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## Cape Cod Chamber of Commerce eNewsletter

eNews

September 26, 2008

### Greetings!

#### From the CEO's Desk:

- Representatives from the Cape Cod Chamber attended this week's Travel Leadership Summit in Washington DC to lobby for the Travel Promotion Act (TPA). In a historic development for the travel community, the House of Representatives yesterday passed the TPA, which would create a public-private partnership to communicate security policies and promote the United States as a premier destination. This is an enormous achievement for the travel community. Travel promotion was not on anyone's radar when this Congress came into session 20 months ago and is now on the verge of becoming a reality thanks to the grass roots lobbying of the industry. [Click here](#) for the press release.
- While in DC, we met with several Representatives on the H2-B Visa issue.
- Last weekend the HBO mini-series "John Adams" won 13 Emmy's! This mini-series has been a big boost for tourism in the City of Quincy and the Cultural Coast.
- Be sure to take in some of the great events happening this weekend during [CLASH - Cape Land & Sea Harvest](#). We enjoyed a fabulous dinner at Barnstable Tavern, which is offering a special menu with locally grown/harvested food. It was really delicious!

Wendy K. Northcross, IOM, CCE

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### *October Issues & Answers Forum*

Join the Cape Cod Chamber for our October 2nd "ISSUES & ANSWERS," a new early morning forum hosted the first Thursday of the month. Meet newsmakers, business leaders, policymakers and interesting people!

- **Date & time:** Thursday, October 2, 2008, 7:30 to 9 a.m.
- **Place:** Shepley Marvin Showcase, 75 Ben Franklin Way, Hyannis

- **Featured topic:** "Are Bio Fuels an Economic Opportunity?"
- **Cost:** \$15 (includes continental breakfast)

Limited seating, so please RSVP by October 1st! [Click here](#) to register online.

### *October Member to Member*

Please join us at next 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 a.m. Your place.**

As the season winds down, get a refresher on your employment related obligations and hear about best practices--all from the comfort of your office. Attorney Mike Foley will get you all the right information about with the new independent contractor law; overtime obligations; end of the season lay-offs, unemployment compensation and other obligations. 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, and it will 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.

### *Advertising opportunity in special holiday ad spread*

Celebrate the wonders of Cape Cod for the holidays! The Cape Cod Chamber of Commerce and *The Boston Globe* will join together to produce a special holiday advertorial section in *The Boston Globe Magazine* on Sunday, November 23rd. This colorful and informative section will highlight the many fun and festive events happening in Cape Cod this winter. And since the section is exclusive to Chamber members, it will be a great opportunity to showcase your business.

Reserve your ad today! Contact Tom Welsh 617-929-2822 or [twelsh@globe.com](mailto:twelsh@globe.com) Or Maria Tack 617-929-8817 or [mtack@globe.com](mailto:mtack@globe.com). [Click here](#) for more information.

### *EntreCenter 2008-09 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 all the tools and features of the system to your best advantage.

### *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.

### *Cooperative advertising opportunity in 2009 MA Getaway Guide*



The Cape Cod Chamber is currently filling space in our two-page cooperative advertising spread that runs in the *2009 Massachusetts Getaway Guide*. The Getaway Guide is the Massachusetts Office of Travel & Tourism's primary fulfillment piece and is a great venue for reaching highly qualified readers (62.1% of Getaway Guide survey respondents visited the state within six months of picking up the Guide).

In 2009, approximately 750,000 guides will be printed and distributed nationally and internationally, including 210,000

inserted into the Sunday New York Times and circulated at Boston conventions, AAA offices and tourism information centers across the state. The cost for a display ad in our co-op, a strong destination- sell ad with priority placement towards the front of the book, is \$3,800. This includes two photos, 30 words of copy and your business contact info. You will receive reader service leads and a web presence on the state travel planning website, [massvacation.com](http://massvacation.com). Please email [kristen@capecodchamber.org](mailto:kristen@capecodchamber.org) to learn more!

### *Welcome New Members*

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

- [Cape & Islands Limousine](#), Mashpee
- [Chez Sven Bed & Breakfast](#), Wellfleet
- [Horizons Beach Resort](#), North Truro
- [Lands End Inn](#), Provincetown
- [Mashpee Family Medicine](#), Mashpee
- [T.Mobile USA](#), Newton

### *Celebrate Yarmouth: the Toast and Taste of Our Town*

"Celebrate Yarmouth: the Toast and Taste of Our Town" will be held today, September 26th, from 6:30 to 9 p.m. at the Cultural Center of Cape Cod at 307 Old Main Street in South Yarmouth. Presented by the Yarmouth Chamber of Commerce and sponsored by Luke's Super Liquor Stores. Specialties of the House by DiParma, Sons of Erin, Cape Cod Irish Village, Captain Parkers' Pub, Molly's, Tugboats, Great Island Bakery, Rice Bistro, The Skipper Restaurant & Chowder House, Oliver's, Skippy's Pier 1, The Yarmouth House, Flowers by Petals & Stems. Tickets cost \$50 per person. For tickets, call 508-778-1008.

### *Photos needed*

We are constantly trying to expand our Cape Cod image library, for use by the media, in our Cape Cod Travel Guide, and in our advertising campaigns. We need your help! If you have any of these scenic shots ([click here](#)), please email [kristen@capecodchamber.org](mailto:kristen@capecodchamber.org). Or, email us if you have any great holiday/winter-themed photos. Photos must be available at no cost, and are not guaranteed to be used. Photos must be high resolution and at least 4"x6" in size. We appreciate your help and support!

### *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. Join us in learning 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. Find answers & learn smart business solutions to

solve sustainability challenges to minimize the environmental, health and safety risks to our communities and Cape Cod. 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.

### *Transportation outreach effort*

This fall, the Executive Office of Transportation is kicking off a civic outreach effort to talk to Massachusetts residents about their experiences using the transportation system. Make your voice heard on what you observe every day as you move around on the roads, rails, and trails of our state. Attend one of the public workshops listed below and help develop a transportation plan that will meet the needs of Massachusetts in the 21st century.

North Adams: Thursday, 10/02/08 6 p.m., North Adams City Hall  
 Taunton: Monday, 10/06/08 6 p.m., Taunton Public Library  
 Braintree: Tuesday, 10/07/08 6:00 p.m., Thayer Public Library  
 Worcester: Tuesday, 10/14/08 6:30 p.m., Union Station  
 Malden: Wednesday, 10/15/08 6 p.m., Malden Public Library  
 Chicopee: Monday, 10/20/08 6 p.m., Chicopee Public Library

Please check [www.mass.gov/youmovemassachusetts](http://www.mass.gov/youmovemassachusetts) for updates and information.

### *Free Small Business Recordkeeping Forum*

IRS Stakeholder Liaison presents a National Phone Forum - "Recordkeeping for Small Business/Self Employed Individuals" - on October 22, 2008. This free workshop allows you to dial in from the convenience of your home or office. Learn about recordkeeping for small business/self-employed individuals, and earn Continuing Professional Education credit. Sign up prior to October 17th. Visit [www.attevent.com](http://www.attevent.com) for available conference times and to register. Questions? E-mail [nationalphoneforum@irs.gov](mailto:nationalphoneforum@irs.gov).

### *News from our Members*

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

**LAP-Band** weight loss surgery offers a free seminar with 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 7:30 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.

The expansion of **J MILLER PICTUREFRAMER** is complete, resulting in the creation of the J MILLER GALLERY at Deer Crossing in Mashpee. The completely renovated gallery space is crisp and modern, and features original fine art, ceramics, photography, and other media by established and emerging local and off-Cape artists. Current artists include William Ross Searle, Larry Pratt, Naomi Cohan, G.S. Hill, Hollis Engley, Guy Tringali Daniels, William Muller, Nikki Garner, Dale Payson, Karol Wyckoff, Herbert Sunderman and others. The gallery and the framing studio is now open Tuesday through Saturday from 10 a.m. to 5:30 p.m., with extended hours to 8 p.m.

on Thursdays. Call 508-539-1900 for more information, or visit [www.jmillerpictureframer.com](http://www.jmillerpictureframer.com).

As part of a corporate initiative to support local food pantries, **Rockland Trust** has made a donation of \$250 to the Falmouth Service Center, and hosted a food drive to support this pantry. Non-perishable food items were collected at Rockland Trust's three Falmouth branches and their Bourne branch from July 15 through August 31, 2008.

**The Friends of Sturgis Library** on Route 6A in Barnstable Village will host an Autumn Concert with the Cape Cod High School Jazz Ensemble on Sunday, October 5th at 3 p. m. The ensemble, directed by Rod McCauley, features players from all over Cape Cod. Suggested donation is \$5. Light refreshments will be served. Call 508-362-6636 for more information.

This weekend's **Barnstable County Harvest Festival** at the Fairgrounds in East Falmouth has been postponed because of weather. The event has been rescheduled to October 18th and 19th. Complimentary tickets will be honored then. For more information, visit [www.HarvestFestival.info](http://www.HarvestFestival.info) or call 508 563-3200.

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

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