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## Cape Cod Chamber of Commerce eNewsletter

eNews

October 30, 2009

### Greetings!

Due to recently announced state budget cuts, the Cape Cod Chamber will amend the hours of operation of our visitor centers as follows beginning November 1st:

**Route 25:** Closed for the season - scheduled to reopen for school vacation in April

**Route 6 & 132:** Monday-Friday, 10 a.m. to 2 p.m. for walk-in visitors. Telephone inquiries will continue to be served during our normal business hours. The walk-in hours will expand for school vacations & high season.

Concurrent with these changes, we are working with a member on self-serve visitor collateral distribution points in new locations in Monument Beach, Sandwich and Wellfleet. We will report on this further when the plans are finalized.

The Cape Cod Chamber's marketing budget was also cut by the Governor's recent actions, due to state revenue declines. This has fostered a closer relationship with the islands of Nantucket and Martha's Vineyard Chambers of Commerce to collaborate on joint promotional efforts. Our holiday ad campaign will be reflective of this as we promote holiday events and specials in the *Boston Globe Magazine* on November 22nd.

On Monday we will be meeting with the state's tourism office and the regional tourism councils to discuss further collaborations that can maximize the remaining tourism promotional funds.

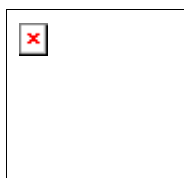
As always, we are available to answer any questions you may have regarding this.

*Wendy Northcross, CEO & William Zammer, Jr., Chairman of the Board*

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***Happy Halloween!***



Have a safe and Happy Halloween from all of us at the Cape Cod Chamber of Commerce!

## *Sagamore Bridge Update*

This week Senator O'Leary heard from the Army Corps of Engineers, acknowledging the request for a transparent reporting on the work progress, and reporting an increase in work crews and new concurrent work schedules. [Click here](#) to read the letter in its entirety.

The lower Cape chambers of commerce this week issued an economic impact survey to their members and we urge those in the lower Cape to participate in this effort.

We have met with transportation planners at the Cape Cod Commission who have finalized some data that will be useful for mitigation tactics during construction. Discussion on these data will continue with officials next week.

## *November Member to Member*

Please join the Cape Cod Chamber of Commerce at our next **Member to Member event** on **Thursday, November 12th** from 5:30 to 7 p.m. at **The Ridge Club** in Sandwich.

Enjoy plenty of networking opportunities, fantastic raffles, delicious hors d'oeuvres and scenic views of the picturesque golf course! Cost to attend the networking event is \$5 members, \$15 non-members. [Click here](#) to register now.

[Click here](#) to get customized directions to The Ridge Club.

## *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 11/13/09** 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)

### *Important notice to small business owners*

Next week, the Massachusetts Division of Insurance (DOI) will hold informational hearings in advance of the hearings with the Health Plans to review their current efforts to reduce costs and to determine future steps that may be necessary to eliminate the substantial increases impacting the small group market. Don't miss this opportunity to weigh in on the rising cost of small business health insurance premiums!

All submissions must be sent to: Docket Clerk, Hearings and Appeals, Division of Insurance, One South Station, Boston, Massachusetts, 02110, and must refer to Docket Number G2009-07. Members interested in testifying can attend one of the following introductory hearings:

- Monday, November 2, 10 a.m., Middlesex Community College, Assembly Room, Bradford Morse Federal Building, 50 Kearney Square, Lowell
- Tuesday, November 3, 10 a.m., Springfield Technical Community College, Armory Square, Building 2, Scibelli Hall, Room 703, Springfield
- Wednesday, November 4, 10 a.m., Boston, Division of Insurance, 5th Floor, One South Station, Boston
- Thursday, November 5, 11 a.m., Bridgewater State College, Small Ballroom, Campus Center, 19 Park Avenue, Bridgewater
- Friday, November 6, 10 a.m., Worcester State College, Student Center, 486 Chandler Street, Worcester

### *October 2009 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. The survey takes less than 5 minutes to complete. [Click here](#) for the October 2009 survey. We appreciate your participation!

To view results from previous surveys, and other tourism statistics compiled by the Chamber, please [click here](#).

*New & Noteworthy*

As we work on the 2010 *Cape Cod Travel Guide*, we are looking to make sure we don't miss anyone who has something new or noteworthy to report on the tourism front. If you know of any new or newly renovated lodging, attractions or restaurants, or any new exhibits, programs or awards, please email [michele@capecodchamber.org](mailto:michele@capecodchamber.org). Be sure to include your contact information.

### *The Hundred*



"The Hundred" is back for another round! The next drawing will be held at the November Member to Member Event on November 12th at The Ridge Club in Sandwich. 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 October is a \$100 gift certificate to **Misaki Sushi** on West Main Street in Hyannis. Must be present to win.

### *Town of Barnstable Grant Program*

The Town of Barnstable is now accepting applications for its FY-10 tourism mini-grant program. Grants (in matching format) are available to organizations within the seven villages of Barnstable, to be used for the marketing and promotion of new and existing events & festivals within the town. Email [kristen@capecodchamber.org](mailto:kristen@capecodchamber.org) for a copy of the grant application and the program guidelines. Grant application deadline is December 1, 2009.

### *Welcome New Members*

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

- [Cape Associates, Inc.](#), North Eastham
- [Family Continuity](#), Hyannis
- [JPW Solutions](#), Hyannis

### *2010 Geek Girl Camp Boot Camp*



The **2010 Geek Girl Camp Boot Camp** on Cape Cod has been set for **Saturday, March 6th** from 9 a.m. to 5 p.m. 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! Sponsorships are available on every level. If you are a computer technology company or you cater to women, this is your event! [Click here](#) for more information.

### *Smart Guide to Human Resource and Management Seminars*

The first session in the Smart Guide to Human Resource and Management Seminars, "Hiring Smart - Selecting High Performance Employees for the New Economy" will be

held in two Cape Cod locations in November. The Hyannis session will be offered November 13th at 7:30 a.m. at Venture Hyannis, 500 Main Street, Hyannis. The Orleans session will be held November 20th at 8 a.m. at Community Development Partnership, 3 Main Street, Unit 7, Eastham.

As the Cape moves toward recovery from this recession, the new economy that emerges will give employers the opportunity to hire for the future. Learn about some cutting-edge and proven employee selection practices that can help you to hire smart and create a "high performance" workforce. This session will be led by Warren Rutherford, owner of The Executive Suite. Call 508-778-7700 for more information about these free workshops. Pre-registration is required.

### *Special offers to Cape Cod Chamber members*

**Venture** has partnered with the Cape Cod Chamber to bring you big savings! Cape Cod Chamber Members can receive their 1st Month Free when signing up for a 6-month Venture Membership. In addition, Venture Members can get 10% off Cape Cod Chamber Membership (some restrictions apply). Created to meet the unique needs of independent workers and small business owners, Venture provides an innovative, cost-effective and energizing work environment outside of the home. Locations in Orleans and Hyannis. For more information, email [info@venturethinktogether.com](mailto:info@venturethinktogether.com) or call 877-766-6498.

Also, **Kaplan University** is offering a 10% reduced tuition rate for Cape Cod Chamber members and their families. For more information, please contact Leanne Niemi at 857-366-2954 or [LNiemi@kaplan.edu](mailto:LNiemi@kaplan.edu). Kaplan University offers the convenience and flexibility of an online education.

### *News from our Members*

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

Housing For All, best known for **CHAMP Homes** in Hyannis, asks you to take America's Giving Challenge today! Housing For All aims to receive the most donations in one day for a prize of \$1,000 and a valuable increase in visibility. Please tell everyone you know to visit [www.champhomes.org](http://www.champhomes.org) all day today and click on the Giving Challenge logo.

This holiday season, consider giving a distinctive piece of jewelry hand-crafted by Etta. **Jewelry by Etta** offers an amazing array of 14 kt. gold, sterling and gold combined and sterling jewelry ready for your gift giving. Etta can also help you create an impressive unique piece from your own ideas. Gift wrapping services are available too. Open Monday through Saturday from 10 a.m. to 5 p.m. and Sunday from 11 a.m. to 4 p.m. Located at 530 Route 28 in West Dennis. Call 508-394-8964 or visit [www.jewelrybyetta.com](http://www.jewelrybyetta.com).

Concerned about aircraft noise near **Barnstable Municipal Airport**? Or just curious about flights taking off and landing? Now you can go online to the airport's public access flight tracking system to monitor flights in near real-time. The system will permit users to follow approaching and departing flights from a sky map, and check their movements on a date and time in the past. For security purposes, there is a 10-minute delay built into viewable maps and data. The site also permits users to log in

with a user name and password and to file a complaint with the airport's noise abatement office. To try the public access flight tracking system, [click here](#).

Andrew Botieri of **Total Peak Performance** announces his new website with videos at [www.andrewbotieri.com](http://www.andrewbotieri.com). As a business coach and motivational sales trainer, Andrew has over 48,000 hours of helping small to large size sales organizations achieve their peak performance through his dynamic in-person and tele-training (TeleForum) sales programs. Andrew is offering Cape Cod Chamber members a free coupon to join him as his guest to one of his upcoming 60-minute TeleForum sales training programs. That's a \$35 value per person for free. Email him for his upcoming schedule, participation is limited to the first 40 people.

**Fresh Paint Gallery**, owned by six artists, is moving from 143 Route 6A in Yarmouthport to its new home at 169 Route 6A. The new location is just five houses east of the old location in a charming barn down the driveway from Coldwell Banker, Joly, McAbee & Weinert Realty's office. Fresh Paint plans to open November 5th. For more information, call 508-375-9220 or visit [www.freshpaintgalleryonline.com](http://www.freshpaintgalleryonline.com).

**Paletteworks** by Stephen Roth, palette knife oil painter, is now exhibiting at Saint Aubins Nursery on Route 6 in North Eastham, MA. Paletteworks Gallery & Studio is located at 3 Doran Drive in Orleans.

### *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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