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## Cape Cod Chamber of Commerce eNewsletter

eNews

July 25, 2008

## Greetings!

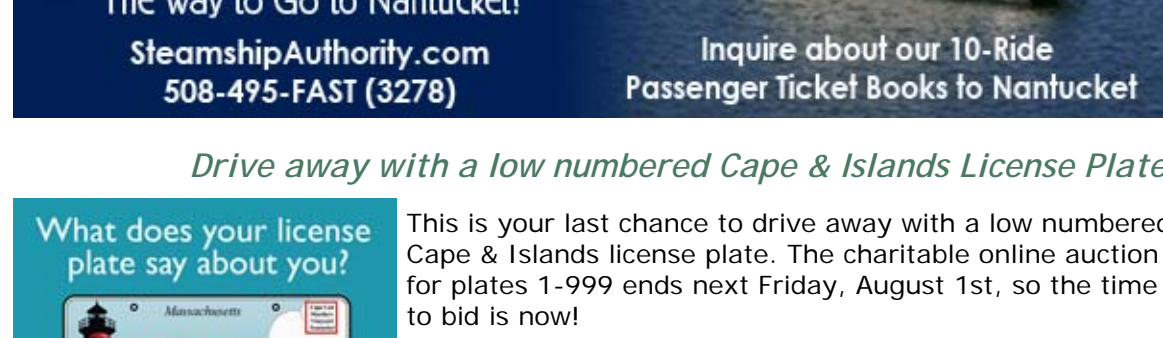
- Congratulations to the Cape Cod Baseball League on the opening of their Hall of Fame at the new site in the "dugout" of the JFK Hyannis Museum on Main Street. We attended their soft opening on Monday and were wowed! Don't miss it!
- The JFK Hyannis Museum has a special exhibit up for the summer and fall entitled "Sports & Recreation with the Kennedy Family." The exhibit includes photography, letters and video.
- Congratulations to the Dept. of Conservation & Recreation (DCR) for the reopening of the Nickerson State Park campgrounds that received some much needed upgrades. Also, DCR has been heavily investing in Cape Cod Rail Trail improvements, much to the pleasure of our guests and residents. DCR officials were on Cape this week to unveil the results of their hard work.
- The hawks that have nested in our billboards in Connecticut are still in residence. The happy consequence for us is an extension in the time our billboard is installed!
- Plans are being developed for the 2009 Travel Industry Symposium slated for January 21 (snow date Jan 22) at Cape Cod Community College. Save the date for a dynamic day of information and networking.
- The Chamber is preparing written comment on the draft Regional Policy Plan for the Cape Cod Commission's 8/4 deadline.
- We met with officials in Boston this week to discuss ideas to promote our cultural and artistic sectors. They were very interested in expanding the Arts & Artisans Trail Guide to other parts of the state, among other things.
- The Tourism Marketing Committee met this week and reviewed the draft marketing plan / tourism grant application. There was a robust discussion about new initiatives and leverage opportunities, like the Hyannis youth and community sports facility now under construction. We will set up a meeting with an off-Cape events organizer to investigate new opportunities there.

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Wendy K. Northcross, IOM, CCE

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Drive away with a low numbered Cape &amp; Islands License Plate



This is your last chance to drive away with a low numbered Cape & Islands license plate. The charitable online auction for plates 1-999 ends next Friday, August 1st, so the time to bid is now!

The minimum bid for plate numbers 1-10 is \$10,000; the minimum bid for plate numbers 11-100 is \$1,000; and the minimum bid for plates 101- 999 is \$100. Be creative! Pick an anniversary, birthday or special date. All bids will be accepted online at [www.capeandislandsplate.com](http://www.capeandislandsplate.com).

Proceeds from the online auction will benefit several non-profit organizations that promote tourism and economic development Cape-wide.

## New advertising opportunity in Who's Who Publication

Advertising space is now being sold in the Cape Cod Chamber's new annual "Who's Who on Cape Cod: your 2008- 2009 Regional Business Network" publication. This member to member and relocation guide provides useful information for relocating residents, and is an invaluable resource of member organizations listed alphabetically and by type. This year, we will focus on this book as a networking tool by including all contact names and emails for Cape Cod Chamber of Commerce business leaders.

Over 10,000 copies will be printed, with 4,000 direct mailed to business owners on Cape Cod. The publication will serve as a relocation guide for new residents, and additional distribution will be through trade shows, Business Connect, and real estate offices. In addition, as part of the Cape Cod Chamber's integration strategy with our websites, all advertisers will have an opportunity to upgrade their listing on [capechamber.com](http://capechamber.com) to a full featured listing. This site will be redesigned in the fall to create additional networking opportunities for our members.

Please contact your sales representative to learn more: at Kristin Carey at 508-362-3225, X 511 or [kcarey@capecodchamber.org](mailto:kcarey@capecodchamber.org); or Steve Richards at 508-362-3225, X 514 or [steve@capecodchamber.org](mailto:steve@capecodchamber.org).

## August Member to Member



The Cape Cod Chamber's next member to member event will be held from 5:30 to 7:30 p.m. **August 7th in The Tilden Arts Center of The Cape Cod Community College.** Save the date! The event will be in partnership with The Cape Cod Young Professionals, and will feature guest speaker David Kirkpatrick, from Plymouth Rock Studios. Appetizers and a cash bar will be provided by Casual Gourmet. Cost to attend is \$10 - RSVP now to [capecodyp@gmail.com](mailto:capecodyp@gmail.com).

## PowWow Leads now available

Leads from the Travel Industry Association of America's 40th annual International Powwow, held in early June, are now available! TIA Powwow is the travel industry's premier international marketplace and the largest generator of Visit USA travel! Please email [arthur@capecodchamber.org](mailto:arthur@capecodchamber.org) or call 508-362- 8608 if you would like a copy.

## Use the Chamber Logo in your marketing materials



Help strengthen the Cape Cod brand! Post the Cape Cod Chamber logo in your print ads and other communication materials. Not only will this help reinforce our powerful brand, but you're showing your customers your business is a proud member of the Cape Cod Chamber. In addition, linking customers to our website - [www.CapeCodChamber.org](http://www.CapeCodChamber.org) - also provides a great resource for both residents and visitors, with updated information on events and things to do and see. For more information, email [kristen@capecodchamber.org](mailto:kristen@capecodchamber.org).

## Welcome New Members

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

- Bassett Advertising Management, East Sandwich
- Massachusetts Affordable Reliable Electricity Alliance, Boston
- Twinbrook Insurance Agency, Centerville

## Outdoor Italian Feast comes to Mashpee

La Tavola, an Italian feast of wine and song, will be held Friday, August 15th from 5 to 9 p.m.! Picture a long row of tables with platters of zesty pasta, Italian wines and bread presented along with authentic music and decor, held outdoors on a lovely brick walkway in the middle of SouthCape Village Marketplace in Mashpee. Eat, dance, sing, enjoy! Tickets are \$35 and may be purchased in advance. Please call the Maspee Chamber, 508-477-0792, for details.

## Master of Business Administration Information Session

Curry College Plymouth is offering a Master of Business Administration Information Session at the Plymouth campus on August 5th at 6 p.m. Business excellence is no longer based solely on a company's net worth or its share-price. Excellence in business today is shown by a level of commitment that goes well beyond the bottom line. The Curry College MBA Program empowers today's leaders and managers to employ the best practices that embrace a corporate social and ethical responsibility. RSVP to 617-333- 2243 or visit [www.curry.edu](http://www.curry.edu).

## CCCC launches fundraising campaign to create major Cape Cod History archive

At a ceremony this week, Cape Cod Community College President Kathleen Schatzberg publicly launched the College's \$1M capital campaign to create the William Brewster Nickerson Cape Cod Historical Archives. Cape Cod Five Cents Savings Bank President Dorothy Savarese was joined by the Bank's immediate past president and current Cape Cod Five Charitable Foundation Trust Director Elliot Carr, and Vice President and Director of Community Relations David Willard, in happily announcing a \$200,000 gift by campaign pledge, bringing the total donations to date to \$400,000.

Joshua "Jan" A. Nickerson, Jr., of Brewster accepted the Campaign Honorary Chair's leadership position and challenged all to complete quickly the fund raising task. The Nickerson family lineage can be traced to Elder William Brewster who landed in Provincetown Harbor in 1620 on the Mayflower. [Click here](#) to learn more about the Nickerson Archives.

## News from our Members

The following announcements are provided for the eNews by member businesses.

**The Steamship Authority** was featured on a recent Weather Channel Road Crew show, which aired on national TV July 17th. [Click this link](#) to view the video!

The Board of Directors of **First Citizens' Federal Credit Union** (FCFCU) today announced the promotion of Peter J. Muise to the position of President and Chief Executive Officer. Muise's promotion follows the announcement of the retirement of longtime President and CEO, Charles R. Simpson, Jr. Additionally, Edward P. Shea has been selected to replace Muise as Chief Operating Officer. Simpson's retirement is effective July 31, 2008. Muise will act as President Elect until that date, at which point he will assume the President's title.

Patricia Herlithy, Executive Director of **Whitehall Estate**, is proud to announce Kristine Callahan of Centerville has joined her team as the new Community Relations Director. Kristine has a combined knowledge of the healthcare industry and experience in community relations.

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

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