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Cape Cod Chamber of Commerce eNewsletter

eNews

July 30, 2010

Greetings!

From the CEO's Desk:

- Congratulations to South Cape Village on the opening of the new Walgreens and two other stores on South Street and Joy Street. Simply the Best Jewelry is a fun stop to check out this summer!
- Speaking of fun stops - don't miss the Christopher Hyland Collection of Photography at the Cape Museum of Art, which ends August 8th. Fantastic! One photo was donated in the name of the Cape Cod Chamber of Commerce and it's entitled "Sea Food". Really unique!
- Congratulations to the Marine Biological Laboratory upon the ribbon cutting of their new Loeb Laboratory. [Click here](#) to learn more about this energy efficient building that will service today's biological science.
- Congressman Delahunt is leading the charge for a federal bill called the "Main Street Fairness Act," which would close the loophole on collection of sales tax for on-line sales. This act ratifies an interstate compact that would allow states to recover sales tax from online channels. Massachusetts is said to be losing at least \$300 million in sales tax revenue from online shopping.
- Sharks have been the good news/bad news for Cape Cod this summer. The pure fascination factor has lured many visitors to Chatham, and the media have grabbed the issue with the typical hype. We have been working with MOTT to coordinate talking points and be sure the media are getting truthful information.
- We say goodbye this week to Mike Belcher, our membership director, as he takes on a new role with Nauset Disposal. In the interim, Maegan Storey will be filling the role of membership account executive and helping to coordinate our networking events. We are excited to continue our relationship with Maegan as she has been an enthusiastic administrator for the Sourcebook of Design Elements project here at the Chamber, as well as the Cape Cod Young Professionals organization.
- Please save the date of 9/10 for our pre-primary candidates' event hosted at 8 AM at the Cape Codder Resort along with the CCYP. Matt Pitta, news director for WXTK, will moderate candidates for the 10th Congressional District and the Cape & Islands Senate Seat. All candidates and the public are invited. There is no fee to attend!

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- Patti has been doing site visits with the reps from Colgate University in planning for their major event at the Hyannis Youth and Community Center.
- We attended the Cape Cod Commission, MA DOT workshop on the next Regional Transportation Plan. They are seeking public input on ways to improve the roads and transit network here. To participate, use their online survey at www.gocapecod.org/rtp.

Recent press activity on Cape Cod included the following:

["Business Up As Tourists Flock To Cape Again"](#) July 23, 2010, WBZ News

["Cape quarterly reports: Spring's picture out of focus"](#) July 25, 2010, *Cape Cod Times*

["Take a hike: Free walking trails on Cape Cod"](#) July 22, 2010, *Cape Cod Budget Living Examiner*

Pictured below at the celebration for the opening of Walgreens and the South Street Shops at South Cape Village in Mashpee, from left to right: John & Debi Dami, Mashpee Town Clerk; Ted Cooper, Botello Lumber; Theresa Cook, Chair, Mashpee Selectmen; Tom O'Hara, Mashpee Builder; Carol Sherman, Mashpee Selectman; Chris Cahalane, owner Cape Cod Toys; and John Cahalane, Mashpee Selectman



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.

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.

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.

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

Daniel H. Pink

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 McGreggor 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.

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 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:

- [The Barnstable Painter](#), Hyannis
- [Turning Mill Energy](#), Sandwich

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

[Atlantic Oak Campgrounds](#), Eastham; [Bouse House](#), Forestdale; [Hyannis Harbor Hotel](#), Hyannis; [The Ocean House Restaurant](#), Dennisport; [Gerardi's Café](#), South Yarmouth; [Blue Dolphin Inn](#), North Eastham; [Nutter, McClennen & Fish, LLP](#), Hyannis; [Belfry Inne & Bistro](#), Sandwich; [Cape Cod Cubs](#), Hyannis; [Comfort Inn](#), Hyannis; [Trinity Christian Academy](#), Barnstable; [Cranberry Inn at Chatham](#), Chatham; Voluntary Disability & Health Benefits, Marstons Mills; [Braemar Condominium](#), North Truro; [Green Harbor Resort](#), West Yarmouth; [Beachcomber Boat Tours](#), North Chatham; [Mike's Pizza](#), Hyannis; [Lower Cape Communication WOMR 92.1](#), Provincetown [Santuit Inn](#), Mashpee; [Seafood Sams](#), Falmouth; [Historical Society of Old Yarmouth](#), Yarmouthport; [Chip Bishop Communications](#), West Dennis; [Friendship Cottages](#), Wellfleet [Anchor-In Distinctive Waterfront Lodging](#), Hyannis; [Cove Bluffs Motel](#), Eastham; [International Fund for Animal Welfare](#), Yarmouthport [Flyer's Boat Rental](#), Provincetown; [DePaola, Begg, & Associates](#), Hyannis; [Hall Oil Company](#), South Dennis; [Chequessett Yacht & Country Club](#), Wellfleet; [Land Ho!](#), Orleans

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.

"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.

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. For more information visit www.heroesintransition.org.

News from our Members

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

On August 3rd, **Bass River HealthCare Associates** will host a complimentary lecture on how the food you eat and the vitamins/supplements you take influence inflammation in the body. Dr. Daniel Reida, who will lead the class, is on a mission to teach as many people as he can about eating habits that will keep you healthier, reduce pain & inflammation and reduce your risk of heart disease & cancer. The class includes material that is out of referenced literature and he welcomes questions from the audience. 6 p.m. Bass River HealthCare Associates is located at 833 Main Street, South Yarmouth. Please call 508-394-1353 to RSVP.

In their only Cape Cod and Islands appearance, Young@Heart is performing a live benefit concert for Cape Abilities on Sunday, October 3rd at 3pm at the Barnstable Performing Arts Center at Barnstable High School. Young@Heart is a rowdy bunch of 70 and 80 year olds singing music "your mother wouldn't like." Last year's performance sold out- don't wait to purchase tickets! All proceeds from the concert will benefit **Cape Abilities**, a non-profit that provides jobs, homes, day programs, transportation and other services for people with disabilities across Cape Cod. All ages are welcome. Cost: \$30 standard seats / \$75 premium seats. Premium seats include a cocktail reception with the Young@Heart chorus at the **Cultural Center of Cape Cod** in South Yarmouth on Saturday, October 2nd from 5 to 7 p.m. Light refreshments will be served at the reception. To buy tickets, visit www.ShowClix.com or call 1-888-71-TICKETS.

Lynn Mason-Small has joined **Rogers & Gray Insurance Agency** as the Director of Advertising and Communications. Lynn has over 15 years of marketing and communications experience. She is a founding Board Member of the Cape Cod Young Professionals and served as the organization's Vice President for four years.

The **Golf Club at Yarmouthport** announces its new Member for the Day Program. The Golf Club at Yarmouthport is one of Cape Cod's best private golf courses. The New Member for the Day program is a unique offer: Become a member for a day and gain playing access to one of the most beautiful and enjoyable private golf courses on Cape Cod. For more details and playing times call the Golf Shop at 508-362-8870 today! Visit www.thegolfclubatyarmouthport.com 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. Or [click here](#) for a membership application!

email: news@capecodchamber.org
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web: <http://www.eCapeChamber.com>

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