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Cape Cod Chamber of Commerce eNewsletter

eNews

May 21, 2010

Greetings!

From the CEO's Desk:

- Congratulations to the 17 Build a Better Mousetrap Award winners, feted by SCORE and the Cape & Islands Chambers of Commerce this week at the Old Yarmouth Inn! Cape Cod Chamber was proud to honor Genevate (read more below!)
- JFK Hyannis Museum Foundation had a terrific launch of its new speaker series. This week's inaugural event featured Senator Paul Kirk, who spoke candidly about his days in Washington before being replaced in the special election. Comcast Business Services sponsored this event, which will include future episodes!
- Quahog Day festivities are in the final planning stages. The prognostication will take place on the banks of the Cape Cod Canal near Hemisphere Restaurant Don't forget to cook up your own Quahog Day event or offer so we can promote it along with the capstone event - the summer beach weather prognostication on 6/21!
- American Express has partnered with the Cape Cod Chamber to promote Cape and Islands travel in the shoulder season (September through mid- November.) Look for the call for specials in order to participate in this free marketing effort that will tap over 200,000 card holders in the Northeast.
- The B&B Committee is planning a series of events beginning this fall that will showcase our local inns and help educate innkeepers on a variety of topics. They are also launching a regular feature article on the Chamber travel websites to highlight Cape Cod's unique B&Bs.
- The first meeting of the Business Book Club was held this week and the next is planned for August 18th to discuss the book *Drive* by Daniel Pink.
- Many thanks to the Cape & Island legislators who advocated for adequate regional tourism marketing funds in the House and Senate budgets. This is critically important to the state's economic recovery. The budget will now go to conference committee to work out the details.
- The Chamber is creating a Retailers' Council, and the first meeting was held this week to begin to shape this effort. Goals include developing an accurate

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inventory of available space, working to improve the business skills of existing retailers, consider changing retail space into mixed use opportunities and more. We will announce future meetings and workshops over the summer.

- The Chamber's executive committee met with Chief Paul MacDonald and Officers Drifmeyer and Cahoon to discuss details of community policing and potential best practices for local business.
- Those interested in learning more about the Chamber's trip to China are invited to attend a slide presentation & Q&A session on Monday, May 24th at 5 p.m. at the Chamber conference room. Just email wendy@capecodchamber.org to save a seat!
- NOTE: Several previously announced meetings have been changed. The June 3rd presentation by the state on health care cost drivers has been postponed to early fall, as has the May candidates' event. The workshop on health care law impacts is confirmed for June 10th at Venture - Hyannis (see article below.)!

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 with your user name telling them you are a member of the Cape Cod Chamber of Commerce.

Pad Map Opportunity

Advertising opportunities are now available in our tear-off Pad Map for Visitors! This full-cull color Official Street and Road Map of Cape Cod includes space for directions on the back side. It will be distributed to visitors via visitor centers, hotels and rental companies. Pads of 100 will be provided at no cost to advertisers for use by concierges, or for distribution to customers. For more information, call Steve Richards (Upper and Mid Cape) at 774-238-0787 or Kristin Carey (Mid and Lower Cape) at 508-364-1018.

Upcoming Health Care Forums

Are you confused by the new healthcare law? You won't be after attending a special presentation from 8:30 to 10:30 a.m. on **Thursday, June 10th** on **"Healthcare Reform: What the New Legislation Means for Employers-Get Prepared Now."** Warren Rutherford, The Executive Suite, Atty. John Dorn, Foley & Foley, P.C., and Robert Macallister, Rogers and Gray Insurance Agency will present timely information on the Patient Protection and Affordable Care Act as amended by the Health Care and Education Reconciliation Act of 2010 (PPACA), which makes major changes to the healthcare system in the United States. Many of the changes will affect employers in significant ways. This 2-hour workshop, held at Venture Hyannis at 540 Main Street, will offer guidance, tools and information to help employers understand and comply with the changes. Co-sponsored by the Cape Cod Chamber and Cape Cod Human Resources Association. Space is limited, so register by June 7th to 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** 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. Tomorrow, 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. 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!

Get involved in the 2nd Annual Quahog Day



The Second Annual **Cape Cod Quahog Day** has been set for **Monday, June 21st** at Hemisphere Restaurant in Sandwich! Once again, the Cape's official Quahog (aptly named "Doug") will come out of hiding for the official "Quahog Prognostication." Speaking the secret

bi-valve language, he will give word to the Secretary General of Quahog Republic on how many weeks of Cape Cod beach weather lie ahead.

But it doesn't end there! This year, Quahog Day will kick off a week's worth of Quahog-related activities Cape-wide. And we need your help! If you would like to get involved in the week-long Quahog Day celebration - from Tuesday, June 22 through Sunday, June 27 - simply send us your Quahog-themed event and we will list it on the Quahog Day website, which will be promoted via an aggressive PR campaign, on our visitor websites, social networking channels and in our spring destination marketing.

Ideas could include a Quahog Day sale at your retail store, a Quahog Day accommodations package at a hotel or B&B, a Quahog Day rate at your museum or attraction, or a Quahog Day special on the menu at local restaurants.

To participate, or to find out how you can serve as official Quahog Security on June 21st, email Kristen at kristen@capecodchamber.org.

Cape Cod casting call for reality show



Attention Cape Codders: Hit cable parenting show "Worlds Strictest Parents" is now casting Cape Cod families with strict rules for their kids and the hearts to help mentor teens in jeopardy. Apply today at www.theworldsstrictestparents.com or email chazel@shedmediaus.com directly to learn how you can help turn two teens' lives in the right direction.

Genevate among honorees at Cape Cod SCORE Awards Breakfast



Leslie Fishlock & Chris Corriveau, owners of Genevate, were among those companies to receive a Build a Better Mousetrap Award from Cape Cod SCORE at its 17th Annual Awards Breakfast yesterday at Old Yarmouth Inn. Genevate was nominated for the honor by the Cape Cod Chamber of Commerce, of which they are a longtime member.

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. [Click here](#) to read the Chamber's nomination submission in its entirety. Pictured above (l to r) are Kristin Carey of the Cape Cod Chamber, Chris Corriveau & Leslie Fishlock of Genevate and Cape Cod Chamber CEO Wendy Northcross.

New Members/Renewing Members

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

- [Mathnasium Math Learning Center](#), Hyannis
- [Mary McSweeney Irish Artist](#), Cummaquid
- [Vineyard Haven Ferry Service](#), Falmouth

We also would like to recognize and thank the following members who have recently renewed their Cape Cod Chamber membership:

[Sesuit Harbor House and Motel](#), East Dennis; [Ready Rooter](#), Sandwich; [Stripers-R-Us, Yarmouthport](#); [American Cancer Society](#), Yarmouthport; [Aaron Burbanks Windfall](#)

[House](#), Sandwich; [Cape Cod Package Store](#), Centerville; [Wings Beachwear](#), West Yarmouth; Robert Temkin, CPA, Barnstable; [Captain John Whale Watching & Fishing Tours](#), Plymouth; [Centerville Pie Co.](#), Centerville; [Suffolk University](#), West Barnstable; [Cranberry Real Estate](#), West Dennis; [Sandbars Inn-Cape Cod](#), Truro; [little beach gallery](#), Hyannis; [Baxters](#), Hyannis; [Nauset Disposal](#), Orleans; [Cape Cod Irish Village](#), West Yarmouth; [Emoro](#), East Falmouth; [WCAI Cape & Islands](#), Woods Hole; [Sea Shell Guest House](#), East Falmouth; [Embargo](#), Hyannis; [Island Merchant](#), Hyannis; [Sign a Rama](#), South Yarmouth; [Art Works](#), Orleans; Bassett Advertising, East Sandwich; [Sandy Neck Motel](#), East Sandwich; [Wind River Massage](#), Dennisport; RACIII Design and Landcape, Marstons Mills; [Cape Cod Valet](#), Dennisport; [Express Communications](#), Provincetown; [Joy of Success](#), Centerville; [Beth Higgins Fine Art](#), Sandwich

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!

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.

Cape Cod Hospital construction

The main Entrance at Cape Cod Hospital will be closed for approximately three weeks for construction. Everyone coming to the front of the building will be directed to go through the Emergency Center in order to get to their destination. The Security and Valet staff in the front of the hospital will try to re-direct visitors going to the Mugar entrance to use the Mugar Valet. Nursing will also be directed to discharge all patients through the Mugar Building to reduce the congestion at the front of the hospital in the EC. Staff and volunteers will be in place to assist patients and visitors.

Governor Patrick to attend Barnstable Senior Center Memorial Day Ceremony

The Barnstable Senior Center is pleased to announce that Governor Deval Patrick will attend its annual Intergenerational Memorial Day Ceremony on Wednesday, May 26th at 11 am. The event will take place at the Barnstable Senior Center, 825 Falmouth Rd., Hyannis. This very special intergenerational event is being held in honor of the many veterans who gave their lives for our country. Highlights include Posting of the Colors, Taps and an intergenerational roundtable discussion between veterans and students from Barnstable High School. Following the ceremony a light lunch will be served. Entertainment provided by the Victrola Society. Space limited. RSVP to 508-862-4750.

News from our Members

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

Curry College offers a 16-month Master of Education (M.Ed) program in Elementary or Special Education. This part-time program, offered in a cohort- based format, provides a convenient pathway to obtain your M.Ed. By attending classes one evening a week and one Saturday a month, you will earn your degree alongside a supportive group of adult learners. Interested in learning more? On Wednesday, May 26th, drop in at the Plymouth Campus from 4:30 to 6:30 p.m. to speak with faculty members and advisors. Learn about program curriculum, enrollment requirements, and finance options. For more information, email Anne Berriault at aberriau@curry.edu or call 508-747-2424.

For one night only tonight, 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.

The **Steamship Authority** is pleased to announce a cost-savings opportunity for travelers: free bike passage to Nantucket and Martha's Vineyard. This special "Boat and Bike" promotion is valid from May 20-June 24, 2010. To take advantage of this promotion, customers will need to present a coupon to any Steamship Authority terminal location. The coupon is available online by [clicking here](#). Once the coupon has been presented to a Steamship Authority ticket seller, the customer will receive a free bike ticket, which normally sells for \$6.00 round-trip to Martha's Vineyard and \$12.00 to Nantucket.

Join the **Community Action Committee of Cape Cod & Islands** at their Sunday

Funday BBQ Fundraiser on Sunday, June 13th from noon to 4 p.m. at 115 Enterprise Rd. in Hyannis. Enjoy live music by Amber Crowley and the Classic Vinyl Band; a fabulously diverse Craft Fair; Burgers/Hot Dogs/Cape Cod Potato Chips/Ice Cream Truck; Moon Bounce, Fish Rescue, Face Painting and Kid Games; and MyChip (Child ID Program). Bring a canned good for the pantry and get one free ticket! (Value .50 cents) Call 508-771-1727 ext. 162 for more details!

Cape Cod USA Real Estate, located in Marstons Mills, would like to welcome realtor Michael D. Evaul as one of the newest Sales Associate to join its ever growing team of expert sales, rental & home investment divisions in MA and also in 52 countries worldwide. Michael comes to CCUSA with 22 years experience with the Mashpee Fire Department and many years of owning his own company, T&S Property Services. Call Michael today at 508-428-4440. for more information on the perfect Cape Cod home for sale. Keeping Real Estate Simple!

Whether you own your office or lease it, whether your facility is large or small, there are ways to make it more sustainable, healthier for the staff, and more cost-effective. **Covanta Energy** is pleased to encourage Cape Cod businesses to attend **MassRecycle's Green Office/Green Facility Conference** on June 15th at Bentley University's LaCava Center in Waltham! Use the coupon code "mrboard10" to receive a 15% discount, plus a free annual membership in MassRecycle. Please register on/before May 30th. At the conference, listen to representatives of leading New England businesses and institutions that have made "green" work for them. For complete details, please visit www.massrecycle.org/greenoffice or contact Meg Morris at mmorris@covantaenergy.com.

The **Cape Cod Symphony Orchestra Golf Classic** is a unique opportunity to play at **Ocean Edge's** exclusive Nicklaus Design golf course! Enjoy the extended course length, rolling topography and dramatic elevation changes - a challenging golf course strategically designed to be appropriate for all levels of play. Pair this great course with fine food and fun with friends for a great time. And at the end of the day you can take a bow for contributing to a fine cause! Not a golfer, join us for a fabulous post-golf reception. Or you can show your support by becoming a CCSO Golf Classic Sponsor by calling 508-432-1445. Space is limited. [Click here](#) to register!

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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