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Cape Cod Chamber of Commerce eNewsletter

eNews

June 18, 2010

Greetings!

From the CEO's Desk:

Help us kick off the summer of 2010 Quahog-style! Join the Cape Cod Chamber, the Sandwich Chamber of Commerce and an all-star Quahog cast for the **Second Annual Quahog Day** on **Monday, June 21st** at 4 p.m. at **Hemisphere Restaurant** in Sandwich.

Once again, the Cape's official Quahog (aptly named "Doug") will come out of hiding on the First Day of Summer for the official "Quahog Prognostication." Speaking the secret bi-valve language, he will give word to Secretary General of Quahog Republic Johny Quahog on how many weeks of Cape Cod beach weather lie ahead.

The official prognostication will be followed by live music from Black Wampum, a local band which sings about quahogs (we kid you not!). Other highlights include complimentary samples of Polar Cave Ice Cream's new "Doug's Mud" flavor, munchies provided by Hemisphere, a cash bar, live broadcasts by radio station WCOD, and raffles to benefit the National Marine Life Center in Buzzards Bay. FOX25 Meteorologist A.J. Burnett, a Barnstable native, will serve as Master of Ceremonies.

Quahog Day is FREE to attend and open to everyone - please join us as we welcome Summer 2010 in this fun and wacky way! RSVP to kristen@capecodchamber.org.

This year's Quahog Day ceremony will kick off a week of Quahog-related activities across the Cape. Visit www.QuahogDay.com for a full list of the week's events!

Pictured below at left is last year's Prognostication Ceremony; at right, a recent Doug the Quahog sighting at the box office opening of the Cape Cod Melody Tent

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Wendy K. Northcross, IOM, CCE

Quahog Week Events



This year, the Quahog Day fun doesn't end on June 21st! The 2010 Quahog Day will kick off a week's worth of Quahog-related activities around Cape Cod, including the following fun special offers and events:

RESTAURANTS

- On Tuesday, June 22nd, tell your server at Clancy's of Dennisport "I love Doug the Quahog" and you'll get two of Clancy's homemade, delicious & generous-sized Quahogs for the price of one (dine-in only)
- Hot Chocolate Sparrow in Orleans will offer a weekly special "Muddy Frozen Cappucino" with homemade fudge sauce
- Catch of the Day in Wellfleet will offer a Quahog Day special featuring Homemade Quahog Pie paired with Cape Cod Beer's Cape Cod Red
- K.C. Steak & Seafood Restaurant in the Holiday Inn Falmouth will be offering a Quahog appetizer with every entree ordered on Tuesday, June 22nd
- On Wednesday, June 23rd, go for the gold at a Stuffed Quahog eating contest at the new Quahog Republic Dive Bar in Falmouth
- Van Rensselaer's Restaurant in Wellfleet will offer a High Tide Mudslide to cool down from the predicted summer heat for dinner, and a Homemade Quahog Omelet for breakfast in case of cloudy days

RETAIL

- Atlantic Spice Company of North Truro - home of the Fantastic Clam Ram - will offer the following deal: Buy a \$15 Clam Ram June 21-27 and receive a FREE one pound bag of Bay Spice Powder
- Cape Cod Beach Chair will have a Quahog Sale all week at its new retail store in Harwich - bring in a quahog shell and receive 20% off your purchase
- Woodruff's Art Center on the North Market side of Mashpee Commons will offer a "Kids Paint-A-Quahog" program on Saturday, June 26th from noon to 2 pm

MUSEUMS

- The Cape Cod Children's Museum in Mashpee's "Arts without Boundaries" program will feature Quahog Arts & Crafts on Tuesday, June 22nd and Wednesday, June 23rd. Come in and paint with them AND on them! Also, Doug will make a special appearance at the museum on June 22nd.

LODGING

- The Lighthouse Inn in West Dennis offers a "Find the Quahog" Package on June 20-23. Includes two-night stay (Sunday-Monday or Monday-Tuesday), daily breakfast, "Find the Quahog" scavenger hunt, dinner on Monday night, taxes & service charges. Call 508-398-2244 to book now!

SPECIAL EVENTS

- Cape Tip Seafoods will host a "Quahog & Spoon" Race (modeled after the old-fashioned egg & spoon race) during the Field Day kids' games on Saturday, June 26th at Motta Field in Provincetown, as part of the Portuguese Festival Weekend

- On Sunday, June 27th, end the week on a high note at the 30th Annual WCOD Chowder Fest at the Cape Cod Melody Tent in Hyannis

FTA announces Transit in the Park grants



On Monday, CCRTA administrator Tom Cahir hosted a press conference in Hyannis featuring Federal Transit Administration administrator Peter Rogoff, Congressman William Delahunt, Paul Niedzwiecki of the Cape Cod Commission and Karst Hoozeboom, Chief of Facilities & Maintenance at Cape Cod National Seashore, to announce the receipt of \$450,000 in federal funds for the Sarbanes Transit in the Parks program. The program

seeks to address congestion in and around popular national parks by increasing alternative transportation systems such as shuttle buses and bicycle trails. The goals of the program are to conserve natural, historical, and cultural resources; reduce congestion and pollution, improve visitor mobility and accessibility; enhance visitor experience and ensure access to all including persons with disabilities. The funds for Cape Cod will purchase new clean fuel shuttle busses and develop the next 5-year transit plan.

During the FTA administrator's visit, several customer information systems were demonstrated: the intermodal trip planner (available at www.capecoddrta.org), which is a Google trip planner link; the real-time intermodal vehicle tracking over the web; customer info for the terminals and major destinations via custom displays at the major terminals and destinations i.e. the Cape Cod Mall, which features a state of the art large screen display that automatically updates schedules from a Google Feed Specification; and customer info for the Smartphone and persons with disabilities. These intermodal customer information services were planned and tested as a part of the first round TRIPS project, implemented as part of the Cape Cod American Recovery and Reinvestment Act.

Fall Promotion with AmEx and Cape Cod Chamber



American Express and the Cape Cod Chamber of Commerce have partnered to create the 2010 Cape Cod & Islands Fall Promotion, a travel promotion designed to encourage high-spending American Express® Cardmembers to take advantage of travel and in-market offers at hotels, restaurants, shops and entertainment establishments on the Cape and Islands.

This exciting program provides an opportunity to drive traffic and spend to your establishment in the fall season! Your exclusive offer will be featured through the following: a dedicated splash page on www.CapeCodTravelGuide.com; the American Express Selects site, www.amexnetwork.com/offers; Messaging American Express Cardmembers through 200,000 impressions (email & Cardmember statement messaging)

To participate and for more details, email kristen@capecodchamber.org. Promotional dates are September 7-November 22, 2010. **Time is running out! Participation deadline is tomorrow, June 19th.** There is no cost to participate; you only incur the expense of fulfilling your offer when a purchase is made.

American Express is also excited to offer CCCC members a new, innovative online marketing solution designed to help increase your business' visibility within the Maps portion of Google searches. [Click here](#) for details! To participate and find out more today, call 877-266-0554.

Upcoming Health Care Forum

On **Thursday, June 24th**, the Cape Cod Chamber and the Associated Industries of Mass. (A.I.M.) will co-host a seminar on "**Health Care Reform - the Next Chapter**" in the Mid Cape Home Centers Design Showroom meeting room on Route 132 in Hyannis. Join us to cover an overview of key federal provisions; integration with Mass. health care reform; HR impact - timelines and implementation steps; and administrative insight and guidance. Registration begins at 9 a.m. For more information, [click here](#) or call A.I.M at 617-262-1180.

July Member to Member Event



Please join us at our July Member to Member Event on **Wednesday, July 14th** at **Borsari Gallery** on Route 6A in Dennis. Peruse this beautiful barn dating back to the 1800's, which has been lovingly restored to provide a truly amazing setting. Also enjoy networking, hors d'oeuvres and great raffle prizes!

The event will be held from 5:30 to 7 pm., and cost to attend the networking event is

\$5 members, \$15 non-members. [Click here](#) to register now!

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.

New Hyannis Hostel hosts Open House



As part of his media blitz promoting the upcoming Quahog Day on June 21st, Doug the Quahog stopped in last Saturday for an open house at [Hostelling International's new Hyannis hostel](#), which will open in July right across the street from the Hyannis ferry docks! When completed, the hostel will feature 44 beds, across four buildings on a 1/2-acre campus. The main building is the lifelong home of Ruth Rusher, and the new hostel will be named for her mother - The Angeline Crocker Hinckley Hostel. The project was made possible

through the generosity of Ruth Rusher and other lead donors, with \$1.2 million of the \$1.6 million budget raised to date. HI-Hyannis will develop local programming in conjunction with educational and cultural institutions to serve local and visiting hostellers.

Connecting your business to the Commonwealth of Massachusetts

The Operational Services Division, State Office of Woman and Minority Owned Business Assistance, Affirmative Market Program will offering a free workshop for businesses who are interested in learning how to do business with the State at 9 a.m. on Tuesday, June 22nd in the Barnstable Town Hall 2nd Floor Hearing Room. The workshop includes information on where to find bidding opportunities; the bidding process for Statewide Contracts; where to find ARRA - federal stimulus procurement & grant opportunities; marketing to public entities; how to become SOMWBA Certified; and more! Open to the public, walk-ins welcome.

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!

New Members/Renewing Members

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

- [Cape Cargo](#), Sagamore Beach
- [Eastern Propane](#), Franklin
- House of Bud's, Hyannis
- [Knights Inn](#), Bourne
- [Resource Staffing International](#), Killington, VT
- [Twin Brooks Golf Course](#), Hyannis

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

DEO Associates, Dennis; [Cape Cod Specialty Foods](#), Sagamore; [Cape Cod Braided Rug](#), Harwich; [Spanky's Clam Shack](#), Hyannis; [Cotuit Center for the Arts](#), Cotuit; [Four Seas Ice Cream](#), Centerville; [Go Boston Card](#); [Captain Linnell House](#), Orleans; [Shepley Wood Products](#), Hyannis; [Inn at Swan River](#), West Dennis; [Green Mountain Inn B&B](#), Hyannis; [Coast Guard Heritage Museum](#), Barnstable; [Dan'l Webster Inn & Spa](#), Sandwich; Admiraly Inn, Falmouth www.theadmiraltyinn.com; [Liam Maguire's Pub](#), Falmouth; [Skydive Cape Cod](#), Marstons Mills; [Ponderosa Nurseries](#), Eastham; [T&K Asphalt](#), Sandwich

Oh Say Can You Sing?



The Cape Cod Baseball League and Cape Cod Mall are calling all budding songsters to an open audition at the mall on Saturday, June 26th! Three winners will be selected to each perform the national anthem at a Hyannis Harbor Hawks home game in July - game dates are July 11th, 18th and 25th.

Contestants must be at least 14 years-old and are encouraged to pre-register at the Mall since the audition will be limited to the first 50 registrants. Registration forms are now available at the Guest Services Desk in the center of the mall. The audition will begin promptly at 11 a.m. on the 26th. Each participant will have the chance to belt out their rendition of the anthem on stage in front of a panel of local celebrity judges and spectators. The panel of judges includes Cape Cod Chamber CEO Wendy Northcross; Barnstable Patriot sports reporter Kathy Szmít (an amateur singer who has performed the anthem at several Cape League games in the past); and "Johnny Quahog", the iconic Cape Cod character and star of Cape Cod Quahog Day. Winners will be announced at the conclusion of the audition. For more information, call 508-771-0200, visit www.capecodmall.com or find them on Facebook at www.facebook.com/capecodmall.

Funding Complete for Airport Control Tower

The Barnstable Municipal Airport Commission has voted to accept an additional \$1.99 million in federal stimulus funds to help pay for a new air traffic control tower at the Hyannis airport. When added to previously-received Federal Aviation Administration

grants, the money brings total federal funding for the project to nearly \$6.7 million. Design of the 85-foot tower, to be completely paid-for by the federal government, is now complete. Groundbreaking is being scheduled for mid July.

What's new - what's green - for 2011?

Yes, it's time to think about what we have going on for 2011 to be included in the *Cape Cod Travel Guide!* If your organization or business has something new - new construction, new location, new programs planned let us know. Same goes for anything environmentally green such as green practices, buildings or programs. Send your information to Michele Pecoraro at michele@capecodchamber.org.

Volunteers needed for Pops by the Sea



The Arts Foundation of Cape Cod is seeking volunteers for the 25th Anniversary TD Bank Pops by the Sea concert on Sunday, August 1st on the Hyannis Village Green. Volunteers are needed to help set up before the concert, monitor parking lots, collect and sell tickets, lead group tours and more. Complete job descriptions and registration instructions can be found online at www.artsfoundation.org or by calling the Arts Foundation of Cape Cod at 508-362-0066.

5th Annual Ride for Literacy



On Saturday, June 19th, Cape Cod Child Development will be holding it's 5th Annual Ride for Literacy, a motorcycle and custom/classic car ride on Cape Cod that starts at the Hyannis Elks Lodge, 852 Bearses Way in Hyannis and ends with music by Classic Vinyl with Amber Crowley, raffles and a cookout at The Woodshed in Brewster. All proceeds go directly to support the initiatives of the Literacy Program of Cape Cod Child Development Head Start/ Preschool Programs, which include literacy mentors and building family libraries. Cape Cod Child Development is actively seeking donations as well as volunteers for the day of the ride. For more information, please contact Emily Scissons at 508-418-5506.

Disaster Specialists ready to help

Even though the spring floods are fading into memory, Bay Staters still have recovery-related questions. Federal Emergency Management Agency (FEMA) community education and outreach advisors will be on-hand at local home improvement stores through June 22nd to provide useful information about many areas of concern, including in-depth guides to all types of citizen preparedness; knowledgeable information for parents and caregivers; and overviews of all FEMA programs, including the National Flood Insurance Program. FEMA Specialists will be at area centers from 9 a.m. to 7 p.m. each day through June 22nd at the following four Bristol county locations: Home Depot locations in Attleboro and Somerset; and Lowe's in Raynham and Seekonk.

News from our Members

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

The Golf Club of Cape Cod in East Falmouth will play host to the Deutsche Bank Partners for Charity Junior Shoot Out on July 19-20! This 54-hole, stroke play tournament will feature 99 of the nation's top boys and girls, ages 12-18. Proceeds from the event, sanctioned by the American Junior Golf Association, will be presented to local grassroots junior golf programs. Over \$1.5 million have been directed towards junior golf programs in the U.S. over the past 10 years from the event.

Having your car on the Island during your vacation makes life a lot simpler. Getting your car to the Island can sometimes put a wrench in your vacation planning! **Fini Concierge** is available to help coordinate the transportation of your vehicle, and assist with the following: making ferry reservations, driving your car to and from the ferry, ensuring your car gets on the ferry safely. Cost is \$47 per hour. For more information, visit www.finiconcierge.com or call 617-247-0043. Fini Concierge serves Boston, Cape Cod and the Islands with offices in Boston and East Orleans

Willowbend Country Club in Mashpee will hold a series of high-end open house events to showcase the club and available real estate to prospective buyers and members. The complimentary events - Saturday, June 19th; Saturday, July 17th; and Saturday, August 28th - will include a breakfast reception, a trolley tour of homes for sale, a gourmet luncheon in the Club's dining room, and fabulous door prizes. The open houses will be held each day from 10 a.m. until 1 p.m. Advance reservations for the open houses are required and can be made by calling 508-539-5200.

The **Barnstable County Fair** and 106 WCOD-FM will jointly sponsor a four-week competition to find the Cape's best singing talent. The winner will earn the title as Cape Cod's Summer Star and win \$1,000 in cash. The competition finals will be held on the main stage Tuesday, July 20th in the midst of the Fair's July 17-24 run at the fairgrounds in East Falmouth. 106 WCOD personality Kevin Matthews will host the finals along with a series of four preliminary auditions that will be held at the Fresh Ketch Restaurant and Lounge, 462 Main St., Hyannis. The karaoke preliminaries will be held on four Fridays leading up to the main event, June 25, July 2, 9 and 16 at 10 p.m. There is no charge to enter the contest. For more information, email Wendy@BarnstableCountyFair.org or KMatt70@yahoo.com.

Mashpee Commons is pleased to announce the opening of a new store, **Trollbeads at the Commons**. The store is located at 10 North Street, across from Coldwater Creek. Trollbeads is an innovative jewelry concept that tells unique stories through interchangeable, artisan-quality beads. Also, **Puritan Cape Cod** has opened in a new, freshly remodeled space at 25 Steeple Street in Mashpee Commons. Puritan Cape Cod has been part of the Mashpee Commons' family for over 25 years. This follows the successful move of their Vineyard Vines store in 2009, which puts their two stores across the street from one another.

Suzanne & Jon Greene are pleased to announce that their store, **Cape Kaleidoscopes**, located in Mashpee Commons, has been named Editor's Choice for "Best Rainy Day Activity" by *Cape Cod Life* magazine. Cape Kaleidoscopes is located at 12 Market Street in Mashpee Commons and their hours are Monday - Saturday 10 a.m. to 6 p.m. (10 a.m. to 9 p.m. beginning June 21) and Sunday 11 a.m. to 5 p.m. For more informatin, call 508-477-0661 or visit www.capekaleidoscopes.com.

The **Creative Arts Center** in Chatham will host an All Cape Cod Exhibition Monday through Friday, 9 a.m. to 4 p.m., through June 30th. All work is for sale. Don Demers Oil Painting demo, Tuesday, June 29th at 7 p.m. Upcoming Sac Art Sale is Friday, July 2nd from 9 a.m. to noon. Call 508-945-3583 to register.

Truro Fine Art Studio is pleased to announce the opening of TWEET!, a summer celebration, on Friday, June 25th from 5 to 7 p.m. Featuring bird and botanical art: etchings, encaustics, and sketches of birds by artists Karen Kemp, Chris Jagmin, and introducing the work of Rachel Ellis Kaufman. Also shown will be one-of-a-kind ceramics by Susan Kurtzman, and birdhouses made from scavenged materials constructed by Roxann Howe. Truro Fine Art Studio is located at 3 Depot Road in Truro. Visit www.trurofineartstudio.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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