

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

## Cape Cod Chamber of Commerce eNewsletter

eNews

August 13, 2010

### Greetings!

#### From the CEO's Desk:

We participated in the U.S. Travel Association educational seminars for tourism organizations this week. There were several key pieces of information shared:

- The business community must create momentum; the market will not fulfill our needs.
- The economic recovery is not a V shaped, but more of a square root sign - coming back up but now flattening out.
- Consumer spending is higher than the prior recession.
- Frugality is a coping mechanism not an aspiration - as soon as the economy improves, consumers get back on track.
- Consumers are prioritizing what is important. At the top of the list is experiences (followed by control, balance, new products and responsibility.)
- The risk-averse public is now our customer. Market to it.

Among the take-aways is the need for us to position travel to the Cape and islands as a priority in the lives of our customers. People still want something fun and nice. And in this economy, they want the sure thing - a great vacation at a great value. We all need to innovate in our category of leisure travel - give consumers more reason to buy. The world changes quickly and the pace of innovation must keep up (think of the beach sling shot!)

The Cape Cod Chamber continues to innovate in our role as the regional tourism council and has capitalized on social media as a great influence on decision-making. The digital landscape that connects us to others and their choices can be leveraged to our advantage. For example, our Facebook site now has over 40,000 fans - in a world where 10,000 is considered excellent!

We hope you are having a good summer. We will be reconvening our travel industry

#### in this issue

- **August Member to Member a Success**
- **Cape Cod Chamber and CCYP Host Pre-Primary Candidates Event**
- **FOX25 Friday Zip Trip to Woods Hole**
- **July Accommodations Survey**
- **Book discussion of Drive**
- **3.25% Fixed Interest Rate Business Loans to Eligible Borrowers**
- **Chamber Red Sox Outing**
- **Announcing a New Online Resource for National Health Care Reform and Its Impact on Massachusetts**
- **Welcome New/Renewing Members**
- **Provincetown Jazz Festival**
- **CCHMA Seaside Summer Social**
- **Volunteers Needed for Provincetown Carnival Parade, Aug 19th**
- **CORI Reform Law**
- **News from our Members**
- **Interested in membership?**

committee meetings this fall. At that time, we will share more info and ways to work together to keep Cape Cod in the prospective travelers' heart!

Wendy K. Northcross, IOM, CCE

### *August Member to Member a Success*



We had a great time Wednesday night at our August Member to Member networking event at **South Cape Village** in Mashpee, co-hosted with the Mashpee Chamber of Commerce! Thank you to everyone at South Cape Village, especially Starfish Restaurant. And it was nice to meet our brand new members - Simply The Best and M Jewelers!



Please join the Cape Cod Chamber at our next event on **Tuesday, September 7th** at the **Cape Cod Museum of Art** in Dennis. Enjoy networking, hors d'oeuvres and great raffle prizes! Cost to attend is just \$5 members, \$15 non-members. [Click here](#) to register now!

### *Cape Cod Chamber and CCYP Host Pre-Primary Candidates Event*

The Cape Cod Chamber of Commerce, along with the Cape Cod Young Professionals, will host a **Pre-Primary Candidates' Event** for two regional races: 10th Congressional District and Cape & Islands State Senate. The event is slated for **Friday, September 10th** at 8 a.m. at the Cape Codder Resort in Hyannis. Matt Pitta, WKTU radio news director, will moderate the session. All candidates are invited to the event, however, only those with primary races in these seats will be invited to participate in the question and answer format.

The event is free to members of the Cape Cod Chamber and the CCYP, as well as open to the public. Candidates who have confirmed attendance include: Sheila Lyons (D), Dan Wolf (D), Eric Steinhilber (R) and Jim Crocker (R), all running for the State Senate seat; and Ray Kasperowicz (R), Jeffrey Perry (R), Bob Hayden (R), William Keating (D), Rob O'Leary (D), candidates for Congress.

### *FOX25 Friday Zip Trip to Woods Hole*



The FOX25 Morning News team came to Woods Hole this morning to film their Friday morning Zip Trip!

The village in Falmouth provided a gorgeous backdrop for the fun & interactive broadcast, which featured WHOI, Steamship Authority, an interview with Falmouth Chamber President Jay Zavala, and tastings from nearby restaurants Shuckers & The Landfall! Hundreds of onlookers turned out for the morning

segment, which included news anchors Gene Lavanchy, Kim Carrigan, Doug VB Goudie and Cindy Fitzgibbon.

[Click here](#) to watch the videos!

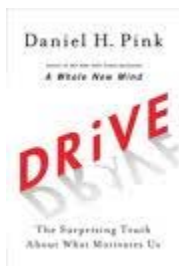
### *July Accommodations Survey*



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. Thank you in advance for your time!

Please [click here](#) for the July 2010 accommodations survey.

### *Book discussion of Drive*



With his usual talent for organization and clarity, Daniel Pink offers the following "twitter" summary of his new book *Drive*: "Carrot and stick are so last century. Drive says for 21st century work we need to upgrade to autonomy, mastery and purpose".

It may seem strange in challenging economic times to suggest that people are not still motivated by external rewards or punishments, but Pink makes a compelling case for how internal motivation (once basic living need are met) is really driving us. Cites volunteer created, open source models like Wikipedia as bellwethers he develops a new platform upon which business owners and professionals can enhance both their performance and enjoyment of their work lives. We will not pull out of the slump we're in without the new ideas business writers like Pink make readily accessible. *Drive* skillfully serves up decades of behavioral research and the innovative thinking of our best business minds (e.g. Douglas McGregor and Peter Drucker) into an easily digestible new recipe for professional success.

Join us for a discussion of *Drive* on August 18th at 5 p.m. in the Cape Cod Chamber of Commerce conference room! No fee to participate.

### *3.25% Fixed Interest Rate Business Loans to Eligible Borrowers*

Town of Barnstable businesses in need of debt refinancing, working capital, or the aquisition of machinery or equipment may be eligible for Small Business Financing Relief! The business must employ five or less including the owners, and owners must be income eligible:

- 2 person household \$43,800 or less
- 3 person household \$50,050 or less
- 4 person household \$56,300 or less
- 5 person household \$67,600 or less

Other guidelines apply. Funds are very limited and applications need to be recieved

ASAP. For more information, please contact Jeannine Marshall at 508-362-3755 or [jmarshall@coastalcommunitycapital.org](mailto:jmarshall@coastalcommunitycapital.org). Other low interest rate small business funding sources available with less eligibility criteria.

### *Chamber Red Sox Outing*



The Cape Cod Chamber will host our **Annual Red Sox Trip** on **Tuesday August 17th!** The Red Sox will take on the L.A. Angels in the 7:05 p.m. game, and the tickets are in Section 23, Rows 6-14. The cost - which includes your ticket, round-trip air conditioned Motor Coach ride and goodies on the bus - is just \$100 per person! Bus will leave the Cape Cod Chamber at 4 p.m. Contact VP of Sales Patti Lloyd for tickets at 508-362-9351 or [sales@capecodchamber.org](mailto:sales@capecodchamber.org).

### *Announcing a New Online Resource for National Health Care Reform and Its Impact on Massachusetts*

The Executive Office of Health and Human Services has created a web page to keep stakeholders informed about what the Patient Protection and Affordable Care Act of 2010 (PPACA) will mean for residents of the Commonwealth - whether you are a provider, small or large employer, health care advocate or consumer. The site includes grant and demonstration opportunities, letters of intent, an implementation timeline and information for employers, as well as links to outside resources. After this initial offering, the site will grow as more information and funding opportunities become available. [Click here](#) for the page.

### *Welcome New/Renewing Members*

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

- [A to Z Cleaning Pros](#), Hyannis
- Harlo Design Studio, Sandwich

*We also would like to recognize and thank the following members who have recently renewed their Cape Cod Chamber membership:*

Timothy M. Clark, LICSW, West Barnstable; [Cape Cod Scenic Tours](#), Barnstable; [Bryden & Sullivan Insurance Agency](#), Hyannis; [Communication Management Inc.](#), Eastham; [Green Shuttle of Cape Cod](#), Monument Beach; [Barbo's Wayside Furniture](#), Dennisport; [Cape Cod Holiday Estates-VRI](#), Mashpee; Thomas J. Dowd Justice of the Peace, South Yarmouth; [Ben & Jerry's Scoop Shop](#), North Eastham; [Borsari Gallery Cape Cod](#), Dennisport; [Boston Tours from Suburbs and Boston](#), Waltham; [American Senior Golf Assoc.](#), Marstons Mills; [Tim Acton Landscaping](#), Centerville; [Cape Cod Realty](#), Wellfleet; [Chateau Provincetown](#), Provincetown; [The East Wind Silver Co.](#), Chatham; [Dunroamin' Cottages](#), Sandwich; [Dunroamin' Campgrounds](#), Sandwich; [Captains Golf Course](#), Brewster; [Blue Rock Resort](#), South Yarmouth; Barnstable Pottery Art Gallery, Barnstable; [Falmouth Service Center](#), Falmouth; [The Glass Studio](#)

[on Cape Cod](#), East Sandwich; [Harwich Junior Theatre](#), West Harwich; [Clarion Martha's Vineyard Heritage Hotel](#), Edgartown; [The Jerk Café](#), South Yarmouth; [Baxter's Boathouse Restaurant](#), Hyannis; [Ocean Tailors](#), Orleans; [Green Mountain Inn B&B by the Beach](#), Hyannis; [Palmer House Inn](#), Falmouth; Holiday Cycles, Falmouth; [Wareham Nurse Midwives](#), Wareham; [Surf & Sand Beach Motel](#), South Yarmouth; [The Executive Suite](#), Hyannis; [Cape Setups](#), West Barnstable; [Grouper Prepress Services](#), Dennis; Cape Cod Bike Rental, Sandwich; [The HSUS Cape Wildlife Center](#), Barnstable; [Casual Gourmet](#), Centerville; Bass River Optometrics, Chatham  
[www.bassriveroptometrics.com](http://www.bassriveroptometrics.com) [Sullivan Tire](#), Hyannis; [Transaction Resources](#), Brewster; [Beachside at Nantucket](#), Nantucket; [J. Miller Pictureframer](#), Mashpee; [Curry College at Plymouth](#), Plymouth; [Cooke's Seafood](#), Hyannis & Mashpee; [Regatta of Cotuit](#), Cotuit

### *Provincetown Jazz Festival*



The **6th Annual Provincetown Jazz Festival** will be held today and tomorrow at the Provincetown High School in Provincetown! The roster this year includes Greg Abate, Internationally Acclaimed Jazz Saxophonist; Dane Vannatter, Award-Winning Jazz Vocalist; and Janice Friedman, New York Pianist & Vocalist, among many others! For tickets and a full list of performers, visit [www.ProvincetownJazzFestival.org](http://www.ProvincetownJazzFestival.org). Sponsored in part by Cape Cod Media Group and Provincetown Tourism Fund.

For 2010, the Festival will celebrate the survival and revival of New Orleans Jazz as they commemorate the fifth anniversary of Hurricane Katrina. A portion of the proceeds from the Jazz Festival will be donated to the New Orleans Musicians Clinic, which provides a health clinic for the uninsured jazz musicians and artists in New Orleans.

### *CCHMA Seaside Summer Social*

The Cape Cod Hospitality Marketing Association (CCHMA) will host a "Seaside Summer Social" on Thursday, August 26th from 5:30 to 8 p.m. at the Wequassett Resort and Golf Club! Highlights will include the presentation of scholarships to deserving Cape and Islands students. Also, hear about the exciting new plans for Cape and Islands wide marketing events that CCHMA has in store for 2011! The evening will feature Chef Brodsky's culinary creations, including Lobster and Corn Fritters with Saffron Aioli Grilled Citrus and Brown Sugar Marinated Flank Steak, Grilled Marinated Vegetable Kabobs, Jumbo Shrimp Cocktail and more! Cost is \$35 per person (including a \$5 donation to the scholarship fund). RSVP by Thursday, August 19th via email to [rsvpcchma@gmail.com](mailto:rsvpcchma@gmail.com).

### *Volunteers Needed for Provincetown Carnival Parade, Aug 19th*

[Jungle Fantasy](#), this year's theme for Provincetown's popular Carnival Parade, is seeking Parade Marshalls to help with safety along the parade route. The Cape Cod Chamber is entering a float and is required to provide Parade Marshalls. Each Marshall will receive safety training just before the Parade and will also receive an official shirt and hat. The Parade takes place on Thursday, August 19th and Marshall training

begins at 12:00pm. The day is always a lot of fun! If you are interested in volunteering, contact Michele at 508-362-3225 x510 or at [michele@capecodchamber.org](mailto:michele@capecodchamber.org) by Tuesday, August 10th.

### *CORI Reform Law*

Tocci, Goss & Lee, PC wants to make sure you are aware of the impact of the new CORI Reform Law. Among other things, the new law amends the Massachusetts anti-discrimination statute, Chapter 151B, § 4, to add a new section that prohibits asking about criminal offender information at the application stage of the hiring process. This means you can not ask applicants to reveal convictions when completing job applications. Check job application forms to make sure this information request is deleted. Before offering a job to someone, however, your company can perform a CORI check and learn of any felonies committed in the last ten years and any misdemeanors committed in the last 5 years (unless other restrictions apply). If you decline to employ an applicant because of the criminal history report, you must provide a copy of the report to that applicant. Please call John Tocci, the Manager of TGL's Employment Law Practice, with any questions at 617-542-6200 x212.

### *News from our Members*

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

Calling all established, emerging and want to be artists to participate in "any which way," an eclectic exhibition at **Guyer Art Barn** in Hyannis September 10-October 1. Three panels can be placed "any which way" as individual works or grouped together. Artists use one or several 12 X 6 panels to create any which way their heart desires in any media. Submissions due by September 3rd by 4 p.m. Panels can be picked up in the Growth Management Department, Monday through Friday from 9 a.m. to 4 p.m., and on Tuesday evenings at the Guyer Barn from 6 to 8 p.m. or by calling Mellissa Morris at 508-566-2880. Artists generously agree to purchase panels at \$20.00 each plus 15% of sold panels will benefit the Guyer Art Barn. This contribution funds year round classes, workshops and exhibitions.

On Friday, August 27th from 5 to 9 p.m., **Cape Cod Charitable FunRaisers** (CCCF) and the six beneficiaries it represents will host the Last Gasp Cape Cod Beer Bash at the **Cape Cod Beer** brewery at 1336 Phinney's Lane in Hyannis. The Jeff Lowe band will perform, the Breakaway Grill will serve food, and the brewery will have plenty of beer on hand. Wine and non alcoholic drinks will also be available. The event is one of several to benefit Cape and Islands United Way, Cape Cod Child Development, Champ Homes, the Cultural Center of Cape Cod, Hospice & Palliative Care of Cape Cod, and Kiwanis of Sandwich and Hyannis. All proceeds from all CCCF events go to its beneficiaries. Tickets are \$15. For more information, please visit [www.thelastgasp.com](http://www.thelastgasp.com).

To celebrate the start of a new school year, Simon Property Group is pleased to introduce "Back At It," which will be held at 11 Simon malls across New England on Saturday, August 28th from noon to 3 p.m. **Cape Cod Mall** in Hyannis will be among the participating malls. The event will provide families with an introduction to the hottest back to school styles, plus the opportunity to enjoy and learn about the newest fall trends from mall retailers, community programs and after-school programs, as well as participate in games, entertainment and more. The first 100 children to

register for the event will also receive a free drawstring sack pack with goodies inside. For more information, call 508-771-0200 or visit [www.capecodmall.com](http://www.capecodmall.com).

Join the **Cape Cod Children's Museum** at its 7th Annual Tea celebration on Sunday, September 12th, featuring Pinkalicious! Held at the **Willowbend Country Club** in Mashpee, there will be two seatings: a breakfast from 9 to 11:30 a.m. and a luncheon from 1 p.m. to 3 p.m. Offered will be a delicious menu, games, crafts, and entertainment for the whole family. Tickets prices are \$40.00 each for museum members and \$50.00 each for non-members. Please [click here](#) or call 508-539-8788 to purchase your tickets. All tickets must be purchased in advance.

### *Interested in membership?*

If you are interested in learning more about membership in the Cape Cod Chamber of Commerce, please contact Maegan Storey, our Membership Account Executive, at 508-362-3225, ext. 513. Or [click here](#) for a membership application!

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

[Forward email](#)

#### **SafeUnsubscribe®**

This email was sent to karen@capecodchamber.org by [news@capecodchamber.org](mailto:news@capecodchamber.org).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Cape Cod Chamber of Commerce | Junction Route 6 & Route 132 | 5 Shoot Flying Hill Road | Centerville | MA | 02632