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Cape Cod Chamber of Commerce eNewsletter

eNews

March 5, 2010

Dear Karen,

From the CEO's Desk:

- Over the last 2 weeks, the Chamber has participated in hearings on several items, including the Senate President's plan to consolidate economic development departments, which we support; the Div. of Insurance hearing on new regulations to control premium pricing and support of aggregating small business for purchasing power; the adequate funding of tourism marketing; the Barnstable County Charter Review Committee and the need for changing county government to address our regional issues adequately; the Old King's Highway Regional board in support of the College wind turbine; and the Barnstable Municipal Airport terminal project, which we also supported.
- The Regional Tourism Councils and the Advisory Council on Travel & Tourism met this week and discussed the Senate plan to create a new Mass. Marketing Partnership.
- We thank Betsy Wall, Executive Director of the Mass. Office of Travel & Tourism, for her attendance at this week's Cape Cod tourism meeting.
- Our tourism marketing committee met today to review plans for spring marketing and discussed ways to expand the Quahog Day event.
- The Chamber has contracted with Regan Communications to help manage a public relations effort around the early spring bridge construction.
- Today we met with Speaker of the House Robert DeLeo, Rep. Sarah Peake, Vice Chair of the tourism arts & culture committee, Rep. Madden and Rep. Atsalis. Our agenda included small business insurance premiums, tourism marketing budget, and casino gaming legislation.
- The group working on increasing entrepreneurial support services in the region met again today and will be planning a presentation to Michael Hunter, Undersecretary of Economic Development for the Commonwealth, on our work to date.

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- We are happy to support the Cotuit Center for the Arts in a fundraiser production of Love Letters. Van Northcross will join me on stage to perform the play on April 30th! See [this link](#) for more info!

Recent press activity included the following:

["The Cape wakes up."](#) *Yankee Magazine* cover story, April 2010

["Cape Tourism gets huge boost"](#) *Cape Cod Times*, March 4, 2010

["Thrilled Patti Page honored with Cape Cod Street Name"](#) *The Post-Chronicle*, March 1, 2010

["Patti Page gets her own road on Cape Cod"](#) *Boston Herald*, February 26, 2010

["Patti Page finally gets her street on Old Cape Cod"](#) *Cape Cod Times*, February 27, 2010

[My View: "Buy a plate, create local jobs"](#) *Cape Cod Times*, March 3, 2010

["Health Care Costs Catastrophic for the Cape"](#) *Cape Cod Times*, March 1, 2010

Editorial: ["Unhealthy Policy"](#) *Cape Cod Times*, March 2, 2010

Wendy K. Northcross, IOM, CCE

March Member to Member



The Cape Cod Chamber of Commerce and Yarmouth Area Chamber of Commerce invite you to our joint networking event on **Wednesday, March 10th** at the **Cape Cod Irish Village** on Route 28 in West Yarmouth.

This special St. Patrick's Day celebration, to be held from 5:30 to 7 p.m., will feature hors d'oeuvres, networking opportunities and perhaps a little "Luck o' the Irish" with our fantastic raffle prizes!

Cost is \$5 members, \$15 non-members. [Click here](#) to register online now! [Click here](#) for directions to Cape Cod Irish Village, located at 512 Route 28 in West Yarmouth.

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!

Entrepreneurs' Weekend



Ever wanted to be part of your own company? Have a good idea but need to get it to the next stage? Like to work with a team of people to create something new? Then join us for the second **Entrepreneurs' Weekend**, set for **March 12-14** at Cape Cod Community College's downtown Hyannis campus and Venture Hyannis!

Last year's Entrepreneurs' Weekend produced five teams which launched some great business plans.

Mentors and advisors are on hand all weekend to help identify the "great idea," help team members build a business plan and refine team presentations to a panel of judges. Teams will compete for prizes, and will win the confidence to continue their concept. [Click here](#) for an agenda of the weekend's activities.

[Click here](#) to register now! Entrepreneurs' Weekend is sponsored by the Cape Cod Chamber of Commerce, Cape Cod Technology Council, Coastal Community Capital, Venture, Cape Cod Community College, , Mass. Office of Business Development, Cape Cod Economic Development Council Inc., Southern New England Entrepreneurs Forum, MASBDC, Cape Cod Young Professionals and other terrific supporters TBA.

Cost to participate is \$50 per individual, including most meals and breaks. To begin meeting your fellow participants and linking to potential team members - go to [LinkedIn](#).

Upcoming Coastal Community Capital Workshops

"Electronic Marketing" March 9: 9 to 11 a.m. at Gull Wing Suites, 822 Route 28, South Yarmouth. Email marketing helps you keep customers and prospects coming back - by using attractive, professional-looking email communications to stay in regular touch with them and build strong customer relationships. It's better and more effective than regular email. We'll teach you the basics! Presented by Corissa St. Laurent, Constant Contact. This workshop is offered in partnership with the Yarmouth and Hyannis Area Chambers of Commerce.

"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.

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.

OpenCape receives \$32 million NTIA Broadband Grant to build open access middle mile network

The non-profit OpenCape Corporation announced this week that it was notified by the U.S. Department of Commerce that it has been awarded \$32 million in American Recovery and Reinvestment Act (ARRA) Broadband Technology Opportunity Program (BTOP) funds to construct a 350 mile fiber optic network, wireless microwave network, and regional data center. Congressman Bill Delahunt made the award announcement at Cape Cod Community College.

The \$32 million BTOP grant will be combined with matching funds totaling \$8 million from the Commonwealth of Massachusetts, RCN Metro Optical Networks, and Barnstable County to construct a comprehensive middle mile network to support the economic, educational, public safety, and governmental needs of the southeast Massachusetts region. The open access, vendor neutral middle mile network will connect over 60 anchor institutions on Cape Cod and the Islands of Martha's Vineyard and Nantucket. In addition, OpenCape will build further connections to the Internet in Providence, RI along the South Coast, and to Boston through Plymouth and Brockton. These paths will allow many additional anchor institutions throughout southeast Massachusetts to connect to the network. [Click here](#) for the full press release.

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.

Update on Sagamore Bridge Work



After another day of inclement weather, the U.S. Army Corps of Engineers, New England District has delayed plans to start deck repairs and other work on the Sagamore Bridge until

early morning on Saturday, March 6th. Message boards were updated to reflect this changed information. The work will only allow one lane of traffic in each direction - one lane onto the Cape and one lane off the Cape. No wide loads will be permitted over the Sagamore Bridge. The lane restrictions will be in place 24-hours a day, seven days a week. Plans are to complete the work by late spring, prior to Memorial Day.

Message boards, located at both approaches to the Sagamore Bridge, will keep motorists advised of work efforts. Also, previously installed fixed signage at all approach roads to the Sagamore Bridge will alert motorists to the bridge work and associated travel restrictions. More information on the work can be obtained from the [Corps' webpage](#) under Bridge Notices. People can also receive updates on the Corps' [Facebook page](#) and [Twitter page](#).

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.

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:

- [Cape Cod Creamery](#), South Yarmouth
- [CertaPro Painters of Cape Cod](#), West Barnstable
- [Cranberry Coast Concerts](#), East Wareham
- [MetLife Home Loans](#), Hyannis
- [Murphy Business & Financial - Massachusetts](#), Barnstable

- [White's Catering](#), Brewster

Cape Cod Booth at PowWow



Once again, the Cape Cod Chamber will be represented at U.S. Travel Association's International Pow Wow, set for May 15-20 in Orlando, Florida. For decades, the Cape Cod brand has been a popular favorite of international tour operators at this event, where Cape Codders represent their businesses in several booths throughout the New England section. Over 1,500 international and domestic buyers from over 70 countries are expected to be in attendance. We have one open registration in the Cape Cod Chamber booth, so if you are part of Cape Cod's hospitality industry and would like to be involved in the largest International Travel Trade Show in the US, please contact michele@capecodchamber.org. To find out more about PowWow, [click here](#).

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

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!

Cape Cod St. Patrick's Parade



Ray Flynn, former Boston Mayor and U.S. Ambassador to the Vatican, will serve as the Grand Marshall at the 5th annual Cape Cod St. Patrick's Parade tomorrow! The theme of this year's parade is "Heroes and Heroines of Ireland." The two mile parade begins at 11 a.m. at Route 28 and School Street in West Dennis and proceeds up Route 28, ending at Forrest Road in Yarmouth. [Click here](#) for a parade route map. Among the marchers in this year's parade are Kevin Barry Pipe & Drums Band, Sons of Erin on Cape Cod, Ancient Order of Hibernians, Colum Cille Pipes & Drums, and the Ancient Mariners Band.

Urban Initiative Survey

The University of Massachusetts at Dartmouth, through its Urban Initiative, is conducting an economic development study for the town of Sandwich. Please help by taking their online survey, which is aimed at informing them about the strengths and challenges of a particular site the town is looking to develop. [Click here](#) for the survey!

Health Insurance Connector Authority's Business Express

The Commonwealth of Massachusetts' Health Insurance Connector Authority has announced the launch of "Business Express," a new group health insurance product for small employers provided through the state's Health Connector. All Business Express plans carry the state's Seal of Approval for quality and value, And if your business has five or fewer employees, in some cases you could save more than \$300 per employee per year on administrative costs, and there is no membership fee. To check out Business Express, call your broker or visit www.MAhealthconnector.org and enroll online. Employers with 50 or fewer employees can sign up for the Business Express now for an April 1st effective date.

Cape Cod and Islands Commission on the Status of Women Forum

In honor of Women's History Month, the Cape Cod and Islands Commission on the Status of Women presents a discussion on "Looking Forward: Cape Cod and Islands Women in the 21st Century" on Tuesday, March 30th from 6 to 8:30 p.m. in the Upper Commons, Cape Cod Community College. Networking will begin at 6 p.m., followed by a Community Leader Panel presentation and Q & A

News from our Members

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

Pierce-Coté Advertising in Osterville was recently hired by the Icelandic Tourism

Board and Iceland Naturally for media planning and placement in the Boston market to promote A Taste of Iceland, a week long cultural program that highlights Icelandic trade, tourism and culture. Pierce-Coté is a full-service marketing communications firm and is part of Regan Communications Group headquartered in Boston. The agency offers a full range of creative and media services to clients throughout Cape Cod and Massachusetts.

The **Hyannis Athletic Association** will host a "Spring Training" event on Sunday, March 21st at the Roadhouse Cafe in Hyannis from 4 to 6 p.m. Highlights of the event include the official announcement of the new name of the Hyannis Mets, the roster for the team's upcoming season in the Cape Cod Baseball League, raffles, complimentary hors d'oeuvres and cash bar. Cost is \$25 per person or \$40 per couple. RSVP to 508-771-8132 or billandcilla@verizon.net. Proceeds benefit the McKeon Park Improvements.

The Cape Cod Melody Tent in Hyannis announces that tickets for all shows announced to date for the 2010 Eastern Bank Summer Concert Series are now on sale through Ticketmaster. To purchase tickets online, visit www.melodytent.org and click on "Buy Tickets." To purchase tickets by phone through Ticketmaster, call 1-800-745-3000. The Melody Tent box office will open for the season on Sunday, May 30 at noon for in-person sales. For concert updates and new shows announcements, visit the Melody Tent web site at www.melodytent.org.

Christina Jacobi will be teaching two painting classes at the Falmouth Art Center this month. Both focus on the versatility and exciting possibilities of acrylics. They are: "Non-Representational Art: A Lively Introduction," a workshop for adults on Saturday, March 20th and "Non-Representational Art: A Lively Introduction for Teens" on four Saturday afternoons from March 27-April 17. For further information, contact the Falmouth Art Center at 508-540-3304 or visit the artist's website at www.ArtworksByChristina.wordpress.com.

Comcast Business Services, one of the nation's leading providers of entertainment, information and communications, appointed Barry Bader director of sales for Comcast's Greater Boston Region. Barry will be working with Comcast business account executives to provide consultative advice and one-on-one services to business customers throughout the Cape and southeastern Massachusetts. Barry comes to Comcast after spending the last decade working in the communications industry throughout much of New England.

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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