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## Cape Cod Chamber of Commerce eNewsletter

eNews

February 5, 2010

**Dear Karen,**

**From the CEO's Desk:**

- We have released the itinerary for the trip to China! The dates of travel are September 27-October 5, 2010. Each week we will share with you either a photo or tidbit about traveling there. For this week, please [click here](#) to get all the details! Price of the trip is \$1999 inclusive (all airfare, ground transportation, hotels, meals, attractions.)
- The Fox Robbins Business Show, which airs on local access TV on and off-Cape taped an entire show dedicated to the Entrepreneurs' Weekend 2 (EW2). Join us March 12-14 for a very energizing weekend building new businesses! [Click here](#) to register and join the [LinkedIn](#) discussion groups.
- The Regional Tourism Council directors met in Boston this week and mapped out plans for advocacy of the state budget items that support tourism marketing.
- The New England Society of CVBs met at the Chatham Bars Inn this week and discussed the cooperative marketing efforts targeted at meetings.
- We were fortunate to be asked to assist Patti Page with her visit to Cape Cod at the end of February. She will be appearing at the Riverway Lobster House on 2/27 for a fundraiser for the Cape Cod Literacy Council. We are also naming our roadway "Patti Page Way" in honor of her contribution in promoting Cape Cod as a visitor destination. More on this as it develops!
- The Hyannis Rotary Club is hosting the Red & White Charity Ball (black tie optional) on 2/12/10 at the Hyannis Golf Club, Route 132 to raise funds for the Good Works Fund. 6:30 PM cocktails, 7:00 PM Dinner. Dancing to the Jeff Myers Sextet. Tickets are \$50 per person from [batycam@allmediapro.com](mailto:batycam@allmediapro.com). Recently, the club has raised funds to purchase Shelter Boxes for Haiti.

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[The Sourcebook of Architectural & Design Elements Revealed](#) *The Barnstable Patriot*

Wendy K. Northcross, IOM, CCE

## *February Member to Member*



Please join the Cape Cod Chamber of Commerce at our Member to Member event next **Wednesday, February 10th** from 5:30 to 7 p.m. at the **Cape Cod & Islands Association of Realtors** at 22 Mid-Tech Drive in West Yarmouth.

Enjoy plenty of networking opportunities, fantastic raffles and delicious hors d'oeuvres! Also at the event, we will launch the new **Sourcebook of Architectural and Design Elements Handcrafted on Cape Cod, Martha's Vineyard and Nantucket**. This beautifully presented binder gives builders, architects, interior designers and the homeowner one place to look for unique locally created architectural & design elements for their home or business!

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

## *New targeted ChamberMail Opportunity*



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 on the program.

## *Entrepreneurs' Weekend*



Ever wanted to be part of your own company? Have a good idea but need to get it to the next stage? Like to work with a team of people to create something new? Join us for the second **Entrepreneurs' Weekend**, set for **March 12-14** at Cape Cod Community College's downtown Hyannis campus and Venture Hyannis!

Last year's Entrepreneurs' Weekend produced five teams which launched some great business plans. Mentors and advisors are on hand all weekend to help identify the "great idea," help team members build a business plan and refine team presentations to a panel of judges. Teams will compete for prizes, and will win the confidence to continue their concept.

Entrepreneurs' Weekend is sponsored by the Cape Cod Chamber of Commerce, Cape Cod Technology Council, Coastal Community Capital, Venture, Cape Cod Community College, The Workforce Investment Board, Cape Cod Economic Development Council Inc. MASBDC, Cape Cod Young Professionals and other terrific supporters that will be announced as they are confirmed!

Cost to participate is \$50 per individual including most meals and breaks. To begin meeting your fellow participants and linking to potential team members - go to [LinkedIn](#). [Click here](#) to register now!

### *March 4th Tourism Meeting*



In case you were wondering if you should attend the **Cape Cod Chamber Tourism Meeting** on **Thursday, March 4th**, the answer is yes!

We'll be presenting the big picture for Cape Cod Tourism Marketing at the Tourism Meeting, set for 9 a.m. at the Hyannis Golf Club on Route 132 in Hyannis. Get the latest updates in all market segments - including leisure, group, international, M&I and niche markets - and hear about new areas

where you can leverage your business. Other highlights include the unveiling of the newly redesigned Cape Cod Travel Guide and special guest speakers. More details to come soon!

This is your chance to take advantage of markets or marketing activities that you may not be participating in now, and to share what you're doing to advance your marketing.

Please RSVP by March 1st to [kristen@capecodchamber.org](mailto:kristen@capecodchamber.org).

### *Local fundraiser features Patti Page*



Acclaimed singer Patti Page will be the featured guest at a fundraiser for the Cape Cod Literacy Council at 6 p.m. on **Saturday, February 27th** at the Riverway Restaurant in South Yarmouth. Sponsored by Cape Cod Five Cents Savings Bank and The Community Bank, the event features heavy hors d'oeuvres and book signings of Ms. Page's new memoir "This is My Song." Tickets are \$50 and can be obtained at Books by the Sea or by calling 508-420-9400. Only 200 tickets are being sold, so don't wait!

### *Upcoming Coastal Community Capital Workshops*

**"Motivating Smart: Maximize employee motivation" February 9th from 9 to 11 a.m. at the Cape Cod Center for Business, 5 Shoot Flying Hill Rd, Centerville:**

The new economy that emerges from this recession will require employers to motivate employees better to increase performance and profits. Learn proven employee motivation practices to show you how to motivate smarter and tap into the "hidden" motivational talent of each of your employees. Presented by Warren Rutherford, Owner of The Executive Suite.

**"Quickbooks for Beginners" February 9th from 3:30 to 7 p.m. at the Falmouth Chamber of Commerce, 20 Academy Lane, Falmouth:**

A great accounting resource for the small business owner. This is one of our most popular workshops! Quickbooks is a small business accounting system for Windows and the Macintosh from Intuit, Inc. It is designed to track a whole business. Services include payroll,

invoice creation, inventory tracking and credit card processing. Presented by Frank Guinan, Owner, Integrity Business Solutions. Workshop offered in conjunction with the Falmouth Chamber of Commerce.

**"Social Networking for Your Business" February 23rd from 9 to 11 a.m. at Hampton Inn, Route 28, West Yarmouth:** An overview of the main social networking websites, including who you can reach through each one and why this is important. What, why and how businesses can utilize Twitter and Facebook to build their business and to help get the word out at no cost. Presented by Kristen Carey, Director of Internet Advertising and Regional Sales, Cape Cod Chamber of Commerce; and Leslie Fishlock, President/CEO, Genevate. Workshop offered in conjunction with the Hyannis Area Chamber of Commerce.

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.

### *February 26th Member Reception*

New members of the Cape Cod Chamber of Commerce don't want to miss our **Member Reception**, to be held **Friday, February 26th** from 7:30 to 9 a.m. in the Cape Cod Chamber administrative offices at 5 Shoot Flying Hill Road in Centerville. This event is also beneficial for existing members who want to learn how to get the most out of their Chamber membership!

You will learn such tips as:

- The value of networking with members
- The services available for referrals and support
- Opportunities for widespread visibility via our Information Centers

There is no charge to attend, and continental breakfast will be served. To RSVP for this free event, email [mike@capecodchamber.org](mailto:mike@capecodchamber.org).

### *Ptown receives Dozen Distinctive Destinations award*

**DOZEN  
DISTINCTIVE  
DESTINATIONS**

Congratulations to the town of Provincetown on receiving the Dozen Distinctive Destinations award this week! Town Manager Sharon Lynn accepted the prestigious honor at a press conference on Wednesday from Rebecca Williams of the National Trust for Historic Preservation.

Provincetown was the only Massachusetts town to receive the 2010 designation. The designation kicks off 2010 as an important historical year for the town, which will celebrate the 100th anniversary of the Pilgrim Monument, the renovation of Provincetown Town Hall and the development of a 50-site historical walking tour.

For the first time, the public will determine which of the 12 destinations on the list will be the 2010 Fan Favorite, so start voting now! [Click here](#) to find out how. Voting will

be from February 3 to February 28, and the winner of the popular vote will be announced on March 1st.

### *January 2010 Accommodations Survey*



The Cape Cod Chamber 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 January 2010 survey.

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

### *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 now, and for information on an upcoming informational session on March 23rd!

### *Benefits of Travel PSAs*

To help promote the benefits of travel to individuals, the Travel Channel has partnered with the U.S. Travel Association to produce four public service announcements that are now airing on their network as part of its schedule. The Travel Channel agreed to make these PSAs available to the entire travel community to help spread the word about the benefits of travel for our health, education, creativity, job performance and general well-being. Consider incorporating these PSAs into your marketing and outreach activities, including your website, social networking channels and more! You can download them by [clicking here](#).

### *The Hundred*

**Tinder Box**  
Since 1928

"The Hundred" is back for another round! The next drawing will be held at our Member to Member Event on February 10th at the Cape Cod & Islands Association of Realtors in West Yarmouth. 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 February is a \$100 gift certificate to **Tinder Box Internationale** in Mashpee Commons. Must be present to win.

Tinder Box Internationale is located in Mashpee Commons next door to Starbuck's Coffee. Purveyors of fine cigars and unique gifts! Pipes, pipe tobacco, humidors, cigar and pipe accessories, games, unique glassware, Tervis Tumblers, Shaving kits, Franklin Mint Collectibles etc. Come relax and enjoy a cigar or pipe in our Man Cave (smoking lounge), while the girls are shopping. Cigar event on Saturday, February 13th! Check [www.tinderboxonline.com](http://www.tinderboxonline.com) for details.

### *Job Postings*

*The following job posting was sent to the Cape Cod Chamber:*

The U.S. Census is hiring for the 2010 Census. These temporary, part-time jobs offer good pay, flexible evening & weekend hours, and the chance to work near home. Work on the Lower Cape will begin in mid-March and pay \$16/hour, plus \$.50/mile for mileage reimbursement. To apply, call 774-487-3540 or visit [www.2010censusjobs.gov](http://www.2010censusjobs.gov) for more information.

The Chamber will be represented on the search for a new director for the Cape Cod Community College Education Foundation. The position will be posted shortly.

Got a job posting? Send it to [mike@capecodchamber.org](mailto:mike@capecodchamber.org) for inclusion in an upcoming issue of Enews!

### *DNE 2010 Summit*

Discover New England (DNE), the official regional marketing entity for the six New England states, has started registration for its 15th Annual Tourism Summit and International Marketplace, to be held April 19-21 in Newport, Rhode Island. Over 60 International Tour Operators and U.S. Receptives specializing in New England international travel are invited to attend the DNE Summit. DNE Summit also offers training sessions and networking opportunities for New England tourism professionals to understand more about the international market and to market effectively to international travelers. To register or to learn more, visit [www.discovernewengland.org/summit](http://www.discovernewengland.org/summit).

### *Southern New England Golf Expo*



The Southern New England Golf Expo - presented by Amica Insurance - is a celebration of golf to benefit the Boys & Girls Clubs of Providence. This year's expo is February 13th and 14th at the Rhode Island Convention Center, and features fun for all levels of golf enthusiasts! Test new golf clubs, attend seminars from golf pros, enjoy expanded retail opportunities, play a round of mini golf, or test your skills at the Amica Chipping Challenge. Tickets are just \$9, free for children under 12, and are on sale now at participating AAA Southern New England branches, where members get \$2 off! Visit [snegolfexpo.com](http://snegolfexpo.com) for more information.

### *Proposed submarine fiber optic cable from Cape Cod to Martha's Vineyard*

Orion Fiber Communications, Inc. is seeking a permit from the U.S. Army Corps of Engineers to conduct work in waters of the US in conjunction with placing a submarine fiber optic cable from the Cape Cod mainland to Martha's Vineyard. The proposed work includes the placement of a submerged fiber optic cable between Fairhaven and Tisbury on Martha's Vineyard. The work is proposed in Buzzards Bay in the towns of Woods Hole, Falmouth, Vineyard Sound and Tisbury. The purpose of this work is to deliver reliable high speed communications service to the Cape and Islands. The Corps public notice, with more detailed information on the proposed project, can be reviewed online at the [Corps website](#).

### *News from our Members*

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

The Open Juried Photography Competition at the **Creative Arts Center** in Chatham will announce the winners and present prizes at an opening reception on Sunday, February 7th from 3-5 p.m. The competition is co-sponsored with the Cape Cod View Finders Club. The show will be open for viewing Monday-Friday from 9 a.m. to 4 p.m. until March 5th. For more information, call 508-945-3583 or visit [www.capecodcreativearts.org](http://www.capecodcreativearts.org).

The **Barnstable Senior Center**, in collaboration with the **Cape Cod chapter of NAACP** and the **Zion Heritage Museum**, will host the 11th Annual Heart and Soul event Saturday, February 20th in honor of Black History month. This special event provides an opportunity to celebrate the rich culture and diversity that exists in the Cape Cod community. This year's event will feature entertainment by local female gospel choir, Voices of Divine Praise. The event will commence at 1 p.m. and will be followed by the soul food buffet. Tickets are \$15 and can be purchased at the Barnstable Senior Center, 825 Falmouth Road, Hyannis. For more information, please call 508-862-4750.

**Cape Cod Package Store**, a third generation family-owned store of fine wines, liquor and beer located at 1495 Falmouth Road (Route 28) in Centerville, is beginning a major store renovation. This will update the overall structure of the building, making it more energy efficient and expand retail square footage, allowing for additional services and products. Come in during construction to see the progress and stay tuned online for the store's 70th year celebrations at [www.capecodpackagestore.com](http://www.capecodpackagestore.com).

Buy at least \$75.00 in Simon Giftcards at **Cape Cod Mall** in Hyannis and get a \$20 certificate to the Cape Cod Florist just in time for Valentine's Day! While supplies last, limit one per household. Contact Joy Faust, Guest Services Manager, at 508-771-0201 or email [jfaust@simon.com](mailto:jfaust@simon.com) for more information.

**Dare to Be Alive** will host its 2nd Annual "Fire of Life" silent and live auction on Friday, April 30th at **Ardeo Grille** at Kings Way. John Terrio will serve as auctioneer. If you would like to make a gift in kind donation, contribute auction items, or become a sponsor of this year's event, please call Deanna at 508-398-1260 or email her at [deanna1292@comcast.net](mailto:deanna1292@comcast.net). Purchase your tickets by April 25th and take \$5 off!

Cape Cod Skin Care, located at 4650 Falmouth Road (Route 28) in Cotuit, welcomes Mary Roberts, LMT, to its staff! Come in for a FREE 10 minute Chair Massage\* from 9 to 1 p.m. those days and feel her magical pinkies on your back and neck! While there, pick up a massage gift certificate for your Valentine and save 10% (now through Valentine's Day). Call 508-420-5100 for more information.

### *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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