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Cape Cod Chamber of Commerce eNewsletter

eNews

June 13, 2008

Greetings!**From the CEO's Desk:**

- We had great attendance at two events this week. Our joint Member to Member networking event with Sandwich Chamber was hosted by Riverview School under their very impressive tent! The school's Déjà Vue Chorus performed to an awed audience and we thank Bed Bath & Beyond and Christmas Tree Shops VP Marty Eisenberg for sponsoring the wonderful food. Also, thanks go to Tommy Bahama Rum for sponsoring the cocktails.
- Our breakfast meeting sponsored by Mass Affordable Reliable Electricity Alliance featured a presentation from Blue H USA on their patented deep sea wind turbine technology and its implications for power generation in Massachusetts, the US and the world. Visit www.blueHgroup.com for more info. They are planning a test turbine for deep water and are in the permitting process with MMS.
- Don't miss the Cotuit Center for the Arts CLEAR VISION, Masterworks in Glass from June 14th to July 26th. Eleven premier glass artists will be featured and there is a special reception June 14th from 5 to 8 p.m.
- The final public hearing for the Hyannis Access Study was held this week and comments are being included in the final report. For information on the recommendations for roadway and transit improvements, visit www.hyannis-access.com.
- We received an update from the MA Dept. of Public Health on new regulations covering lead in jewelry sold to children. They have revised some of the timelines, and the guidance document with additional info may be found at www.mass.gov/dph.
- The Top 100 Events committee for American Bus Association was hosted on Cape Cod this week as they deliberated their 100 decisions. We received rave reviews from this crew of group tour professionals. Many thanks to the dozens and dozens of Cape entities that made their trip memorable. And thanks to Patti Lloyd for luring them here.
- Arthur and Michele returned from PowWow with great information and leads, which will be compiled for publication shortly. There has been a flurry of international FAMS hosted here, as the fiscal year comes to a close and our international reps fulfill their contractual commitments for FY 08.
- The Cultural Coast held a successful transportation committee meeting this week, which included a discussion of ferry routes and ways to promote water transit around the Cultural Coast.
- The internet marketing committee met to review metrics of the new websites (which are substantially up over last year.) They also have taken first steps in some new social marketing programs.
- We are organizing a Cape meeting to discuss the alignment of the Cape's workforce needs with the state's efforts. This will include feedback from members to the state officials.
- We met with Hyannis Area Chamber executive Deb Converse this week to discuss joint marketing efforts for next year.
- Congratulations to the Town of Barnstable's Senior Center for the grand opening of their new garden level facilities!
- The Comcast taping of the economic panel at the May 22nd SBA Awards Luncheon is now available on Comcast OnDemand. Go to OnDemand, Choose Local, and then select Economic Panel.

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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.

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.

June Member to Member a Success

The Member to Member Event this week at The Riverview School in Sandwich was a great success. Thank you to everyone for attending, Riverview for hosting the event, Bed Bath and Beyond for sponsoring, and Tommy Bahama for keeping down the heat with delicious Tommy Bahama Millionaire Mojitos! Also, thank you to all who donated door prizes. The winners were:

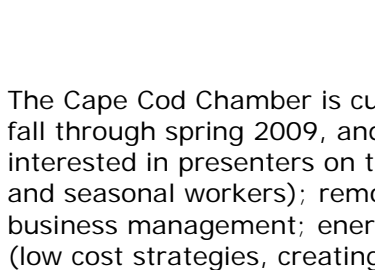
- Philomena & Steve from The Classic Basket in Brewster, winners of a hand painted Cape Cod Tile donated by L.I.F.E

-Susan Perkins from Sovereign Bank, winner of a bottle of Tommy Bahama Golden Sun Rum.

We look forward to seeing you all at our **Annual Meeting on June 24th** at The Coonamessett Inn in Falmouth!

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.

Group Tour Committee Update

On Wednesday, the 9th Annual Splish Splash Bus Bath event was held in front of the Cape Cod Simon Mall. Hosted by the Cape Cod Chamber Group Tour Committee, the event is designed promote a positive image of tourism on Cape Cod and create awareness for the motorcoach industry. Local money is raised through donations to create scholarships and to fund other promotions related to the motorcoach industry on Cape Cod, and to support major industry partners nationwide.

This year, the committee was lucky to be joined by members of the American Bus Association Top 100 Committee, who held their annual retreat on Cape Cod. Their goal was to select the Top 100 events of interest for motorcoach travelers for 2009, from the many events held throughout the US & Canada. Last year the ABA named our own Cape Cod Maritime Days as one of the Top 100 Events for 2008.

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 will 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.

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:

- [Blue H USA LLC](#), Boston
- [Governor Bradford LLC](#), Plymouth
- [Huntsman Motel](#), West Dennis
- [Predatuna Sportfishing](#), So. Dennis

Suffolk Cape Cod Breakfast Series

Suffolk University Cape Cod is pleased to welcome Paul Niedzwiecki, Executive Director of the Cape Cod Commission, as speaker for the Summer 2008 Suffolk University Cape Cod Breakfast Seminar Series. Paul will be discussing "The Evolution of the Cape Cod Commission: Balancing the Environment and Economy." The Breakfast Seminar will be held on June 20th from 7:30 to 9:30 a.m. in the Bass River Room at the Resort and Conference Center at Hyannis. Cost is \$15 (payable at the door), and a full breakfast will be served. Please RSVP to mpacapecod@suffolk.edu or 508-375-4056 by June 17th.

Consumer Market Research brief

Excerpted from *American Express Market Brief, May 2008*

Where consumers would cut back if they were to order fewer or different items at a restaurant:

Appetizers: 64%
Entrees: 54%
Soft Drinks: 25%
Side Dishes: 25%
Soup: 20%
Salad: 15%

CCHRA June Meeting

The Cape Cod Human Resources Association will hold its June Breakfast meeting on Thursday June 19 from 7:30 to 10 a.m. at The Holiday Inn, Rt. 132, Hyannis. This month's speaker will be Katharine Hesse, one of the founding partners of Murphy, Hesse, Toomey & Lehane, LLP. She will review the important legal changes that have occurred in the last year which greatly impact human resource professionals and business owners on Cape Cod. Advanced registration is \$15 for members, \$20 for non-members and walk-ins. To reserve a seat, contact Laura Johnson at ljohnson@shepleywood.com.

'Tanks a Lot' Promotion

Three well-known Cape companies, each with a history of community involvement, have joined forces to help reduce the sting of increasing gas prices on consumers. Hearth 'n Kettle Restaurants, Christy's of Cape Cod and radio station WQRC have launched "Tanks A lot," a month-long promotion which will provide H 'n K customers with a 10 cents per gallon discount at Christy's Gas Stations. The discount is given upon presentation of the Hearth 'n Kettle receipt of \$15 or more. As a partner in the promotion, WQRC is helping to publicize "Tanks A lot," which is in effect June 9 through July 2, 2008. There are four Hearth 'n Kettles and twelve Christy's convenience stores on Cape stretching from Falmouth to Orleans.

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, 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 from member businesses.

On Saturday, June 14th, **Chillingsworth** will have its "official" Summer kick off with its Annual Tasting Dinner. The restaurant will showcase new menu ideas as a preview of the summer menu: multiple small courses, a dessert sampler & a delightful garden cocktail reception to begin. Also, be sure to try out the new online reservations system at www.Chillingsworth.com.

Relax on the all-weather deck at **Aqua Grille** overlooking Sandwich Marina and the Cape Cod Canal. Watch the boats come and go while sipping delicious \$5 martinis any time, enjoy a 16 oz. prime rib of beef with baked potato and vegetable priced at \$21 on Wednesday nights, and for those seated between 4 and 5:30 p.m. Mondays through Fridays, three course Dockside Dinners are just \$14.95. The Aqua Grille Bistro & Bar is open daily for lunch and dinner on 14 Gallo Road in Sandwich. For more information call 508 888-8889 or visit www.aquagrille.com.

Please join the **Hyannis Mets** for the celebration of the return of lights to McKeon Park in downtown Hyannis on Saturday, June 21st. The ceremony begins at 5:08 p.m. The ceremonial first pitch will be followed by a game at 7 p.m.

Sullivan Tire and Auto Service and Greater Media will host a Goodyear Blimp photo contest in conjunction with the majestic airship's visit this weekend. Tonight, keep your eye on the sky as the Goodyear Blimp cruises over the Cape Cod Baseball League's opening game in Wareham. Have your camera ready and enter the Sullivan Tire Goodyear Blimp Picture Contest at www.sullivantire.com. Three winners will be selected and presented with great prizes including: a set of four Goodyear Assurance Tires, a \$500 Sullivan Tire Gift Card or a \$200 gas card.

Radio Cape Cod, the independent film set in Woods Hole, will make its Cape Cod debut with a premier screening at the Woods Hole Oceanographic Institute on Friday, June 20th at 7 p.m. The screening is presented by WCAl, the Cape & Islands NPR station, which has a prominent role in the film. Shot last summer in Woods Hole, Radio Cape Cod is the story of a visiting radio journalist who falls in love with an intense young scientist. Tickets are \$10 and all proceeds will benefit WCAl. For additional information, call 508-393-6300 or visit www.radiocapecod.com.

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

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