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## Cape Cod Chamber of Commerce eNewsletter

eNews

October 3, 2008

### Greetings!

#### From the CEO's Desk:

- The Cape Cod Commission is holding a public hearing to accept oral and written comments on the changes to the 2008 final draft Regional Policy Plan on Thursday 10/16/08 at 3 p.m. at the First District Court House in Barnstable Village.
- Smith Travel Research data for August 08 showed Barnstable County hotel occupancy up .07% over August 07. Revenue per available room (RevPAR) was up 12.7% over August 07. Meanwhile, the results from our monthly accommodations survey (administered through us to our members) for August 2008 showed occupancy on Cape Cod at 92.6% and RevPAR at \$181.39.
- Congratulations to the Workforce Investment Board, which has attracted significant funding to the Cape for their Cape Area Management Program. Currently, 30 are enrolled and there is a wait list for future classes.
- The Chamber's tourism marketing committee met today with event planner Dusty Rhodes to discuss how to ramp up special events on Cape Cod and perhaps create new events that put "heads in beds."
- We held the first meeting this week with partners for the second edition arts guide and a new project to link artisans with the homebuilding community. We are seeking artists who offer regular hours at their studios or galleries (even if only open seasonally) to contact [clare@capecodchamber.org](mailto:clare@capecodchamber.org) about being included in the next arts trail guide.
- The Cape Cod Chamber board of directors met this week and discussed recent public policy work on H2-B regulations, as well as the Travel Promotion Act. Discussion included the recent financial market changes and the impact on the local economy. We will be bringing an expert speaker to the Cape soon to further discuss local impact from these unprecedented economic events.
- If you are not a registered voter, you have until October 15th to do so in order to participate in the November elections.
- Congratulations to the JFK Hyannis Museum, which unveiled its new film "At the Center of the World" at a fundraiser at the Hyannisport Golf Club this week.

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*Wendy Northcross*

Wendy K. Northcross, IOM, CCE

*This eNews is sponsored by Mid-Cape Home Centers & Complete Home Concepts*



*October 21st Member to Member*

Please join us at this month's Member to Member event on **October 21st** at **Hospice & Palliative Care of Cape Cod in Hyannis**. Co-sponsored by the Hyannis Area Chamber of Commerce. Enjoy hors d'oeuvres, networking opportunities and great raffles. Cost is \$5 members, \$15 non-members. [Click here](#) to register online now.

*Cape Cod Chamber Webinar Series*



The Cape Cod Chamber's 2008-09 Seminar Series will be webinar style. This is the first series of seminars delivered through the Cape Cod Chamber to your home, office, or our friendly partners near you. You'll just log on from 9 to 10 a.m. on workshop days.

*First in the Webinar series: **Comply now or pay later:*** Friday, October 10th, 9 - 10 am. Your place. As the season winds down, get a refresher on your employment related obligations and hear about best practices. Attorney Mike Foley will talk and answer questions about the the top 5 employment issues triggered by the transient workforce on the Cape Cod, as well as the top five hot employment issues in today's workplace. Minimize your risk while maximizing your opportunities. And, do it from the comfort of your office or home.

It's free if you participate that day, it'll come to you off road, on line, and on message. Get the knowledge you need to to identify potential legal issues before they arise. Email [clare@capecodchamber.org](mailto:clare@capecodchamber.org) to get instructions on how to log in.

*New and Noteworthy*

We are seeking submissions for the "New and Noteworthy" section of the 2009 *Cape Cod*

*Travel Guide.* We are interested in significant changes or happenings that were completed in the last six months or are planned for 2009, such as major renovations & additions, business acquisitions, new tourism-related business openings major new exhibits, etc. Descriptions should be no more than 100 words. If you send a high resolution photo to illustrate the event, it would be helpful. Please note: not every photo or item will be published in the magazine, but there is plenty of space on our popular companion website. A selection of these will be published in *Cape Cod Travel Guide Magazine* and a complete listing will be published at [www.capecodtravelguide.com](http://www.capecodtravelguide.com). Please forward your submissions to [jdefoe@verizon.net](mailto:jdefoe@verizon.net). Deadline for submissions is October 15th.

### *10/14 New Member Reception*

New members of the Cape Cod Chamber don't want to miss our New Member Reception, to be held Tuesday, October 14th from 7:30 to 9 a.m. in our administrative offices at 5 Shoot Flying Hill Road in Centerville. This event is also beneficial for existing members who want to learn how to get the most out of their Chamber membership.

You will learn such tips as:

- The value of networking with members
- The services available for referrals and support
- Opportunities for widespread visibility via our Information Centers

There is no charge to attend, and continental breakfast will be served. To RSVP for this free event, email [mike@capecodchamber.org](mailto:mike@capecodchamber.org).

### *Business Connect 2008*



Register now for **Business Connect 2008**, set for October 16th at the Resort & Conference Center in Hyannis! Business Connect 2008 will feature an exhibit hall with 80 companies and brands, including pavilions dedicated to health, technology, the model office, Plymouth County and the emerging Green economy. Also, presentations on "How your Business Can Attract Women and Baby Boomers," "2009 Economic Forecast," "The Seven Stages of Small Business Success," "Succession and Transition Planning," "Planning your Health Care Costs for 2009" and more! Pre-register now at [www.businessconnector.biz](http://www.businessconnector.biz). Presented by Cape Business Publishing. Premium sponsors are Cape Cod Chamber of Commerce, Best Buy, Cape Cod Broadcasting, Comcast, Eastern Bank, Mid-Cape Home Center and Tufts Health Plan.

### *Advertise in the 09 Cape Cod Travel Guide*



Does your business need visitors? The Cape Cod Chamber is now taking space for the 2009 edition of the **Cape Cod Travel Guide**. We print 250,000 copies of this magazine annually. The magazine is sold nationally on newsstands, as well as distributed locally in-market to visitors. This distribution makes it the most effective way to market to visitors to our region both before they travel and while they are here. This is the absolute best program to attract Cape Cod visitors to your

hotel, activity, restaurant, transportation service, shop or business!

Advertising programs are sold on an integrated print and website basis and are combined with presence on our recently redesigned tourism websites, [www.capecodchamber.org](http://www.capecodchamber.org) and [www.capecodtravelguide.com](http://www.capecodtravelguide.com), which receive a combined 1.5 million unique visitors per year.

The Cape Cod Chamber is also offering advertising opportunities in the 2009 - 2010 edition of the ***Cape Cod Meeting and Event Planners Guide***, which is the main sales tool for the Cape and Islands for corporate meetings, family events, and now weddings. This program also includes presence on [www.capecodmeetings.com](http://www.capecodmeetings.com), currently being re-designed and set to launch soon. Make sure your business is on it!

**To advertise, or to set up a meeting to hear more details, contact:**

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

Work phone: 508-362-3225, X 511; 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 phone: 508-362-3225, X 514; Cell: 774-238-0787

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

### *Exhibitor opportunities at TIS 2009*

Exhibitor space is now being sold for **Travel Industry Symposium 2009**, set for January 21, 2009 at Cape Cod Community College. This day of professional development and visioning features great interactive seminars on such topics as social media and green tours, as well as an exhibitor marketplace and networking opportunities. [Click here](#) for an exhibitor form.

### *2008-09 EntreCenter Workshop Series*



The EntreCenter presents its 2008-09 workshop series for businesses. Sponsored by Coastal Community Capital and the Cape Cod Chamber of Commerce. All workshops are \$35 and will be held at the Hyannis Holiday Inn from 7:30 to 10 a.m., unless otherwise noted. For a full list of workshops, visit [CoastalCommunityCapital.org](http://CoastalCommunityCapital.org). Upcoming workshops include:

**October 8 MANAGE YOUR TIME AND MAKE MONEY:** Peter Mello of Rainwater Technologies will show you how you can use your Customer Relations Management software system to more effectively manage your time, customers, prospects, and networks to market your business and stay ahead of the competitive curve.

**October 15 THE POWER OF E-NEWSLETTERS - PART I:** This interactive workshop will provide you with valuable information regarding best practices and winning strategies in e-mail marketing, as well as showing you how to get and keep quality subscribers, increase deliverability and open rates, tips for writing compelling content, and more!

**October 22 COLLECTIONS LAW:** Learn your rights at collecting overdue accounts and how to negotiate with creditors when you're on the other side. Presenter, Alex Rodalakis of Garnick & Scudder, PC.

**October 30 THE POWER OF E-NEWSLETTERS- PART II** Constant Contact users are invited to learn advanced techniques from Zak Barron of Constant Contact. You will save precious time by discovering how to use the all the tools and features of the system to your best advantage.

### *Welcome New Members*

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

- [Bonsai Logic](#), South Dennis
- [Boston Medical Center Heath Net Plan](#), Boston
- [Rainmaker Technologies](#), Orleans

### *Provincetown festival chosen among Top 100 Destinations*

American Bus Association's DESTINATION magazine has selected the Provincetown Portuguese Festival as one of its 100 North American recommended destinations for 2009. In addition to the Portuguese Festival, the publication highlights Provincetown's many other attractions, such as whale watching, the Pilgrim Monument and Provincetown Museum, the National Seashore and more.

Patti Lloyd, VP of Sales at the Cape Cod Chamber, assumed the lead role and worked with Candice Collins-Boden of the Provincetown Chamber to present the Portuguese Festival to the ABA for consideration. The 2009 festival, which attracts nearly 30,000 people from around the world, will be held June 25-28. Information about the festival and its sponsors is available at [provincetownportuguesefestival.com](http://provincetownportuguesefestival.com).

### *September 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. Response has been low to the monthly surveys, so please participate!

[Click here](#) to take the September 2008 Accommodations Survey. If you would like to review the results from previous surveys, as well as other tourism statistics, [click here](#).

### *JazzFest Falmouth to be held tomorrow*



Come hear world-class jazz right here on Cape Cod! JazzFest Falmouth will be held tomorrow, Saturday, October 4th under the tent at Marina Park on Falmouth Harbor. Jazzfest Falmouth features the nationally-acclaimed Esperanza Spalding group, The Dizzy Gillespie Alumni All-Stars, and many other regional and local

artists, like New Bedford's own MM4, and Barnstable native and DownBeat Magazine award-winner Kate McGarry.

The celebration includes beer, wine, great food, artisan vendors and more, all to support the arts community in Falmouth. Enjoy amazing music while taking in the view of Falmouth Harbor. Advance discounts (starting at \$25) are available until midnight tonight at [www.jazzfestfalmouth.org](http://www.jazzfestfalmouth.org), or regular price tickets (starting at \$35) are at the door.

### *Cape Cod Sustainable Development Seminar*

A "Cape Cod Sustainable Development Seminar" will be held Thursday, October 30th from 5 to 7 p.m. at Shepley Marvin Showcase in Hyannis. Featured speaker is Mindy Lubber, president of Ceres, the leading U.S. coalition of investors and environmental leaders working to improve corporate environmental, social and governance practices. Learn about the three constituent parts of Sustainable Development and how we can meet the needs of the present without compromising the ability of future generations to meet their own needs. RSVP By October 27th to Deb MacPhee at 508-862-6200 or [dmacphee@shepleywood.com](mailto:dmacphee@shepleywood.com). Sponsored by Shepley, Chatham Building & Design, Littlefield Landscapes.

### *Invite History Home for the Holidays*



Ever wonder what it would have been like to have attended the fall harvest feast of 1621? Now thanks to Plimoth Plantation, history is actually coming home for one lucky eBay auction winner this Thanksgiving! Plimoth Plantation is putting two of its world-renown interpreters up for auction, for 10 days on eBay this October 2-11. The prize: a Pilgrim and a Wampanoag go anywhere in the US, in character, for Thanksgiving. The winning bidder will be responsible for accommodations and transportation for the role players to and from the

event.

Interested parties are encouraged to bid early and often on this once in a lifetime chance to invite a Wampanoag man and a colonial English Pilgrim to the table. Visit [www.plimoth.org](http://www.plimoth.org) for links to the eBay online auction listing and to view a short, entertaining promotional video introducing the Hobbamock and Winslow characters to the 21st century.

### *Voting Energy Forum*

Please mark your calendars for October 28th for a "Voting Energy" forum, to be held at 6:30 p.m. at Cape Cod Community College. Hosted by CIREnew, WCAI and CCCC, the forum will feature candidates for federal, state, and Barnstable County office. Candidates will state their opinions and address questions on topics from affordability and economic development to security and climate change. Mindy Todd, host of The Point, is moderating, and portions of the discussion will be rebroadcast leading up to election day.

### *Massachusetts to host NGA Annual Meeting*

The National Governors Association (NGA) has announced that Boston will host the

nation's governors for its 2010 Annual Meeting, July 9-12. NGA's nine-governor executive committee selected Massachusetts for its first-class hotel and meeting facilities, as well as the city's overall appeal. This marks the fifth time NGA has held its Annual Meeting in Boston. NGA's Annual Meeting draws approximately 1,200 attendees.

### *News from our Members*

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

Debbie and Rich Howard, owners of the **High Pointe Inn** in West Barnstable, were selected as one of 10 Innkeepers of the Year in the annual Best of [BedandBreakfast.com](http://BedandBreakfast.com) Awards, 2008-2009. They are the only innkeepers in New England to receive this prestigious award. The Best of BedandBreakfast.com Awards are based upon a qualitative and quantitative review of the nearly 50,000 independent reviews submitted to BedandBreakfast.com, the leading online B&B directory and reservation network worldwide. Visit the inn's website at [www.thehighpointeinn.com](http://www.thehighpointeinn.com).

The **Curry College** Master of Science in Nursing Information Session will be held at the Milton Campus on Tuesday, October 7th at 5 p.m. and at the Plymouth Campus on Tuesday, October 14 at 5 p.m. Curry College's Master of Science in Nursing focuses on the timely and relevant Clinical Nurse Leader (CNL) role. The CNL role is the next step for nurses who want to enhance their practice and competency in quality improvement, patient safety, risk assessment, and outcomes measurement. Curry's MSN-CNL program is designed to provide an excellent educational experience while meeting the complex scheduling and convenience needs of adult students. To learn more and reserve your seat at an upcoming information session, contact Anne Berriault at [aberriau@curry.edu](mailto:aberriau@curry.edu).

**Cape & Islands Self Reliance Corporation**, in collaboration with the Northeast Sustainable Energy Association (NESEA), invites the public to visit local sustainable buildings and talk with energy-saving experts during the 2008 Green Buildings Open House on Saturday, October 4th. The Green Buildings Open House, part of the American Solar Energy Society's National Solar Tour, is an opportunity to learn firsthand how incorporating green elements can help reduce heating costs, increase energy conservation, and even generate surplus clean energy. A complete list of Green Buildings Open House sites and events is available at [www.nesea.org/buildings/openhouse](http://www.nesea.org/buildings/openhouse).

For over a decade, **Suffolk University** has been offering its nationally accredited Master of Public Administration Degree (MPA) entirely on Cape Cod. The MPA's mission is to grow each student's analytical, administrative, and leadership skills in preparation for careers in government, nonprofits, and public service. Financial aid is available for full and part time schedules. Learn more about the Cape Cod MPA by attending an information session on Wednesday, October 22nd from 6 to 7 p.m. in the Lorusso Technology Building (Room 114) at Cape Cod Community College in West Barnstable. RSVP to [mpacapecod@suffolk.edu](mailto:mpacapecod@suffolk.edu) or 508-375-4056. For more information, visit [www.suffolk.edu/mpa](http://www.suffolk.edu/mpa).

A free seminar on **LAP-Band** weight loss surgery offered by Dr. Glasgow! Learn everything you ever wanted to know about weight loss surgery with the LAP-Band. Questions and answer period, testimonials and much more. Seminar will be held Monday, October 20th at the Hyannis Holiday Inn on Route 132 at 7:00 pm. To RSVP, call 1-877-2wt-loss (1-877-298-5677) or email [jaynesmith@comcast.net](mailto:jaynesmith@comcast.net). Register soon, space is limited. Visit [www.glasgowandglasgow.com](http://www.glasgowandglasgow.com) for more information.

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