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Cape Cod Chamber of Commerce eNewsletter

eNews

March 26, 2010

From the CEO's Desk:

- The Cape had a great turnout at the Governor's Conference and the outlook is optimistic for the summer travel season.
- The next day a contingent of visitor industry stakeholders traveled to the State House from Cape Cod, Nantucket and Martha's Vineyard to meet with legislators regarding tourism promotion funding. Meetings included the Senate President and Speaker of the House, as well as the Cape and Islands members of the House of Representatives and Senator Rob O'Leary. Many thanks to Panera Bread and P&B Street Railway Co. for sponsoring the trip. The State House Day was organized as a joint project of the Cape Cod, Nantucket and Martha's Vineyard Chambers of Commerce. See photos from the day below.
- Leo Liu of CitsLink presented travel details to those interested in the Chamber's trip to China. We have uploaded additional forms and information on shopping and optional sightseeing tours while in China. Please [click here](#) to see this information. Deposits of \$200 per person may be made NOW with final payment due June 30th.
- Members of regional economic development entities met with Undersecretary Michael Hunter this week to discuss the ongoing work to boost entrepreneurship and infrastructure on the Cape and Islands.
- The Chamber was represented at the hearing of the Cape Wind project before the Advisory Council on Historic Preservation. We reiterated the Chamber's position in opposition a wind facility at the proposed Nantucket Sound site.
- [Click here](#) to read our recent Letter to the Editor regarding our stance on the local option taxes issue.

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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.

Sing it Siobhan!

Cape Codder **Siobhan Magnus** is doing an on Cape Cod proud on season nine of **American Idol**. This week, she made it to the Final 10 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

"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

Cape & Islands Green Workshop

Cape & Islands Green, an initiative to educate and encourage businesses to engage in better practices aimed at reducing our collective impact on the environment, will present a workshop to pilot the program with businesses in the Hyannis area. The workshop will take place on April 1st from 9 to 11 a.m. at the JFK Museum on Main

Street in Hyannis. The program is a three-level program of certification that helps companies manage green practices and, ultimately, have the benefits of cost savings and green marketing. To register for the upcoming workshop, contact deborah@hyannis.com or michele@capecodchamber.org.

Also, if your business is eligible, you can now get a listing on the new [Green Page](#) of the Massachusetts Office of Travel & Tourism's website! The list comprises any Massachusetts hotels, restaurants, and attractions that have developed programs to reduce power, conserve water, and reduce solid waste while maintaining superior service to their guests and visitors.

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.

MOTT Spring Value Program - Mass99!



The Massachusetts Office of Travel & Tourism (MOTT) is pleased to announce its Spring Value Program - **Mass99!** MOTT is asking Massachusetts attractions and events to submit deals that are \$99. Submitted deals will be featured on the [state's tourism website](#) on a

special Mass99 branded web page.

Offer valid dates are 4/19/10 - 6/27/10 (blackout dates are ok). Deal packages must reflect at least 20% off normal prices (for example, regular price must be at least \$119). MOTT is committing significant advertising support to this program, including TV and online. Please design your packages for 2 or 4 person parties, and you are encouraged to include souvenir items, food, etc. to create a \$99 package.

[Click here](#) to sign-up now! Questions? Please contact: Phyllis Cahaly at 617-973-8509 or phyllis.cahaly@state.ma.us.

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!

Welcome New Members

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

- [IPDA Consulting Group LLC](#), Stratford, CT

Wage and Hour Seminar on April 30th

Please join us on April 30th as the Cape Cod Chamber sponsors an educational event for the hospitality industry at the Mid Cape Centers Complete Home Concepts Center on Route 132 in Hyannis from 8:30 a.m. until noon. Matthew Lee, who manages Tocci, Goss & Lee's corporate immigration practice, will discuss the latest employer obligations as they relate to the employment of H-2B workers. George Rioux from the United States Department of Labor's Wage and Hour Division will discuss wage and hour and immigration compliance from the federal enforcement agency perspective and will also touch on child labor compliance issues. Lauren Goldman from the Office of the Massachusetts Attorney General will discuss wage and hour and child labor compliance from the state enforcement agency perspective. John Tocci, who manages Tocci, Goss & Lee's employment and litigation practice, will address wage and hour and child labor compliance from the employer's perspective.

Each panelist will provide information regarding common areas of non-compliance and will present common sense and cost effective alternatives for compliance in the highly competitive hospitality industry. Panelists will be available to answer audience questions. There is no cost to attend - [register online now!](#)

Perserverance Strength Training

Career Counselor & Business Consultant Beverly Ryle will present a program on "Perserverance Strength Training: Skills for Sustaining Business" at 5 p.m. on Wednesday, March 31st at 5 p.m. at Venture Hyannis. This primer on business practices for the new economic reality focuses on key business strategies for the long haul. The workshop is intended for new entrepreneurs who are concerned about launching a business in uncertain times and small business owners who are feeling worn out by the struggle to develop new business and in need of ideas and support to sustain themselves. The training event is complimentary for participants in the recent Entrepreneurs' Weekend 2. A minimum of 6 participants are required, so please register today by calling Beverly at 508-240-3532.

Hyannis Rotary Home and Garden Show

The 32nd Annual Hyannis Rotary Home and Garden Show will be held this weekend March 27th and 28th - at Barnstable High School, 744 West Main Street. Admission is \$5, with kids 12 and under free. Get a massage from the Cape Cod Massage Therapy program, soils testing from the Master Gardeners, crafts for kids, a skin cancer screening, or just peruse over 130 exhibitors for your home and garden! Proceeds to benefit our community through the Rotary Good works fund. Show hours are 10 a.m. to 6 p.m. on Saturday and 10 a.m. to 4 p.m. on Sunday. Be sure to look for our booth promoting the new Sourcebook of Architectural & Design Elements and the Cape & Islands License Plate!

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!

Cape Cod Tech Council Annual Meeting



The Cape Cod Technology Council will hosts its Annual Dinner at 5:30 p.m. on April 6th at the Coonamessett Inn in Falmouth. Featured speaker will be Dr. Susan Avery, President and Director of the Woods Hole Oceanographic Institution. Other highlights include the welcoming of new board members and the new chairman, along with a celebration of technology and innovation on Cape Cod! Tickets are \$60 for members, \$75 for non-members. [Click here](#) to register online today!

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. Did you know the greatest threat to your agritourism enterprises might be your own town's

zoning ordinances? Or that with each adjustment you make in an activity on the farm, your insurance risks might change as well? How about that a farm site assessment can help you identify the best revenue-generating activities for your farm?

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.

Two new stores are set to open in **Mashpee Commons** this April - Cape Kaleidoscopes at 12 Market Street and The Designer's Secret at 34 Steeple Street! Mashpee Commons is a unique, exciting and growing center with over 75 fine shops and restaurants. It has received national and international acclaim for its traditional downtown approach to mixed use and retail development and was recently the recipient of the 2009 Business Excellence Reward for Retail from the Cape Cod Chamber of Commerce. Mashpee Commons was also the recipient of the 2005 Award for Best Downtown Shopping District from the Retailers Association of Massachusetts (RAM). More information on Mashpee Commons can be found by calling 508-477-5400 or visiting www.MashpeeCommons.com.

After 33 years of proudly wearing the name Mets on the uniforms, the Hyannis franchise of the **Cape Cod Baseball** league has changed its name! The team is now known as the **Hyannis Harbor Hawks**. Hyannis Athletic Association president Tino DiGiovanni made the announcement at the organization's annual Spring Training event, held March 21st at The Roadhouse Cafe. The name and new logo are the only things that have changed with the team. The main colors of royal blue and orange will be retained and home games will still be played at fan-friendly McKeon Park in downtown Hyannis.

On Saturday March 27th at 7 p.m., the **Hyannis Youth and Community Center** will

be hosting the KIA Motors Cape Cod Cubs Senior All-Star Classic Game! Don't miss your chance to see the best high school seniors from Barnstable, Bourne, Mashpee, Upper Care Tech, Sandwich, Falmouth, Dennis, Yarmouth, Martha's Vineyard, Nauset, Harwich and Cape Cod Tech. Immediately following the game the Cape Cod Cubs will be holding tryouts for their Elite division half season team.

Cape Medical Supply, in conjunction with Chatham Health and Swim Club, will host a free lecture on April 8th from 11 a.m. to noon at the Chatham Swim and Health Club at 251 Crowell Road. The presentation is offered for those interested to understand the stages of sleep and influences that affect sleep patterns. Topics to be covered include sleep hygiene, achieving quality sleep, and the negative health consequences of poor sleep. In addition, issues surrounding Sleep Apnea will be covered including how to get diagnosed and various treatment options. For more information or to register, call 508-945-3555.

The Golf Club at Yarmouthport is offering new business memberships that include 12 rounds of golf (including golf cart), \$100 Ardeo dining card, private dining for business meetings, and free WI-FI. This membership is geared to the businessperson looking to play golf and entertain clients in a relaxed private golf club atmosphere. This is a great value for \$650. When Chamber members join before April 15th, get an additional four rounds free! Call Bob Miller, PGA at 508-362-5200 ext. 10 for more details.

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

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