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Cape Cod Chamber of Commerce eNewsletter

eNews

May 28, 2010

Greetings!

From the CEO's Desk:

- The Route 25 Visitor Center has reopened for the summer season starting today. It will serve travelers on Friday, Saturday and Sunday from 10 a.m. to 6 p.m. through Labor Day weekend. The Center will be staffed by Jerome Clancy, Ann Barrett, Dottie Olsen and Dorothy Springer.
- The Route 6 (at exit 6) Visitor Center is now fully staffed for the summer and will be open six days a week. Back for the summer are Nancy Farmer, Mary Ellen Liddell and Win Rowell, supported by Bonnie Coutu, Nelson Cook, Suzanne Alguier and Mary Coulouras.
- Kendra Cirillo of Centerville has joined us as our summer marketing intern and has hit the streets running! She will be working with Michele Pecoraro and helping our China travelers.
- On June 16th, Camp Edwards on the Mass. Military Reservation will host the largest training exercise since World War II. 1900 soldiers will be trained, tested and certified for survival and mission success.
- The Elaine Perry Memorial Scholarship was awarded by Cape Cod Community College Education Foundation on May 26th to Shanique S. Cunningham of Hyannis. Elaine Perry worked at the Cape Cod Chamber of Commerce from 1988 until her untimely death in 2005.
- The Dan Wolf Scholarship for Renewable Energy studies was awarded by the Education Foundation to Kelsey Drea Riesebieter of Brewster. Dan Wolf was the Chairman of the Board of the Cape Cod Chamber of Commerce from 2005 to 2007.
- The Mass. Jobs & Workforce Summit is scheduled for June 22nd in Sturbridge MA. This is a forum for education, training and business leaders to strategize new business models for adapting to the changing global economy. Register online by [clicking here!](#)
- We wish everyone a good (and lucrative) Memorial Day weekend! We hope you take time out to honor those who have secured and protected our freedoms.

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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.

Fall Promotion with AmEx and Cape Cod Chamber



American Express and the Cape Cod Chamber of Commerce have partnered to create the 2010 Cape Cod & Islands Fall Promotion, a travel promotion designed to encourage high-spending American Express® Cardmembers to take advantage of travel and in-market offers at hotels, restaurants, shops and entertainment establishments on the Cape and Islands.

This exciting program provides an opportunity to drive traffic and spend to your establishment in the fall season! Your exclusive offer will be featured through the following: a dedicated splash page on www.CapeCodTravelGuide.com; the American Express Selects site, www.amexnetwork.com/offers; Messaging American Express Cardmembers through 200,000 impressions (email & Cardmember statement messaging)

To participate and for more details, email kristen@capecodchamber.org. Promotional dates are September 7-November 22, 2010. **Participation deadline is June 18, 2010.** There is no cost to participate; you only incur the expense of fulfilling your offer when a purchase is made.

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 of The Executive Suite, Atty. John Dorn of Foley & Foley, P.C., and Robert Macallister of 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.

Welcome Centers are ready to greet visitors



The Cape Cod Chamber Welcome Center at the interchange of Route 6 & Route 132 (exit 6) in Hyannis/Centerville is fully stocked and ready to greet all our visitors this summer! Be sure to bring in your new brochures and to post your rates and specials online in DORS and our specials page. Route 25 visitor center is now open on Friday, Saturday and Sunday for the summer and is also welcoming guests, as well as your brochures!

Spring Destination Marketing Campaign



Highlights of Cape Cod Chamber's spring destination marketing campaign include:

- A radio promotion in June on Magic 106.7 FM in Boston and WSRS FM in Worcester, with added value promotion spots provided through Cape Cod giveaways
- Print ads with the Nantucket and Martha's Vineyard Chambers in the June issue of *Boston Magazine* and the spring & summer travel issues of *Boston Globe Magazine*
- Print ad with the Martha's Vineyard Chamber of Commerce in the June issue of *Coastal Living*
- Co-ops with members in such publications as MA Spring Preprint, Spring/Summer Greater Boston Travel Planner and the 2010-11 Official Guide to Boston
- Facebook advertising from April-June in the Boston, CT and New York markets
- Ongoing social media campaign on Facebook and Twitter
- Monthly Visitor E-Newsletter to just under 25,000 opt- in subscribers

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 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!

New Members/Renewing Members

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

- [Boyd & Boyd, P.C.](#), Centerville
- [RPM Carpets & Floor Coverings](#), East Harwich

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

[Cape & Islands United Way](#), Hyannis; [Wellfleet Harbor Actors Theater](#), Wellfleet; [Atlanta Island Auto Rental](#), Edgartown; [St. George Greek Orthodox Church](#), Centerville; [Eye Health Services](#), South Yarmouth; [Hawthorne Motel](#), Chatham; Hyannis Home, Hyannis; [Cutty Sark Motor Lodge](#), Dennisport; [Falmouth Country Club](#), Falmouth; [Captain's House Inn of Chatham](#), Chatham; [Red Pheasant Inn](#), Dennis

Cape Cod represented at Intl. PowWow

Last week, more than a dozen representatives of Cape Cod's tourism industry set out to do business with the world at the U.S. Travel Association's International Pow Wow. Over 5,000 participants - including tour operators, journalists, hotels, attractions, restaurants and destination marketing organizations - converged on the Orlando Convention Center. Michele Pecoraro hosted Kimberlee McHugh of the Steamship Authority and Olivier Rabsch of Chatham Bars Inn in the Cape Cod Chamber booth. Cape Cod businesses featured in other booths included the Falmouth Chamber of Commerce, Northeast Unlimited Tours, Dolphin Fleet, Hyline Cruises, Heritage House Hotel, Catania Hospitality Group, Shoreway Acres, Hyannis Whale Watcher Cruises, and Jean Upton's Unique New England. Other Cape Cod Chamber members were promoted in the Massachusetts Cultural Coast booth.

Pow Wow is the travel industry's premier international marketplace and the largest generator of international travel to the US. Through pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the US, and close to 1,500 International and Domestic Buyers from more than 70 countries, conduct business negotiations that result in the generation of over \$3.5 billion in future Visit USA travel.

Leads generated by appointments at Discover New England Summit and Pow Wow will be available next week! Look for a Lead Alert in your email inbox or contact michele@capecodchamber.org to receive an Excel spreadsheet of International leads.

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 Summer Entertaining Expo

The **Cape Cod Summer Entertaining Expo**, set for **tomorrow**, will kick off summer while giving New Englanders ideas for making the 2010 season all the better! The expo will take place Saturday from 11 a.m. to 4 p.m. at the Hyannis Youth Community Center, and is co-sponsored by the Cape Cod Chamber, Cape Cod Life Publications, WellWed and Taylor Party Rental Plus.

Highlights include of the Expo include live music from Jeff Conley Band and Hyannis Sound; bites from Timmy Bs, Ardeos, Lollicakes, Montillio's Bakery, Cape Cod Cranberry Harvest, Cucina D' Amore and Capricho Wood Fired Pizza; book readings and signings by cookbook authors P. Ann Pieroway, Shirley Prada Craig, Tom Dunlop and fiction writer Lin Sartori ; entertaining Tips from Elspeth Hay, g Green Design Showroom, Bee and Blossom; wedding style tips from Margaret Elizabeth, Scealu and Sposabella Bridal; flower Tips from Bee and Blossom, Beautiful Arrangements; raffle prizes and more! Tickets are \$10 online and \$15 at the door. Children are admitted free. The Cape Cod Summer Entertaining Expo is being produced by two sisters, Alexandra and Rebecca Hynes, who have a Centerville homebase. For more information or to purchase tickets, visit www.summerentertainingexpo.com or call 617-872-2023.

New HACC Kayak Program

Hyannis Area Chamber of Commerce (HACC) is launching a pilot program four Fridays in June and July (June 4 & 18 and July 2 & 16) to bring organized kayak tours to the Town of Barnstable. On Friday, June 4th from 10 a.m. to 1 p.m., participants will explore the Centerville River and Scudder Bay by kayak with Dick Hilmer of Explore Cape Cod Kayak Tours. This three-hour tour will take participants down tidal rivers and into salt marsh habitats. Reservations are necessary at 508-240-1211; daily kayak nature tours are limited to 6 or 7 kayaks. For this Hyannis Chamber-sponsored event, rates are \$40 for a solo kayak; \$30 per person in a touring tandem. Equipment is supplied (kayak specific to your body size, paddle, life jacket, dry bag) including American Canoe Association certified basic instruction prior to launch. Explore Cape Cod Kayak Tours are experienced coastal naturalists.

CCHRA Monthly Meeting

The Cape Cod Human Resources Association will hold its monthly breakfast meeting on Thursday, May 27th at the Holiday Inn on Rte. 132 in Hyannis. The meeting starts at 7:30 a.m. Lisa McNeill, VP of The Cape Cod Foundation, will present "Understanding

Cape Cod," a report published by the Cape Cod Foundation that explores seven important issues facing Cape Cod: affordable housing & homelessness; health and healthcare; child and youth wellness; environment & energy; basic human needs; workforce & employment; and arts & culture. Advanced registration is \$15 for members, \$20 for non-members and walk-ins. To register, please email splumb@capecodonline.com or register online at www.cchraonline.com.

SNEEF Clam Boil Networking Event

The Southern New England Entrepreneurs Forum at UMass Dartmouth (SNEEF) will offer a Clam Boil and Networking event, with a presentation and panel discussion about innovative social media, on Thursday, June 10th at 5:30 p.m. at the Advanced Technology and Manufacturing Center in Fall River. A case study will be presented on signedOn, a startup company focused on enabling anyone, from hobbyist to multinational organization, to create and manage one's own web 2.0 social network without the need for technical expertise or costly developers. Moderator will be Dr. Nora Ganim Barnes, Director of the Center for Marketing Research at UMass Dartmouth. Registration is \$30 - register online at www.sneef.umassd.edu.

News from our Members

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

Join Cape Cod authors T.M. & Seton Murphy at 5 p.m. on Sunday, May 30th at **The Beach House Restaurant** in Falmouth to celebrate the release of their novel "The Running Waves" on the eve of its official release! Enjoy hors d'oeuvres, mingling, a book signing and the chance to get an early copy of the book. Set in the fictitious Cape Cod town of Silver Shores (which bears a striking resemblance to Falmouth), "The Running Waves" tells the story of two brothers struggling to cope with break-ups, death, substance abuse and brotherly relationships. The event is free and open to the public.

Take Control Fitness will be participating in an open house at the USA Kung Fu Academy in Mashpee near Dino's. Come for a free demo between 1 to 5 p.m. tomorrow! Take Control Fitness will be offering a free boot camp class as well as discounts on personal training. Class schedules and discounts on classes will be available during the open house. Open house is at 401 Rt 151 Unit #6, near Dino's.

The **Cape Cod Museum of Art** in Dennis announces the launch of Blue Star Museums, a partnership with the National Endowment for the Arts (NEA), Blue Star Families and more than 600 museums across America to offer free admission to all active duty military personnel and their families from Memorial Day through Labor Day 2010. For more information, visit www.ccmoa.org or call 508-385-4477.

Cape Cod Mall in Hyannis offers Gift With Purchase, just in time for Fathers Day! Get a \$25 gift card to Sandwich Car Wash with a \$125 purchase of American Express Simon Giftcards. Sandwich Car Wash is Cape Cod's premier car wash and detailing facility. Available only while supplies last. Limit one per person. Please visit Simon Guest Services, in the center of Cape Cod Mall, for all the details on this great offer and to learn how American Express Simon Giftcards can work for your business.

Fresh Paint Gallery invites you to join us in celebrating our 10 years in

Yarmouthport on Sunday, May 30th from 1 to 4 p.m. Our six artists will be painting on the grounds of our new home, the Barn at 169 Route 6A, Yarmouthport - down the driveway at Coldwell Banker, Joly, McAbee & Weinert Realty. Come share our celebration! For more information, call 508-375-9220 or visit www.freshpaintgalleryonline.com.

Whether a second home owner or a vacationer spending time on Cape Cod for some well deserved rest and relaxation, **Fini Concierge** offers the same level of service to residents and visitors of Cape Cod as they do in Greater Boston - always with the goal of reducing stress and saving time, allowing clients to focus on the priorities in their lives. Fini Concierge's Cape Cod team handle large and small projects such as opening and closing seasonal homes, stocking kitchens prior to guest's arrivals, conducting home check-ins during the winter months for second homeowners, planning seaside weddings and family reunions, providing recommendations on area activities and restaurants and much more! For more information, visit www.finiconcierge.com.

The **Cape Cod Melody Tent** box office, located at 21 West Main Street in Hyannis, opens for the 2010 summer concert season on Sunday, May 30th at noon for in-person sales! The box office will be open daily from noon until 6 p.m., and through intermission on show nights, throughout the 2010 season. Joining the Melody Tent staff for the opening day celebrations will be PIXY 103 radio with Julie Raynor broadcasting live from 11 a.m. until 2 p.m.! PIXY staff will be handing out Cape Cod Potato Chips and Vermont Pure Natural Spring Water. And participate in the "Enter to Win" contests, with prizes to include tickets on the Steamship Authority's Fast Ferry and a Melody Tent goody bag. Also, be on the lookout for Doug, the Cape Cod Quahog, reportedly planning to make the scene at the Tent on Sunday before his big appearance on June 21st at Cape Cod Quahog Day. For concert updates and tickets, visit the Melody Tent website at www.melodytent.org.

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!

email: news@capecodchamber.org
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web: <http://www.eCapeChamber.com>

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