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## Cape Cod Chamber of Commerce eNewsletter

eNews

March 28, 2008

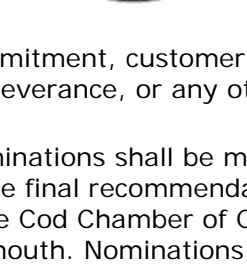
**Greetings!****From the CEO's Desk:**

- This week we launched the totally redesigned travel websites that now offer our members the combined strength of the Cape Cod Travel Guide and the Cape Cod Chamber visitors - over 1.6 million unique visitors annually. The new designs can be viewed at [www.capecodtravelguide.com](http://www.capecodtravelguide.com) and [www.capecodchamber.org](http://www.capecodchamber.org). For those members in the tourism and travel categories, you will be receiving instructions on how to access your company data on our sites and how to populate the site with your unique offers, hot deals, photos and more.
- The Travel Guide is now the official fulfillment piece for those highly qualified inquiries received via our many marketing channels (web, phone, fax, trade shows, sales missions, visitor centers.) The Guide is available for sale at newsstands and in bookstores nationally. Nominal shipping and handling fees are charged for online orders, but the guide is available at no charge in our Cape visitor centers and in almost 10,000 hotel, motel and B&B rooms on the Cape.
- Our new lure brochure, which features stunning vistas of the Cape and mirrors our spring/summer ad campaign is available at no charge to potential visitors who inquire via the marketing channels listed above. The brochure can also be viewed at [www.capecodchamber.org](http://www.capecodchamber.org) and copies are available at cost (35 cents each) to members who wish to augment their own marketing materials.
- We have been receiving calls from a variety of members, some of whom broker vacation rentals, reporting an extraordinarily high degree of inquiry and advanced booking. Our own websites have experienced a tremendous spike in visitors (pre- redesign!) and we are seeing this as a very strong and positive sign for the upcoming season. We believe higher gas prices and the value of the dollar abroad will keep vacationers closer to home this year, and that has historically been good news for Cape Cod and our tourism industry.
- Congratulations to Dr. Susan Avery, the new president and director of the Woods Hole Oceanographic Institution who was feted at a reception this week.
- The Career Opportunities Center has added a business service liaison, Theresa Lawrence who can be reached at 508-862-6118 to assist you with utilizing the Career Center for your hiring needs.
- Congrats to the Duffy Health Center for the addition of their mobile health clinic, a 33-foot custom- designed mobile unit that will travel from the Upper to Outer Cape on regularly scheduled routes. (Mondays in Falmouth, Tuesday in S. Yarmouth, Wednesdays in Orleans and Thursdays in Provincetown). For more info call 508-771-7517 or visit [www.duffyhealthcenter.org](http://www.duffyhealthcenter.org).
- Congressman Delahunt is hosting a Discussion of Ethanol - a clean-burning, high-octane motor fuel produced from renewable sources and helps reduce dependence on foreign sources of energy - on Tuesday April 8th at 9 a.m. at Yarmouth Town Hall.

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Wendy K. Northcross, IOM, CCE

**Cape Cod Chamber Business Excellence Awards**

The Cape Cod Chamber of Commerce announces the return of its Business Excellence Awards! Nominees are being sought for awards in five categories of business: hospitality & recreation, service (including technology), health care, retail and wholesale, and non-profit organizations. Within these five categories, Cape Cod Chamber members and their employees or 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 special achievements that can be documented.

Nominations shall be made *no later than May 14, 2008*. The selection committee will make final recommendations for awards to be presented at the annual dinner of the Cape Cod Chamber of Commerce on June 24, 2008 at the Coonamessett Inn in Falmouth. Nominations should be submitted in writing and sent to: Business Excellence Awards Committee, c/o Cape Cod Chamber of Commerce, 5 Shoot Flying Hill Road, Centerville, MA 02632.

**Cape Cod Chamber launches new websites**

The Cape Cod Chamber of Commerce officially launched an exciting new family of promotional resources for 2008, which included newly designed, integrated websites: [CapeCodTravelGuide.com](http://CapeCodTravelGuide.com) and [CapeCodChamber.org](http://CapeCodChamber.org)

To fortify the promotion of Cape Cod as a year-round vacation destination, the Cape Cod Chamber purchased the annual Cape Cod Travel Guide, the Meeting Planners' Guide and their companion websites ([CapeCodTravelGuide.com](http://CapeCodTravelGuide.com) and [CapeCodMeetings.com](http://CapeCodMeetings.com)) from Northeast Publications of Dennisport in September 2007. With the help of the Northeast staff, the Cape Cod Travel Guide has been merged with the

Chamber's popular Visitor Guide and existing website, resulting in the creation of a fully-integrated print and web campaign.

Combined, the two websites generate over 1.6 million unique visits each year and over 25 million page views, giving the Chamber the strongest web presence over any other destination website for the region. This is great news for tourism-related members, who will now be able to update their own listings on the sites. Check your inbox in the coming weeks for instructions and login information for setting up your listing!

The website re-design project was led by Genevate Corporation of Falmouth.

**Join us for the April Member to Member**

Please join us at our next networking event on April 8th at the Mid-Cape Home Centers Complete Home Concepts in Hyannis. Enjoy hors d'oeuvres, networking opportunities and great raffle prizes. [Click here](#) to register online now.

Also, mark your calendar now for the Cape Cod Chamber's 87th Annual Meeting, set for Tuesday, June 24th at the Coonamessett Inn. [Register online](#) today!

**2008-09 Smart Guide now available**

Hot off the presses is the **2008-09 Smart Guide: Car-Free Maps to Cape Cod, Martha's Vineyard and Nantucket**. The Smart Guide, a four-color brochure of car-free maps, encourages "car-free" travel to the Cape and Islands by promoting travel by air, ferry, and bus, offered by 34 providers. The companion web site, [SmartGuide.org](http://SmartGuide.org), has been enhanced this year with Google maps and a site search feature.

New in the 10th annual edition, the Cape Cod Chamber is urging visitors, second homeowners and year-round residents to color their travel "green" this season. The Chamber defines "car-smart" travel as the use of hybrid vehicles, ride-sharing services and new social networking web sites that connect travelers and commuters going the same way. Using easy navigation, drop-down menus and a travel planning tool, [SmartGuide.org](http://SmartGuide.org) permits the traveler to arrange green travel through toll-free numbers and web sites of all car-free providers,

For a free copy of the Smart Guide, call the Cape Cod Chamber at 508-362-3225 or stop by one of our visitor centers. Smart Guide, supported by many partners and transportation providers, is produced by Chip Bishop Communications, in partnership with Internet Creations and Grouper Design.

**Important Session for Businesses**

Join the Cape Cod Chamber on April 4th from 8:30 to 11:30 a.m. to get the latest information from the experts on wage and hour law, child labor law, workplace safety and I-9 immigration compliance. The session will be held at the Cape & Islands Association of Realtors in West Yarmouth, and the panel will consist of representatives of the U.S. Department of Labor (Wage and Hour Division), the MA Attorney General, the MA Department of Public Health and Tocci, Goss, and Lee, PC.

Panelists will address issues specific to the hospitality industry and seasonal workers, including:

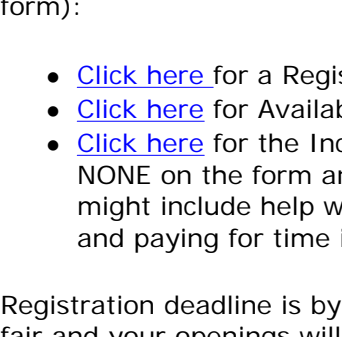
- I-9 and Seasonal Worker Immigration Issues
- Wage and Hour Compliance
- Child Labor Protection and Enforcement
- Workplace Safety Issues
- Compliance Issues and Tips for the Wary from the Practitioner's Perspective

Underwritten by Tocci, Goss, and Lee, with support from the Cape Cod School to Careers Partnership, in partnership with the MA Restaurant Association, Cape Cod Chamber and Yarmouth Area Chamber. Attendance is free, but pre-registration requested. Call Kathy at 508-362-3225 x522.

**Representatives Push For "OpenCape" Funding**

Representative Jeffrey Davis Perry (R-Sandwich) and Representative Cleon Turner (D-Dennis), as well as others in the Cape Delegation, have formally requested that funds be appropriated to upgrade the Cape Cod's broadband capabilities. The Cape Delegation request is for an additional \$5 million dollars to be added to an existing bond bill to help fund the efforts by the OpenCape Corporation, a nonprofit organization, in establishing a regional wireless communications network.

According to many in the business community, Cape Cod currently has insufficient communications infrastructure to entice "soft" industries to locate here. As the discussion continues among these business leaders regarding economic growth and jobs, it has become clear that regional approaches to some aspects of growth are essential. One of those areas is communications infrastructure. The proposed Bond Bill remains in the Joint Committee on Bonding, Capital Expenditures and State Assets until the Committee completes its report, expected within the next few weeks.

**A Chamber Baby Shower**

The Cape Cod Chamber hosted a baby shower in honor of the Chamber's bookkeeper Danielle Beausang this week at the Dennis Inn, located off Route 6A in Dennis. The shower carried a Red Sox baseball theme, to celebrate the upcoming arrival of Danielle and Colin's baby boy on May 19th. Among the gifts she received were many Cape Cod items, including a Cape Cod blanket, the book "Good Night Cape Cod" and a Cape Cod jacket & hat. A special thanks to Dennis Inn/Treats Catering for providing the delicious food and gracious service.

**April 14th Career Opportunities Job Fair**

Attention employers seeking seasonal workers! To participate in the free April 14th Career Opportunities Job Fair, Hyannis, submit the following three-part registration paperwork to Job Training Employment Corporation (their contact information is on form):

- [Click here](#) for a Registration Form
- [Click here](#) for Available Positions
- [Click here](#) for the Incentive Form (If no incentives are offered - please write NONE on the form and include it with your registration) Possible incentives might include help with transportation, housing, education, child care expenses and paying for time in transit.

Registration deadline is by the end of the day next Wednesday, April 2, 2008. The job fair and your openings will be advertised on radio, in the Cape Cod Times and online. A grant from the Massachusetts Executive Office of Labor and Workforce Development to Career Opportunities is funding this assistance with worker recruitment.

**MOTT Spring Lodging Promo**

The Massachusetts Office of Travel & Tourism's "Springtime Savings Lodging Specials" promotion will run Friday, April 11, 2008 through Friday, June 20, 2008. All members of the Cape Cod Chamber are encouraged to participate! The program will again feature six price points, with a "free breakfast for each night booked" theme. If you are interested, [click here](#) for the participation form, which you can fill out and fax back to MOTT at 617-973-8525 by end of the day today! The promotion will go live on [massvacation.com](http://massvacation.com) on April 11 and be supported by a strong print/PR campaign. Questions? Call Phyllis Cahaly at MOTT at 617-973-85099.

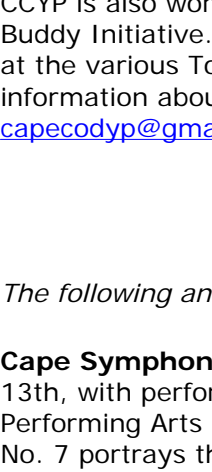
**Welcome New Members**

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

- [20/20 Window Cleaning](#), Centerville
- The Living Arts Institute, Yarmouthport
- [Ron Williams](#), Musician, Brewster
- [United States Army Recruiting Station](#), Hyannis

**CCHMA Monthly Meeting**

The Cape Cod Hospitality Marketing Association is pleased to welcome Paul Pedrick, Senior Vice President, Digital Strategy, TIGGlobal on April 10th at the Wequassett Resort and Golf Club. Registration begins at 5:30 p.m. and the presentation begins at 6:30 p.m. Mr. Pedrick oversees creative, technical strategy and execution for TIGGlobal, the industry leader in Hospitality Internet Marketing, which services the interactive needs of more than 800 hotel and destination marketing organization clients. Cost to attend is \$15 for CCHMA members and \$20 for non-members. Please RSVP by April 7th to [betsyk@hylinecruises.com](mailto:betsyk@hylinecruises.com) or -508-790-7280 x201.

**Geek Girl Camp**

Calling all Geek Girls! Save the date for April 17th for the Geek Girl Camp from 5:30 to 9:30 p.m. at Heritage House in Hyannis. Cost is \$25 per geek girl. Highlights include appetizers, in-depth sessions with computer/Internet professionals, networking, cash bar and a schwag bag with incredible goodies to take home. More info is available at [www.geekgirlcamp.com](http://www.geekgirlcamp.com).

**New CCYP initiative appeals to younger voters**

Cape Cod Young Professionals (CCYP) has announced an initiative to get young voters more involved in the town political process. The first way CCYP aims to do this is by educating its membership of 600 about the Town Meeting process by providing a listing of the dates for each of the Cape's Town Meetings, informing membership about how and where to register to vote (if they are not already) and encouraging voters to become informed about Town Meeting.

CCYP is also working with a group of volunteer "Townies" to implement the Bring a Buddy Initiative. Members of the CCYP and these designated Townies will be situated at the various Town Meetings to meet and greet interested young voters. For more information about the CCYP Bring a Buddy to Town Meeting Initiative please email [capecodyp@gmail.com](mailto:capecodyp@gmail.com).

**News from our Members**

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

**Cape Symphony Orchestra** presents "Symphony of Victory" concert April 12th and 13th, with performances at 7:45 p.m. Saturday and 3 p.m. on Sunday at the Barnstable Performing Arts Center, 74 West Main St., Hyannis. Shostakovich's superb Symphony No. 7 portrays the inextinguishable spirit of the Russian people while Dvořák's Violin Concerto - interpreted beautifully by acclaimed violinist Catherine Manoukian - reflects the Czech countryside and wistful folk dances. This Classics Concert sponsored by TDBarnorth features conductor Royston Nash. Tickets are \$20-\$55. Please call 508-362-1111 or visit [www.capesymphony.org](http://www.capesymphony.org) to purchase tickets or find out more.

Register to win a one-month free trial membership in **Freedom Boat Club** in West Dennis! Freedom Boat Club is having a March Madness Open House this weekend - March 29th and 30th from noon to 4 p.m. Every attendee will be registered to win a one month membership. Boats will be on display, and there will be an opportunity to hear about operation and membership plans. There will also be incredible discounts offered on membership that do expire at the end of the month, so this is a great chance to lock in at an affordable rate! Freedom Boat Club is located at the Bass River Marina in West Dennis, 150 Main St (Rt 28). Call 508-398-3221 or email Matt Carrick at [mcarrick@freedomboatclub.com](mailto:mcarrick@freedomboatclub.com). Food and beverages will be provided.

**The Living Arts Institute** is pleased to present "Co-creating with your Soul, a Touch Drawing Workshop" facilitated by Helen Warren, MSed. MFA., on Saturday, April 5th from 10 a.m. to 4 p.m. at the **Cape Codding Arts Magazine** offices, 1275 Millstone Road in Brewster. If you yearn to reconnect with the creative child within, this workshop is for you. The profound yet playful process of Touch Drawing is a wonderful place to listen within, nurture one's intuition, and re-ignite your imagination. Our only drawing tools are our hands and fingers. The fee for the Saturday workshop is \$100 (includes all materials). You may also sign up for an optional second day, Sunday, April 6, to extend your experience. The additional fee for attendees adding on Sunday is \$75. Space is limited. To reserve your spot and register, or contact: [nancyw@thelivingartsinstitute.org](mailto:nancyw@thelivingartsinstitute.org) or phone 508-737-4220 or 508-375-9136.

**Nauset Regional High School** will host a job fair to put local employers in contact with high school students and recent graduates who are interested in working both for the upcoming summer season and during the school year. Booths are on a space-available basis. There is no charge for attending but early registration is requested to plan for set up. Deadline for registration is [www.nausetregionalschools.org](http://www.nausetregionalschools.org), April 29, 2008. Registration forms can be obtained by emailing [gammonj@nausetschools.org](mailto:gammonj@nausetschools.org).

email: [news@capecodchamber.org](mailto:news@capecodchamber.org)  
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web: <http://www.eCapeChamber.com>

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