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Cape Cod Chamber of Commerce eNewsletter

eNews

July 9, 2010

Greetings!

From the CEO's Desk:

- Patti Lloyd is selling Cape Cod at a fraternal association gathering on the west coast this week. Upon her return, she will be pressed into use promoting the Cape and the state at the National Governor's Association, which is meeting in Boston this week.
- The Chamber's public policy committee met this week and reviewed survey results on the short term rental tax issues and tackled other issues including the pharmaceutical law that restricts meetings in restaurants, a ballot question to repeal Chapter 40B and the status of the casino bill and local option tax implementation across the Cape.
- The Chambers board of directors met this week and re-elected the slate of officers for a second term:
 - Board Chair:** William Zammer, Jr., Cape Cod Restaurants
 - Vice Chair:** Dorothy Savarese, Cape Cod Five Cents Savings Bank
 - Immediate Past Chair:** Richard W. Neitz, Neitz Real Estate
 - Treasurer:** Kevin M. Howard, Cape Cod Conservatory
 - Asst. Treasurer:** Charles Ritch, Ritch Financial Solutions
 - Clerk** Matthew Lee, Esq., Tocci, Goss & Lee
 - Officer at Large:** Fred O'Regan, IFAW
 - Officer at Large:** Howie Onik, Dockside Hotel Group
- The Chamber board also adopted an FY 11 operating budget and will review the budget in October pending final state grant awards.
- The Chamber board heard a recap of a meeting with Barnstable Police Chief MacDonald and our executive committee on public safety issues and the efficacy of tactical policing vs. community policing.
- The JFK Hyannis Museum has a terrific summer exhibit called "Sailing with the Kennedys; Jack and Ted and the boats they loved." The exhibit "launched" the last week in June and tells the story of the Crosby family - the oldest boat building family in the US.
- Last week, we attended a meeting with the UMass Small Business Development Center, who was presenting their programs and partnerships to the SBA's National SBDC advisory board. We discussed our joint programming, including Entrepreneurs' Weekend as an innovative approach to servicing small business in the region.
- Congrats to Chamber board chair Bill Zammer, who has also picked up the gavel

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at the board of the Mass. Restaurant Association. He was also recently appointed by Gov. Patrick to the board of trustees of Cape Cod Community College.

- A new member - Chimani - has a really nice smart phone app for the Cape Cod National Seashore that we like a lot!

Recent press activity on Cape Cod included the following:

["From Falmouth to Provincetown, Fairs Galore"](#) *Boston Globe*, July 4, 2010

["Salty Sea Air"](#) 417Mag.com, July 2010

["I Travel Solo for the Company"](#) SoleTravelerBlog.com, July 1, 2010

Wendy K. Northcross, IOM, CCE

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 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.

June 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 June 2010 accommodations survey.

Cape Cod and Falmouth Hospitals earn 62 Quality and Patient Safety Awards

Cape Cod Healthcare is pleased to announce its two hospitals, Cape Cod Hospital and Falmouth Hospital, have earned 62 Quality and Patient Safety Awards, according to The Delta Group, a leading healthcare information services company. Among the awards, Cape Cod Hospital ranks first in Massachusetts in Overall Hospital Care, Overall Medical Care, Cardiac Care, and Orthopedic Care, while Falmouth Hospital is first in Massachusetts in Neurological Care.

"It's an incredible achievement," said Richard F. Salluzzo, President and CEO of CCHC. "Our two hospitals have achieved and maintained superior performance in many medical and patient safety categories. The Delta Group's rating system is more comprehensive and multidimensional than other rating systems, so to have Cape Cod Hospital and Falmouth Hospital grade so highly is a true testament to the talent and dedication of our physicians, nurses, and other medical professionals."

In addition to the top rankings in Massachusetts, Cape Cod Hospital scored in the Top 10% in the nation in categories such as Overall Hospital Care, Overall Medical Care, Cardiac Care, Overall Surgical Care, Orthopedic Care, Major Orthopedic Surgery, and Cancer Care. Falmouth Hospital scored in the Top 10% in the nation in Overall Medical Care, Cardiac Care, and Neurological Care. A complete list of all of the awards earned by both hospitals is accessible at www.capecodhealth.org. To review the information on The Delta Group's consumer website, visit www.carechex.com.

Act soon on ChamberMail opportunity



Find new customers with **Cape Cod ChamberMail**, a powerful marketing tool offered to members through the Cape Cod Chamber! 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.

Only a few advertising slots are remaining - please act soon!

Welcome New/Renewing Members

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

- [Cape Cod Beach Chair Company](#), Harwich
- [Cape Cod FUNdraise for a Cause](#), Harwich
- [Sacred Surf School, Wellfleet](#)

We also would like to recognize and thank the following members who have recently

renewed their Cape Cod Chamber membership:

[Travelers Discount Guide](#), Gainesville, Florida; [Cape Cod Tree Experts](#), Falmouth; [WS Development](#), Wareham; [SkyRise](#), Plymouth; [AAA Southern New England](#), South Dennis; [Samuell Day Gallery](#), Cummaquid

SandwichFest to be held tomorrow



SandwichFest will be held tomorrow, July 10th from noon to 4 p.m at Jarves Street, Sandwich! This fun and free hometown street festival will feature the "Best Sandwich in Sandwich" competition, a \$10,000 Raffle, Pet Tricks & Pet Parade, street vendors & Farmers Market, live entertainment, Sandwich Bag Races, Spin & Win an Ice Cream Sandwich, Sandwich Library Arts & Crafts Fair, Heritage Museums & Gardens Antique Car Show and Sandwich Food Pantry donation location. This is a Sandwich Chamber of Commerce, Shop Sandwich First event. [Click here](#) for more information!

MassRecycle mercury management course

Covanta SEMASS is sponsoring the MassRecycle mercury management course at the Dennis Police Community Room on July 14th between 10 a.m. to noon; light lunch to follow. Want to learn the proper way to manage the mercury products you're collecting or using? Need a refresher course on how to handle mercury bearing waste at your business? Topics include Good Management Practices associated with the collection and storage of mercury as a Universal Waste; a refresher on how to use a mercury spill kit; and a review of common products that contain mercury. Space for Mercury Training is limited, so visit [MassRecycle's \(MR\) website](#) to register now! Cost to Chamber members is only \$25 unless you're a member of MassRecycle.

Cape Cod items needed for NISC Meeting

The annual Fall Delegate Council Meetings for the National Institute of Senior Centers (NISC) will be held in Plymouth on October 3-5, marking the first year the organization will hold the meeting in Massachusetts. The group includes approximately 60 individuals from across the country, who are working in the Senior Center network in some capacity. The Massachusetts Association of Councils on Aging & Senior Center Directors is helping to sponsor the meeting, and is seeking various items which represent all the different areas in Massachusetts for tote bags to distribute to the delegates. If you have any item that is made or sold on Cape Cod that you'd like to contribute for the tote bags, please email director.rcoa@comcast.net.

News from our Members

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

The **Cape Cod St. Patrick's Parade Committee** and the **Sons of Erin Cape Cod** will sponsor the first ever Cape Cod Irish Summer Fest on Tuesday, July 27th from 3 to 10 p.m. at **The Cape Cod Melody Tent** in Hyannis. Dave Hickey will host local Irish musicians, dancers and even a traditional Irish Session on the Melody Tent stage.

Food vendors will offer traditional Irish fare. Artisans, crafters, vendors and children's activities will also be a part of the festivities. At 7 p.m. the main stage will feature performances from Cape Cod favorite Aoife Clancy and special guest bands McPeake and all girl Irish rockers, The Screaming Orphans. Tickets are available at The Melody Tent Box Office or online at www.ticketmaster.com.

The **Little Beach Gallery** in Hyannis will host a Trunk Show with fused glass jewelry artist Stone That Flows on Thursday, July 15th from 5 to 8 p.m. Hundreds of pieces including pendants, rings, earrings, cufflinks, belt buckles and much more, all hand-crafted with artist demonstrations. Refreshments will be served. Located at 539 South Street in Hyannis. For more information, call 508-775-5522 or visit www.littlebeachgallery.com.

The **Barnstable County Fair** opens Saturday, July 17th at noon for an eight-day run at the fairgrounds on Route 151 in East Falmouth. The new hours are noon to 10 p.m. each day. The midway will remain open until 11:30 p.m. The Fair attracts between 75,000 and 90,000 people each season to acres of midway rides, arena and stage shows, games of chance, food vendors, and animal and crafts exhibits. General admission is \$10 for people 13 and older. Admission for kids 6-12 is \$2, and those five and younger are free when accompanied by a paying adult. Seniors (65 and older) and those with a current military ID are admitted for \$8. For more information, go to www.BarnstableCountyFair.org or find the Fair's page on Facebook.

Visit Comcast.net to see **Comcast Spotlight's** new Summer Cape Cod Dining Guide Online -view some of the content pages and check out the 20 area eateries, including photos and voiceover for each, upon clicking. There are hundreds of thousands of impressions being served and commercials promoting the Guide, its advertisers and a special landing page CapeDining.com throughout the Cape and Islands, as well as the entire Boston area this summer through Labor Day weekend. Comcast Spotlight is currently building its Fall Cape Cod Dining Guide Online, however, there is limited availability. For more information, call Iris at Comcast Spotlight today in Hyannis at 781-416-0482!

On Wednesday, July 14th, **BLEU**, the award-winning French bistro in Mashpee Commons, will host their 7th Annual Bastille Day Celebration. For the French Independence Day celebration, a special menu only of French favorites will be served from noon to 10 pm. The event also features live music, imported French beer, barrels of French wine and the annual Bastille Day Waiters Race. A highlight of the evening festivities will be the return of BLEU's own "Edith Piaf" cabaret singer. For more information, visit www.bleurestaurant.com or 508-539-7907.

Cape Cod Mall in Hyannis has extended the summer special on American Express Simon Giftcards through July 31st! Purchase 11 or more cards and pay only \$1 per card. Load cards with \$10 to \$500. Now is a great time to stock up on you rewards for your seasonal staff. The American Express Simon Giftcard has no fees after purchase and the funds never expire. They can be purchased from Simon Guest Services, located in the center of the mall, but can be used ANYWHERE American Express is accepted. Contact Joy Faust for more information at 508-771-0201 or jfaust@simon.com.

Hyannis Yacht Club will hold its 68th annual signature event July 30-August 1. Commencing at noon on Friday, July 30th, races are held daily from 10 a.m. until 3 p.m. HYC will be host to over 230 one design and PHRF boats for the premier event of the season. Sailors from as far west as Chicago, as far south as US Virgin Islands and

as far north a Canada will participate in one design and PHRF races. There will be entertainment and refreshment all three days, as well as opportunities to volunteer and observe the races through Hyannis Yacht Club patrol boats. (Advanced registration is required) In addition, excellent viewing is available through the various harbor cruise lines and ferry services. Additional information is available on the [Hyannis Yacht Club website](#).

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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