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Cape Cod Chamber of Commerce eNewsletter

eNews

March 19, 2010

Dear Karen,

From the CEO's Desk:

- The receipt of funding to build the OpenCape broadband infrastructure for Cape Cod is extremely good news for the region. This effort will create 200 new jobs during construction, but will spur thousands more upon completion. This is the most significant economic development project for the Cape in decades and we thank all those who worked so hard to make it a reality.
- Entrepreneurs' Weekend 2 was a smashing success, helping over 30 local entrepreneurs. Eight teams competed for cash prizes and all walked away with valuable knowledge to build their business plans. See the story below about the winning teams and collaborators. The coaches, mentors, judges and organizers will be meeting in April to debrief and plan the next event.
- We held meetings this week with Undersecretary Michael Hunter and the SE Mass Small Business Development Center about regional economic development programs for the Cape. Michael Hunter will be coming to Cape Cod next week to meet with regional entities on the same topic.
- We were pleased to participate in the Google Transit press conference this week to announce this first-in-the-nation technology that helps travelers use public surface transportation. We are working to have Google cover the commuter air routes as well. Congratulations to Tom Cahir and the Cape Cod Regional Transit Authority for helping to lead the way. Read more about this in the article below.
- Our condolences to the family of East Dennis artist Donn DeVita, who passed away this week.
- The Sourcebook of Architectural Elements was featured again this week at the Wine and Music Wednesday at the Cotuit Center for the Arts! Become a fan of the Sourcebook on Facebook by [clicking here](#).
- We have begun the final selection process for a designer of the *Cape Cod Travel Guide*. Interviews will continue into next week

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and a final decision is slated for April.

- Quahog Day's steering committee met and is mapping out details for the June 21st event, along with marketing opportunities for all Cape businesses and organizations. Stay tuned to learn how to participate!
- The 23rd annual Governor's Conference on Travel & Tourism is next Wednesday, March 24th. This year's conference will be action-packed with numerous new features - including over \$20,000 in business-related prizes, provided by the Boston Herald, Yankee Magazine, Amtrak, American Bus Association, and other generous donors! For the first time, there will be meeting planners and tour operators right there, ready to do business. MOTT's international reps are flying in to meet attendees, the Governor and two cabinet secretaries will be there, and the panel discussions will be meaty and informative with expert information. [Click here](#) to register now!

Wendy K. Northcross, IOM, CCE

April Member to Member



Please join the Cape Cod Chamber of Commerce at our Member to Member event on **Wednesday, April 14th** from 5:30 to 7 p.m. at **Kenmark Office Systems on Route 130 in Mashpee**. Enjoy plenty of networking opportunities, fantastic raffles and delicious hors d'oeuvres. Cost to attend the networking event is \$5 members, \$15 non-members. [Click here](#) to register now!

Business Excellence Awards



The Cape Cod Chamber announces the return of its Business Excellence Awards! Nominees are being sought for awards in these business categories: hospitality & recreation, service (including technology), health care, retail & wholesale, and non-profit organizations. Cape Cod Chamber members and their employees/associates may be nominated for demonstrating excellence in public service, professional contributions, community commitment, customer service, workplace innovation, leadership, job creation, perseverance or any other documented special achievements.

Additionally, the Jack Gay Ambassador Award will be bestowed upon a person or company that demonstrates exemplary promotion for doing business on Cape Cod or promoting Cape Cod as a great place to live and work. [Click here](#) for full details.

Nominations shall be made no later than April 2, 2010. Nominations should be submitted in writing to: Business Excellence Awards Committee, c/o Cape Cod Chamber of Commerce, 5 Shoot Flying Hill Road, Centerville, MA 02632.

Google Transit Trip Planner Launch

The Cape Cod Regional Transit Authority (CCRTA) and Plymouth and Brockton (P&B) are proud to have partnered with Bridgewater State College (BSC) and Google to create a trip planner on the Internet so that a visitor to Cape Cod can get to and through the region without a car.

Google Transit, a division of Google, Inc., has developed a global network of transit providers on the web so that transit consumers can plan their trips by simply typing in the starting address and ending address of their trips on their computer or smart phone. Google Transit's computers will find the next bus and connecting service to a consumer's destination. The Cape's regional bus service and the inter-city bus carrier from Boston's Logan Airport and South Station have partnered with the GeoGraphics Laboratory at BSC to provide the data to Google. [Click here](#) for the full press release!

Sing it Siobhan!



Cape Codder **Siobhan Magnus** is doing all of Cape Cod proud on season nine of **American Idol**. This week, she made it to the Final 11 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.

Coastal Community Capital/Cape Cod Chamber Workshops

"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.

Register now 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: 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. in the Monomoy Room 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.

Town Government for the Young Cape Codder

Do you know where your local taxes are spent? Do you understand how schools and services are funded? Do you want your voice to be heard in your town? The Cape Cod

Young Professionals invite you to learn how to get involved in your local town government at "Town Government for the Young Cape Codder: Getting Involved" on Wednesday, March 24th in the Studio Theater of the Tilden Building at Cape Cod Community College. No cost to attend! Visit www.capecodyoungprofessionals.org for more information.

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 members:

- [Hammerhead Creatives](#), Cotuit
- [Horsley Witten Group](#), Sandwich
- [Professional Bartending Service](#), East Wareham

3rd Annual Creative Collaborative Conference



ARTS FOUNDATION
OF CAPE COD

The Arts Foundation of Cape Cod invites you to register now for the **3rd Annual Creative Collaborative Conference and Awards Reception on Thursday, March 25th** at the Cape Codder Resort and Spa in Hyannis. The creative community of Cape Cod will gather for a full day of presentations, panel discussions, displays, and activities to celebrate the best and brightest of the region's arts and culture, culminating in an evening awards reception with delicious food and wonderful entertainment.

[Click here](#) to view the full schedule for the Creative Collaborative Conference and Awards Reception, and register now to attend! For more information call the Arts Foundation of Cape Cod at 508-362-0066.

Meeting Planner Luncheon



On March 16th, the Cape Cod Chamber Meetings & Incentives Group had the pleasure of hosting Hartford area meeting planners for "An Afternoon of Cape Cod" in Hartford, CT. The planners were treated to insider information as related to millions of dollars in renovations and expansions. The audience was excited to learn of the new developments and was amazed that our economy allowed such significant growth through challenging times! All of the planners in attendance were interested and engaged, and

many of the hotel exhibitors left with potential leads and contacts. The weather was fabulous, and the service, food and view from the Polytechnic Club On20 were stellar. Many of the Hartford planners, including those from Travelers, Solomon and Associates and American Honda, are familiar with the Cape and the Islands and have committed to us to help us "keep it on the Cape!"

Pictured in the photo: Mark Manchester of Nantucket Inn; Lorraine Janusas, Independent Meeting Planner; Cindy Kaladin, Resort and Conference Center at Hyannis; Andy Ross, Wequassett Resort & Golf Club; Cyndi Williams, Lighthouse Inn; Danielle Duerr, Ocean Edge Resort; Lara West, Harborview Hotel & Kelley House; Patti Lloyd, VP of Sales Cape Cod Chamber.

Governor's Conference on Travel & Tourism



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!

Entrepreneurs' Weekend 2

Three teams took home top prizes and accolades from judges and peers at last weekend's second annual Entrepreneurs' Weekend, designed to launch new business ideas on Cape Cod.

First place team was Wheel Watcher, led by Bill Bennett of E. Sandwich and featuring a safety technology for automobile drivers. His teammates included John Sevidy of Analytica Systems and Wendy Thompson of Cape Cod Public Relations. The second ranked team was Brown to Green Solar, led by Judith Underwood of Harwichport, featuring a renewable energy project. Teammates included Donna Miller, Fred Rice, Carl Persson, Patricia Austin, Russ Blanc, Dulcie Sloan and Andrew Slayton. The third team was Referral Hero, led by Andreas Miller and Tracy Anderson.

Sponsored by the Executive Office of Economic Development & Housing / Mass Office of Business Development, 34 people gathered in downtown Hyannis on Friday night to share ideas and pitch concepts. The networking process boiled down the list to eight ideas around which teams formed. The teams worked through the weekend to craft a business plan, coached by area business advisors offering help with marketing data, financial structure, patents and licensing and more. In the final three hours on Sunday, eight presentations were pitched to a panel of judges mimicking investors.

The business plan competition was organized and supported by the Cape Cod Chamber of Commerce, Coastal Community Capital, Venture-Hyannis, Cape Cod Technology Council, Cape Cod Community College, Cape Cod Young Professionals, Cape Cod EDC, Community Development Partnership, MASBDC, and the Southern New England Entrepreneurs Forum.

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.

Coastal Community Capital Annual Meeting



Coastal Community Capital will host its Annual Meeting on **Wednesday, April 14th** from 11:30 a.m. to 1:30 p.m. at **Alberto's Ristorante** in Hyannis. Marcus Weiss, president of The Economic Development Assistance Consortium in Boston, will be the featured speaker. Mr. Weiss has over 30 years of experience in the formation of community development entities, and his focus will be National Innovative Community Development Models. [Click here](#) to register online today!

CCHRA Monthly Meeting

The Cape Cod Human Resources Association will hold its monthly breakfast meeting on Thursday, March 25th from 7:30 to 9 a.m. at The Holiday Inn on Route 132 in Hyannis. Joe Perkins will be discussing "The Art of The Business Presentation." Advanced registration is \$15 for members, \$20 for non-members and walk-ins. To reserve a seat, email Stacia Plumb at splumb@capecodonline.com.

Take Your Farm Destination to the Next Level!

New England FarmWays invites you join them on April 6th at the New England FarmWays Southern New England Agritourism Business Conference at the University of Massachusetts, Advanced Technology and Manufacturing Center in Fall River. Learn how to develop and showcase your farm destination for visitors from near and far! Also sponsored by the MA and RI Small Business Development Centers, VisitNewEngland.com and the Edible Communities of Boston, South Shore, Cape Cod, Rhode Island and Connecticut. Early bird discount of \$75 per person - register by 4/1.

After 4/1, \$95 per person. For detailed information, [click here](#).

2nd Annual New England Xpo for Business



Join more than 10,000 business professionals from across the region for the 2nd Annual New England Xpo for Business at Boston on May 18th 2010 at the Boston Convention & Exhibition Center! This event, to run from 8:30 a.m. to 5 p.m., is free to attend and will feature over 300 exhibits. Complimentary education will also be offered throughout the day, including 36+ quality information sessions covering sales, marketing, advertising, social media, best practices, business development, finance, management, international trade and more! Identify the latest products and services to meet your competitive challenges, network with the region's driving business leaders and discover the keys to financial success and stability. [Click here](#) to pre-register today! Exhibitor opportunities still exist, so please call 866-443-8368 for more information. Mention that you are a member of the Cape Cod Chamber to receive a special exhibitor discount!

News from our Members

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

The **Pilgrim Monument and Provincetown Museum** (PMPM) has launched a letter writing campaign to encourage President Obama to attend the August 5, 2010 celebration in honor of the 100th anniversary of the dedication of the Pilgrim Monument. To make it easier for Cape Cod residents and visitors to participate, PMPM has posted a letter template on [its website](#). The goal of the campaign is to gain President Obama's attention and bring him to Provincetown for the historic centennial celebration in August. An official invitation has been sent to the President and Provincetown selectmen plan to follow with a letter of their own. With the help of Cape residents and others, museum officials hope to send as many letters as possible encouraging the President to make the trip.

Please join Tim Delude of **Nauset Disposal** on Thursday, March 25th at O'Shea's Old Inne for a night of music, fun and prizes! All money raised will go to Tedy's Team, the American Stroke Association affiliate organization, which raises money for stroke research, education and support. Be ready to throw down for the Irish Jig Contest in the spirit of St. Patrick's Day! This is Tim's second year running the Boston Marathon for Tedy's Team, and he needs our support. Please visit his fundraising website to donate www.tedysteam2010.kintera.org/boston/delude.

Oyster Palooza will take place again at **Embargo** on Main Street in Hyannis on Wednesday, March 24th from 5 to 8 p.m. Growers from Chatham, Cotuit, Wellfleet and East Dennis will be shucking their delicious oysters fresh from the farm for the amazing price of 99 cents/piece. Come sample Cape Cod's bounty, meet and chat with the growers and have a great time!

On May 1st, the **Rediscover New England Expo** will be held at the Sturbridge Host Hotel and Conference Center on Cedar Lake in Sturbridge. The show will be open to the public from 10 a.m. to 5 p.m., and over 2,000+ people are expected to attend. This is a valuable and efficient way to get your message out to people looking for fun

things to do this summer, right here in the New England area. For exhibitor opportunities, please call Mike Schaus at 508-340-0989 or Nancy Trout at 508-335-6372.

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!

email: news@capecodchamber.org
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