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Cape Cod Chamber of Commerce eNewsletter

eNews

May 7, 2010

Greetings!

From the CEO's Desk:

- We are working with American Express to utilize their resources to boost website traffic for our visitor websites.
- We are discussing collaboration on several events of interest to the business community in 2011. We are working with *Cape & Plymouth Business Magazine*, as well as Coastal Community Capital to structure a meaningful line up of events in the next program year.
- Boston distribution of the *Cape Cod Travel Guide* began this month via Express Communications.
- Kendra Cirillo of Centerville will join us as a summer intern assisting us with details of the China trip and other international marketing programs.
- We are planning a forum for the community at large to present the findings of the Massachusetts Health Care Costs Trends. This report, created by the MA Div. of Health Care Finance & Policy, recommends ways to mitigate the state's growing health care costs. Dates are being finalized and will be announced soon. The Cape Cod Five Cents Savings Bank has graciously agreed to sponsor this forum so that we can extend an invitation to the entire Cape community.
- We are planning a workshop on June 22nd with Associated Industries of Mass. on the anticipated impacts of the new national health care reform laws. Site and other details to be announced shortly.
- We are planning a candidates forum on May 27th in the evening at the Cape Codder Resort. This event will be focused on contested primary races. We will release more details next week.
- The Chatham Historical Society is holding a free talk called "Chatham to China" on May 16th. This is a great way to learn more about the connections Cape Cod has had with China! Visit www.chathamhistoricalsociety.org for more info.
- We also hear that air fare to China is around \$1300 when purchased separately. The Chamber trip to China is \$1999 for ALL expenses - everything - transportation to & from JFK, airfare, in-country travel, all hotels & meals and

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major attractions! Join us at the Chamber office on May 14th at 4 p.m. for a slide presentation on the trip and learn more about this exciting trip of a lifetime!

Recent press activity on Cape Cod included the following:

["It's true - you're sure to fall in love with Old Cape Cod"](#) *Mature Lifestyles Magazine*, May 2010

["Cape restaurant celebrates the quahog state of mind"](#) *Boston Globe*, May 5, 2010 (includes Quahog Day reference!)

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.

May Member to Member



Please join us at the May Member to Member Event next **Wednesday, May 12th** at **Mid-Cape Home Centers Design Showroom** on Route 132 in Hyannis. The event will be co-hosted by **Panera Bread**. Enjoy plenty of networking opportunities, fantastic raffles and delicious Panera Bread

goodies! Cost to attend the networking event is \$5 members, \$15 non-members. [Click here](#) to register now!

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, and include a wide and diverse array of nautical activities. Nearly 65 events are expected to be held during the 2010 Cape Cod Maritime Days, from lighthouse & walking tours, nautical art exhibits and lectures on maritime lore to village festivals and guided kayaking excursions.

For a full schedule of Maritime Days events and for Maritime Days accommodations packages, 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!

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 survey, which takes less than 5 minutes to complete. Thank you in advance for your time!

Update from Coastal Community Capital

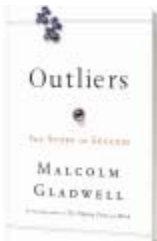
The SBA's rate on owner-occupied real estate acquisition financing was 5.7% in April. Almost a record low! Also, as a result of the Stimulus Act and until funds are exhausted, most SBA Borrower fees have been waived. The fee-waiver is anticipated to expire soon. If you are acquiring commercial real estate 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.

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.

New England XPO for Business opportunity

The Cape Cod Chamber will be participating in the **2nd Annual New England XPO for Business** on **May 18th** at the Boston Convention Center. If you would like to participate or send your brochures for a minimal fee, please contact VP of Sales Patti Lloyd at sales@capecodchamber.org or 508-362-9351.

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). There is no fee to attend and you may reserve a seat by emailing wendy@capecodchamber.org. Join us for a lively

discussion of the best practices to achieve success!

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

- [Captain Frosty's](#), Dennis
- [E.J. Jaxtimer Builder, Inc.](#), Hyannis
- [Nantucket Wild Gourmet & Smokehouse](#), Chatham
- [Provincetown Jazz Festival](#), Provincetown
- [Studio La Sil - the art of jewelry](#), Provincetown
- [Visiting Angels](#), Harwich
- [Ying's Sushi Bar & Lounge](#), Hyannis

A Conversation with Paul Kirk

Join the JFK Hyannis Museum Foundation for its Speaker Series featuring "**A Conversation with Paul Kirk**" on May 17th from 6 to 7:30 p.m. at the Federated Church-Fellowship Hall, 320 Main Street in Hyannis. Kirk served as a United States Senator from Massachusetts from 2009 to 2010, having been appointed to fill the vacancy created by the death of the late Edward M. Kennedy. Paul Kirk served as chairman of the Democratic National Committee (DNC), co-founded the Commission on Presidential Debates, and was the chairman of the board of directors of the John F. Kennedy Library Foundation. Tickets are free. The cost for a pre-event speaker reception is \$25. Advance reservations are required. Buy tickets at www.jfkhyannismuseum.org or at Puritan Clothing on Main Street in Hyannis. Sponsored by Comcast Business Class.

MassJazz Travel Guide Opportunity

Attention all Cape Cod jazz venues, clubs and performers: List your Jazz Brunch, Live Jazz, Special Events or Concerts for FREE in the 2nd annual MassJazz Travel Guide. The Guide, a 44-page compendium of jazz activities in the Bay State, is being published in June and has a shelf life through September. To submit events, [click here](#) for a form. Please submit it by Friday, May 14th to be included. You can also advertise in the Guide too; for details, email Mike Quinlin at massjazz@comcast.net or call 617-696-9880.

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 goers 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.

Impact of Immigrant Entrepreneurs and Workers in Leisure and Hospitality Businesses

Please join a free presentation on May 12th from 9:30 to 11:30 a.m. of the research study "**The Impact of Immigrant Entrepreneurs and Workers in Leisure and Hospitality Businesses: Massachusetts and New England**" at Career Opportunities, 372 North Street in Hyannis. Find out what role immigrant entrepreneurs and workers play in this vital business sector across the state and on the Cape & Islands. This presentation is a collaboration of the Cape and Islands Workforce Investment Board and The Immigrant Learning Center, Inc.

RI Small Business Forum

The **RI Small Business Forum** will be hosted by the Internal Revenue Service, Every Company Counts, and RI Economic Development Corporation on **May 11th** from 9 a.m. to noon. The forum, to be held at the RI Economic Development Corporation office in Providence, is an opportunity to meet with representatives from various government agencies and other small business organizations. Learn about the services each agency provides and share your concerns and issues while you network and build relationships. The theme of this year's Small Business Forum is "Economic Recovery & Disaster Relief". Space is limited: register today! Call Odette Turenne at 401-826-4764 or e-mail Odette.Turenne@irs.gov.

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.

News from our Members

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

You're Invited to an Open House at the **Inn at Swan River**, located at 829 Main Street, Rt. 28, in West Dennis, on June 3rd from 5 to 8 p.m. Hosted by General Manager Jamie Donahue, the fun-filled evening will include room tours, refreshments, cuisine from many local restaurants, entertainment, vacation giveaways, prizes and more! Please RSVP by May 24th to Jamie Donahue at gm@innatswanriver.com.

A combination Smoking Cessation & Stress Reduction Class will run six consecutive Wednesday evenings from 6 to 7:30 p.m., starting May 12th. The class is offered by **Cape Stress Reduction & Optimal Health** in Marstons Mills. Smokers will get custom designed individual treatment plans along with Stress Reduction training to help them quit the week after Memorial Day. The cost is \$120 and includes a free CD. Classes will be held at 40 Industry Rd., Marstons Mills. All trainings are designed to offer the latest techniques to Retrain the Brain. Pre-registration is required and more information is available at www.StressFreeNation.com or call Adam Liss at 508-420-3300.

As part of the Cape Cod Chamber's 17th Annual Cape Cod Maritime Days, the **Cape Cod Museum of Art** in Dennis presents "The Waters of Cape Cod" from May 1-30. This exhibition is a collection of maritime art primarily from the museum's collection. A special highlight of the exhibition is a lithograph of a painting by the late Senator Edward M. Kennedy of his 50' Concordia schooner, Mya, on loan from a private collector.

With 29 years of distinctive service, **Cape Cod Valet Parking**, a Prestige Valet Parking Company, is pleased to announce that professional valet parking attendant services are available for your business and special events. Give your guests the first impression you want them to have! Prestige Valet Parking offers 29 years of professional parking management experience, and are the second oldest valet parking company in New England. Prestige Valet Parking companies have been mentioned and complimented by both local restaurant review television shows, the Phantom Gourmet and T.V. Diner with Billy Costa. For more information, call Prestige Valet Parking, at 508-760-3200 or email info@prestigevaletparking.com.

The **Barnstable Senior Center** will host its annual Senior Expo on May 14th from 10 a.m. to 1 p.m. in honor of Older Americans Month. This year's national theme is "Age Strong! Live Long!" The Senior Expo hosts vendors in one central location, providing information to help ensure excellent health, wellness and good living for seniors. Hosted at the Barnstable Senior Center, 825 Falmouth Rd., Hyannis.

Come to **Blue Rock Resort** in South Yarmouth and enjoy breakfast or lunch in our Grill Room! Bring in this e-newsletter and you will receive half off of a breakfast or lunch with the purchase of a full priced one. Visit www.bluerockresort.com and click on amenities to see the full menu. Located at 39 Todd Road in South Yarmouth.

The **Barnstable Youth Hockey Fishing Tournament** will be held on Thursday, June 24th at **Baxter's Boat House** in Hyannis, and will include a day on the water followed by a party, weigh-in and awards ceremony at Baxter's. All funds will benefit the Barnstable Youth Hockey Association and the new facilities at the Hyannis Youth and Community Center. The cost to participate is \$300 per boat, which includes four anglers. Each additional adult angler is \$50 and each additional junior angler (under 15) is \$25. The presenting sponsor is **E.J. Jaxtimer Builder, Inc.** For more information or to register, call 508-776-0923 or email ejjaxtimer@comcast.net.

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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web: <http://www.eCapeChamber.com>

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