

[<Back](#) [Print](#)

## Cape Cod Chamber of Commerce eNewsletter

eNews

June 11, 2010

### Greetings!

#### From the CEO's Desk:

This is the first time the Cape Cod Chamber has held its annual meeting in Provincetown - in 89 years! The event included guests with long ties to the Cape, including Jan Nickerson of Mid-Cape Home Centers - whose grandfather Oscar Nickerson helped create the Cape Cod Chamber in 1921. In fact, we saw Oscar Nickerson's sea captain's log on display at the Pilgrim Monument museum!

We had a wonderful (and zippy) boat ride across Cape Cod Bay on board M.V. Whale Watcher. Mary Lou and her crew at the Hyannis Whale Watcher Cruises catered the delicious dinner, including fresh lobster rolls and a pyramid of shrimp! Upon arrival in Provincetown, we were greeted by the Provincetown tourism officials, a steel band and shuttle busses who swept us away to the Pilgrim Monument for Truro Vineyards' Centennial Wine and cookies from Far Land Provisions. There, Chairman of the Board Bill Zammer conducted the meeting at which new directors were elected and outgoing directors acknowledged (see article below).

We thank our sponsors: Comcast Business Class, Hyannis Whale Watcher, Provincetown Chamber of Commerce, Cape Cod Pilgrim Monument, Art's Dune Tours, Cape Cod Regional Transit Authority, Provincetown Center for Coastal Studies, Cape Kaleidoscopes and Truro Vineyards. Each guest received a tote bag and goodies from the Provincetown Office of Tourism.

Many thanks to our Board of Directors for their faithful and tireless service in the past year (see full article below). Thank you also to the Chamber staff for putting together Wednesday's event: Patti Lloyd, Mike Belcher, Michele Pecoraro, Kristen Mitchell, Kristin Carey, Bonnie Coutu, Danielle Walsh, Karen Cummings, Kendra Cirillo, Jessica Parker, Clare O'Connor, Maegan Storey, Mary Ellen Liddell, Steve Richards and Wendy Northcross.

This August is the 100th anniversary of the Pilgrim Monument, and Jim Bakker took to the podium to tell us about the line up of events and celebrations.

#### in this issue

- Cape Cod Chamber Elects New Directors, Recognizes Outgoing Directors
- Governor Patrick hosts Tourism Talk on the Cape
- Fall Promotion with AmEx and Cape Cod Chamber
- Upcoming Health Care Forum
- Act soon on ChamberMail opportunity
- Pad Map Opportunity
- Splish Splash Bus Bath Fundraiser
- 2nd Annual Quahog Day
- Cape Cod Chamber Trip to China
- May Accommodations Survey
- Maritime Days Photo Contest
- New Members/Renewing Members
- Cape Cod represented at M&I Trade Show
- Cape Cod Golf Media Fam
- Commerical Real Estate Brokers Workshop
- What's new - what's green - for 2011?
- NESN's Dirty Water TV to tape show on Cape Cod
- The Battle for the Mayors is on!
- 5th Annual Ride for Literacy
- CCHRA Monthly Meeting
- News from our Members
- Interested in membership?

Peter Marsh from Comcast drew the winning card for the iPad raffle prize - the lucky winner was Bob Kahn of Captured Moments by Bob Kahn (who was also working to document this event!) The photo of Bob below (bottom right) was taken by Bill Zammer!



Wendy K. Northcross, IOM, CCE

### *Cape Cod Chamber Elects New Directors, Recognizes Outgoing Directors*



Four outgoing board members were honored at this week's Annual Meeting for six years of active service and leadership on the Cape Cod Chamber board of directors. Each was presented with a kaleidoscope handcrafted by Cape Kaleidoscopes in Mashpee Commons.



Pictured in photo at top left (l. to r.) are outgoing director David Willard, Cape Cod Five Cents Savings Bank; outgoing director Joseph Perkins, Communication Management Inc.; Chamber CEO Wendy Northcross; outgoing director Kevin Pepe, Commercial Realty Advisors; outgoing director Margaret Van Sciver, Whitebriar Financial Corporation; Chairman of the Board William Zammer Jr.; and Suzanne Green of Cape Kaleidoscopes.

The following were elected, or re-elected, to the

Cape Cod Chamber's Board of Directors (pictured in middle photo, l. to r., with Chamber CEO Wendy Northcross: Robert DuBois, Yarmouth Area Chamber (1-year term); David Augustinho, Cape & Islands Workforce Investment Board (2nd term); Tom Cahir, Cape Cod Regional Transit Authority; Olive Chase, Casual Gourmet; Tony Shepley, Shepley Wood Products (2nd term); Megan Kaser, Orleans Inn; Judy Scarafile, Cape Cod Baseball League; Dave Roberts, Truro Vineyards

Many thanks to the executive committee of the Chamber, who will continue to serve a second year:

- William Zammer, Jr., Cape Cod Restaurants, Chairman of the Board (pictured at bottom left)
- Dorothy Savarese, Cape Cod Five Cents Savings Bank, Vice Chair
- Kevin M. Howard, Cape Cod Conservatory, Treasurer
- Charles Ritch, Ritch Financial Solutions, Assistant Treasurer
- Matthew Lee, Esq., Tocci Goss & Lee, Clerk
- Howie Onik, Dockside Hotel Group, Officer at Large
- Fred O'Regan, IFAW, Officer at Large
- Richard W. Neitz, Neitz Real Estate, Immediate Past Chairman

We thank the board of directors who continue to serve: Rick Angelini; Gary Borisy; Bill Catania; Richard Cawley; Rich Delaney; Joe Forgione; Tom Moore; Jamie Regan; Rich Salluzzo; Kathy Schatzberg; Gary Sheehan; Carol Sim. For a full list of the FY-11 Board of Directors, [click here](#).

### *Governor Patrick hosts Tourism Talk on the Cape*



Highlighting all that the Commonwealth has to offer tourists from around the world, Governor Deval Patrick yesterday hosted a "Tourism Talk" with industry leaders from Cape Cod to discuss the upcoming tourism season in Massachusetts. Participants gathered at the Heritage Museums and Gardens in Sandwich to talk about ways in which boosting the tourism industry can help fund local services in communities across the Commonwealth. The Cape Cod and Sandwich Chambers were pleased to help organize Governor Patrick's meeting with constituents.

"Tourism is a key economic driver for the Commonwealth, and Cape Cod and the Islands are a key destination," said Governor Patrick. "I am excited to hear about what's in store for this season and am committed to supporting these communities in every way we can."

The discussion, organized by the Massachusetts Office of Travel and Tourism (MOTT), the Cape Cod Chamber of Commerce, the Sandwich Chamber of Commerce and Heritage Museums, was a chance for the Governor to engage directly with local officials and successful tourism industry leaders to share ideas for bringing visitors into the state.

Under Governor Patrick's leadership and in a continuing effort to support the growth of small businesses through tourism, MOTT has launched several online and statewide

value programs, as well as provided additional assistance to small businesses in promoting their companies online. To find out more about these programs or to see all of the tourism opportunities available across the state, visit the Massachusetts tourism website at [www.massvacation.com](http://www.massvacation.com).

### *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](http://www.CapeCodTravelGuide.com); the American Express Selects site, [www.amexnetwork.com/offers](http://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](mailto:kristen@capecodchamber.org). Promotional dates are September 7-November 22, 2010. **Participation deadline is June 18, 2010.** 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 or visit [americanexpress.com/cccc](http://americanexpress.com/cccc).

### *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.

### *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!**

### *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.

### *Splish Splash Bus Bath Fundraiser*



The Cape Cod Chamber's Group Tour Division held its 11th Annual "Splish Splash Bus Bath" this week at Cape Cod Simon Mall on Route 132 in Hyannis! Besides providing a free bath for cars and motor coaches, the Chamber's Group Tour Committee distributed Cape Cod Potato Chips to all Motor Coach guests. The committee will donate \$500 raised at the event to the American Bus Association Foundation, which awards scholarships that support the travel and tourism industry. The fundraiser is also an opportunity for the committee to raise awareness on Cape Cod about the

importance of the Group Tour market to the tourism industry.

Thanks to the participants at the Splish Splash, who included: Rene Poyant, Cape Cod Custom Tours (Chair of the Splish Splash Bus Bath); Christina Carey, Cape Cod Super Buffet; Marianne Garvey, Pilgrim Sands on Long Beach; Susan Raynor, Dockside Hotel Group; Deb Kalweit, Northeast Unlimited Tours, Inc.; Jennifer Smith, The Lobster Claw Restaurant; Julia Digavona, The Lobster Claw Restaurant; Melissa Hersh, Town of Barnstable; Jessica Parker, George Washington University and Chamber Volunteer; and Patti Lloyd, Cape Cod Chamber of Commerce.

### *2nd Annual Quahog Day*



Help us kick off the summer of 2010 Quahog-style! Join the Cape Cod Chamber, the Sandwich Chamber 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 the Secretary General of Quahog Republic 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 we'd love to have you join us as we welcome Summer 2010 in this fun and wacky way! RSVP to 508-362-3225, ext. 531 or [Kristen@capecodchamber.org](mailto:Kristen@capecodchamber.org). Visit [www.QuahogDay.com](http://www.QuahogDay.com) for more details!

### *Cape Cod Chamber Trip to China*



Join the Cape Cod Chamber on our first trip to China in September! The combination business/tourism trip, from **September 27- October 5, 2010**, includes stops in Beijing & Shanghai and will last nine days. Your journey will include round trip airfare, 4-5 star hotels, land transportation, three full meals of gourmet food each day, deluxe tour buses, English-speaking tour guide and admission tickets for all attractions. Tours include the

Forbidden City, Tian An Men Square, Great Wall, Lingyin Temple and World Expo! The cost for this once-in-a-lifetime trip is \$1,999 per person, based on double occupancy, and \$160 for a visa. Passport required to apply for a visa.

**This is the last chance to register for this exciting opportunity!** After today, we will not be taking any more reservations. [Click here](#) to learn more!

### *May 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!

[Click here](#) to take the May 2010 Accommodatiosn Survey.

### *Maritime Days Photo Contest*



Congratulations to the winner of our 2010 Cape Cod Maritime Days photo contest, Michael Whalen of Yarmouthport, who submitted the photo of the Cape Cod Canal at left. Those who entered were asked to submit photos that capture the true essence of Maritime Days - lighthouses, ships, museums or activities happening at one of the events. The 17th Annual Cape Cod Maritime Days was held throughout the month of May, featuring over 75 events and activities across the Cape. For more information, visit

[CapeCodMaritimeDays.com](http://CapeCodMaritimeDays.com).

## *New Members/Renewing Members*

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

- [Antiques on Cape Cod](#), Hyannis
- [Bridges Associates, Inc.](#), Yarmouthport
- [Chatham Gables Inn](#), Chatham
- [The Golf Club of Cape Cod](#), East Falmouth

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

[Academy of Performing Arts](#), Orleans; [Allied Waste](#), South Yarmouth; [Ambassador Inn & Suites](#), South Yarmouth; [Aqua Grille](#), Sandwich; [Circus Smirkus](#), Greensboro, VT; [Hospice & Palliative Care](#), Hyannis; [Inn on the Sound](#), Falmouth Heights; [Island Airlines](#), Hyannis; [Mrs. Mitchell Gifts](#), Hyannis; [SandCastle Resort](#), Provincetown; [Skyfield B&B](#), Cotuit; [Tales of Cape Cod](#), Barnstable; [Yarmouth House Restaurant](#), West Yarmouth

## *Cape Cod represented at M&I Trade Show*

Chatham Bars Inn, Ocean Edge Resort & Club, The Resort and Conference Center at Hyannis and Wequassett Resort & Golf Club - along with Chamber VP of Sales Patti Lloyd - recently attended Springtime in Park in Washington, DC. This show is the largest one-day association show in the meetings industry. This year, there were 3,908 participants, including 2,030 attendees and 1,878 exhibitors representing 538 exhibiting companies. The ratio at the expo hall was a solid 52% of buyers (association staff) to 48% sellers (industry partners). The theme of the Cape Cod booth was Elegance, Style, Sophistication and Affordability.

## *Cape Cod Golf Media Fam*



The Cape Cod Chamber recently brought a group of 25 enthusiastic writers, television hosts, college commissioners and athletic administrators to Cape Cod for three days sampling the golf experiences and tastes of the region. The group was hosted by the recently renovated Clarion Inn in South Yarmouth, and enjoyed play at courses including Bayberry Hills Golf Course in West Yarmouth, Blue Rock Golf

Course in South Yarmouth (pictured at left), Old Barnstable Fairgrounds Golf Course, the Golf Club of Cape Cod in Falmouth and Captains Golf Course in Brewster. Meals were hosted by the Bayside Resort, the Riverway Restaurant, Cape Cod Creamery, The Summer Shanty and Docksides Hotel Group. Several of the visitors toured the new Hyannis Center Youth and Community Center, and visited the offices of the Eastern College Athletic Conference in Centerville. Thanks to all who participated!

A very special thank you to Play Golf on Cape Cod and the many Cape Cod Golf Professionals who participated: including Mark O'Brien, Jim Armentrout, Pat Fannon, Doug Errhalt, Charlie Passios, Mike Ghelfi and their fine staff for their great guidance, prizes and hospitality. The group was welcomed to Yarmouth by Bob Dubois, Yarmouth Area Chamber Executive Director.

### *Commerical Real Estate Brokers Workshop*

Coastal Community Capital will host a free **Commerical Real Estate Brokers Workshop** from 9 to 11 a.m. on **Friday, June 18th** at the Cape Cod Center for Business offices at 5 Shoot Flying Hill Road in Centerville. Commercial real estate lending in Massachusetts rose 9% to \$16.6 billion in 2010's first quarter! Learn about sources of capital for your business and commercial real estate buyers. Whether for the acquisition of a business, commercial real estate, equipment or other business assets, funds are available. Coastal can help you find a Lender and capital for your deals. Presented by Peter Q. Smith, VP & Commercial Loan Officer, Cape Cod Cooperative Bank and Beth Curtin, Loan Officer, Coastal Community Capital. [Register online now](#) or RSVP to Marcia at 508-362-3367.

### *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 you're 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](mailto:michele@capecodchamber.org).

### *NESN's Dirty Water TV to tape show on Cape Cod*



NESN's "Dirty Water" TV show hits the Cape next week with a taping at The Beach House Restaurant in North Falmouth! Show host and former New England Patriots player Christian Fauria and members of the "Dirty Water" cast will be on hand to talk to the locals and bring the best of Cape Cod to the NESN airwaves. The free event is open to the public and takes place on Wednesday, June 16th from 9 p.m. to 1 a.m. Come enjoy special surprise guests, live entertainment from The Old Silver Band, free food, giveaways and the chance to possibly make a cameo on the show! "Dirty Water" TV, which airs on NESN Saturdays at 11:30 p.m. and every other Sunday from 9-10 p.m., spotlights New England's entertainment and lifestyle happenings. The show routinely broadcasts from what it considers the best parties, hottest venues and coolest destinations in the region.

### *The Battle for the Mayors is on!*



Come join us on Wednesday, June 16th at Seaside Pub at 615 Main Street in Hyannis for this awesome event! Whether you use the uber-popular web app "foursquare", or if you would like to learn how to use it, or if you just want to find out more about the Cape Cod Technology Council, Geek Girl Camp, Cape Cod Chamber of Commerce and other groups spearheading this, be our guest for some great techy, geeky fun and meet people, online and off!

The event starts at 6 p.m., and there is no charge to attend (you are responsible for your own food and drinks.) [Find out more now!](#)

### *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.

### *CCHRA Monthly Meeting*

The Cape Cod Human Resources Association will hold its monthly breakfast meeting at 7:30 a.m. on Thursday, June 17th at the Holiday Inn on Route 132 in Hyannis. The meeting will feature an important legal update with Katherine Hesse, from Murphy, Hesse, Toomey and Lehane LLP. Ms. Hesse, who concentrates her practice primarily in labor, employment and employment benefits law, will review the many important legal changes that have occurred in the past year that impact human resource professionals and business owners on Cape Cod. Advanced registration is \$15 for members, \$20 for non-members and walk-ins. Register by email to [splumb@capecodonline.com](mailto:splumb@capecodonline.com) or online at [www.cchraonline.com](http://www.cchraonline.com).

### *News from our Members*

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

This Sunday, June 13th, **O'Shea's Olde Inne** will have the rare opportunity of showcasing two of Nashville's finest musicians. Will Kimbrough and Tommy Womack bring their unique blend of Americana to the Cape's most intimate live music venue. Come experience some of the best that Nashville has to offer in your own backyard. O'Shea's Olde Inne is located at 348 Main St. (Route 28) in West Dennis. Showtime is 8 pm. For reservations, please call 508-398-8887.

Ready to usher in another busy tourist season, **Cape Cod Mall** in Hyannis will welcome back visitors and shoppers with an array of new stores for the summer of 2010. New retailers will include Glowgolf, Melt, Best Buy Mobile, Newbury Comics and Burger King. Cape Cod Mall is located on Route 132 in Hyannis. For more information, call 508-771-0200, visit [www.capecodmall.com](http://www.capecodmall.com) or find them on Facebook at [www.facebook.com/capecodmall](http://www.facebook.com/capecodmall).

**Bayberry Hills Golf Course** in West Yarmouth announces its June Women's Golf Month program. The free two-hour golf clinic for women will be held tomorrow, June 12th from 10 a.m. to noon. Bring clubs and a friend and PGA/LPGA Professional Sue Kaffenburgh will help bust some myths that are paralyzing your golf swing! No sign up required, and rain reschedules. For more information, call Sue Kaffenburgh at 508-364-GOLF (4653) or visit [www.playgolfamerica.com](http://www.playgolfamerica.com).

"The Christopher Hyland Collection of Photography: By Way of These Eyes - The Sublime, Exotic and Familiar" will be on exhibition at **Cape Cod Museum of Art** through August 8th. The exhibition is sponsored by the Ellen and Richard Cuda

Foundation of the Cape Cod Foundation, and U.S. Trust, Bank of America Private Wealth Management. Textile designer Christopher Hyland has had a life-long love affair with visual beauty which he has pursued with passion and panache. The Hyland Collection includes many of the iconic images of the early 1900s side-by-side with masters of the 21st century. Cape Cod Museum of Art is located off Route 6A, 60 Hope Lane, on the grounds of Cape Cod Center for the Arts, Dennis. Admission: \$8, free for ages 18 and younger and museum members. For more information, call 508-385-4477 or visit [www.ccmoa.org](http://www.ccmoa.org).

### *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](mailto:mike@capecodchamber.org). Or [click here](#) for a membership application!

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

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