod Chamber announces the return of its Business Excellence Awards! Nominees are being sought for awards in these business categories: hospitality & recreation, service (including technology), health care, retail & wholesale, and non-profit organizations. Cape Cod Chamber members and their employees/associates may be nominated for demonstrating excellence in public service, professional contributions, community commitment, customer service, workplace innovation, leadership, job creation, perseverance or any other documented special achievements.

Additionally, the Jack Gay Ambassador Award will be bestowed upon a person or company that demonstrates exemplary promotion for doing business on Cape Cod or promoting Cape Cod as a great place to live and work. [Click here](#) for full details.

Nominations shall be made no later than April 2, 2010. Nominations should be submitted in writing to: Business Excellence Awards Committee, c/o Cape Cod Chamber of Commerce, 5 Shoot Flying Hill Road, Centerville, MA 02632.

### *Sing it Siobhan!*



Cape Coder **Siobhan Magnus** is doing all of Cape Cod proud on season nine of **American Idol**. This week, she made it to the Final 9 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](http://AmericanIdol.com).

### *Coastal Community Capital/Cape Cod Chamber Workshops*

**"Marketing in Tough Times" Tuesday, April 6th:** 9 to 11 a.m. at the Falmouth Chamber of Commerce, 20 Academy Lane, Falmouth. This seminar will teach you what to do and some things to avoid so that you can position yourself for success. We will discuss marketing strategies and tactics that will give you a lot of new ideas that will help you survive, and even thrive in these very difficult economic times. Presented by Cliff Robbins, senior business advisor for the Massachusetts Small Business Development Center network. This workshop is offered in partnership with the Falmouth Chamber of Commerce.

**"Quickbooks Budgeting and Advanced Reporting" Tuesday, April 13th:** 9 to 11

a.m. at the Cape Cod Center for Business, 5 Shoot Flying Hill Road, Centerville. Having mastered the basics, owners/managers will learn to use QuickBooks to manage their business more effectively during these difficult economic times. The primary tools to be demonstrated include the budgeting and advanced reporting features. Both features will enable the owner/manager to dig deeply into their QuickBooks data, to go beyond the standard Profit and Loss and Balance Sheet, and to be able to isolate and intelligently analyze out of control expenses or sagging sales. Presented by Frank Guinan, MBA Babson College, Owner, Integrity Business Solutions, an accounting and systems consulting firm since 1992.

Cost is \$5 if you RSVP prior to the event; \$10 at the door. RSVP to [mgaudet@coastalcommunitycapital.org](mailto:mgaudet@coastalcommunitycapital.org), call 508-362-3367 or register online at [www.coastalcommunitycapital.org](http://www.coastalcommunitycapital.org). Cape Cod Five is a generous sponsor of the workshop series, which is presented by Coastal Community Capital, in partnership with the Cape Cod Chamber.

### *Register now for April 16th Legislative Breakfast*

The Cape Cod Chamber of Commerce and Community Action Committee of Cape Cod & the Islands (CACCI) invite you to join us for an interactive Legislative Breakfast!

**Date:** Friday, April 16, 2010

**Location:** Coonamessett Inn, 311 Gifford Street, Falmouth

Registration and continental breakfast will begin at 8:30 a.m., followed by opening remarks from Massachusetts Senate President Therese Murray at 9 a.m. and a Q&A period with elected officials, including: Senator Robert O'Leary, Rep. Tim Madden, Rep. Matt Patrick, Rep. Jeff Perry, Rep. Demetrius Atsalis, Rep. Cleon Turner, Rep. Sarah Peake, Cape & Islands District Attorney Michael O'Keefe, and Barnstable County Commissioners Mary Pat Flynn, Sheila Lyons & William Doherty.

Cost to attend the breakfast is \$15. [Click here](#) to register online now! The Legislative Breakfast is in affiliation with the Falmouth Chamber of Commerce, Sandwich Chamber of Commerce and Mashpee Chamber of Commerce

### *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](mailto:kristen@capecodchamber.org).

### *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](mailto:christine.carter@sba.gov). This event is planned in partnership with Coastal Community Capital and the Cape Cod Chamber of Commerce.

### *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](mailto:phyllis.cahaly@state.ma.us).

### *Cape Cod Chamber Trip to China*



Join the Cape Cod Chamber of Commerce 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!

### *Welcome New Members*

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

- [American Host Motel](#), West Yarmouth
- Cape Kaleidoscopes, Mashpee
- [Seaside Pub on Main](#), Hyannis
- [Soundings Seaside Resort](#), Dennisport

### *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](#).

### *Impact of Immigrant Entrepreneurs and Workers in Leisure and Hospitality Businesses*

Please join a free presentation on May 12th from 9:30 to 11:30 a.m. of the research study "The Impact of Immigrant Entrepreneurs and Workers in Leisure and Hospitality Businesses: Massachusetts and New England" at Career Opportunities, 372 North Street in Hyannis. Find out what role immigrant entrepreneurs and workers play in this vital business sector across the state and on the Cape & Islands. This presentation is a collaboration of the Cape and Islands Workforce Investment Board and The Immigrant Learning Center, Inc.

### *Lower Cape Home & Garden Expo*



The Orleans, Chatham, Eastham, Harwich & Brewster Chambers of Commerce will host the 2nd Annual Lower Cape Home & Garden Expo at Four Points by Sheraton in Eastham tomorrow (Saturday) from 10 a.m. to 4 p.m. Sixty-five local exhibitors will promote a wide variety of goods and services (look for our booth promoting the new Sourcebook of Architectural & Design Elements and the Cape & Islands License Plate!). Demonstrations and lecture breakout rooms will feature local experts in several fields of interest. Admission to the Expo will be free and there will be

raffles, giveaways, food and beverage and plenty of free parking. For additional information, visit [www.lowercapeexpo.com](http://www.lowercapeexpo.com).

### *The Hundred*



"The Hundred" is back for another round! The next drawing will be held at our Member to Member Event on April 14th at Kenmark Office Systems in Mashpee. Must be present to win. Register each week by emailing [capecodchambersteve@yahoo.com](mailto:capecodchambersteve@yahoo.com), with "The Hundred" as the subject line. The drawing to be given away in April is from **Bob Kahn Photography**. Bob will create a Beach Portrait of your family and give you an 11x14 photograph. You can take the picture anytime this year.

This is a \$150 value! For more information on Bob Kahn Photography, visit [www.bobkahn.com](http://www.bobkahn.com). A sample of Bob's work is pictured at left.

### *Coastal Community Capital Annual Meeting*



Coastal Community Capital will host its Annual Meeting on Wednesday, April 14th from 11:30 a.m. to 1:30 p.m. at Alberto's Ristorante in Hyannis. Marcus Weiss, president of The Economic Development Assistance Consortium in Boston, will be the featured speaker. Mr. Weiss has over 30 years of experience in the formation of community development entities, and his focus will be National Innovative Community Development Models. [Click here](#) to register online today!

### *TD Bank Pops by the Sea Program advertising*

The Arts Foundation of Cape Cod is now accepting reservations for advertising space in the 25th Anniversary TD Bank Pops by the Sea program book. The Pops by the Sea concert is the premier event on Cape Cod's summer calendar, with approximately 15,000 residents and visitors in attendance. The concert features the only Cape Cod appearance of the Boston Pops with conductor Keith Lockhart. The 25th Anniversary concert will also feature Tony-award winner Idina Menzel, and a very special guest conductor, to be announced. The Pops by the Sea program book is distributed free of charge to all attendees at the concert. To be included in the 2010 program book, please email [pops2010@artsfoundation.org](mailto:pops2010@artsfoundation.org) and include "POPS AD" in the subject line, or call 508-362-0066.

### *Hospitality Job Fair*

Career Opportunities is hosting a Hospitality Job Fair on Wednesday, April 21st from 10 a.m. to 1 p.m. at 372 North Street in Hyannis. If you are in need of help, either for the season or year round, please contact Valerie Jameson at 508-862-8128 or [vjamesone@detma.org](mailto:vjamesone@detma.org) to reserve a free table for this event.

### *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.

### *News from our Members*

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

The **Orleans Waterfront Inn** will be featured in an upcoming episode of the SyFy Channel's popular "Ghost Hunters" show, airing nationwide! Tune in at 9 pm. on April 21st to check out the episode, entitled "Inn of the Dead," to find out if the team of investigators from TAPS found any paranormal activity. If you'd like more information on the topic, or to schedule an interview with Ed Maas, please call the Orleans Inn at 508-255-2222. The show was lured to film on Cape Cod, and specifically at the Orleans Inn, by Cape Cod Chamber Membership Director Mike Belcher (a longtime fan of the show).

You are never too old to hunt for eggs! Make a minimum purchase at participating **Mashpee Commons** stores & restaurants on Saturday, April 3rd for a chance to pick an egg. Each basket will contain one egg with a Mashpee Commons' Gift Card hidden

inside, and one lucky winner will find the egg with a \$100 Gift Card! Once the winning egg is picked from each merchant's basket, the promo will be over for that store/restaurant, so get out there early so you don't miss your chance. The minimum purchase is determined by each store/restaurant. The Easter Bunny will be hopping around on Saturday from 10:30 a.m. to noon at R & S Avenue. Hot Diggity will also be hosting a Doggie Easter Egg Hunt on the Village Green at 11 a.m. More information on Mashpee Commons can be found by calling 508-477-5400 or visiting [www.MashpeeCommons.com](http://www.MashpeeCommons.com).

**Agway of Dennis** is hosting the Animal Rescue League of Boston - Brewster Branch for a Mobile Pet Adoption on Sunday, April 11th from 11 a.m. to 4 p.m. Come and visit the wonderful dogs and cats in need of loving homes. Talk with the ARL staff and pet experts. There'll be giveaways, gift bags for people that begin adoption paperwork and more!

Experiencing a credit crunch? New Market Tax Credits might be able to help! Join an in-depth seminar on "**Finding the Green: New Markets Tax Credit**" on April 9th at the Massasoit Conference Center in Brockton. Speaker will be David Trevisani, Director National Development Council, the country's foremost economic development training organization and a leader in New Markets Tax Credits. Sponsored by **Rockland Trust** and Old Colony Planning Council. Cost is \$30 members and \$45 non-members. Registration fee includes continental breakfast and lunch. Please email [jenniferreid@massedc.org](mailto:jenniferreid@massedc.org) to register.

The **Steamship Authority** will be hosting a Customer Appreciation Day on Wednesday April 14th, rain or shine, as they welcome their high-speed ferry, the M/V Iyanough, back to service for the 2010 season. The Iyanough serves the Hyannis-Nantucket route, dock to dock in one hour. The day's festivities will include free coffee and donut or free soda and hot dog to anyone who travels on the Iyanough; also, a set of round-trip high-speed passenger tickets will be given away to one winner at the end of each trip. At the end of the day, one Nantucket-based grand prize package and one Hyannis-based grand prize package will be awarded to two lucky winners. For schedule and fare information or to book online, visit [www.SteamshipAuthority.com](http://www.SteamshipAuthority.com) or call 508-495- FAST (3274).

### *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](mailto:mike@capecodchamber.org). Or [click here](#) for a membership application!

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

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