

[Back](#)[Print](#)

## Cape Cod Chamber of Commerce eNewsletter

eNews

May 23, 2008

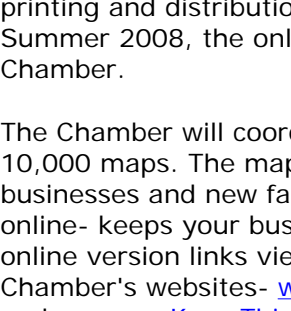
Dear **Karen,****From the CEO's Desk:**

- Congratulations to the Cape Cod Young Professionals organization for this week's award by the SBA for "making a difference" on Cape Cod. Cape Business Publishing Group nominated the CCYP for this award, which will become an annual recognition event.
- The economists panel at the SBA Celebrate Success Awards Luncheon was interesting and at times upbeat about the Massachusetts economy, which is doing better than the US economy. Eastern Bank economist John Bitner stated that there is opportunity to increase wealth through the stock market and that the export markets are strong due to a growing world economy. He predicted vacationers would stay closer to home, and rebate checks will boost the third quarter, which is good news for Cape Cod.
- Media interviews about the start of the summer season have been lighter than last year, but we have fielded many calls about Senator Kennedy and have assisted the JFK Hyannis Museum with their media interviews.
- Plans are accelerating for the low number license plate auction which will be held during the month of July. A special online auction function is being added to [www.capeandislandsplate.com](http://www.capeandislandsplate.com). Start making your list of birthdays, anniversaries, or your high school football number and be ready to start bidding!
- We are hosting a member breakfast on June 12 (site to be announced shortly) that will feature a presentation by Blue H USA - the proposed deep water turbine installation. Details to follow.
- The Cape Cod Chamber is pleased to announce a grant to the Yarmouth Area Chamber of Commerce for the installation of a new visitor information facility on Route 6. This highly visible center serves the entire Cape and a member discount of 20% off distribution rates is offered to any new participant from the Cape Cod Chamber.

in this issue

- Chamber Annual Meeting on June 24th
- Advertise in the Official Cape Cod Street & Road Map
- June Member to Member
- Use the Chamber logo in your Marketing Materials
- Seasonal Worker Update
- April 2008 Accommodations Survey
- State moves to ban Leaded Children's Jewelry
- Advertising Opportunity at Route 25
- Volunteer opportunity with Cape Cod Chamber
- Welcome New Members
- Video presentation of Tourism Week Luncheon
- Cape Cod Artisans Fair set for tomorrow
- Free marketing workshops for resorts and inns
- Cape Cod showcased to Meeting Planners
- News from our Members

Wendy K. Northcross, IOM, CCE

*Chamber Annual Meeting on June 24th*

Mark your calendar for the Cape Cod Chamber's 87th Annual Meeting, set for Tuesday, June 24th at the Coonamessett Inn in Falmouth. The cocktail-style reception, to begin at 6 p.m., will include the installation of new officers and the presentation of Business Excellence awards.

Cost is \$47.50 for members; \$55 for non-members. [Register online](#) today!

The Coonamessett Inn is offering interested members a special room rate of \$69 for the night of the Annual Meeting, which includes Continental Breakfast the next morning. For more information, call 508-548-2300.

*Advertise in the Official Cape Cod Street & Road Map*

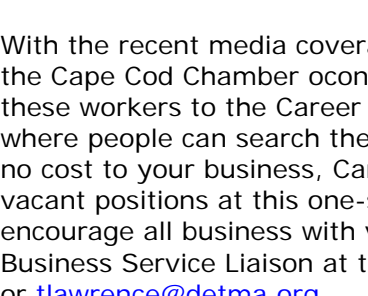
Let the Chamber put your business on the Map! We are pleased to announce the printing and distribution of the four-color **Official Cape Cod Street and Road Map** in Summer 2008, the only street and road map of the area distributed by the Cape Cod Chamber.

The Chamber will coordinate an effective, two-year distribution program with over 10,000 maps. The map will be part of the relocation packets the Chamber mails to businesses and new families to the area. Two years of exposure-both in print and online- keeps your business in front of an ever-increasing audience. The interactive online version links viewers to your website and is linked for two years on the Chamber's websites- [www.capecodchamber.org](http://www.capecodchamber.org) and [www.capecodtravelguide.com](http://www.capecodtravelguide.com) - and on [www.KnowThisPlace.com](http://www.KnowThisPlace.com)!

Take advantage of this affordable marketing opportunity. To reserve your advertising space, contact Steve Richards at 508-362-8613 or [steve@capecodchamber.org](mailto:steve@capecodchamber.org); or Kristin Carey at 508-362- 3225, ext. 511 or [kcarey@capecodchamber.org](mailto:kcarey@capecodchamber.org).

*June Member to Member*

Please join the Cape Cod Chamber of Commerce at our next networking event on Tuesday, June 10th at the Riverview School in Sandwich (co-sponsored with the Sandwich Chamber of Commerce.) Enjoy hors d'oeuvres and networking outside under a tent - and bring your business card, because there will be plenty of great raffle prizes! [Click here](#) to register now.

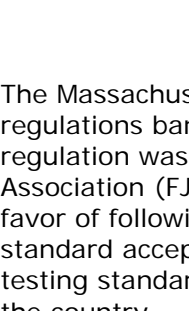
*Use the Chamber logo in your Marketing Materials*

Help strengthen the Cape Cod brand! Please post the Cape Cod Chamber logo in your print ads and other communication materials. Not only will this help reinforce our powerful brand, but you are showing your customers your business is a proud member of the Cape Cod Chamber. In addition, linking customers to our website - [www.CapeCodChamber.org](http://www.CapeCodChamber.org) - also provides a great resource for both residents and visitors, with updated information on events, activities and things to do and see. For more information, email

[kristen@capecodchamber.org](mailto:kristen@capecodchamber.org).*Seasonal Worker Update*

With the recent media coverage of the need for seasonal workers here on the Cape, the Cape Cod Chamber continues to receive inquiries from job seekers. We refer these workers to the Career Opportunities website: [www.massgov/dwd/jobquest.org](http://www.massgov/dwd/jobquest.org), where people can search the various Cape and Islands locations for available jobs. At no cost to your business, Career Opportunities will post your year round and seasonal vacant positions at this one-stop resource for businesses and job seekers. We encourage all business with vacant positions to contact Theresa Lawrence, the Business Service Liaison at the Hyannis Career Opportunities Center, at 508-862-6118 or [tlawrence@detma.org](mailto:tlawrence@detma.org).

Looking for dependable transportation for your 2008 seasonal employees? Two resources are: CapeX - Cape and Providence Express Bus Service, and MassRIDES. CapeX provides 5 round trips between the Harwich Commuter Parking Lot and T.F. Green Airport, R.I., with stops in Barnstable, Sagamore, New Bedford and Fall River at regional transit bus stations. CapeX is open to suggestions in order to better accommodate the needs of businesses and workers. Call Peggy Gerrahan at 508-760-2555 to discuss your needs. MassRIDES offers several free commuter assistance programs, such as a ridematch database to assist with carpooling, vanpool coordination for employees coming from at least 20 miles away, and the Emergency Ride Home program. Call 1-888-4COMMUTE and ask for Catherine King. You can also find information at [www.commute.com](http://www.commute.com).

*April 2008 Accommodations Survey*

The Cape Cod Chamber is trying 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. **We especially need responses from properties in the Upper Cape and Outer Cape!** We appreciate your help.

[Click here](#) to take the April 2008 Accommodations Survey.

*State moves to ban Leaded Children's Jewelry*

The Massachusetts Public Health Council (PHC) has voted unanimously to adopt strict regulations banning the sale of leaded children's jewelry in the Commonwealth. The regulation was adopted over the strong opposition of RAM, the Fashion Jewelry Trade Association (FJTA) and numerous in-state jewelry manufacturers, who all advocated in favor of following the states of California and Minnesota in adopting a uniform standard acceptable to the industry. The thresholds for accessible lead levels and testing standards included in the regulation will now impose the strictest standard in the country.

Children's jewelry is defined as "jewelry marketed to or intended for use by children less than 14 years of age." Retailers will be forced to rely heavily on manufacturers and distributors further up the supply chain to supply proof of testing and documentation, which the retailer will be required to produce at the point of sale should the state request it during enforcement and compliance efforts. The regulations were scheduled to go into effect June 13, 2008, to allow industry time to come into compliance and to allow for a 30-day comment period on a guidance document outlining laboratory testing methods and compliance requirements. However, the Dept. of Public Health has just issued a notice of a four month delay in the effective date.

If your company sells any children's jewelry of any kind your business will be impacted by these regulations and you will need to take steps to ensure compliance. For more information, please visit [www.retailersma.org](http://www.retailersma.org) or contact Bill Rennie, RAM's Vice President, at 617-523-1900 ext. 11 or [brennie@retailersma.org](mailto:brennie@retailersma.org).

The Cape Cod Chamber has issued a statement on this matter. [Click here](#) to read it.

*Advertising Opportunity at Route 25*

Our Route 25 Information Center in Plymouth has kiosk advertising availability for the first time in many years! We have a few spaces ready to display your accommodations, restaurant, service or entertainment venue. Did you know that the Route 25 center is the largest distribution point of Cape Cod vacation materials on and off the Cape? Showcase your business with a full panel (21" X 70") or a half panel (21" X 35"). For more information, contact Steve Richards at 508-362-8613 or [steve@capecodchamber.org](mailto:steve@capecodchamber.org), or Kristen Carey at 508-362-3225 ext. 511 or [kcarey@capecodchamber.org](mailto:kcarey@capecodchamber.org).

*Volunteer opportunity with Cape Cod Chamber*

Meet interesting people from all over the world! The Cape Cod Chamber of Commerce Information Center, located at the junction of Routes 6 and 132 in Hyannis, is seeking volunteers to help greet and service our customers during the peak summer season. We are looking for volunteers who can donate two hours per week during the busy months of July, August & September. Seniors are encouraged to volunteer! If you are interested, please call Bonnie at 508-362-3225 x537 or email [bonnie@capecodchamber.org](mailto:bonnie@capecodchamber.org).

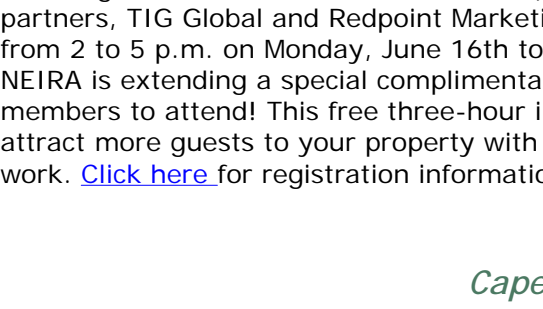
*Welcome New Members*

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

- [Atlanta Island Auto Rental, Inc.](#), South Yarmouth
- [Cape Cod Creative Services](#), Edgartown
- [Creative Events, Inc.](#), Boston
- [First National Corporation](#), Falmouth
- [RA- MU & the Crew](#) (DJ services), Providence RI

*Video presentation of Tourism Week Luncheon*

Thank to Steve Baty of All Media Productions, the Cape Cod Chamber of Commerce is able to provide a video presentation of last Friday's Tourism Week luncheon featuring Nick Paleologos, Executive Director of The Massachusetts Film Office. [Click here](#) to see Nick speak on the work the film office is doing on behalf of the state, and how Cape Cod can partner with the film office in the future.

*Cape Cod Artisans Fair set for tomorrow*

In conjunction with the Cape Cod Chamber, the Wellfleet Harbor Actors Theater (WHAT) celebrates the Artisans Trail with an Artisans Fair on the grounds of the Julie Harris Stage at 2357 Route 6 in Wellfleet from noon to 6 p.m. tomorrow. Free admission! The Artisans Fair features the works of more than 20 artists and artisans under a tent. Join us!

*Free marketing workshops for resorts and inns*

New England Inns & Resorts Association (NEIRA) and their strategic marketing partner, TIG Global and Redpoint Marketing PR, to the Dan'l Webster Inn in Sandwich from 2 to 5 p.m. on Monday, June 16th to share secrets for attracting more guests. NEIRA is extending a special complimentary invitation for Cape Cod Chamber members to attend! This free three-hour interactive workshop will show you how to attract more guests to your property with internet marketing and PR Solutions that work. [Click here](#) for registration information.

*Cape Cod showcased to Meeting Planners*

The Cape Cod Chamber's Meeting and Incentive Committee recently hosted their annual Meeting Planner luncheon at The Renaissance Hotel Providence on May 6th. The group, led by chair Alan Bearse and Chamber VP of Sales Patti Lloyd, showcased Cape Cod as at a premier meeting and event destination to the over 50 planners in attendance. Planners represented such companies and organizations as Hospitality Performance Network, Marketing and Events, Inc., Massachusetts Medical Society, Hasbro, Eident Sports Marketing, Brown University and many others.

Cape Cod Chamber members that participated included Black Sheep Adventure, The Beachside at Nantucket, Cape Cod Central Railroad, Carriage House Limousine, Catania Hospitality Group, Chatham Bars Inn, Harbor View Hotel & Resort, Hyannis Whale Watcher Cruises, Holiday Inn Falmouth, Lighthouse Inn, Nantucket Inn & Conference Center, Newport Vineyards, Red Jacket Resorts, The Resort and Conference Center at Hyannis, Sea Crest Resort, Sheraton Eastham, the Steamship Authority and Wequassett Resort and Golf Club.

In addition, Jane Carlson (Catania Hospitality Group), Kristin Pakett (The Resort and Conference Center at Hyannis) and Patti Lloyd recently represented Cape Cod in Stamford, CT at a MPI meeting, as well as a NESCVB meeting planner reception.

*News from our Members*

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

**Fresh Paint Gallery** on Route 6A launches its 8th year in Yarmouthport this year with their Annual "Paint Out" on Sunday May 25th, 1 to 4 p.m. Artists Selma Alden, Julie Blanchard, Claire Marcus, Robert Mesrop, Ken Northup, Ann O'Connell and Lynne Schulte will be painting on the ground of the Gallery. Come and enjoy an afternoon of Art demonstrations and refreshments. Fresh Paint Gallery is located at 143 Route 6A in Yarmouthport. Call 508-375-9220 for more information.

The **Bayside Resort Hotel** in Yarmouth is honored to have been chosen, for the second year in a row by Cape Cod Life Magazine as the best Mid Cape Resort/Hotel.

The Red Sox Foundation, the official team charity of the Boston Red Sox, today announced two new outlets through which fans can purchase World Series Ring Raffle tickets. Tickets will be sold between the hours of noon and 5 p.m. at **Cape Cod Mall** in Hyannis tomorrow and Sunday. Anyone 18 years or older, regardless of their state or country of residence, can purchase the Ring Raffle tickets at special kiosks. In addition, Massachusetts residents 18 years or older can purchase raffle tickets online at <http://redsox.com/raffle>. All net proceeds of the raffle will benefit the Red Sox Foundation's charitable programs.

**Cape Cod Five's** Tom Boyle, Senior Vice President and Chief Risk Officer, was recognized with a Secretary of Defense Medal for Exceptional Public Service Award, and was the recipient of the Rev. David P. Mahn Spirit of Volunteerism Award. Boyle was praised for his many voluntary hours given to counselling Massachusetts service men and women on their deployment related employment concerns.

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