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## Cape Cod Chamber of Commerce eNewsletter

eNews

August 6, 2010

### Greetings!

#### From the CEO's Desk:

- The Cape Cod Chamber was part of a successful grassroots effort to get a small business health insurance cooperative purchasing legislation passed. The bill now sits on the Governor's desk and is expected to be signed this week. The language allows for 6 co-op's with an aggregate number of lives across all 6 capped at 85,000. There are other important sections to the bill, including insurer transparency language, which will serve to show whether small businesses are getting comparable coverage for comparable premiums, and whether self-insured groups are complying with the state mandates. We will update you as the regulations are written.
- The Chamber's executive committee supported a statement from Barnstable County on their pursuit of peer review of wastewater TMDL measurement processes.
- The economic development consolidation bill included several key components, including naming the Chamber and our sister corporations as the regional economic development organization, charged with working with the state's one-stop assistance offices. We also are included in the creation of the Mass Marketing Partnership, which lists the regional tourism agencies and calls for two of the RTCs to sit on the governing board of MMP.
- Congrats to Provincetown and the Pilgrim Monument for a stellar celebration of the 100th anniversary of the Monument! We attended the rededication ceremonies at the monument.
- Congrats to Heritage Museums & Gardens on the opening of Hidden Hollow. I highly recommend it!
- Congrats to our own Kristen Mitchell, who ties the knot with Tom Hughes this weekend.
- The Cape Cod Hook Fishermen's Association invites the public to an open house on 8/10 at their new headquarters, the Capt. Nathan Harding House at 1566 Main Street, Chatham.

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Wendy K. Northcross, IOM, CCE

### *August Member to Member*



Please join the Cape Cod Chamber of Commerce and Mashpee Chamber of Commerce on **Wednesday, August 11th** from 5:30 to 7 pm. for our joint August Member to Member event, hosted by **South Cape Village** and the newly opened **Starfish Restaurant**, located at 650 Falmouth Road (Route 28) in Mashpee. Enjoy networking, hors d'oeuvres and great raffle prizes! Cost to attend is just \$5 members, \$15 non-members. [Click here](#) to register now!

[Click here](#) for customized directions to South Cape Village.

### *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, WKTX 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.

### *Cape Cod Travel Guide Phone App*



The Cape Cod Chamber has launched the Cape Cod Travel Guide as an application for iPhone, iPod Touch and iPad! The Chamber's new mobile visitor guide covers Cape Cod, along with the islands of Martha's Vineyard and Nantucket. The application is now available for free download in the iTunes Store, and will be available for download for Android mobile devices in September 2010.

"The new Cape Cod Travel Guide Phone App is part of a larger effort to showcase and market the Cape & Islands region as a vacation destination, but it's also an opportunity for us to offer a new level of customer service to our visitors," said Wendy Northcross, CEO of the Cape Cod Chamber of Commerce. "This will enable us to

provide our visitors with a way to find everything they need in one easy to use app, through a method they prefer - right on their phone."

Within the mobile Visitor's Guide, the Cape Cod Chamber promotes the Cape and Islands through the use of a PUSH marketing strategy. With this type of strategy, consumer promotions and advertising are directly placed on the visitor's phone. With the thousands of expected downloads, the Chamber will use the App as a platform to instantaneously market itself and its members. The Cape Cod Travel Guide App features a comprehensive Calendar of Events, "Hot Deals" and "Special Offers," and listings to accommodations, museums, attractions, restaurants, transportation and shops. The App also includes maps of the region and the opportunity to link up to Cape Cod Travel Guide's Facebook and Twitter pages.

The App, which was created by MobiLaurus, went live in the iTunes store on July 20, 2010. It is available for download by [clicking here](#).

### *Chamber hosts Get the Scoop event*



The Cape Cod Chamber and its hospitality partners held a successful Get the Scoop event in Cambridge on Tuesday, July 27th! The event drew meeting & event planners, university representatives and others from surrounding locales like MIT, Broad Institute, Capsugel, Buckley King, Wentworth, Architectural Resources, Sonic, MIT Portugal and the Cambridge Police. Many potential leisure guests representing a diverse mix of countries and states flocked towards the group to "Get the Scoop" as well.

The Cape Cod Team was represented by the Cape Codder Resort and Spa, Chatham Bars Inn, Clarion Inn, Hampton Inn and Suites, Red Jacket Resorts, Faith Moore and Associates, Ltd., and Hyannis Days Inn, along with VP of Sales Patti Lloyd and her volunteers, Jessica Parker and Jim Kappos. They served 400 ice cream novelties with enthusiasm and offered a goodie bag filled with the Cape Cod Travel Guide Magazine, Meeting Planner Guide and a Group Tour Planner Guide, and other helpful trip-planning information.

In the photo, from left to right: Becca Horen, Diane Wilson, Alexandra Glazer- FM&A , Intern from Babson, Adrienne Di Bello, Chamber volunteer Jim Kappos, Peggy Boskey, Chamber volunteer Jessica Parker, and Patti Lloyd.

### *July Accommodations Survey*

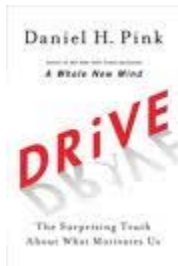


The Cape Cod Chamber of Commerce is looking to get a snapshot as to how the season is progressing through a short, monthly online survey. Information will be kept confidential and reported in the aggregate only. The survey takes less than 5 minutes to complete. Thank you in advance for your time!

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.

### *Transportation Open House*

A **Transportation Open House** - to include the Transportation Improvement Program (TIP), Regional Transportation Plan (RTP), and Unified Planning Work Program (UPWP) - is set for **Thursday, August 12th** in the Cape Cod Commission Conference Room from 1:30 to 4:30 p.m. This open house is meant to be a completely informal session (without scheduled presentations) for those who want to drop in for 5-10 minutes to just ask a question, gather information about the transportation programs, and to provide your input on the Cape Cod transportation system and/or MPO process.

### *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).

### *MA Legislature approves 2010 Sales Tax Holiday*

Economic development legislation designating Saturday, August 14th and Sunday, August 15th as a Sales Tax Holiday weekend was passed by the Legislature on the final day of the 2009-2010 Formal Session. It is now on the desk of Governor Deval Patrick, awaiting his signature, which is all but assured given the Governor's recent public statements in support of the holiday.

During the two day holiday weekend, no sales tax will be charged on purchases that meet the following criteria:

- 1) Purchases must be for personal (non-business) use;
- 2) single-item prices must be less than \$2,500; and
- 3) Purchases must be made on either August 14th or 15th, 2010.

Prior sales, layaway sales, and sales of telecommunications services, tobacco products, gas, steam, electricity, motor vehicles, motorboats, meals, and items priced over \$2,500 are exempt from the holiday and remain subject to the sales tax. Alcohol, newly subject to the sales tax just last year, was not included on the exempt list and thus will qualify for tax free status on the holiday weekend.

To prepare for the holiday weekend, please visit the Sales Tax Holiday Information Center at [www.retailersma.org](http://www.retailersma.org).

### *Welcome New/Renewing Members*

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

- Leonard & Associates, Marstons Mills
- [Molly McGinness Interior Design](#), East Falmouth
- [Venture EBC/Simple Storage](#), Hyannis

### *Opportunities at Mansfield VIC*

Advertising/Brochure Display opportunities are available at the Mansfield Visitor Information Center, operated by the Plymouth County Development Council in cooperation with the Mass DOT. The Visitor Center is located on I-95 northbound, between exits 5 & 6 in Mansfield. [Click here](#) for more information! Or contact Coralia Merritt at 508-993-1004.

### *US Figure Skating Association National Showcase Championship*

The United States Figure Skating Association National Showcase Championship is taking place now through Saturday at the Hyannis Youth & Community Center! Hundreds of skaters from all over the country will compete for the Richard Dwyer Trophy, to be presented on Saturday during the Parade of Champions at 3 p.m. Yesterday and today will be Preliminary Rounds, with Championships on Saturday. Tickets are available at the door. All Event/3-Day passes are \$40; Thursday and Friday only tickets are \$15 each and tickets for Saturday Only are \$20. Please call Becky Johnson at 508-743-0701 or Amy Harwood at 508-790-6345 for more information.

## *Provincetown Jazz Festival*



The **6th Annual Provincetown Jazz Festival** will be held on **August 13-14** 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.

## *Heritage Museums unveils "Hidden Hollow"*



On August 2nd, Heritage Museums and Gardens in Sandwich cut the "garland" on a beautiful new addition to their features called "Hidden Hollow." This exciting new outdoor discovery area encourages families with children ages two to ten to play, learn and enjoy nature together! A previously undeveloped portion of the museum's 100-acre public garden is transformed into a beautiful space that provides a secure environment featuring educational activity areas. Here, children can climb stepping stumps, navigate log balance beams,

construct forts, create art, build with blocks, dig in the sand, experiment with water and make music on a marimba. A robust schedule of programming is being offered in Hidden Hollow from daily drop-in activities for museum visitors to scheduled programs for families and groups. It is open daily to the public from April 1 to October 31. Special seasonal holiday programs on weekends are offered from Thanksgiving through December. For more information, visit [www.heritagemuseumsandgardens.org](http://www.heritagemuseumsandgardens.org).

## *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.

## *Heroes in Transition*



A new non-profit organization, Heroes in Transition, is seeking silent and live auction items for their inaugural Gala on October 2, 2010 at the Flying Bridge Restaurant in Falmouth. Any items or services that businesses can offer would be greatly appreciated, and the proceeds go to support an important and much needed mission. Heroes in Transition provides assistance to those who have served their country, especially in Iraq and Afghanistan fulfilling some of the needs that are not traditionally covered by veterans benefits. The four key areas of assistance include: home modifications for disabled veterans, assistance dogs through Canines for Combat Veterans, Post Traumatic Stress Disorder (PTSD) group therapy and support for military families. It was conceived by Cynthia and Kenneth Jones in memory of their son, Captain Eric A. Jones, who was killed in a helicopter crash on October 2009, on his second tour of duty. If you have something to contribute to the auction, or would like to make a donation, write to [contact@heroesintransition.org](mailto:contact@heroesintransition.org). For more information visit [www.heroesintransition.org](http://www.heroesintransition.org).

## *News from our Members*

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

**Cape Cod Museum of Art's** highly anticipated 2010 Art Auction of work by many of the Cape's finest artists will be held Saturday, August 21st from 5:30 to 9 p.m. at the museum in Dennis. Preview and bidding online will be available through August 10th, and the artwork will be on view at the museum August 13-21. Works of art will be offered in a Silent Auction, including an Emerging Artist category and a variety of three-dimensional objects, Art in Another Form, and a Live Auction. The auction is CCMA's major fundraiser of the year. Non-members are welcome to attend and participate. Tickets for cocktails and the Silent Auction are \$80 per person; cocktails, Silent and Live Auctions and dinner are \$150 per person. For information and reservations, please call 508-385-4477, ext. 7.

Thanks to the generosity of the **Arts Foundation of Cape Cod** and the Patrick M. Butler Charitable Fund of the **Cape Cod Foundation**, children enrolled in programs at Cape Cod Child Development were able to attend the 25th Annual TD Bank Pops By The Sea concert with their families. The Patrick M. Butler Charitable Fund underwrote the cost of the tickets that allowed many of the children to experience this unique summer event on the Hyannis Village Green.

**Nauset Disposal**, providers of a full range of residential and commercial rubbish removal services, has named Michael Belcher as its new Sales Manager. Mike, who had been Membership Director of the Cape Cod Chamber of Commerce, will be responsible for overseeing all accounts and sales. Along with sales and account management, Mike will be creating new programs to promote Nauset Disposal's role in supporting and promoting local business.

The **Girlygirl P.A.R.T.S.** (Pre-screening Awareness Required To Silence Ovarian Cancer) Organization will hold its second annual 5K Run/Walk, Saturday September 25th at Town Neck Beach in Sandwich. The event is open to the public and is designed to help raise awareness and research funds for a reliable early screening test for ovarian cancer. Last year's Run/Walk, the organization's first, raised \$70,000, drew 900 participants and attracted sponsorship from L'Oreal, Humedica and BG Medicine;

this year the foundation hopes to raise \$100,000. All proceeds from the 5K Run/Walk will go directly to the Dana-Farber Cancer Institute specifically for ovarian cancer pre-screening research. Participants may register for the Run/Walk by visiting [www.girlygirlparts.com](http://www.girlygirlparts.com) or calling 508-280-2455.

### *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)  
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web: <http://www.eCapeChamber.com>

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