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## Cape Cod Chamber of Commerce eNewsletter

eNews

June 4, 2010

### Greetings!

#### From the CEO's Desk:

- The Memorial Day Weekend brought lots of sunshine and many visitors to our shores! We have a sampling of businesses that we routinely check with to quickly measure visitor activity, and as a group all reported increased business over the same timeframe last year. Some were minimally ahead, while some reported as much as a 40% increase in room occupancy vs. Memorial Day weekend 2009. Those who share insights include restaurants, B&Bs, hotels, and retailers in various Cape locations. We are hearing from our larger resorts that advance bookings are trending ahead of last year and we did report to the media that there is cautious optimism among the visitor industry here about the summer season. The 300 soccer teams here last week certainly boosted room nights.
- The Mass. Office of Travel & Tourism reported out to the quarterly Advisory Council on Travel & Tourism meeting this week that in 2009, Massachusetts was ranked as the 6th most popular state for overseas visitors. The other five are: NY, FLA, CA, NV and the Hawaiian islands. And overseas travel to Massachusetts is rebounding from this recession much quicker than the prior recession in the early 2000s.
- The political season is underway, we have two seats with no incumbents (Congress and C&I State Senate). There are primary races in both seats that will be important to follow. We are planning a candidate's event PRE-primary in early September, but in the meantime we suggest you friend candidates on Facebook or attend an event to hear their views. We know that the September 14 primary will arrive quickly!
- Congratulations to Elizabeth Wurfbain on her promotion to Executive Director of the Hyannis Main Street Business Improvement District.
- Congratulations to Edible Arrangements for their ribbon cutting and grand reopening in Sandwich this week!
- Join us for the 89th Annual Meeting of the Chamber next week and be entered to win an iPad, courtesy of Comcast Business Class.
- It's not too late to sign up for the China trip - for question contact [wendy@capecodchamber.org](mailto:wendy@capecodchamber.org).

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Recent press activity on Cape Cod included the following:

["Cape Gears Up for Summer"](#) *Travel New England* (Page 7), June 2010

["Luxury returns to the Cape"](#) *Boston Globe*, May 29, 2010

["From The CEO: Another China-Cape Cod connection"](#) *Barnstable Patriot*, June 4, 2010

Wendy K. Northcross, IOM, CCE

### *Cape Cod Chamber Annual Meeting*



The Board of Directors of the Cape Cod Chamber invite you to the **89th Annual Meeting** on **Wednesday, June 9th**, with the theme "One if by Land, Two if by Sea!" Join us for a lively sunset cruise to Provincetown aboard **Hyannis Whale Watcher Cruises**. The boat will leave Barnstable Harbor promptly at 5:45 p.m. (please arrive to register between 5-5:30 p.m.), and there will be plenty of fun & delicious food on board, as well as the induction of new directors. After arriving at Provincetown's MacMillan Wharf, **Art's Dune**

**Tours** will provide transportation to the **Pilgrim Monument**, for tours and a toast to the Monument's upcoming 100th anniversary on August 5, 2010. We will depart Provincetown at 8 p.m. and return to Barnstable Harbor at approximately 9 p.m. Guests are advised to dress comfortably in business casual attire for on the water (boat shoes and sweaters are encouraged!)

Comcast Business Class will be raffling off a brand new 16gb iPad, and all guests will be entered to win! Be sure to bring your business card.

The cost to attend the Annual Meeting is \$50 for members, \$65 non-members for both Land & Sea. The cost to attend just the Provincetown celebration (Land, not Sea) is \$15 members, \$25 non-members. [Click here](#) to register online now! The Annual Meeting is sponsored by Comcast Business Class and co-sponsored by Hyannis Whale Watcher Cruises, Art's Dune Tours, Provincetown Center for Coastal Studies and Provincetown Chamber of Commerce.

### *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 more information!

### *Pad Map Opportunity*

Advertising opportunities are now available in our tear-off Pad Map for Visitors! This full-cull 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.

### *Upcoming Health Care Forums*

Are you confused by the new healthcare law? You won't be after attending a special presentation from 8:30 to 10:30 a.m. on **Thursday, June 10th** on "**Healthcare Reform: What the New Legislation Means for Employers-Get Prepared Now.**" Warren Rutherford of The Executive Suite, Atty. John Dorn of Foley & Foley, P.C., and Robert Macallister of Rogers and Gray Insurance Agency will present timely information on the Patient Protection and Affordable Care Act as amended by the Health Care and Education Reconciliation Act of 2010 (PPACA), which makes major changes to the healthcare system in the United States. Many of the changes will affect employers in significant ways. This 2-hour workshop, held at Venture Hyannis at 540 Main Street, will offer guidance, tools and information to help employers understand and comply with the changes. Co-sponsored by the Cape Cod Chamber and Cape Cod Human Resources Association. Space is limited, so register by June 7th to [wendy@capecodchamber.org](mailto:wendy@capecodchamber.org).

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.

### *Find new customers with ChamberMail*



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.

### *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. [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.

### *New Members/Renewing Members*

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

- [Ocean View Motel](#), Centerville

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

[The Mains'I](#), Hyannis; [Tour Trends](#), Plymouth; [Ritch Financial Solutions](#), Sandwich; [Blue Claw Boat Tours](#), Orleans; [Truro Vineyards of Cape Cod](#), North Truro; [Sturgis Library](#), Barnstable ; [Cape Cod Museum of Natural History](#), Brewster; [Hot Chocolate Sparrow](#), Orleans; [Jobi Pottery and the Truro Fine Arts Studio](#), Truro; [Ophthalmic Consultants of Boston](#), West Yarmouth; [Davenport Realty Trust](#), South Yarmouth; [Boatslip Resort](#), Provincetown; [Red Horse Inn](#), Falmouth; [Anchor Ace Hardware](#), Hyannis; [ArtsFalmouth](#), Falmouth; [The Inn at Cape Cod](#), Yarmouthport; [Handkerchief Shoals Inn](#), Harwich; [The Hook-Up! Bait & Tackle](#), Orleans; [Litchfield & Litchfield, PC](#), North Chatham; [Night Heron Cottage B&B](#), Eastham

### *An Evening of Networking, Learning & Sharing for Cape Non-Profits*



On June 8th, The Non-Profit Toolbox is partnering with the Cape and Islands United Way to bring local non-profit organizations an evening of networking, learning and sharing. From 5:30 to 7:30 p.m. at the Cape Cod Museum of Natural History in Brewster, participants will enjoy a brief and informative

presentation by The Non-Profit Toolbox, the opportunity to network and share with area non-profit leaders and supporters, light appetizers, refreshments, and a drawing for fabulous prizes, including the chance to "win" the 50/50 pool from event proceeds for your non-profit organization. To register for this event or to learn more about The Non-Profit Toolbox, please visit: [www.thenon-profittoolbox.com](http://www.thenon-profittoolbox.com), [YouTube.com/thenonprofittoolbox](http://YouTube.com/thenonprofittoolbox) or follow TNPT on Twitter @nptoolbox.

### *Creative Arts Center awards Art Scholarships*

At the May 25th Annual Meeting of the Creative Arts Center in Chatham, four high school seniors were each awarded a \$1,000 scholarship to help pursue their education in the visual arts: Tyler Murphy from Nauset will continue his education at Mass College of Art, Kayla Rose Jason from Chatham will attend the Savannah School of Art and Design as will Dominique Warburton from Harwich and Sara Kapra from Cape Cod Regional Tech plans to pursue her art education at the Main College of Art. These scholarships are made possible from an endowment made two years ago by a generous donor.

## *CDP Wine Tasting*

Community Development Partnership will host a Summer Wine Tasting on Saturday, June 12th from 5 to 7 p.m. Enjoy great wine and delicious hors d'oeuvres in a spectacular setting overlooking Pleasant Bay. Price is \$25.00. For tickets and directions, contact Marcella Connor at 508-240-7873 x22 or [Marcella@capecdp.org](mailto:Marcella@capecdp.org). All proceeds benefit Community Development Partnership, supporting our communities by investing in traditional Cape Cod industries, small businesses and stable year round housing.

## *History Along Route 6A*



**History Along Route 6A**, a series of programs and events presented by organizations and businesses along the Old King's Highway, will be held June 3 -13! On June 3rd, "Stories Behind the Markers Along 6A" will be presented at 7 p.m. at Sturgis Library; on June 5th, tour the Sturgis Library at 11 a.m. or 1 p.m.; also on June 5th, enjoy an Open House at the Historical Society of Old Yarmouth from 1 to 4 p.m.; on June 6th, Historic Inn Tours will be held from noon to 3 p.m.; on June 8th, "Reading Your House's History Without Opening a Book" will be presented at 7 p.m. at Tales of Cape Cod; on June 9th, an Architectural Walking Tour of Yarmouth Port will be held at 1 p.m. (meeting at Captain Bangs Hallet House); on June 10th, a "History of the Yarmouth Port Library" will be held at 5:30 p.m. at the library; on June 12th, the Friday Club Strawberry Shortcake Festival will be held at noon at the Friday Club; and Barnstable Village Haunted History Walking Tours will be offered nightly in June. Call any of the participating sponsors for details: Historic Inns of Route 6A, Friday Club, Historical Society of Old Yarmouth, Sturgis Library, Tales of Cape Cod and Yarmouth Port Library. [Click here](#) for more information!

## *News from our Members*

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

The **Cape Cod Conservatory** will be offering a stunning new Summer Music & Arts Festival of week-long, half-day intensives in every music discipline. Whether it is strings, winds, brass, percussion, a capella, Broadway or classical vocals, the opportunity exists at both our campuses to work with the finest faculty from on and off-Cape. Each week ends with a performance based on the week's work. There will also be full programs in Dance, including Ballet at all levels, Hip-Hop and Belly Dancing, Art for all ages and pre-school summer program that rotate music, dance and art at our beautiful wooded sites. Call 508-362-2772 for the West Barnstable campus or 508-540-0611 for the Falmouth campus. Or visit <http://capecodconservatory.org>.

The **Golf Club at Yarmouthport** is offering an attractive and affordable membership for families with its introductory offer: Fabulous Family Golf Membership! To be eligible for this membership, there must be at least one adult and one child. (Child must be 17 years of age or younger and must be a parent/guardian of the child). This fabulous family golf membership offer includes: Golf privileges at New England's best 4,000

yard+ golf course; Tennis courts - Swimming pool; Short game practice area - Putting Green; Family functions; Junior programs; 20% discount at Ardeo's restaurant. Only 25 of these to be sold in 2010! For more details and rates, call the pro shop at 508-362-8870 or visit [www.yportgolf.com](http://www.yportgolf.com).

**Studio La Sil** in Provincetown, featuring the fire arts studio of Leanne Silva, has been awarded the 2010 Gold Award for Best Jewelry Shop on the Outer Cape by *Cape Cod Life* Magazines' Readers Poll! Leanne Silva a.k.a. La Sil, is a jeweler and glass flame-worker whose work is inspired by the natural elements. Her work includes superbly crafted custom, forged silver and gold jewelry with small glass and precious stones. For more information, visit [www.studiolasil.com](http://www.studiolasil.com).

Don't miss **Mashpee Commons'** Summer Fashion Show on Sunday, June 6th at 2 p.m. by the Market Square fountain! See fashions & accessories from Alizee, Appleseed's, Bayview Optometrics, Coldwater Creek, In The Pink, MOCEAN, Puritan Cape Cod, Purple Poppy, R & S Avenue, Sol Optics, Unique Boutique, Vineyard Vines and White House Black Market. Sample delicious hors d' oeuvres from Trevi Café and listen to the cool summer sounds of Full Spectrum Music. Broadway performer Todd Lattimore, a Mashpee Commons' favorite, will return to emcee and entertain the crowd. There will also be great giveaways and it is all free! For more information, please visit [www.MashpeeCommons.com](http://www.MashpeeCommons.com).

**Sandy Terraces Associates'** Nudist Campground in Marstons Mills has built a beautiful new swimming pool, and will celebrate with an Open House on July 10th from 9 a.m. to 6 p.m. Food and beverages will be served around lunchtime. The skinny dip event is scheduled for 3 p.m.; there will be an attempt to break the World's Record of 13,648 people simultaneously skinny dipping across North America. For more information, visit [www.sandyterraces.com](http://www.sandyterraces.com) or call 508-428-9209.

From June 1-June 30, **Gallery Voyeur** at 444 Commercial Street in Provincetown Invites you to take advantage of special pricing on a selection of Archival Pigment Prints by Johniène Papandreas. Curious how one of these special pieces might look on your own wall? Request a complimentary "Virtual Placement." Contact the gallery at 508-487-3678. For available editions, pricing and details, visit the Limited Editions page at [www.voy-art.com](http://www.voy-art.com).

The **Cape Cod Beach Chair Company**, the premier designer and manufacturer of high-end beach chairs, has opened its first retail store! The new flagship shop, located on the Harwich/Chatham line, will feature the company's line of chairs, portable tables and beach accessories, as well as a new "Adventure Chatham" enterprise offering recreational equipment rentals and guided excursions. This is the first retail location for the Cape-based company which has been selling chairs online and through select third party retailers since its inception in 2002. The Cape Cod Beach Chair Company and Adventure Chatham are located at 1150 Queen Anne Road in Chatham. Store hours throughout the summer are 9 a.m to 5 p.m. For more information, call 800-809-1750 or visit [www.capecodbeachchair.com](http://www.capecodbeachchair.com) or [www.adventurechatham.com](http://www.adventurechatham.com).

### *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!

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