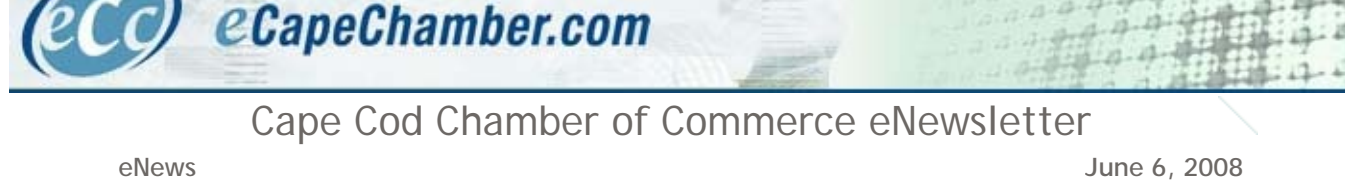


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Cape Cod Chamber of Commerce eNewsletter

eNews

June 6, 2008

From the CEO's Desk:

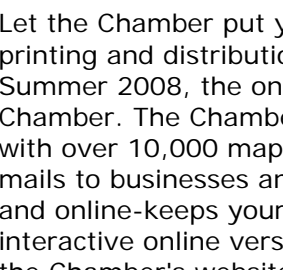
- Last Saturday, ABC's "Good Morning America" featured a story about states promoting "close to home" tourism. The segment spotlighted the Massachusetts Office of Travel & Tourism and its innovative new TV campaign, which features 90 ads of locales across the state in a 90-day campaign. [Click here](#) to view the segment.
- The Cape Cod Chamber is proud to sponsor the annual Mercy Otis Warren Awards, which are presented to a woman leader on Cape Cod annually at the Barnstable County Courthouse, just before the Barnstable Village July 4th parade.
- We hosted the state's regional tourism directors at the Chatham Bars Inn last weekend for a most productive meeting in very wonderful accommodations.
- Check out the Early Files for 1948 in this week's Barnstable Patriot. It reports on the Cape Cod Chamber's staffing at a Cape Cod exhibition in Grand Central Terminal as part of the New Haven Railroad's exhibit. The exhibit included a 70-foot stretch of real Cape Cod beach sand!
- Congratulations to Patrick Farah, recipient of the Dan Wolf Renewable Energy Scholarship, presented at last week's Evening of Excellence at Cape Cod Community College.
- Congratulations to Michael McDermott of McDermott Glass in Sandwich, who received SCORE's "Build a Better Mousetrap Award" for having survived the first five years in business. The McDermotts were nominated by the Cape Cod Chamber and received their recognition at this week's ceremony at the Old Yarmouth Inn.
- The Chamber Board met at the Lighthouse Inn this week and reviewed the draft Program of Work for 2008-09. A final vote on this business plan will be taken when the new board is seated in August.
- The newly formed steering committee to address the issues presented at the Chamber's Economic Summit last fall met and is shaping its mission and objectives. The steering committee is chaired by Steve Abbott, of Cape Cod Healthcare and Gary Sheehan of Cape Medical Supply.
- The Chamber board will meet later in the month to hear a presentation from the Cape Cod Commission on the draft Regional Policy Plan.

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Wendy K. Northcross, IOM, CCE

Chamber Annual Meeting on June 24th



Mark your calendar for the Cape Cod Chamber's 87th Annual Meeting, set for 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.

Advertise in the Official Cape Cod Street & Road Map

Let the Chamber put your business on the Map! We are pleased to announce the printing and distribution of the four-color **Official Cape Cod Street and Road Map** in Summer 2008, the only street and road map of the area distributed by the Cape Cod Chamber. The Chamber will coordinate an effective, two-year distribution program with over 10,000 maps. The map will be part of the relocation packets the Chamber mails to businesses and new families to the area. Two years of exposure-both in print and online-keeps your business in front of an ever-increasing audience. The interactive online version links viewers to your website and is linked for two years on the Chamber's websites- www.capecodchamber.org and www.capecodtravelguide.com - and on www.KnowThisPlace.com!

Take advantage of this affordable marketing opportunity. To reserve your advertising space, contact Steve Richards at 508-362-8613 or steve@capecodchamber.org; or Kristin Carey at 508-362-3225, ext. 511 or kcarey@capecodchamber.org.

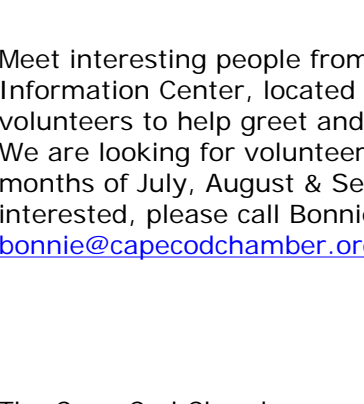
June Member to Member



Please join the Cape Cod Chamber of Commerce at our next networking event this Tuesday, June 10th at the Riverview School in Sandwich (co-sponsored with the Sandwich Chamber of Commerce.)

Enjoy hors d'oeuvres and networking outside under a tent - and bring your business card, because there will be plenty of great raffle prizes! [Click here](#) to register now. The event is sponsored by Bed, Bath & Beyond and Christmas Tree Shops.

Use the Chamber logo in your Marketing Materials



Help strengthen the Cape Cod brand! Please 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 are 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, activities and things to do and see. For more information, email kristen@capecodchamber.org.

Volunteer opportunity with Cape Cod Chamber

Meet interesting people from all over the world! The Cape Cod Chamber of Commerce Information Center, located at the junction of Routes 6 and 132 in Hyannis, is seeking volunteers to help greet and service our customers during the peak summer season. We are looking for volunteers who can donate two hours per week during the busy months of July, August & September. Seniors are encouraged to volunteer! If you are interested, please call Bonnie at 508-362-3225 x537 or email bonnie@capecodchamber.org.

Welcome New Members

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

- [Boston Irish Tourism Assoc.](#), Milton
- [Massage Institute of Cape Cod](#), Hyannis
- [Sign of the Cod](#), Mashpee
- [St Georges Greek Orthodox Church](#), Centerville

Splish Splash Bus Bath

The Cape Cod Chamber will host the 9th Annual "Splish Splash Bus Bath," from 7:30 a.m. to 12:30 p.m. Wednesday, June 11th at the Cape Cod Mall on Route 132 in Hyannis. Forget the rubber ducks, put away the bath toys, and let the Cape Cod Chamber of Commerce's Group Tour Committee give your bus a free bath! Cars are also welcome and will be washed for just \$5. Along with the free bus bath and low-cost car washes, the committee will be distributing special gifts to attendees.

The Group Tour Committee organizes this annual event to raise awareness and money for the group tour/motorcoach industry on Cape Cod. For more information please contact Patti Lloyd, Cape Cod Chamber VP of Sales, at 508-362-9351 or email sales@capecodchamber.org.

Hyannis Public Access Meeting

A Public Meeting on "Improving Mobility for the Hub of the Cape" will be held Wednesday, June 11th at 6 p.m. at the Barnstable High School Performing Arts Center. This public informational meeting will give an update on the study underway to address transportation issues in Hyannis. A full range of alternatives have been developed and analyzed, including options for a new interchange "Exit 6 1/2", potential improvements to the Airport Rotary and the intersection of Yarmouth Road and Route 28, as well as alternatives for improved service in the areas of transit, Park and Ride, and bicycle pedestrian access. This public meeting will provide background information on the planning process and what has been done to date. After further input and evaluation, a second public meeting will present proposed recommendations for improvements in the area. More information is available at www.hyannis-access.com.

CCHMA June Meeting

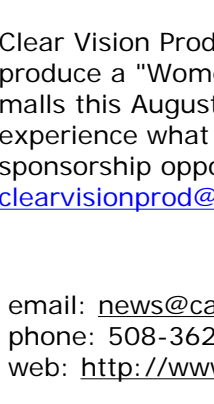
The Cape Cod Hospitality Marketing Association will host its June meeting on Thursday, June 12th at the Cape Cod Museum of Natural History in Brewster. Speakers will include Phyllis Connelly, Meeting Planner, Liberty Mutual; Nicole Goldman, owner, "g" Green Design Center; and Martha Sheridan, President and CEO, Providence Warwick CVB. The panel discussion will focus on professional knowledge advice and tips on how you and your business can go green. The evening's reception will be catered by green caterer EcoRoo Catering. Registration begins at 5:30 pm. Cost is \$15 for CCHMA members and \$20 for non-members. The public is welcome. Please RSVP to talladay@aol.com or call 508-760-8187.

Service Sets the Tone

Excerpted from *American Express Market Brief, May 2008*

Customer service is inextricably tied to a customer's dining experience. A great meal can be made all that much better by fantastic service, while even the most well-prepared food can leave a bad taste in people's mouths if service is not up to par. As many operators know, poor customer service can have ramifications that last well beyond one meal as such experiences are not quickly forgotten. In fact, in the past six months, more than half of consumers (56%) who visit limited service restaurants report they have received poor service, while more than one third (36%) who visit full service restaurants report the same.

Cape Cod Life Boat & Recreation Expo



Cape Cod Life Publications will celebrate Cape Codders' love affair with the water with the inaugural Boat & Recreation Expo on the Hyannis Harbor next weekend! The two-day expo, held June 14 and 15 from 10 a.m. to 3 p.m., will showcase a vast selection of vessels ranging from wooden skiffs to luxury cabin cruisers. Vendors from all facets of the boating and outdoor recreation world will be on hand to answer questions and exhibit the latest in water toys, gear, equipment and outdoor living accessories. The event will also include land and water demonstrations, workshops with marine professionals, contests, giveaways, children's activities and book signings. Free and open to all ages. For more information, visit www.capecodlife.com or call 508-775-9800 ext 35.

News from our Members

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

Win a \$26,273 sport boat for \$100! Take a chance on a 2008 Sea Ray 175 Sport boat to be raffled by **Save Our Sound**. Only 500 tickets will be sold at \$100 each for the boat and a 135 hp Mercruiser stern drive, canvas covers, and galvanized trailer. The drawing will be held when the 500th ticket is sold. All proceeds benefit the Alliance to Protect Nantucket Sound, a 501(c)3 non-profit organization. [Click here](#) to take a chance now.

First Citizens' Federal Credit Union (FCFCU) has announced the completion of terminal upgrades to its automated teller machines (ATMs) that will allow members to conduct business easily in three languages, English, Spanish, and Portuguese. The new programming is available at all FCFCU terminal locations. The upgrade is the latest in a series of upgrades accomplished this year to enhance the banking experience of FCFCU members.

Clear Vision Productions, LLC and the **Simon Mall Corporation** have partnered to produce a "Women's Expo: Passport to Freedom" in four of their upscale, high profile malls this August on Wednesday and Thursday nights. Bring your girlfriends and experience what Freedom means to you! For more information on booth space or sponsorship opportunities, please call 888-886-1211 or email clearvisionprod@yahoo.com.

email: news@capecodchamber.org
phone: 508-362-3225
web: <http://www.eCapeChamber.com>

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