

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

Cape Cod Chamber of Commerce eNewsletter

eNews

October 5, 2007

From the CEO's Desk:

- Barnstable County Commissioner Lance Lambros has indicated that the Commissioners will begin their strategic planning soon and is seeking ideas and input for how the County can better serve the residents and businesses of Cape Cod. To contact Commissioner Lambros directly with your thoughts, [click here](#).
- This week, the Chamber completed the acquisition of the Cape Cod Travel Guide and companion website, and the Cape Cod Meeting & Event Planners Guide and website. We are very excited about the opportunity this brings to strengthen our brand and to promote Cape Cod as a quality destination. Meetings were held this week with the editorial staff, web developers and Chamber sales staff to map out our production plans for these new-to-the-Chamber products.
- Along with the publications and websites, we have brought on board Kristin Carey, who will work along with Steve Richards to help members with their advertising and promotional needs. Kristin joins us officially on October 9th and I hope you welcome her to the Chamber team.
- John O'Brien and I met this week with Clyde Barrow of the UMass Dartmouth Center for Policy Analysis to discuss the issue of Class III gaming in Massachusetts. We will be preparing a position paper for the Chamber board on this topic in preparation for the Legislature's debate in the next legislative session.
- We are working with Mass. Restaurant Association, Senator Murray's Office, Rep. Turkington's office and Governor Patrick's office to appeal to Congress for relief on the returning worker exemption for the temporary, seasonal workers that many of our local businesses utilize to fill summer employment gaps.
- We met with the new Cape Cod Commission director, Paul Niedzwiecki, to discuss elements of the 21st Century Task Force recommendations and are working to secure funds to help implement some specific ideas put forward by the minority report.
- Chairman of the Board Dick Neitz, through our office, has sent by email correspondence to each local chamber information on the new print/web acquisition, as well as other topics.
- The Town of Barnstable hosted a dinner thanking the 47 people who staged the presentation that won the All America City designation for the town last week. A 30-minute video highlighting the whole process featured the spirited team that "brought home the shield." Congratulations again!

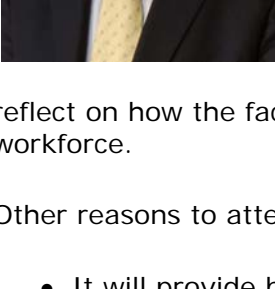
in this issue

- This eNews sponsored by Cape Cod Mall - Simon Giftcards
- Register now: October 26th Economic Summit
- Foreign Workers: Issues, Updates & Info
- Coastal Community Capital's EntreCenter Workshop Series
- Office furniture available
- MOTT Winter Lodging Promotion
- September Accommodations Survey
- October Member to Member Event
- Suffolk University Career Development Workshop
- Reach over 45,000 visitors to the Cape & Islands
- Yarmouth Seaside Festival this weekend
- CCHMA October Meeting
- News from our Members

Wendy K. Northcross, IOM, CCE

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Register now: October 26th Economic Summit

The Cape Cod Chamber invites you to attend our economic summit on "The Real Cape Cod: Challenges and Opportunities in a Changing Economy" on October 26th from 8 a.m. to 1 p.m. at the Cape Codder Resort in Hyannis.



Presented by the Cape Cod Chamber of Commerce, this half-day forum will feature a lively discussion by a range of local businesses with observations on doing business in the future. The first panel, moderated by Peter Meyer, Editor of the Cape Cod Times, will include Dorothy Savarese of Cape Cod 5, Tony Shepley of Shepley Wood Products, Jamie Regan of Century 21 Realty and David Augustinho of the WIB, as they and members of the audience

reflect on how the facts and figures impact on finance, building, real estate and the workforce.

Other reasons to attend the economic summit:

- It will provide business owners and managers an understanding of the changing face of Cape Cod's current population and potential customers, as well as trends in New England and what that means for our region
- The event will feature speaker Peter Francese, a widely recognized demographics and consumer markets expert and author, who started American Demographics Magazine

[Click here](#) to register online today!

Foreign Workers: Issues, Updates & Info

Join the Cape Cod Chamber of Commerce, along with the Yarmouth Area Chamber and the Massachusetts Restaurant Association, at the Cape & Islands Realtors Association building in West Yarmouth on Friday, October 19th for a forum on "Foreign Workers: Issues, Updates & Info." From 9:30 to 11:30 a.m., representatives from Tocci, Goss & Lee will give you the latest updates on the new law and its local impact, and state and federal processing.

Underwritten by Tocci, Goss & Lee PC, there is no charge to attend, but pre-registration is requested by contacting christina@coastalcommunitycapital.org, or 508- 362-3225, x515.

Coastal Community Capital's EntreCenter Workshop Series

Register now for the last two workshops in the marketing series sponsored by Coastal Community Capital's EntreCenter and the Cape Cod Chamber. Each workshop costs \$35 to attend (with full breakfast). All workshops are held from 7:30 to 10 a.m. at Hyannis Holiday Inn. Visit www.coastalcommunitycapital.org or email christina@coastalcommunitycapital.org for more information and to register.

- **October 10 - Reaching your market:** Promote your business through cost effective partnerships. Identify media outlets that give high return on investment. Presented by Sylvester Ryan, Sky Rise, LLC.
- **October 17 - Generating a buzz about your business:** Combine traditional communication tools with modern technology to create effective PR. Presented by Chip Bishop, Chip Bishop Communications; Lisa Focdick, First Impressions.

Office furniture available

The Cape Cod Chamber has two desks and two computer stations now available for the taking - if you are interested, please email news@capecodchamber.org. You must be able to pick up the furniture at the Chamber loading dock, at the Centerville office.

MOTT Winter Lodging Promotion

The Massachusetts Office of Travel & Tourism invites all Cape Cod lodging properties to participate in its winter lodging promotion. The pricepoint program will run November 1, 2007 - March 31, 2008. There will be six reduced price points: \$79, \$99, \$139, \$179, \$209, and \$229. Hotels must also offer a free breakfast for each night booked.

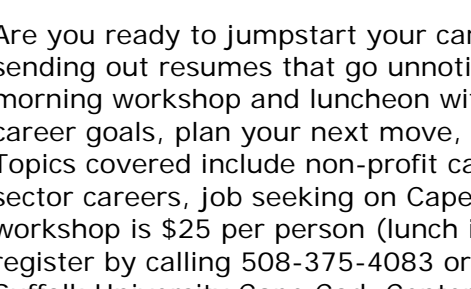
The lodging promotion will be promoted in email blasts to 400,000+ email customers on November 1st and the first week in January. It will also be supported with a PR campaign and other media. It is free and easy to participate! [Click here](#) for the participation form. please fax the completed form to MOTT at 617- 973-8525. **Deadline is this Tuesday, October 9th!** Questions? Call Phyllis Cahaly at 617-973-8509.

[Click here for the participation form](#)

September 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](#) to fill in the September 2007 survey. Thank you in advance!

October Member to Member Event

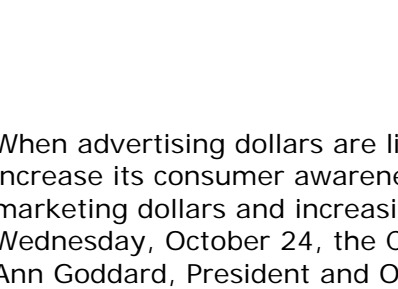
The Cape Cod Chamber invites you to join us on Wednesday, October 17th for our October Member to Member event at The Beach House in North Falmouth! Enjoy hors d'oeuvres, networking and great raffle prizes. Cost for just the networking event is \$5 members and \$15 non-members. [Click here](#) to register online today.

Suffolk University Career Development Workshop

Are you ready to jumpstart your career? Do you know where you're headed? Are you sending out resumes that go unnoticed? Please join Suffolk University Cape Cod for a morning workshop and luncheon with the experts on November 2nd. You will solidify your career goals, plan your next move, and chat over lunch on the career topic of your choice. Topics covered include non-profit career strategies, climbing the corporate ladder, public sector careers, job seeking on Cape Cod, resumes and interviews. The cost for the workshop is \$25 per person (lunch is included). Advanced registration is required. Please register by calling 508-375-4083 or email capecod@suffolk.edu. Workshop presented by Suffolk University Cape Cod, Center for Career and Business Development, and WE CAN - A Resource Network for Cape Cod Women.

Reach over 45,000 visitors to the Cape & Islands

Reach over 45,000 visitors to the Cape & Islands for just \$19 a week! Your advertising message can be seen 24 hours a day, 7 days a week at the Cape Cod Chamber Visitor Center. To start making more money and getting more customers, all it takes is a fresh approach, which RS Walters Advertising can offer with its Info-Board and Info-Map advertising campaign. Only 22 distinctive advertising spaces available. Reserve now! Price is \$995. For more information, [click here](#) or contact Rick Walters or Fran Lipari at RS Walters Advertising, Inc. Phone: 508-771-7499, fax: 508-790-3727, Email: info@rswaltersadvertising.com.

Yarmouth Seaside Festival this weekend

The Yarmouth Seaside Festival will be held this weekend, October 6-8! Highlights include kids rides, arts & crafts, pumpkin decorating and pie-eating contests, rides & games, food, live music and more. A fireworks display will kick off Sunday at dusk off Seagull Beach and Monday will feature a canoe/kay race along Bass River and a Sand Sculpture Contest at Smuggler's Beach. For more information, call 508-778-1008 or visit www.yarmouthseasidefestival.com.

CCHMA October Meeting

When advertising dollars are limited or simply not enough, what does a company do to increase its consumer awareness? A solid public relations initiative dedicated to enhancing marketing dollars and increasing visibility is a key element of any marketed to. On Wednesday, October 24, the Cape Cod Hospitality Marketing Association welcomes Chris Ann Goddard, President and Owner of CGPR, who will share winning strategies and tips that she has developed over her 30-year career in public relations.

The event will be held at the Ocean Edge Resort in Brewster, and registration will begin at 5:30 p.m., followed by hors d'oeuvres, cash bar, networking, the presentation and a raffle. Cost is \$15 members and \$20 non-members. Please RSVP by October 19th to: BetsyKoch at 508-790-7280x201 or betsyk@hilinecruises.com.

News from our Members

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

On Saturday, October 6th from 10 a.m. to 4 p.m., the **Cape & Islands Self Reliance Corporation** in collaboration with the Northeast Sustainable Energy Association (NESEA), invites the public to visit "green" homes and businesses around the region and explore clean, renewable energy systems, during the **2007 Green Buildings Open House**. A complete list of open sites on Cape Cod, including seven new sites for the 2007 Open House, is available on www.reliance.org.

Massachusetts Coastal Railroad, LLC (Mass Coastal) has announced that it was awarded the state's first rail contract for southeastern Massachusetts rail lines by state Transportation Secretary, Bernard Cohen, at the Executive Office of Transportation and Public Works (EOTPW). Mass Coastal is a wholly owned subsidiary of Cape Rail, Inc., a railroad management and holding company that also owns Cape Cod Railroad. The rail lines awarded comprise approximately sixty (60) miles of tracks throughout southeastern Massachusetts, including the line from Middleboro to Hyannis, with branch lines to Yarmouth and Falmouth. Also included are lines in Taunton, North Dartmouth and Westport, MA. Mass Coastal will commence freight rail service to the line's customers on January 1, 2008.

Did you know that 85% of the people in our community affected by Alzheimer's disease are living at home and being cared for by a relative? Please show your support for their loved ones and caregivers by joining the 16th Annual "Miles of Memories" Walk on October 14th. 100% of the proceeds will support **Alzheimer's Services of Cape Cod & the Islands**, an independent, local agency serving the people in our community since 1984. You can make a difference. For more information on how you can help, visit www.alzcapecod.org.

Advertising opportunities are now available in **Northern New England Journey** is the member publication for AAA Northern New England. The magazine is delivered to nearly 450,000 households in Maine, New Hampshire, and Vermont, and has a total readership of over one million. Readers are interested in traveling, shopping, dining, and a wide range of recreational activities. Northern New England Journey provides readers with exciting and inspiring information to motivate them to explore local, national, and international travel destinations. The May/June 2008 issue will feature an article highlighting a driving vacation in Cape Cod. For more information, call David at 207- 761-4653 or [click here](#).

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

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