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Cape Cod Chamber of Commerce eNewsletter

eNews

March 12, 2010

Dear Karen,**From the CEO's Desk:**

- The *Sourcebook for Architectural and Design Elements* had its official "reveal" last night. About 100 people gathered at the Cotuit Center for the Arts to see firsthand some of the elements featured in the Sourcebook and to celebrate the perseverance and work of the collaborators in publishing this new economic development initiative. See photo below! This event launches an aggressive PR push for the Sourcebook.
- The Tourism Meeting last week received some good press from local media and we thank the industry stakeholders that attended (all 120 of them!). We have some exciting projects rolling out this spring, including a new smart phone app, and we will be working with the Cape Cod Regional Transit Authority to promote the new Google Transit applications to encourage use of public transportation. [Click here](#) for one of the articles that resulted from the event.
- Our annual St. Patrick's Day celebration at the Irish Village with the Yarmouth Area Chamber was again a smashing success, with lots of wearing o' the green!
- Congrats to the organizers of the St. Patrick's Day parade, an event that is sure to grow and be a big attraction in future years.
- The Entrepreneurs Weekend starts tonight with 27 entrepreneurs registered and the phone still ringing! The weekend is a business plan competition that informs the entrepreneurs how to build the plan, develop the financial pitch and how to present it in to funders. We have a great crop of coaches and mentors on hand all weekend and many collaborators who made this event possible! [Click here](#) to see more about the weekend schedule and sponsors.
- We have conducted several interviews with off Cape media outlets on the bridge project, guiding visitors to the Bourne bridge or the 5-1-1 cell phone info system.

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In photo below at left, Chamber CEO Wendy Northcross and Meri Jenkins of the Massachusetts Cultural Council were among those to gather at Cotuit Center of the Arts

yesterday for the launch of the new Sourcebook. In photo at right, Tom Connolly of the Zammer Hospitality Institute addresses the crowd at last week's Tourism Meeting.



Recent press activity included the following:

[More coverage of March 4th Tourism Meeting](#), WXTK

["Get Out"](#) Amtrak's *Arrive* magazine, March/April 2010

Wendy K. Northcross, IOM, CCE

March Member to Member



The 3rd Annual St. Patrick's Day Member to Member Event this week at The Irish Village in Yarmouth was a great success! Thank you to everyone for attending, and thank you also to Jack Hynes and the staff at The Irish Village for hosting the event. Special thanks to all who donated door prizes. The winners were:

- Kevin Russo from Longfellow's Pub, winner of a four pack of Cape Cod Beer pint glasses
- Barbara De Pasquale from ERA Cape Cod Real Estate, winner of an *Arts & Artisans Trails Guide*
- Christine Jenkins from Certa Pro Painters, winner of a 2-night stay at the Gull Wing Suites
- Douglas Warren from Four Seas Ice Cream, winner of a Quahog Republic polo shirt
- Eliza Cox from Nutter, winner of a \$25 gift certificate to the Naked Oyster

We look forward to seeing you all at next month's Member to Member Event on April 14th at Kenmark Office Systems in Mashpee. [Click here](#) to register now!

Tourism Marketing Funds - We need your help!

Last year, state marketing funds were cut by 72% for the regions and by over 80% to the Massachusetts Office of Travel & Tourism. Cape Cod is joining with the 12 other regions in the state and the Mass. Visitor Industry Council to mount an advocacy campaign for adequate tourism marketing funds. We are seeking your support in this effort.

As the House and Senate deliberate the FY-11 budget, we need them to hear from YOU, the stakeholders in the tourism industry. [Click here](#) for a draft letter that we ask you to send to your legislators. [Click here](#) for the mailing addresses of our Cape & Islands delegation. If you can, please send us a copy or email us that you have done so, that will help us track our grassroots efforts. Thank you for your support!

Sing it Siobhan!



Cape Codder **Siobhan Magnus** is doing all of Cape Cod proud on season nine of **American Idol**. Last night, she made it to the Final 12 of the competition, and we have a feeling she is going to be going all the way! We have been showing our support on the Cape Cod Chamber's Facebook and Twitter pages, and we are hoping local businesses can join in on showing Siobhan the love. [Click here](#) for a poster supporting Siobhan, which you can print and hang in your business's window (or in any other visible location) throughout the competition. Also,

be sure to watch her on FOX TV and cast your vote weekly! See her past performances online at AmericanIdol.com.

Upcoming Coastal Community Capital Workshops

"Targeted Direct Mail: The Tools for an Effective Direct Marketing Campaign"

March 16: 9 to 11 a.m. at Curley Direct Mail, 15 Fruean Avenue, South Yarmouth. Focus will be on all facets of a successful marketing campaign from start to finish. Segments include marketing plan, list choice, graphic design, dynamic personalization, digital printing and direct mail. Learn how to put your hard earned money to work for you. Members of the Curley Team will be presenting specific segments and will be available to answer all your questions. Presented by John Curley, Curley Direct Mail. This workshop is offered in partnership with the Yarmouth Area Chamber of Commerce.

"Ads that Work" March 23: 9 to 11 a.m. at JFK Museum, 397 Main St., Hyannis.

You've just signed a contract for 3 months of ads, but how will you know if those ads are truly effective? In this workshop, you'll learn from seasoned professionals ads that work and ads that don't. Learn tips on messaging and how to track an ad's impact, as well as establishing a realistic advertising budget. Presented by Rick Sawyer, president of Grouper Design & Prepress. This workshop is offered in partnership with the Hyannis Area Chamber of Commerce.

"Marketing in Tough Times: Great ideas & things you can do for little cost"

March 30: 9 to 11 a.m., JFK Museum, 397 Main St., Hyannis. This seminar will teach you what to do and some things to avoid so that you can position yourself for success. Learn marketing strategies and tactics that will give you a lot of new ideas to help you survive, and even thrive, in these very difficult economic times. Presented by Cliff Robbins, senior business advisor for the Massachusetts Small Business Development

Center network. This workshop is offered in partnership with the Hyannis Area Chamber of Commerce

Cost is \$5 if you RSVP prior to the event; \$10 at the door. RSVP to mgaudet@coastalcommunitycapital.org, call 508-362-3367 or register online at www.coastalcommunitycapital.org. Cape Cod Five is a generous sponsor of the workshop series, which is presented by Coastal Community Capital, in partnership with the Cape Cod Chamber.

Save the date for April 16th Legislative Breakfast

The Cape Cod Chamber of Commerce and Community Action Committee of Cape Cod & the Islands (CACCI) invite you to join us for an interactive Legislative Breakfast!

Date: Friday, April 16, 2010

Location: Coonamessett Inn, 311 Gifford Street, Falmouth

Registration and continental breakfast will begin at 8:30 a.m., followed by opening remarks from Massachusetts Senate President Therese Murray at 9 a.m. and a Q&A period with elected officials, including: Congressman William Delahunt, Senator Robert O'Leary, Rep. Tim Madden, Rep. Matt Patrick, Rep. Jeff Perry, Rep. Demetrius Atsalis, Rep. Cleon Turner, Rep. Sarah Peake, Cape & Islands District Attorney Michael O'Keefe, and Barnstable County Commissioners Mary Pat Flynn, Sheila Lyons & William Doherty.

Cost to attend the breakfast is \$15. [Click here](#) to register online now! The Legislative Breakfast is in affiliation with the Falmouth Chamber of Commerce, Sandwich Chamber of Commerce and Mashpee Chamber of Commerce

Successfully Maintaining a J-1 Seasonal Workforce

The Lower Cape Summer Host Housing Program for J-1 International Student Workers and Cape Cod Chamber will co-host a breakfast forum on "**Successfully Maintaining a J-1 Seasonal Workforce: The Benefits for Cape Cod**" on **Thursday, March 25th** from 9 to 11:30 a.m. at Chatham Bars Inn. The panel will include Ida E. Abell, Educational & Cultural Exchange Specialist, Summer Work Travel Program U.S. State Department; Phil Simon, Vice President, Employer Relations, CIEE; Marianne Holland, District Manager, Social Security Administration; and Tom Cahir, Administrator, Cape Cod Regional Transit Authority. The panel discussion will be followed by a Q&A period. There is no charge, but registration is required for planning purposes. Please email hostprogram@verizon.net or call 508-255-2792.

SBA Cape & Islands Small Business Recovery Expo

The **SBA Cape & Islands Small Business Recovery Expo** will be held **Thursday, April 29th** from 7:30 to 11:30 a.m. at the Cape Codder Resort in Hyannis. Since the Recovery Act, the SBA has provided over \$22 billion in supported lending to over 52,000 small businesses. Meet the people who can help you survive challenging economic conditions! Also learn about low interest rate financing, free small business mentoring procurement, technical and export assistance and more. Registration and networking begin at 7:30 a.m., followed by the presentation of the Cape Cod Chamber's

Business Excellence Awards at 8 a.m., an Expert Panel Presentation from 8:30 to 10 a.m., and one-on-one with lenders from 10 to 11:30 a.m. To register for this free event, contact Chris Carter at 617-565-5560 or christine.carter@sba.gov. This event is planned in partnership with Coastal Community Capital and the Cape Cod Chamber of Commerce.

Travel Alerts

Stay connected with work progress on the Sagamore Bridge by going online to the Cape Cod Chamber's [Smart Guide web site](#)! Travel Alerts on the home page are updated frequently with the latest from the Army Corps of Engineers and Task Force efforts to communicate with motorists. A Feedback option allows you to share your thoughts with the chamber. Information on 2010 car-free travel options to the Cape and Islands by plane, ferry, bus and bicycle is being updated daily on the web site. A new companion brochure with plenty of alternative travel maps will also be available April 1st.

The Cape Cod Chamber is launching a PR campaign to be pro-active with visitors in the face of the Sagamore Bridge construction. One component of the PR efforts will be a social media campaign that will run for the duration of the construction. It will center on the "Top Reasons to cross the Sagamore this Spring" and we will have weekly contests with prizes on our Facebook and Twitter pages asking people to comment on our pages with their #1 reason for crossing the Sagamore this spring. We will select a weekly winner from those participants. To add some fun, we'll also be asking local notables for their own reasons for crossing the Sagamore to post!

Cape Cod Chamber Trip to China



Join the Cape Cod Chamber of Commerce 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, and for details on an upcoming informational session on March 23rd!

Welcome New Members

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

- [Pirates of the Bay Water Wars - Adventure Tours](#), Yarmouth

Cape Cod represented at Golf Shows

The Cape Cod Chamber of Commerce teamed up with several local partners to showcase Cape Cod and our premier golf courses at three recent golf shows: Southern NE Golf Show in Providence, the Portland Maine Golf Expo and the Boston National Golf Show. Partners included Play Golf On Cape Cod, the Dockside Hotel Group, Bayside Resort, Clarion, Gull Wing Hotel, The Irish Village, Blue Rock Golf Resort and Golf Course, Captains Golf Course, Ballymeade, Hyannis Golf Course and Olde Barnstable Golf Course. Booth traffic was brisk, with booth members distributing hotel & golf course information, along with over 1,000 2010 Cape Cod Travel Guides.

Following the shows, we received a note from Tracey McElroy, a manager at the Golf Show in Boston, which read: "You guys are a part of the show every year and always have such a nice display and giveaways. I wanted to let you know what a great job Patti Lloyd does at representing your booth. She is so enthusiastic, always gets a big crowd around the booth and truly generates excitement. She is an absolute pleasure to deal with. I wish more exhibitors were like her. It would make my job much easier."

Group Tour market

If you are interested in learning more about the Group Tour (motorcoach) market on Cape Cod, please join us at the Cape Cod Chamber Offices on Friday, March 19th from 10 to 11:30 a.m.. For more information or to RSVP, please email Patti Lloyd at sales@capecodchamber.org or call 508-362- 9351.

Governor's Conference



Join your colleagues in the tourism and hospitality industry as they come together for the 23rd Annual Massachusetts Governor's Conference on Travel & Tourism, set for March 24th at the Boston Park Plaza

Hotel. [Click here](#) for details and registration information!

February 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. [Click here](#) for the February 2010 survey. We appreciate your participation!

The Hundred



"The Hundred" is back for another round! The next drawing will be held at our Member to Member Event on April 14th at Kenmark Office Systems in Mashpee. Must be present to win. Register each week by emailing capecodchambersteve@yahoo.com, with "The Hundred" as the subject line. The drawing to be given away in April is from **Bob Kahn Photography**. Bob will create a Beach Portrait of your family and give you an 11x14 photograph.

You can take the picture anytime this year. This is a \$150 value! For more information on Bob Kahn Photography, visit www.bobkahn.com. A sample of Bob's work is pictured at left.

MA Life Sciences Center's Accelerator Loan Program

The Massachusetts Life Sciences Center is pleased to announce the launch of its 2010 Accelerator Loan Program. This program reflects the Center's ongoing commitment to supporting early-stage life sciences companies that will grow employment opportunities and stimulate innovation across the Commonwealth. The Center is targeting a 2010 investment of \$5.5 million for this program, with \$3.5 million allocated to a first round that will open immediately, and the balance allocated to a second round in the fall. The primary objective of the Accelerator Loan Program is to provide working capital to early stage life sciences companies that still are in the process of further developing their science/technology and have not yet raised more than \$5 million in equity financing. For more information and/or to apply to the Accelerator Loan Program, please visit the Center's website for online applications at www.masslifesciences.com.

Route 6A Corridor Management Plan Update

Please join a conversation about land uses, historic & scenic resources and transportation along Cape Cod's scenic byway, Route 6A, at a Route 6A Corridor Management Plan Update meeting on Tuesday, March 23rd from 5:30 to 7:30 p.m. at the Cape Cod Commission Office at 3225 Main Street (Route 6A) in Barnstable Village. Improvement strategies and recommendations will be discussed. Sponsored by the Cape Cod Commission.

1,000 Great Places in Massachusetts



1000
Great Places

There's still time to get your favorite place in Massachusetts on the list of the Commonwealth's "1,000 Great Places!" Residents are encouraged to nominate their favorite place through April 1st. The nominations will be considered for a final list of 1,000 Great Places in Massachusetts to be announced in May. [Click here](#) to submit your nomination!

News from our Members

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

Joyce Landscaping, Inc. of Marstons Mills, together with other local businesses, was featured last week on the Fine Living Network's "15 Bodacious Outdoor Kitchens." The company, and a team of artisans, performed its transformation of a Cape Cod property in 2009, which is now being recognized among the top 15 outdoor kitchens in the country. FLN counts down the top 15 Outdoor Kitchens, and the work performed by Joyce Landscaping and other local craftsmen came in at #3 during this special program. The program can be seen on Comcast channel #239 will be re-broadcast on Sunday, March 14th at 6 p.m. Joyce Landscaping can be reached at 508-428-4772 or at www.joycelandscaping.com.

A total of 57 teams and 825 youngsters and their families will be descending upon Cape Cod next week when the 8th annual Lobster Pot Tournament faces off at the **Hyannis Youth & Community Center** and the **Tony Kent Arena** in South Dennis. There will be 85 games, including 50 at the HYCC and 35 at Tony Kent, for players ages 6, 7 and 8 on March 17-20. The games Wednesday and Thursday will involve local teams such as the Canal Mini Mites, Falmouth Maroon Mini Mites, Barnstable Mini Mites, Plymouth Red Mini Mites, Bourne B and C, Wareham C, Plymouth Blue Mini Mites, Lower Cape Open and Barnstable Wild.

The Golf Club at Yarmouthport is offering Cape Cod Chamber members the chance to swing by for a complimentary round of golf as part of its new 2010 private membership promotion. Just call the Pro Shop at 508-362-8870 and book your tee time. After your round of golf, enjoy a tour of the new refurbished Clubhouse, Pro Shop and Restaurant and get a list of the attractive, affordable golf memberships available in 2010. Some restrictions apply.

Join Warren Rutherford, owner of **The Executive Suite**, for a workshop on "Motivating Smart: Maximize Employee Motivation in the New Economy" on Tuesday, March 16th from 5:30 to 7 p.m. at the Hyannis Area Chamber of Commerce offices, 397 Main St., Hyannis. The session will help you learn how to motivate employees better to increase performance and profits by learning proven employee motivation practices and to tap into the "hidden" motivational talent of each of your employees. Registration is requested; no fee. Call 508-778-7700, x 11, or email wjr@theexecutivesuite.com.

Cape Cod Mall is accepting vendors for the "National Mom's Nite Out" event, to be held on Thursday, May 6th from 4 to 8 p.m. The nationwide event, billed as the "Ultimate Celebration of Motherhood," is an evening of free pampering, fun and giveaways for moms and moms-to-be. The mall is currently seeking vendors who offer products or services that cater to the busy mom. The evening will include elements of fashion, beauty, spa, health and wellness, fitness, nutrition, home design, financial advice and more. Interested vendors should contact Adra Lynn at Cape Cod Mall at 508-771-0201 or adlynn@simon.com.

Serendipity is turning 1 on Sunday, March 14th, and we are going to celebrate all weekend long! To say thank you, we will be having a free cake raffle, free chocolates and samples. Sunday is free coffee day! Serendipity-a good eats boutique is located at 211A Rte 149 in Marstons Mills.

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. Or [click here](#) for a membership application!

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web: <http://www.eCapeChamber.com>

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