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Cape Cod Chamber of Commerce eNewsletter

eNews

April 23, 2010

Greetings!

From the CEO's Desk:

- This year, the Shanghai 2010 Expo will be held in China. The Cape Cod Chamber China trip includes admission into the Expo. Learn more about this expo [here!](#)
- Not to trash talk theatre - but have you heard that Bill Zammer & Maggie Van Sciver and Sen. Rob O'Leary & Mindy Todd AND my husband & I will be performing *Love Letters* at the Cotuit Center for the Arts to benefit the American Cancer Society and the Center? We recommend the 4/30 performance - starring the Northcrosses! Please take pity on us and buy a ticket! More details in the article below.
- *Cape & Plymouth Business Magazine* held a nice event this week for advertisers sponsored by Constant Contact. The Cape Cod Chamber got a nice shout out from Eric Groves of Constant Contact, who recognized us as the first Chamber in their Chamber program and the organization that launched their corporate workshop program! We are working with Constant Contact now on their next concept and will be releasing details soon.
- We are looking forward to next week's SBA Expo at which we will confer Business Excellence Awards. Please come to this event, fully sponsored by SBA and supported by Comcast!
- The staff has been extremely busy marketing the Cape at Discover New England, an upcoming Concierge Show in Boston, pushing the Div. I Hockey Game between Colgate & Army, Springtime in the Park meeting planner show in DC, and site visits for the American Bar association, among others.
- We welcome back Chamber visitor information staffers Mary Ellen Liddell, Nancy Farmer and Win Rowell this week as we greeted hundreds of school vacation travelers.
- The spring ad campaign is being organized with Nantucket and Martha's Vineyard to maximize marketing budgets and we have a tourism committee set for the first week in June to present the details.
- Maritime Days starts May 1st and the calendar of events looks phenomenal -

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[check it out](#) - great things to do for residents and guests alike!

Recent press activity on Cape Cod included the following:

["Dog Fancy Magazine names America's Best Dog Parks"](#) PR Newswire, April 13th

["Cape Cod Modernism"](#) *Preservation Magazine*, April 19th

["History's haven: A week in a 19th-century house in Cape Cod's Barnstable"](#)
Washington Post, April 18th

["Sourcebook for functional art on Cape Cod"](#) *Cape Codder*, April 20th

["Cape Bookings Rise"](#) *Boston Herald*, April 19th

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.

Business Excellence Awards

The Board of Directors of the Cape Cod Chamber has announced the 2010 recipients of the Chamber's Business Excellence Awards. These recipients will be recognized at 8 a.m. at the SBA Cape & Islands Small Business Recovery Expo on April 29th at the Cape Codder Resort in Hyannis (see article above for registration information).

First launched in the mid 1990s, the Business Excellence Awards are bestowed upon Cape Cod Chamber members and their employees or associates for demonstrating excellence in public service, professional contributions, community commitment, customer service, workplace innovation, leadership, job creation, perseverance, or any other special achievements that can be documented. In 2009, the Board created the Jack Gay Ambassador Award to honor the late Jack Gay, chairman of the Cape Cod Chamber Ambassadors for many years.

Congratulations to the 2010 Award Recipients:

- Shawn DeLude of 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

May Member to Member



Please join us at next month's Member to Member Event on **May 12th** at **Mid-Cape Home Centers Design Showroom** on Route 132 in Hyannis. Enjoy plenty of networking opportunities, fantastic raffles and delicious hors d'oeuvres.

Cost to attend the networking event is \$5 members, \$15 non-members. [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.

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, or to find out how you can serve as official Quahog Security on June 21st, email Kristen at kristen@capecodchamber.org.

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 6 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 member:

- [Ermine Lovell R.E. Inc.](#), Falmouth

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!](#)

A Conversation with Paul Kirk

Join the JFK Hyannis Museum Foundation for its Speaker Series featuring "A Conversation with Paul Kirk" on May 17th from 6 to 7:30 p.m. at the Federated Church-Fellowship Hall, 320 Main Street in Hyannis. Kirk served as a United States Senator from Massachusetts from 2009 to 2010, having been appointed to fill the vacancy created by the death of the late Edward M. Kennedy. Paul Kirk served as chairman of the Democratic National Committee (DNC), co-founded the Commission on Presidential Debates, and was the chairman of the board of directors of the John F. Kennedy Library Foundation. Tickets are free. The cost for a pre-event speaker reception is \$25. Advance reservations are required. Buy tickets at www.jfkhyannismuseum.org or at Puritan Clothing on Main Street in Hyannis. Sponsored by Comcast Business Class.

Arts Foundation awards more than \$25,000 in Grants



Twenty-three local cultural organizations will receive grants totaling \$25,216 from the Arts Foundation of Cape Cod at a special reception from 5:30 to 8 p.m. on Thursday, April 29th at the Provincetown Art Association and Museum. Members of the public are welcome to attend, but all guests must RSVP to the Arts Foundation by the end of the day today. Arts Foundation grants are awarded to support projects that are collaborative and educational; that help create a strong, stable, and diverse cultural community on Cape Cod; and that contribute to the quality of life and economic vitality of the region. For more information, visit www.artsfoundation.org or by calling the Arts Foundation at 508-362-0066.

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 event 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 state 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.

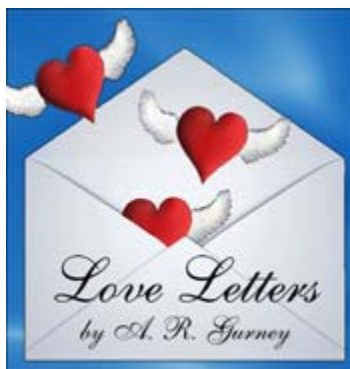
CLI accepting 2010 Leadership Award Nominations

The Community Leadership Institute (CLI) of Cape Cod and the Islands is now accepting nominations for the fifth annual Community Leadership Award. The Community Leadership Award is given annually to an individual who has made significant leadership contributions to the Cape Cod community. Recipients are selected from nominations made from the general community to the CLI Board of Directors. The 2010 Leadership Award will be given out at the "Leadership Cape Cod" graduation on June 17th. Leadership Award nomination forms can be found [online](#).

Impact of Immigrant Entrepreneurs and Workers in

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.

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. To purchase tickets, visit www.cotuitcenterforthearts.org or call the Box Office at 508-428-0669.

New exhibitor prices for the Summer Entertaining Expo

The Cape Cod Summer Entertaining Expo now has a **new exhibition price of \$125!** The Expo has lowered its price to \$125 as a way to fully open the doors to businesses interested in marketing, but concerned about budget. The Expo, set for May 29th from 11 a.m. to 4 p.m. at the Hyannis Youth & Community Center, will have the atmosphere of a first- class, yet laid-back, party, featuring music, food, flowers and lots of Cape personality. Look for key personalities in The Chef's Table, Garden, and Authors Corner. Open to the general public, the event will attract everyone from the newly engaged to the seasoned host to the Cape vacationer. The Cape Cod Summer Entertaining Expo is co-sponsored by the Cape Cod Chamber, Cape Cod Life Publications and Taylor Party Rental Plus. For more informaton, 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.

What do Edward Gorey, the Wellfleet drive-in, the Provincetown dune shacks, and a thunderstorm on Cape Cod Bay have in common? They're all featured in the latest coffee table photography book, "Cape Cod & Islands Reflections" by **Chatham photographer Christopher Seufert**. Schiffer Publishing has just released a thick 128-page hard cover collection of Seufert's most iconic Cape Cod photos, just in time for the summer reading season. The books are available locally at Where the Sidewalk Ends, Yellow Umrella Books and at his website www.ChathamPhoto.com.

Suzanne & Jon Greene are pleased to announce that their new store, **Cape Kaleidoscopes** in Mashpee Commons, is now officially open for business! The store features an incredible collection of handcrafted kaleidoscopes, toy kaleidoscopes, scope kits and themed scopes, handcrafted glass jewelry, glass marbles, books about kaleidoscope collecting, kaleidoscope quilting, and more. Cape Kaleidoscopes is located at 12 Market Street in Mashpee Commons and their hours are Monday-Saturday 10 a.m. to 6 p.m. and Sunday 11 a.m. to 5 p.m. For more information, call 508-477-0661 or visit www.capekaleidoscopes.com.

Enjoy a complimentary cut and style from Dellaria Salon with purchase of \$75 in American Express Simon Giftcards at the **Cape Cod Mall** in Hyannis. Start spring with a fresh new look for yourself, or pamper a deserving Mom (Mother's Day is May 9th). American Express Simon Giftcards are available 7 days a week at Simon Guest Services, located in the center of the mall. Limit one offer per customer; available while supplies last.

The **Sandwich Chamber of Commerce** reports that plans are moving forward to operate the Visitors Center by the transfer station off of Exit 2. Its former Visitors Center inside the Thornton Burgess Museum will be returned to exhibit space for the museum. The Chamber office will be housed in the Jack Conway building at 128 Route 6A on the 2nd Floor. The Chamber is also looking for weekend paid staff for the Visitors Center. Call 508-833-9755 or email kate@sandwichchamber.com for more information.

Cape Cod Cares for the Troops presents "Troops in the Spotlight" at 11:30 a.m. on

Sunday, May 30th and Monday, May 31st at the K-Mart Plaza Hyannis. This 24-hour event will show support for our troops in Iraq and Afghanistan and honor our military both past and present. Military members from all five branches of the military will stand at attention in one-hour shifts for 24 hours. At the top of each hour is the Changing of the Guard, where the next group of military take the stage. Cape Cod Cares for the Troops is a nonprofit founded by 17-year-old Dylan DeSilva, which sends weekly care packages to our troops overseas. The group invites local businesses and communities to hold donation drives in April and May and present their donations at the Troops in the Spotlight event. For more information, email capecod4thetroops@comcast.net.

The **Rotary Group Study Exchange** (GSE) to Scotland, set for October 1-29, 2010, is seeking Team Members for the program. Team members must be young professionals between the ages of 25 and 40 and not Rotarians. Deadline is June 15th. [Click here](#) for more information!

OpenCape has posted several RFPs for services required. Please [visit this link](#) to view.

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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web: <http://www.eCapeChamber.com>

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