

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

## Cape Cod Chamber of Commerce eNewsletter

eNews

November 25, 2009

### Greetings!

Happy Thanksgiving from the staff at the Cape Cod Chamber of Commerce! Wishing you a wonderful and safe holiday season.



### *Sagamore Bridge Update*

The current Phase 1 of the Sagamore Bridge repair work was completed Monday afternoon. All lanes are now opened to traffic (two lanes of traffic in both directions) through the winter months. Weather dependent in late winter or early spring of 2010, work will resume on the Sagamore Bridge and again will require lane restrictions (one lane in each direction) until late spring of 2010.

Those who want to keep up with changes to the bridge work schedule can sign up for the Bridge Work Alerts email notifications by [clicking here](#).

### *Supercharge your marketing efforts at the 12-1 Tourism Meeting*



In case you were wondering if you should attend the **Cape Cod Chamber Tourism Meeting** on

### in this issue

- **Sagamore Bridge Update**
- **Supercharge your marketing efforts at the 12-1 Tourism Meeting**
- **An Evening with William D. "Bill" Green**
- **Advertising opportunities in 2010 Cape Cod Travel Guide**
- **Comcast Business Class Special Member Promotion**
- **Coastal Community Capital's 2010 Workshop Series**
- **Cape Cod Chamber Tourism Mini-Grants**
- **Please let us know if your business is year-round or seasonal**
- **The Hundred**
- **The Travel Guru showcases Cape Cod in the UK**
- **CCHRA December meeting**
- **Rediscovering the benefits of business travel**
- **2010 Geek Girl Camp**
- **News from our Members**
- **Interested In Membership?**

**Tuesday, December 1st** , the answer is yes! We'll be presenting the big picture for Cape Cod Tourism Marketing at the Tourism Meeting, set for 10 a.m. at the Resort and Conference Center at Hyannis. Get the latest updates in all market segments, including leisure, group, international, M&I and niche markets. See the overall print, internet and social marketing efforts of the Cape Cod Chamber and hear about new areas where you can leverage your business. This is your chance to take advantage of markets or marketing activities that you may not be participating in now and to share what you're doing to advance your marketing. A resource table will be provided so bring you information to share.

Please RSVP by November 30th to [kristen@capecodchamber.org](mailto:kristen@capecodchamber.org)!

### *An Evening with William D. "Bill" Green*



The Cape Cod Chamber and the Cape Cod Community College Education Foundation invite you to attend **"An Evening with William D. "Bill" Green"** on **Thursday, December 3rd** at Chatham Bars Inn. Mr. Green will be speaking on "Business and Education in our Global Economy." A Chatham resident, he is Chairman and CEO of Accenture, a global management, consulting, technology services and outsourcing company helping clients become high-performance businesses. He has been a featured speaker at business and technology conferences around the world and was the 2008 Cape Cod Community College Commencement speaker. Social hour with hors d'oeuvres

will be from 5:30 to 6:30 p.m., followed by a seated dinner, the guest speaker and a lively auction.

The evening will benefit Cape Cod Community College student scholarships. Sponsorship of the event is \$2500 (with reserved table for 8, signage & advertising in event program.) Cost for a table for 8 is \$750 and the cost to attend per person is \$75. For more information and tickets, RSVP by November 30th to Natalie DuBois at 508-375-4015 or [ndubois@capecod.edu](mailto:ndubois@capecod.edu).

### *Advertising opportunities in 2010 Cape Cod Travel Guide*



Reach 1 out of 4 area visitors with **One Powerful Integrated Ad Buy!** The Cape Cod Chamber is now taking space for the 2010 edition of our primary fulfillment piece, the Cape Cod Travel Guide.

- The only nationally distributed magazine about Cape Cod & the Islands
- Glossy, 4-color magazine: 160 pages of feature articles & stunning photography

- Widespread distribution: national retailers, Boston concierges, statewide visitor & information centers, Canadian outlets, national & international tradeshows, local accommodations & rental homes

- Integrated advertising programs include a magazine buy and a presence on our top performing visitor websites for "where to stay," "where to dine" and "what to do" on

Cape Cod and the Islands

- CapeCodChamber.org ranks #1 on Google for a search on "Cape Cod," and CapeCodTravelGuide.com ranks #1 on Google for a search on "Cape Cod Hotels"
- Combined web traffic of 1.5 million unique visitors per year

Reserve ad space by December 4th to be included in this premier travel publication!

Kristin Carey, Director, Internet Advertising & Regional Sales (mid-outer Cape, Nantucket)

Work: 508-362-3225, x511; Cell: 508-364-1018

Email: [kcarey@capecodchamber.org](mailto:kcarey@capecodchamber.org)

Steve Richards, Regional Sales Director (mid-upper Cape/off Cape, Martha's Vineyard)

Work: 508-362-3225, x514; Cell: 774-238-0787

Email: [steve@capecodchamber.org](mailto:steve@capecodchamber.org)

### *Comcast Business Class Special Member Promotion*



The Cape Cod Chamber has joined forces with Comcast Business Class on a special member promotion! Cape Cod Chamber of Commerce members will be able to take advantage of an exclusive program designed by the Chamber's leadership team in conjunction with Comcast Business Class. The initiative consists of **one month bill credit** (up to \$250 value) for any new customer referred by the Chamber that signs up for Comcast Business Class service.

"I am excited about this partnership with Comcast Business Class because at the Cape Cod Chamber of Commerce, we want to continue offering our members value-added services," said Mike Belcher, Membership Director of the Chamber.

Peter Marsh, VP of Comcast Business Services added, "In these challenging times, small business owners look to control costs. The partnership with the Cape Cod Chamber of Commerce will allow members the opportunity to save on their second Comcast Business Class Internet, Phone, and TV bill simply because they were referred by the chamber they belong to. We are committed to investing in our local communities, so we're excited to work with the Cape Cod Chamber of Commerce offering this win-win promotion."

For more information about the program, contact the Cape Cod Chamber dedicated Comcast Business Class Account Executive, Jeff Viamari, at 617-279-5922 or at [Jeffrey\\_Viamari@cable.comcast.com](mailto:Jeffrey_Viamari@cable.comcast.com).

### *Coastal Community Capital's 2010 Workshop Series*

Save the date for these upcoming Coastal Community Capital workshops:

**December 1st, 9-11 a.m. "Finding Credit in a Difficult Market - Business Finance Options":** The US Small Business Administration has waived many borrower fees on its flagship program for commercial real estate and equipment financing. Rates are the lowest in years! SBA loan guarantees also available for working capital

loans. Presented by Jeannine Marshall of Coastal Community Capital and Ed Rubel of Cape Cod Five Cents Savings Bank.

**Tuesday, December 8, 9-11 a.m. "Year-End Tax Planning Strategies":** Take advantage of options available as a result of the Stimulus Act. This session is always highly interactive. Bring your specific questions for presenter Michael Tulman, CPA to answer.

These workshops are presented in partnership with the Cape Cod Chamber of Commerce. To register to attend, please call Marcia at 508-362-3367.

### *Cape Cod Chamber Tourism Mini-Grants*

The Cape Cod Chamber has announced the recipients of our FY-10 Tourism Mini-Grant program. Grants totaling \$7,500 were presented to 10 organizations to assist in the off-Cape promotion of Cape Cod events and festivals.

Recipients included:

- Cape Cod Museum of Art, for the promotion of the museum's Christopher Hyland exhibit
- Cape Cod Maritime Museum, for the promotion of the museum's Maritime Festival in June
- Falmouth Chamber of Commerce, for the promotion of Falmouth events
- Heritage Museums & Gardens, for the promotion of Heritage's upcoming exhibits
- Town of Barnstable/Hyannis Area Chamber of Commerce, for the promotion of the All-America City designation and the new Hyannis Youth & Community Center
- Hyannis Main Street BID, for the promotion of Main Street events and festivals
- Pilgrim Monument & Provincetown Museum, for the promotion of the monument's 100th anniversary celebration in August
- Provincetown Business Guild, for the promotion of Cabaret Fest 2010
- Sandwich Chamber of Commerce, for the promotion of Sandwich Fest in July
- Wellfleet Chamber of Commerce, for the promotion of Wellfleet events

### *Please let us know if your business is year-round or seasonal*

In an effort to better serve our web visitors, we have added a new option to the "Where to Stay," "Where to Dine" and "What to Do" search boxes on our two travel websites that will allow visitors to see which businesses are open year-round and which are only open seasonally. To do this, we need to know if your business operates on a year-round or seasonal basis. Please email this information to [bonnie@capecodchamber.org](mailto:bonnie@capecodchamber.org). You also have the option of going into your listing and updating the information yourself. We appreciate your help!

### *The Hundred*



"The Hundred" is back for another round! The next drawing will be held at the January Member to Member Event on January 13th at Venture Hyannis.

Register each week by emailing [capecodchambersteve@yahoo.com](mailto:capecodchambersteve@yahoo.com), with "The Hundred" as the subject line. The drawing to be given away in January is a \$100 gift certificate to Bobby Byrne's Pub, with locations in Mashpee, Hyannis and Sandwich. Must be present to win.

**Bobby Byrne's Pub** is at once surface and symbol. Its logo, which is influenced by the Celtic Knot, is insinuated not only into the décor and menu and onto the wall, but also unto the walls of imagination. It can speak to us of mystery, of beginning and end, of what is now and of what is to be. Like poetry, Bobby Byrne's touch upon the coherent and the unknowable at the same time. Thus the Pub is about more than food and drink. They strive to give you magic and metaphysics with your meat and malt, and hope to nourish your spirit and enable you to experience not only another great good place, but also a great good thought.

### *The Travel Guru showcases Cape Cod in the UK*

travel **guru**.tv

Cape Cod is enjoying the benefit of a wonderful travel piece by Kathy Arnold, a familiar UK travel journalist and half of the prolific Team Wade. Kathy and husband Paul Wade are no strangers to New England and Cape Cod, having written many articles for travel publications including *Essentially America* and several London daily news outlets. Kathy's latest endeavor, *The Travel Guru*, airs on [travelguru.tv](http://travelguru.tv), a video-based website which aims to provide a unique combination of inspiring travel video reports and exceptional holiday offers from some of the UK's most respected, specialist tour operators. You're guaranteed to see some wonderful coverage of our region, as well as some of our favorite Cape Cod characters. [Click here](#) to check out the Cape Cod segment!

### *CCHRA December meeting*

The Cape Cod Human Resources Association will hold its monthly breakfast meeting on Thursday, December 3rd from 7:30 to 9 a.m. at The Holiday Inn on Route 132 in Hyannis. This interactive discussion will focus on how globalization, the internet and generational differences are impacting our work lives and rapidly changing the way we think and work today and in the future. Featured speaker is Judy Feuerherm, the Senior Vice President of Career Management and Practice Leader for the Global Transition Center of Excellence in the Northeast Region NA.

Advanced registration is \$15 for members, \$20 for non-members and walk-ins. To reserve a seat, email Stacia Plumb at [splumb@capecodonline.com](mailto:splumb@capecodonline.com).

### *Rediscovering the benefits of business travel*

The 11/24/09 *New York Times* includes an excellent article ([click here](#)) on the value of meetings and events, citing the U.S. Travel Association's recent Oxford Economics study on business travel's return on investment to the bottom line. The article highlights several companies that are enjoying increased prosperity as a result of their decision to make travel a key strategic priority.

### *2010 Geek Girl Camp*

The Cape Cod Chamber is a proud sponsor of the 2010 Geek Girl Boot Camp, set for March 6, 2010 at the Cape Cod Community College Adult Learning Center in Hyannis! Geek Girl Boot Camp aims to educate and empower women at every age, income and skill level on computer technology in a way that is fun.

For a limited time, Cape Cod Chamber members can get \$40 off the conference cost. Just register before January 1, 2010. [Find out more](#) now.

### *News from our Members*

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

Paul McBride, Jr., Executive V.P. and C.O.O. of **Red Jacket Resorts**, was featured on NECN's "Celebrating the Gift of Life" program on Monday night. McBride is battling cancer and is the champion of a two-day blood drive to be held December 1st and 2nd from 1 to 6 p.m. at the Red Jacket Beach Resort in South Yarmouth. The December 1st blood drive filled up so quickly that an additional date of December 2nd was added to accommodate donors. To make an appointment, please call 1-800-GIVELIFE or visit [www.givelife.org](http://www.givelife.org).

The festive annual "Jolly Jaunt Hyannis" to benefit **Special Olympics Massachusetts** will be held on Sunday, December 6th at noon. Hundreds of people of all ages and abilities will compete in the 5K run and 1-mile fun walk through Hyannisport, starting and finishing at the Resort and Conference Center at Hyannis, 35 Scudder Avenue. All runners and walkers are encouraged to pre-register at [www.jollyjaunt.org](http://www.jollyjaunt.org). On site registration and check-in opens at 11 a.m. All funds raised and donated will benefit local Special Olympics athletes, teams and events on the Cape & Islands.

The Cape Cod Enchanted Village, located at the **Cape Codder Resort & Spa** in Hyannis, opens for its 8th magical season on December 4th. The village features a magnificent display of more than 100,000 lights, a Santa's Village, animated reindeer stall, snowmen and a bonfire (weather permitting) every night through January 2nd. Strolling carollers from the Barnstable High Drama Club will entertain visitors each Friday and Saturday from 5:30 to 8:30 p.m. and Sunday from 5 to 7 p.m. through December 20th. Admission is free. Please bring a gift card or a new, unwrapped teen gift to place under the 16 Giving Tree, with donations to go to Independence House in Hyannis. For more information, call 508-771-3000.

**Cape Cod Community College's** Chorus and its Jazz Combo will present their 2009 Fall Concert on Friday, December 4th at 7 p.m. in the Tilden Arts Center's Studio Theater. This year's concert will have a mix of great Holiday music as well as true classics of American Jazz and Pop. Admission is free, with a suggested donation of non-perishable goods donation at the door, which will be given to a local food pantry.

**Cape Light Compact** and its electricity supplier, **ConEdison Solutions**, are pleased to announce the Compact's new basic electricity rates for the first six months of 2010, available to Cape Cod and Martha's Vineyard residential, small commercial and large industrial customers: Residential - 8.790 cents per kWh; Small Commercial - 9.260 cents per kWh; Large Industrial - 9.019 cents per kWh. The new electricity prices mark the second consecutive rate reduction for Cape Light Compact customers, providing Cape and Vineyard customers 30% savings over current 2009 rates.

A Chatham Photography Book Signing by photographer **Christopher Seufert** will be held Saturday, November 28th from 2 to 4 p.m. in the Signature Shop at Chatham

Bars Inn, 297 Shore Road in Chatham.

### *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](mailto:mike@capecodchamber.org). Or [click here](#) for a membership application!

email: [news@capecodchamber.org](mailto:news@capecodchamber.org)  
phone: 508-362-3225  
web: <http://www.eCapeChamber.com>

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