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## Cape Cod Chamber of Commerce eNewsletter

eNews

July 23, 2010

### Greetings!

#### From the CEO's Desk:

- We have more than 30 participants in the American Express promotion to push fall business. The marketing for the promo begins in August.
- Our August 11th Member to Member event is hosted by South Cape Village in Mashpee and Starfish Restaurant. We are also happy to have Mashpee Chamber co-host this event.
- The fledgling Retail Council met and will conduct some focus groups with other Cape retailers as we hone in on specific projects. The group reviewed an idea to help Gulf Coast shop owners, will begin collecting an inventory of retail space available, issue a tool kit for store owners to find business resources and begin identifying a mentor network. The Chamber will survey small businesses on technical assistance needs and the Cape Cod Commission will survey residents on preferences for goods and services.
- The Entrepreneurs' Connectivity Team - an assembly of local organizations providing technical assistance to business - will meet each month on the third Monday. Some assistance will be delivered directly at these meetings, and we will continue to shape new programs (like Entrepreneurs' Weekend) to boost local business creation.
- The Chamber's CPR training for staff will begin as soon as the state budget is finalized for this program.
- The meeting planner sales team will be in the MIT parking lot in Cambridge from 1 to 3 p.m. on July 27th hosting "Get the Scoop about Cape Cod" - free ice cream and meeting info will be distributed.
- C&IS Green secured a sponsorship from Cape Light Compact, and is continuing to grow the program to help local business "go green" and get sustainable.
- The Route 25 Visitor Center is performing well, even under restricted hours.
- The Chamber has completed final reports for major grant lines and the board has selected Sanders, Walsh & Eaton to conduct the fiscal year 2010 audit of the books.
- The pad map project is near closing, as is the ChamberMail program to promote members to new residents and renters.
- We are very fortunate to have another Cape Codder in the finals of a very popular TV show - this time ABC's "The Bachelorette." Rumors have been flying about the final outcome!

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- The Chamber's summer billboard went up early in Boston, earning us an extra 11 days of marketing time. The KISS 108 radio crew will do a remote broadcast from noon to 2 p.m. on Wednesday 7/28 from the beach at the Lighthouse Inn in West Dennis.
- The summer PR campaign for the Cape & islands license plates is underway with a slogan contest and spotters doling out prizes around the Cape.
- We are discussing ways to organize a show house to help promote the artisans in the *Sourcebook of Architectural and Design Elements*. We will host an event with Hutker Architects on Martha's Vineyard on August 12 to promote the sourcebook.
- The Cape Cod Young Professionals is joining the Cape Cod Chamber of Commerce in a pre-primary candidates event on 9/10 at 8:00 AM at the Cape Codder Resort, featuring the primary candidates for the Cape & Islands State Senate Seat and the 10th Congressional District Seat.
- Congrats to Barnstable Municipal Airport on the groundbreaking for a new air traffic control tower!
- Congrats to the Cultural Coast stakeholders on the new pier improvements and weather shield at Squantum Point Park in Quincy, MA - the gateway to the Cultural Coast!
- The Cape Cod Chamber issued an informal survey to our email distribution list asking for opinions on potential short term rental taxes. The request generated 150 responses. [Click on this link](#) to view the responses!

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.

### *MASS99 Program Returns*



The Massachusetts Office of Travel & Tourism has announced that MASS99 has returned for the summer and you can sign up right now to participate! MASS99/summer will run through Thursday, September 30th online at [www.massvacation.com](http://www.massvacation.com).

To participate in MASS99/summer, Massachusetts attractions, restaurants, retail, lodging and events should submit packaged deals that have been reduced to \$99,

representing [at least] a 20% savings from regular pricing. Deals will be featured on the state's tourism website and in its advertising/media efforts.

Examples of offers:

- 4 event tickets - normally \$126, now \$99
- 2 attraction tickets, 2 t-shirts - normally \$129, now \$99
- 4 three-course dinners - normally \$135, now \$99

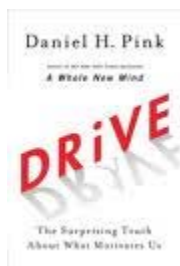
Sign-up now! Click here for the easy online form!

Questions? Please contact Phyllis M. Cahaly, CMD at 617-973-8509 or [phyllis.cahaly@state.ma.us](mailto:phyllis.cahaly@state.ma.us).

### *Pad Map Opportunity*

Advertising opportunities are now available in our tear-off Pad Map for Visitors! This full-color Official Street and Road Map of Cape Cod includes space for directions on the back side. It will be distributed to visitors via visitor centers, hotels and rental companies. Pads of 100 will be provided at no cost to advertisers for use by concierges, or for distribution to customers. For more information, call Steve Richards (Upper and Mid Cape) at 774-238-0787 or Kristin Carey (Mid and Lower Cape) at 508-364-1018.

### *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.

### *Groundbreaking for new air traffic control tower*



Ground was broken for the new air traffic control tower at Barnstable Municipal Airport on Monday, July 19th, culminating years of planning for the new tower and a new terminal building. On hand were elected officials, including Congressman Delahunt,

Town Council President Chirigotis, the New England FAA administrator, Reps. Atsalis and Madden and Joseph P. Kennedy III. The well attended event included business leaders and community leaders from Barnstable and Yarmouth, as well as the airlines and business tenants of the airport.

The new tower will be about 35% smaller than the current tower and is expected to earn LEED silver certification. It will be the Town of Barnstable's first LEED-certified municipal structure. The project cost will be paid for by the Federal aviation Administration and with federal stimulus funds. There will be no cost to the state or taxpayers of the Town of Barnstable. The new tower is expected to be in service during the summer of 2011.

### *More Outreach to the International Travel Trade*

Last week, we sent a survey to our hospitality members to gather information about how they accommodate Cape Cod's International visitors. We will use this information in a new communication to the International travel trade. The new e-newsletter will be sent to tour operators, travel agents and media gathered from trade show leads, sales missions and FAM's. This regular monthly communication will optimize our ability to present Cape Cod as a competitive tourism destination for International Travelers and keep us at the top of their minds.

Please look for the survey in your e-mailbox and take about 15 minutes to complete it. The more timely information we can gather, the more valuable a resource we will become for our International clients. If you did not receive the survey, [click here](#) or contact [michele@capecodchamber.org](mailto:michele@capecodchamber.org) for more information.

### *JFK Hyannis Museum Foundation Speaker Series*



Join the JFK Hyannis Museum Foundation for "A Conversation with Kenneth R. Feinberg, Esq." on August 9th from 6 to 7:30 p.m. at the Federated Church Fellowship Hall at 320 Main Street, Hyannis. Kenneth R. Feinberg, Esq., who serves as Board Chairman of the JFK Library Foundation, was recently appointed by President Obama to independently administer the \$20 billion BP compensation fund for victims of the Gulf oil spill tragedy. Mr. Feinberg was appointed by the Secretary of the Treasury in 2009 to examine executive pay at financial companies receiving government bailout monies. He performed similar duties for the Hokie Spirit Memorial Fund at Virginia Tech University and was retained to resolve insurance claims arising out of Hurricane Katrina and other Gulf region hurricanes. Senator Paul G. Kirk, Jr. will introduce Mr. Feinberg.

Tickets are free, or \$25 for pre-event speaker reception at the JFK Hyannis Museum at 5 p.m. (includes reserved seating at Fellowship Hall). Reservations are required and can be made online by clicking [here](#) or at the JFK Museum or Puritan Clothing on Main Street, Hyannis. Sponsored by Comcast Business Class

### *Welcome New/Renewing Members*

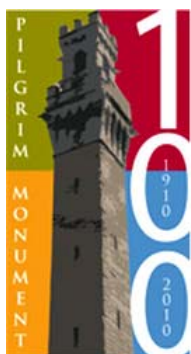
*The Cape Cod Chamber of Commerce would like to welcome the following new members:*

- [Calise Fitness Enterprise 1, LLC](#), Centerville
- [Country Smiles Doll Shop](#), Mashpee Commons

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

[ABBA](#), Orleans; [Ashley Manor](#), Barnstable; [Baksa Studio](#), Dennis; [Brazilian Grill](#), Hyannis; [Cape Cod Antique Dealers Assoc.](#), South Yarmouth; [Cape Cod Five Cents Savings Bank](#), Orleans; [Cape Cod Foundation](#), Yarmouthport; [Cape Cod Mall](#), Hyannis; [Cape Inn Resort](#), Provincetown; [Cape Organization for Rights of the Disabled](#), Hyannis; [Cape View Motel](#), North Truro; [Cape Winds Resort-VRI](#), Hyannis; [Coastal Acres Camping Court](#), Provincetown; [Craigville Realty](#), West Hyannisport; [Dennisport General Store](#), Dennisport; [Gordon A. Carpenter, Business Attorney & Counselor](#), West Yarmouth; [Green Harbor Waterfront Lodge](#), East Falmouth; [Heritage Group Planners, Inc.](#), Hyannis; [Mill Stone Pottery](#), Dennis; [Misaki Sushi](#), Hyannis; [Pine Harbor Wood Products](#), Harwich; [Town 'N Country Motor Lodge](#), West Yarmouth; [West Barnstable Tables](#), West Barnstable

### *"Celebrate 100" Commemorative Medallion*



Pilgrim Monument and Provincetown Museum has announced that in honor of the Pilgrim Monument's 100th Anniversary on August 5th, a limited edition "Celebrate 100" Commemorative Medallion is now available for purchase. The Medallion provides special discounts during the week of July 31-August 7 to local businesses and restaurants, free gifts, and free admission to the closing party concert and the grand finale fireworks spectacle on August 5th. The Celebrate 100 Commemorative Medallion is now available for \$20 and can be purchased at the Pilgrim Monument and Provincetown Museum. For a complete list of participating businesses, visit [www.pilgrim-monument.org](http://www.pilgrim-monument.org).

### *Cape visitor named 2010 Summer Star*



A Bellows Falls, Vt. woman who happened upon a karaoke competition while visiting Hyannis over the Fourth of July weekend was selected as the 2010 Cape Cod Summer Star in a main stage finals competition Tuesday at the Barnstable County Fair! Karen Bays was chosen by judges from a group of 12 singing finalists who qualified during four weeks of karaoke trials at the Fresh Ketch Restaurant in Hyannis. She won a \$1,000 prize. The three runners-up were Kandice Wood of

South Dennis, Tracy Howerton of Mashpee and Laura Griffin of Marstons Mills. Summer Star was produced by Kevin Matthews of 106-WCOD-FM, Ken Wade Karaoke and the Fair.

### *News from our Members*

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

**Always Green of Cape Cod** is sponsoring a Cape Cod Baseball League game this Sunday, July 25th at 5 p.m. The game features the Wareham Gatemen and Harwich Mariners at Spillane Field in Wareham. Always Green is a member of The Joyce Companies, and Chris Joyce will be throwing out the first pitch. Giveaways and a raffle will take place for fans at the game.

Tomorrow night, **Bay Spirit Tours** is holding a 2-hour full moon/sunset cruise for \$25 a person. The cruise boards at 6:45 p.m. and leaves the docks right at 7, returning at 9 p.m. Musical guest Tropic Gypsy will perform on the cruise. Cocktails beer and wine are available, as well as water, soft drinks and snacks. Complimentary appetizers will be served on the way out. Bay Spirit Tours is located at the Ocean Street docks in Hyannis. For more information, please call 508-771- 0107 or visit [www.bayspiritours.com](http://www.bayspiritours.com).

The **Cape Cod Cubs** will host Summer Hockey Schools at the Hyannis Youth and Community Center. Session 1 will run August 2-6, Session 2 (Girls Only) will run August 9-13 and Session 3 will run August 16-20. All sessions go from 9 a.m. to 3 p.m. Space is limited, so register today! For more information, please contact Dan Hodge at 781-307-7235.

**Cotuit Center for the Arts** presents a performance of "Camelot" on August 5-22! Performance times are Thursday, Friday and Saturday at 8 p.m., and Sundays at 4 p.m. "Camelot" will feature all of the enchanting musical numbers, including "The Simple Joys of Maidenhood," "The Lusty Month of May," "How to Handle a Woman," "I Loved You Once in Silence," "If Ever I Would Leave You," "What Do The Simple Folk Do?" and, of course, "Camelot." Tickets are \$22 (\$20 members, \$20 seniors, \$10 students). This production is possible thanks to the generous support of the Cape Cod Melody Tent.

**Cape Mediation**, a private, non-profit organization, presents a 4-Day Intensive Mediation Skills Training on October 18, 19, 25, & 26 from 8:30 a.m. to 5 p.m. in Dennisport. Cost to attend is \$550 (\$495 if received by September 18th). For more information or to sign up for the training contact 508-240-1717 or visit [www.capemediation.org](http://www.capemediation.org). Partial scholarships available through grants provided by Cape Cod Five and First Parish Brewster.

### *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!

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

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