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## Cape Cod Chamber of Commerce eNewsletter

eNews

May 14, 2010

### Greetings!

#### From the CEO's Desk:

- Great news to hear the words "Sagamore Bridge work ends" this week! We thank the Army Corps and the transportation community for making this spring work a better (although not totally painless) experience.
- The B&B Committee and B&B members were hosted by the Steamship Authority on a Nantucket FAM trip. We thank the SSA and the Whaling Museum for their hospitality.
- The Cape Cod Commission hosted a meeting to review the Comprehensive Economic Development Strategy for the county - updating all on the status of the past year's work and adjusting the plan for the next year. The significant wins included funding for OpenCape - the beginning of a new economic development stats database, a systematic approach to helping Entrepreneurs including Entrepreneurs' Weekend, the By Local campaign and pursuing funding for the Fisheries Trust - helping local fishers attain fishing permits.
- We have launched the marketing phase of the *Sourcebook for Architectural & Design Elements*, which is being led by Clare O'Connor and supported by Maegan Storey. We thank Cape Associates for hosting a gathering in the lower Cape this week, connecting artists with the building community.
- Michele Pecoraro and several Chamber members are headed to International Pow Wow in Florida this week to promote the Cape to international visitors.
- We held a talk on the China trip to answer more questions about amenities, business meetings and more. We will hold another session on Monday 5/24 at 5:15 PM at the Chamber office.

*Recent press activity included the following:*

["Cape Cod Commission: "Happy with progress" Cape Cod Times, May 13, 2010](#)

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Wendy K. Northcross, IOM, CCE

### *Cape Cod Chamber Annual Meeting*



The Board of Directors of the Cape Cod Chamber invite you to the **89th Annual Meeting** on **Wednesday, June 9th**, with the theme "One if by Land, Two if by Sea!" Join us for a lively sunset cruise to Provincetown aboard **Hyannis Whale Watcher Cruises**. The boat will leave Barnstable Harbor promptly at 5:45 p.m. (please arrive to register between 5-5:30 p.m.), and there will be plenty of fun & delicious food on board, as well as the induction of new directors. After arriving at Provincetown's MacMillan Wharf, **Art's Dune**

**Tours** will provide transportation to the **Pilgrim Monument**, for tours and a toast to the Monument's upcoming 100th anniversary on August 5, 2010. We will depart Provincetown at 8 p.m. and return to Barnstable Harbor at approximately 9 p.m.

The cost to attend the Annual Meeting is \$50 for members, \$65 non-members for both Land & Sea. The cost to attend just the Provincetown celebration (Land, not Sea) is \$15 members, \$25 non-members. [Click here](#) to register online now! The Annual Meeting is sponsored by Comcast Business Class and co-sponsored by Hyannis Whale Watcher Cruises, Art's Dune Tours and Provincetown Chamber of Commerce.

### *Member savings with Constant Contact*

The Cape Cod Chamber has partnered with Constant Contact, the leading email marketing service for small businesses, to bring you a great way to stay in touch with your most important audience: your customers. With Constant Contact, email marketing is easy, affordable, and effective.



And because you are a member of Cape Cod Chamber of Commerce, you qualify for a special discount. If you prepay for six months, you receive a 20% discount. Prepay for a year and save 25%! There's no better time to try email marketing. If you haven't opened an account yet, you can start with a [60-day free trial](#). If

you already have a Constant Contact account and would like your discount, please email to [chamber@constantcontact.com](mailto:chamber@constantcontact.com) with your user name telling them you are a member of the Cape Cod Chamber of Commerce.

### *May Member to Member a Success*



The Member to Member Event this week at Mid-Cape Kitchen & Bath Design Showroom in Hyannis was a great success! Thank you to everyone for attending, and to Panera Bread and Cape Cod Beer for keeping us well fed and hydrated. Thank you also to all those who donated the great door prizes!

See you next at the 89th Annual Meeting aboard Hyannis Whale Watcher Cruises on June 9th! Enjoy a fun-filled cruise to Provincetown. [Click here](#) for details and to register now!

### *Upcoming Health Care Forums*

The Mass. Division of Health Care, Policy & Finance will host a forum on **"Why Health Care Costs are Rising"** from 8 to 10 a.m. on **Thursday, June 3rd** at Cape Cod Community College. There is no cost to attend, and the event is sponsored by Cape Cod Five Cents Savings Bank. Please RSVP to [wendy@capecodchamber.org](mailto:wendy@capecodchamber.org).

On **Thursday, June 24th**, the Cape Cod Chamber and the Associated Industries of Mass. (A.I.M.) will co-host a seminar on **"Health Care Reform - the Next Chapter"** in the Mid Cape Home Centers Design Showroom meeting room on Route 132 in Hyannis. Join us to cover an overview of key federal provisions; integration with Mass. health care reform; HR impact - timelines and implementation steps; and administrative insight and guidance. Registration begins at 9 a.m. For more information, [click here](#) or call A.I.M at 617-262-1180.

### *Find new customers with ChamberMail*



Find new customers with **Cape Cod ChamberMail**, a powerful marketing tool offered to members through the Cape Cod Chamber! This upscale direct-mailer targets the #1 buying market of all time - new residents, on Cape Cod and beyond. With Chamber credibility given to advertising members, these new residents need your products and services after their move. Let Cape Cod ChamberMail guide them where to go - to you! [Click here](#) for more information.

### *17th Annual Cape Cod Maritime Days*



The **17th Annual Cape Cod Maritime Days** is being celebrated throughout the entire month of **May 2010** across the Cape! Nearly 65 events are expected to be held during Maritime Days, from lighthouse & walking tours, nautical art exhibits and lectures on maritime lore to village festivals and guided kayaking excursions. On May 22nd, Women of Fishing Families will host the annual **Chatham Maritime Festival!** The day begins with the Blessing of the Fleet at the Chatham Fish Pier at 9:30 a.m., followed by the festival

from noon to 7 p.m. at the Chatham Community Center. The festival will include kids' activities, a Food Fest, pictures with Wally the Green Monster, live entertainment and the Fishermen's Olympics. All proceeds directly benefit local Cape Cod fishing families, scholarships for local Cape Cod children of fishing families, and fisheries education.

For a full schedule of Maritime Days events, please visit [CapeCodMaritimeDays.com](http://CapeCodMaritimeDays.com). Cape Cod Maritime Days is sponsored by the Cape Cod Chamber of Commerce, Cape Cod Commission and Arts Foundation of Cape Cod.

### *Cape Cod Chamber Trip To China*



Join the Cape Cod Chamber 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!

### *April 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. [Click here](#) for the April 2010 survey, which takes less than 5 minutes to complete. Thank you in advance for your time!

### *Update from Coastal Community Capital*

The SBA's rate on owner-occupied real estate acquisition financing was 5.7% in April. Almost a record low! Also, as a result of the Stimulus Act and until funds are exhausted, most SBA Borrower fees have been waived. The fee-waiver is anticipated to expire soon. If you are acquiring commercial real estate or expanding commercial real estate, this is an excellent financing vehicle. For more information, contact Jeannine Marshall at Coastal Community Capital at 508-362-3755 or visit [www.coastalcommunitycapital.org](http://www.coastalcommunitycapital.org).

Coastal Community Capital also wants businesses to remember that fee waivers on SBA commercial financing are set to expire soon! If you're looking to improve cash flow by reducing debt service or obtain working capital, now is a great time. Coastal Community Capital has had excellent success securing millions of dollars of commercial loans for small business utilizing Stimulus Act programs. Call Beth to see if you qualify at 508-362-3775.

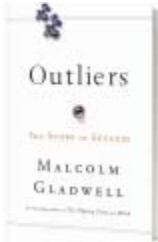
### *Cape Cod SCORE Awards Breakfast*

Leslie Fishlock & Chris Corriveau, owners of Genevate, have been selected by the Cape Cod Chamber to receive a Build a Better Mousetrap Award from Cape Cod SCORE at its **17th Annual Awards Breakfast on Thursday, May 20th** at Old Yarmouth Inn. Founded in 2002, Genevate of Cataumet is a professional web application, development and design firm with 200-plus clients, both on and off Cape Cod. One of Genevate's more recent exciting ventures is Geek Girl Camp, which aims to educate and empower woman at every age, skill and income level on computer technology.

The awards breakfast will also honor SCORE's other Build a Better Mousetrap

recipients and the Small Business Owner of the Year. Tickets for the event are \$25.00. To register to attend, call Cape Cod SCORE at 508-775-4884!

### *Business Book Club Event*



The Cape Cod Chamber will host the first of a series of business book discussions (with other partners to be announced) geared to entrepreneurs and business managers. The first event is scheduled for May 19th at 5 p.m. and will be facilitated by Chamber CEO Wendy Northcross, along with Bev Ryle, Career Counselor and Business Consultant. The site will be the conference room of the Cape Cod Chamber of Commerce at 5 Shootflying Hill Road, Centerville (junction of Route 132 & Route 6). The featured book is "Outliers-the Story of Success" by Malcolm Gladwell ([www.gladwell.com](http://www.gladwell.com)). There is no fee to attend and you may reserve a seat by emailing [wendy@capecodchamber.org](mailto:wendy@capecodchamber.org). Join us for a lively discussion of the best practices to achieve success!

### *Welcome New Members*

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

- [My Generation Energy, Inc.](#) of Brewster

### *Chamber Pet Insurance Program*



The Chamber Insurance Program (CIP) today announced the expansion of its pet insurance offering to provide local businesses and Chambers of Commerce in Massachusetts, including the Cape Cod Chamber, access to discounted rates on Pets Best insurance plans. These plans, underwritten by Aetna Insurance Company of Connecticut, have earned the exclusive recommendation of the American Veterinary Medical Association Group Health and Life Insurance Trust.

The plans reimburse 80 percent of veterinary bills after payment of the deductible. Monthly premium rates are based on breed, the pet's age and the typical veterinary costs within a policyholder's area. Plans are subject to limitations and exclusions, but there are no benefit schedules or fee restrictions. Plans do not include maximum age restrictions and allow pet owners to choose any licensed veterinarian. All pets can be covered with accident-only policies, which means that even pets with pre-existing conditions can be insured against unexpected costs from accidental injury. For more information about the Chamber Insurance Program pet insurance offering, visit [www.chamberpets.com](http://www.chamberpets.com)!

### *Tourism U on June 2nd*



The Massachusetts Office of Travel and Tourism (MOTT) presents **Tourism U** on **Wednesday, June 2nd** at the Holiday Inn on Jones Road in Falmouth.

This free event will feature roundtable discussions and workshops designed to enhance the tourism industry's awareness of programs offered through MOTT. From 10 a.m. to noon, attendees can get international & group tour market updates, learn about the state's Green program and find out how to get listed on massvacation.com.

After the last Tourism U session, get a sneak peek at the new Cape Cod Smart Phone App, featuring icons for Where to Stay, Where to Play, Hot Deals, Events & the Islands! MobiLaurus, the company that created the App, will walk you through the new App design in a brief, interactive presentation. If you are interested in signing up for these free workshops, please contact Dagny at [Dagny.Ashley@state.ma.us](mailto:Dagny.Ashley@state.ma.us).

### *Upcoming Restaurant Weeks on Cape Cod*



**Cape Cod Restaurant Week's** Spring 2010 edition is presented by Nantucket's own Triple Eight Distillery on May 17-23! During this week, participating local restaurants are each offering a special 3-course exhibition menu for your dining pleasure. The cost of dining from any of these special menus will be fixed at a low price of just \$25 or \$35 (tax & gratuity not included). [Click here](#) for more information and participating restaurants.

**Sandwich Restaurant Week** will be held May 16-21 at participating restaurants across Sandwich! Restaurant goes of all tastes and pocketbooks are invited to experience new summer menu creations being introduced this week, with savings of up to 25% off selected menu items at some restaurants and specially priced three course dinners at other venues. [Click here](#) for more information and for participating restaurants.

From May 21-27, enjoy the **Provincetown Spring Restaurant Week & Gallery Stroll!** With 27 participating restaurants, this spring's event invites visitors to enjoy a taste of the Outer Cape with three- course prix-fixe menus ranging from \$25 to \$35. At the special Saturday Gallery Stroll, scheduled for May 22, the town's galleries, museums and shops will extend their hours into late evening and offer special receptions with local artists. information and a list of participating restaurants. [Click here](#) for more information and participating restaurants.

### *New Tax Benefits as part of HIRE Act*

Two new tax benefits are now available to employers hiring workers who were previously unemployed or only working part time. These provisions are part of the Hiring Incentives to Restore Employment (HIRE) Act, recently enacted into law. Employers who hire unemployed workers this year (after Feb. 3, 2010 and before Jan. 1, 2011) may qualify for a 6.2-percent payroll tax incentive, in effect exempting them from their share of Social Security taxes on wages paid to these workers after March 18, 2010. This reduced tax withholding will have no effect on the employee's future Social Security benefits, and employers would still need to withhold the employee's 6.2-percent share of Social Security taxes, as well as income taxes. The employer and employee's shares of Medicare taxes would also still apply to these wages. For full details on these two new tax provisions, visit [the IRS website](#).

## *Comcast Cape-Wide Student Art Scholarship Competition*

The Arts Foundation of Cape Cod has announced that Brian Young, a Falmouth resident and senior at Falmouth High School, is the winner of the Comcast Cape-Wide Student Art Scholarship Competition! Young's winning design will be featured on the official Arts Foundation T-shirt commemorating the 25th Anniversary TD Bank Annual Pops by the Sea concert on August 1, 2010.

Brian Young and Falmouth High School will each receive a \$500 cash prize for the winning design. He will receive his award at a reception at the Cape Cod Academy in Osterville on May 25th. The reception will also mark the unveiling of the commissioned painting for the 25th Anniversary Pops by the Sea concert by renowned artist Robert Douglas Hunter. For more information, please visit [www.artsfoundation.org](http://www.artsfoundation.org).

## *Geek Girl Networking Event*



The next Geek Girl networking event is set for Tuesday, May 18th at 5:30 p.m. the Radisson Hyannis Hotel. It is also Geek Girl's 2nd Anniversary - so come and share in the good times! Highlights of the evening include tech sessions, Tweetup, Q&As, great giveaways, cash bar and the presentation of the Educational Scholarship check to the American Business Women's Association Cape Cod Charter Chapter. Cost is \$35, which includes dinner. [Click here](#) to register.

## *Using online technology to market your business*



On May 20th, **Cape & Plymouth Business** will host an exciting educational program focused on making the best use of online technology to market your business. In today's new economy, it's more critical than ever to stand out in the market. Cape & Plymouth Business is bringing together experts in their fields so you can get their advice on how to target your market using innovative and cost-effective on-line marketing methods. Every business needs to incorporate these new technology tools into their existing marketing plans in order to increase revenues. Topics include web marketing, social media and database marketing. The event will be held from 7:30 to 10 a.m. at the Cape Codder Resort & Spa in Hyannis. Space is limited, so register now at [www.capeplymouthbusiness.com](http://www.capeplymouthbusiness.com).

## *News from our Members*

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

Don't miss **Mashpee Commons'** Annual Spring Sidewalk Sale today through Sunday, rain or shine. Stores open at 10 a.m. on Friday & Saturday and 11 a.m. on Sunday. Find women's apparel, accessories, men's apparel, lingerie, sleepwear, candles, books, women's shoes, home accents, beauty products, eco-friendly home goods, doggie beds, sunglasses, glassware, athletic shoes & apparel, rugs, swim & surf gear, children's clothing and more on the sidewalks and through the doors of your favorite national and independent retailers. Gustare Oils & Vinegars will hold a special tasting event; Pottery Barn will have an outdoor decorating demonstration and The Lili Pad

will have trunk shows on both Saturday & Sunday. BodyWork Massage will also be offering free chair massages. For more information, please visit [www.MashpeeCommons.com](http://www.MashpeeCommons.com).

The **Quahog Republic Dive Bar** opened its doors to the public last night, marking a new start for the restaurant after 12 years of operations on Bourne's Mashnee Island! Located in the Falmouth Trade Center at 97 Spring Bars Road in Falmouth, the new restaurant will feature the Quahog Republic's signature, casual menu offerings, including the Aussie & Island Burgers, award-winning Quahog Chowder, Stuffed Quahogs, Crunchy Cod Fish N Chips and Monsta Lobsta Roll. Food will be served until 12:30 nightly, and live entertainment will be offered on weekends starting in June. The Quahog Republic has also established a line of clothing, gear and accessories, which is available online at [www.QuahogRepublic.com](http://www.QuahogRepublic.com) and at the Quahog Republic Retail Hut at Village Landing Marketplace in Plymouth.

For one night only on Friday, May 21st, the **Blue Water Resort** in South Yarmouth transforms into Cape Cod's only oceanfront comedy club. Featuring national comedy headliner Juston McKinney and special guest Kelly MacFarland, the "Comedy by the Sea" event starts at 9 p.m. (doors at 8:30 p.m.). The show is open to both resort guests and the public (ages 21+) with tickets priced at \$14 per person. Due to limited seating, advance ticket purchases are strongly suggested. Tickets may be purchased by calling Blue Water Resort at 508-398-2288.

**Hostelling International**, winner of a 2009 Business Excellence Award from the Cape Cod Chamber, is proud to announce its new Hyannis hostel will open in July. All are invited to an open-house from 1 to 5 p.m. on June 12th at the Hostel at 111 Ocean Street in Hyannis. One building will be open to the public, and hard-hat tours of the rest of the Hostel are available upon request. This is a great opportunity to learn more about the Hostel, the network of hostels around the Cape and Islands, and their role in the community. To arrange a tour, or for more information, please visit [www.ruthrusher.org](http://www.ruthrusher.org), or contact John Yonce at 617-922-0076 or [jyonce@yonce.net](mailto:jyonce@yonce.net).

The Grand Re-Opening of **Edible Arrangements** in Sandwich will be held on June 3rd from 2 to 5 p.m. at the store at Hertiage Park Plaza, 280 Route 130 in Sandwich. Bring your friends and family to enjoy an afternoon full of fun, food and giveaways hosted by Stephanie from 106 WCOD! Sample some of our tasty creations while you mingle with fellow business owners. The new team at Edible Arrangements in Sandwich are looking forward to seeing you! For more information, please visit [www.ediblearrangements.com](http://www.ediblearrangements.com).

### *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](mailto:mike@capecodchamber.org). Or [click here](#) for a membership application!

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

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