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Cape Cod Chamber of Commerce eNewsletter

eNews

May 9, 2008

Dear Karen,

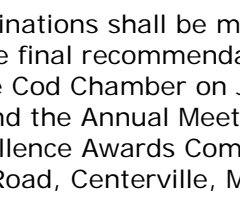
From the CEO's Desk:

- Our board of directors met this week in a strategic planning session that laid the groundwork for next year's program of work. Director nominees were invited and most attended at this most productive meeting.
- Congratulations to the Zion Union Heritage Museum upon their grand opening and ribbon cutting last week. It is a wonderful site with a wide ranging exhibit including art, poignant stories of local residents of color and interesting displays about the history of the Cape.
- The state tourism office TV ad campaign has been running for a few weeks now. It is a unique campaign that features a different ad every day. Cape Cod is featured in several different ads promoting Provincetown, Chatham, Heritage Museums & Gardens, Arts Dune Tours, Provincetown Arts Assoc. Museum, the Rail Trail, Brewster & Wellfleet. You can see the entire campaign at www.massvacation.com.
- Chamber board members Lee and Zammer joined me in Boston today at a session with immigration attorneys and congressional staff for a briefing on the H2B situation.
- We are nearing wrap up of the almost two-year Hyannis Access Study process. A public hearing is set for June 11 at 6 p.m. at Barnstable High School to review the recommendations of the task force. The roadway implementation recommendations include a package of tasks for the near term as well as the future. The highest priority is to fix the interchange at Route 28 and Yarmouth Road, then the airport rotary and finally Exit 6.5. Other improvements include transit suggestions, park & ride lot expansions and bike paths. The Town of Barnstable will continue with a planning study for the Route 132 / 28 corridors, but this does not include Independence Park.
- We conducted a CEO Roundtable session, jointly sponsored by the Cape Cod Technology Council at the Wequassett Inn. We will be reviewing the feedback from the 15 attendees to determine the value of a regular program of this type.

in this issue

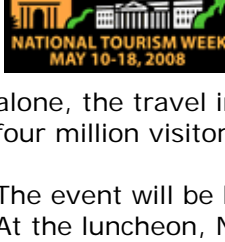
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Wendy K. Northcross, IOM, CCE

Business Excellence Awards

The Cape Cod Chamber of Commerce announces the return of its Business Excellence Awards! Nominees are being sought for awards in five business categories: hospitality & recreation, service (including technology), health care, retail and wholesale, and non-profit organizations. Within these five categories, Cape Cod Chamber members and their employees or associates may be nominated for demonstrating excellence in public service, professional contributions, community commitment, customer service, workplace innovation, leadership, job creation, perseverance, or any other documented special achievements.

Nominations shall be made *no later than May 14, 2008*. The selection committee will make final recommendations for awards to be presented at the annual dinner of the Cape Cod Chamber on June 24th at the Coonamessett Inn. [Click here](#) to register to attend the Annual Meeting. Nominations should be submitted in writing to: Business Excellence Awards Committee, c/o Cape Cod Chamber of Commerce, 5 Shoot Flying Hill Road, Centerville, MA 02632.

Tourism Week Luncheon

The Cape Cod Chamber of Commerce will host a luncheon in celebration of Tourism Week on Friday, May 16th, featuring keynote speaker Nick Paleologos, Executive Director of the Massachusetts Film Office. National Tourism Week, coordinated by the Travel Industry Association of America, is an annual salute to the powerful impact of travel and tourism in America. On Cape Cod alone, the travel industry generates over \$1 billion in spending each year, from over four million visitors to the region.

The event will be held at 11:30 a.m. at the Ocean Edge Resort and Club in Brewster. At the luncheon, Nick Paleologos will provide an overview of the Massachusetts Film Office and its objectives, and will discuss opportunities for working and partnering with the film office. The film office helps to generate millions of dollars for the state each year by attracting such feature filmmakers to the Bay State as Norman Jewison, Sydney Lumet, Steven Spielberg, Clint Eastwood and Martin Scorsese. Over the last three years, 17 major productions have shot in Massachusetts, and the new film tax credit law promises to bring even more business to the state.

Cost to attend is \$25. *Space is limited!* Please [click here](#) to register online, or RSVP to Bonnie at 362-3225, ext. 537 or bonnie@capecodchamber.org.

Last chance to register for May Member to Member

Please join the Cape Cod Chamber of Commerce at our next networking event - "A Special Night on the Arts Trail" - on Tuesday, May 13th at the Cotuit Center for the Arts on Route 28 in Cotuit.

Enjoy delicious hors d'oeuvres, networking opportunities and fantastic raffle prizes! The event will be catered by Regatta of Cotuit, Cotuit Grocery and Cotuit Liquors. Artists will be on hand displaying their craft and pianist Jared McMurray will entertain.

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

NCAA Division 3 New England Regional on Cape Cod

The NCAA Division 3 New England Regional is scheduled again for May 14th-17th at Whitehouse Field in Harwich. The expanded eight team-double elimination format will include the top eight top small college teams from New England, involving champions from the Commonwealth Coast, Great Northeast, Little East, MASCAC, NESCAC and NEWMAC.

The tournament will be hosted by the Centerville-based Eastern College Athletic Conference (ECAC), which will be assisted by the Cape Cod Chamber of Commerce Sports Committee, Cape Cod Baseball League and Harwich Mariners, Harwich High School and the Town of Harwich, Cape Cod Tech and Mass. Mariners.

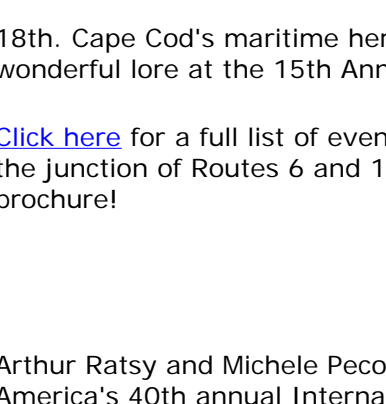
Employer's Guide to Workplace Law

A free copy of an Employer's Guide to Workplace Law is available from Foley and Foley, PC, 143 Palmer Ave. in Falmouth. Visit www.foleylawpractice.com or call 508-548-4888 to request this easy-to-follow 25-page booklet with suggestions for hiring practices, developing good managers, compliance with the new health insurance law, employee evaluations, workmen's compensation and much more. You can also register for free email updates on employment law from Foley and Foley. Learn from these great resources and prevent problems!

Cape Cod Chamber CEO selected for Regional Sustainable Development fellowship

The American Chamber of Commerce Executives (ACCE) has announced that Wendy Northcross, CEO of the Cape Cod Chamber, has been selected as a Fellow in the Ford Foundation Regional Sustainable Development program. Fellows, who represent diverse communities and personal backgrounds, were chosen from a pool of distinguished and talented candidates of almost double the number of applications for the available openings. ACCE has selected a total of 50 business-civic leaders to participate.

"We are pleased that Wendy will participate in the Fellowship," says ACCE President Mick Fleming. "Professionals like Wendy are in a unique position to convene, lead, and facilitate regional approaches to economic development and entrepreneurship, as they are the connectors between the business community, public service, and ordinary citizens."

Cape Cod Maritime Days now underway

Join us for the 15th Annual Cape Cod Maritime Days, a celebration of the Cape's rich maritime history. Designated as one of the "Top 100 Events in North America" for 2008 by the American Bus Association! We have an exciting line-up of over 85 events for the 2008 Maritime Days, from lighthouse & walking tours, nautical art exhibits and maritime lectures to boat-building exhibits and kayak excursions. The month-long celebration also features the Annual Cape Cod Maritime Festival on the Hyannis waterfront on May 18th. Cape Cod's maritime heritage is legendary. Come, hear and experience this wonderful lore at the 15th Annual Cape Cod Maritime Days this May!

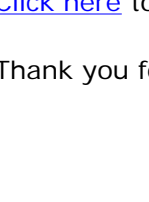
[Click here](#) for a full list of events. Or stop by the Cape Cod Chamber visitor center at the junction of Routes 6 and 132 in Hyannis to pick up our Calendar of Events brochure!

Cape Cod represented at PowWow

Arthur Ratsy and Michele Pecoraro will be attending the Travel Industry Association of America's 40th annual International Powwow beginning May 31st. Arthur will represent Cape Cod and Michele will go on behalf of the Massachusetts Cultural Coast. TIA Powwow is the travel industry's premier international marketplace and the largest generator of Visit USA travel! We are seeking your input to bring the best and most up-to-date information to international tour operators from around the world. Please send anything new in the way of events, significant renovations or tourism-related business developments to arthur@capecodchamber.org. With over 40 pre-scheduled appointments and great networking opportunities, we will have opportunities to showcase our spectacular region.

Provincetown garners PlanetOut Travel Award

The 2008 PlanetOut Travel Award for best domestic gay resort town went to Provincetown! A consistent winner of the award, the website called Provincetown "the complete package: warm, sandy dunes for long, lazy walks; delicious cuisine; great annual parties; historic streets lined with lovely shops; and ferries, planes and cars full of new queer visitors every season!" [Click here](#) to find out more!

Accommodations Surveys

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. Response has been low to the monthly surveys, so please participate! We appreciate your help.

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

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

Thank you for your time!

Welcome New Members

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

- **ECTO LLC Computers**, Cotuit
- **The Jewelry Studio** of Wellfleet, Wellfleet
- **Sandbars Inn-Cape Cod**, North Truro
- **Sandy Neck Motel**, East Sandwich

Sustaining the Geographic Character of Massachusetts

On Friday, May 23rd, join the Southeastern Massachusetts CVB and Bristol Community College's Geotourism Workshop & Lunch, featuring Jonathan Tourtellot, Director of the National Geographic Society's Center for Sustainable Destinations, and Professor Kristin Lamoreux, Director of International Institute of Tourism Studies at The George Washington University. The event will be held from 9 a.m. to noon at Bristol Community College in Fall River. Learn about the National Geographic Society's theory of Geotourism that works to sustain and enhance the geographical character of a place- its environment, culture, aesthetics, heritage, and the well-being of its residents and help launch a new college curriculum. Cost to attend is \$25 per person. [Click here](#) to register online.

CCHMA May Meeting

The Cape Cod Hospitality Marketing Association's May meeting will feature Bert Jackson of Koa Interactive Media. The May 14th program, to be held at the Heritage House Hotel in Hyannis, will discuss the importance of evaluating web statistics and activity as a vital part of tracking marketing progress, and help attendees to understand what your visitors do on your site is crucial information. Registration begins at 5:30 pm. and the presentation will begin 6:30 p.m. Cost is \$15 for CCHMA members and \$20 for non- members. The public is welcome.

Invitation to a Recycling Facility Tour

Covanta will host a tour of the SEMASS Recycling Facility on Wednesday, May 14th at 11a.m. at the facility in West Wareham. Come tour Covanta's 95-acre shred-and-burn facility and learn how refuse derived fuel is created. This plant processes about one million tons of solid waste each year, producing enough electricity to power over 75,000 homes. The facility also recovers nearly 50,000 tons of recyclable metals from pre-combustion magnets and bottom ash annually. Notes: Must wear pants, long sleeves, and closed toe shoes. Tour lasts 1-2 hours. Registration fee is \$5. Find out more by [clicking here](#).

News from our Members

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

Find some retail relief at **Mashpee Commons'** Annual Spring Sidewalk Sale Friday, May 16th through Sunday, May 18th! Stores will be randomly selecting customers to receive complimentary gas gift cards on Friday 10 a.m. to 8 p.m., Saturday, 10 a.m. to 6 p.m. and Sunday 11 a.m. to 5 p.m. The sale will be held rain or shine. For a complete events calendar and list of stores & restaurants, please visit www.MashpeeCommons.com.

New York Life Insurance Company (New York Life) is pleased to offer long-term care insurance policies to Cape Cod Chamber members and their families. Long-term care insurance can be an important part of a sound financial and retirement plan, and all members are encouraged to participate in a series of insurance sales presentations to be held in the coming weeks. In addition, members will be receiving informational material from New York Life through email and at their business locations. There is no obligation or requirement to participate in this voluntary insurance program. For more information, please contact Tyler at 508-362-8569 or trickler@t.newyorklife.com.

Celebrate Mother's Day at **Bleu Restaurant** in Mashpee Commons! Offering a live jazz brunch or dinner menu, **Bleu** Restaurant in Salad "Mille Feuilles" with asparagus and creme fraiche, potato crusted Halibut with miso hollandaise sauce, sauteed lamb loin with fig chutney and filet mignon. Visit www.bleurestaurant.com.

The **Hyannis Corps of the Salvation Army** Annual Dinner will be held May 12th at the Cape Codder Resort on Route 132 at 6 p.m. in the JFK Ballroom. Highlights will include longtime WXTK talk show host Ed Lambert interviewing a panel of actual clients whose lives have been transformed. Other highlights include a silent auction items and presentation of the 2008 John Hinckley Community Service Awards. Tickets are \$40 each. Call Marlene Weir, at 508-775-0364 x 16 or Marlene.weir@use.salvationarmy.org for tickets and information on the event.

First Citizens' Federal Credit Union (FCFCU) has announced the appointment of Kevin J. Inkleby as Senior Vice President, Lending. In his new position, Inkleby will be responsible for creating, managing and implementing First Citizens' strategic planning programs regarding consumer and business lending programs, including direct and indirect programs and mortgages as well as collections. Inkleby brings over 25 years of retail banking and mortgage lending experience to First Citizens'.

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

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