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Cape Cod Chamber of Commerce eNewsletter

eNews

June 20, 2008

Greetings!

From the CEO's Desk:

- Our sincere condolences to Darin Janopolis upon the passing of his mother Carol this past week. Darin was part of the group that went to Washington DC last winter to lobby for H2B Visa equity.
- We are also saddened to learn of the passing this week of Dr. Harlyn Halvorson, director emeritus of Marine Biological Laboratory. [Click here](#) to read more on Dr. Halvorson.
- Congratulations to Jamie Regan of Century 21 Regan Realtors, who was inducted as chairman of the Cape & Islands Association of Realtors this week.
- Congrats to IFAW for their beautiful new building, which many of us toured for the first time this week.
- Congratulations to Rebecca Pierce-Merrick and her staff on the 20th anniversary of Pierce-Cote' Advertising.
- Congratulations to Steve Abbott who was featured at a retirement party this week. Steve is stepping down from the Chamber board as well, but will continue to stay active on our economic stimulus steering committee as a co-chair.
- The Cape & Islands Renewable Energy Collaborative held a forum on climate change this week, which was well attended at Cape Cod Community College. We were pleased to be a sponsor of the local dining event in conjunction and to participate as a panelist.
- The Hyannis Access Task Force had its last meeting this week to review details of the final report. The final report will be available by mid summer.
- Mass. Highway held a hearing for the landscape design of the Route 132 corridor, focusing on the area currently under construction. Comments are being accepted until June 28th and may be sent to Frank. A. Tramaontozzi, Chief Engineer, MHD, 10 Park Plaza, Boston, MA 02116-3973. Steve Seymour, Town of Barnstable Engineer has copies of the design plans.
- The Chamber board met this morning with staff of the Cape Cod Commission to discuss the draft Regional Policy Plan. We have prepared testimony for the public hearing on Monday June 23rd and are requesting an extension on the review period since this draft is a complete rewrite of the former documents.

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Wendy K. Northcross, IOM, CCE

Last chance to register: Chamber Annual Meeting on June 24th

Register today for the Cape Cod Chamber's 87th Annual Meeting, set for this Tuesday, June 24th at the Coonamessett Inn in Falmouth. The cocktail-style reception, to begin at 6 p.m., will include the installation of new officers and the presentation of Business Excellence awards.

Cost is \$47.50 for members; \$55 for non-members. [Register online](#) today!

The Coonamessett Inn is offering interested members a special room rate of \$69 for the night of the Annual Meeting, which includes Continental Breakfast the next morning. For more information, call 508-548-2300.

Drive away with a low numbered Cape & Islands License Plate

Massachusetts motorists will have a new opportunity to drive away with a coveted low numbered license plate and show their affinity for Cape Cod this July, with a charitable online auction for Cape Cod & Island plates 1-999!

Bidding for plates 1-999 will begin on July 8, 2008 and continue through August 1, 2008. All bids will be taken online at [CapeAndIslandsPlate.com](#). While plate number 1 is expected to fetch top dollar, bidders are encouraged to also remember birthdays, anniversaries and other numbers that have personal meaning when bidding. Proceeds from the auction will benefit several non-profit organizations that promote tourism and economic development Cape-wide.

Please help spread the word about this exciting charitable auction! Post the License Plate Banner Ad at left on your website, linking to [CapeAndIslandsPlate.com](#).

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](#) - 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.

July Member to Member Event

Please join the Cape Cod Chamber of Commerce at our next networking event on Tuesday, July 8th at Cape Cod Museum of Natural History in Brewster.

Enjoy hors d'oeuvres and networking inside and out with a great trail walk down to the beach; bring your sandals and don't forget your business cards, because there will be plenty of great raffle prizes! [Click here](#) to register now. The event is sponsored by Sam's Club.

April and May 2008 Accommodation Surveys

The Cape Cod Chamber is trying 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. **Response has been low to the monthly surveys, so please participate!**

[Click here](#) to take the April 2008 Accommodations Survey.
[Click here](#) to take the May 2008 Accommodations Survey.

If you would like to review the results from previous surveys, you can find it by pasting this link into your web browser: <http://www.ecapechamber.com/cape-cod-chamber-tourism-statistics.asp>. Thank you for your time!

Call for workshop leaders/presenters

The Cape Cod Chamber is currently putting together a seminar series beginning this fall through spring 2009, and we are looking for workshop leaders. We are particularly interested in presenters on the following topics: workforce issues (including temporary and seasonal workers); remote worker policies; law and compliance issues; general business management; energy services, pricing & negotiation; and marketing issues (low cost strategies, creating new markets, electronic marketing, etc). We are also open to great suggestions. Seminar leaders would be provided with a stipend, and seminars would be held in the mornings for no more than 2 hours. If you are interested in delivering any of these topics or have a great suggestion that would be of interest to our members, please email clare@capecodchamber.org by June 20th with a paragraph describing what you are proposing and any information on past seminars you have done.

Welcome New Members

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

- [The East Wind Silver Co.](#), Chatham
- Eye of the Beholder, East Sandwich
- [Nauset Disposal](#), Orleans
- Santuit Inn LLC, Mashpee
- Standard Procedure, Plymouth

Broadband Summit 2

Mark your calendars and plan to join others in the region on Thursday June 26th for "Broadband Summit 2: 21st Century Cape Cod" in the Clark Laboratory Building on the Quissett Campus of Woods Hole Oceanographic Institution in Woods Hole. This event is hosted by The Massachusetts Technology Collaborative, The Cape Cod Technology Council, The Open Cape Corporation, the Cape Cod Economic Development Council, The Cape Cod Chamber of Commerce and Cape Cod Community College.

Since the first Broadband Summit, the region has made good first steps toward a regionalized approach to building needed broadband data infrastructure: the formation of OpenCape Corp., the working groups, the pilot tests of the OpenCape network, seed funding from the Barnstable County EDC and the Mass Technology Collaborative, and the awareness of the region's needs at a state and national level. Lunch will be a working session with different groups focused on different application areas: Public Safety, Economic Development, Business Applications, Education IT, Education Curric, Libraries, Muni Use, etc. Registration is free, but you do need to pre-register at www.cctechcouncil.org/open-cape-summit.

Onwards and Upwards with Prices?

Excerpted from the American Express Market Brief, May 2008

While it's good news that consumers would not be shocked to find higher prices at restaurants, how they would react to such price hikes is another story. One thing is for certain: there is essentially no difference between how consumers would respond to higher menu prices at limited-service restaurants versus fully-service restaurants. In both cases, over three-fifths of consumers would go to restaurants less frequently if confronted with higher prices at an LSR (62%) or FSR (64%).

More than a third of consumers report they would opt to order different or less expensive items at an LSR (35%) or FSR (35%) if menu prices were to increase, and nearly the same amount of consumers might opt instead to visit other LSRs (33%) or FSRs (35%) where prices are better. Approximately one of four consumers would order fewer items at an LSR (27%) or FSR (24%) if faced with rising prices, and fewer than one of five would make no change at all (LSR 18% , FSR 15%).

News from our Members

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

The **Cape & Islands WIB & Youth Council** Annual Meeting will be held Tuesday, June 24th at 8 a.m. at the Hyannis Golf Club on Route 132 in Hyannis. A Breakfast Buffet will be served. Keynote Speaker is Suzanne Bump, Secretary of Labor & Workforce Development, and Featured Speaker is David Kirkpatrick, Plymouth Rock Studios. RSVP to Razza at 508-775-5900 or email razza@ciwib.org.

The Cape Cod-based **Horsley Witten Group, Inc.** has been awarded a seven year, \$17 million contract to provide Safe Drinking Water Act support for the U.S. Environmental Protection Agency (EPA). A full-service environmental consulting firm and EPA contractor since 1992, Horsley Witten is nationally recognized for its source water and drinking water protection work with states and local communities. This contract follows on the heels of the firm's five-year, \$5 million contract to support the EPA's water security mission, awarded in February 2008, bringing the EPA's total commitment to \$22 million. Horsley Witten will provide guidance in the two distinct areas of water security and horsley water protection. More information is available at www.horsleywitten.com.

After an eight-month renovation project, **Heritage Museums & Gardens** in Sandwich will celebrate the reopening of the American History Museum on June 29th. The first exhibit to open in this new space will be Lost Gardens of New England and Cape Cod. The exhibit transports visitors into a secret garden featuring historic photographs and paintings of what once were some of New England's most beautiful gardens. Half of this exhibit is organized and traveling from Historic New England and presented by the Society for the Preservation of New England Antiquities, Boston, MA. Heritage has added a special section to this exhibit that examines lost gardens of Cape Cod. In cooperation with local historical societies, photographs of remarkable gardens such as the Whitney and Fay gardens of Woods Hole and the Armstrong and Parker estates of Osterville are included in the show. The exhibit will be on view through October 31, 2008.

The Bird's Eye View, **Cape Air's** in-flight magazine, proudly accepted the 2008 Bell Ringer award for the 'Best in the Print' in the magazine category at the recent awards ceremony in Boston. The awards are presented annually by the Publicity Club of New England, and are recognized as the region's premier honor for public relations and communications professionals.

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