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Cape Cod Chamber of Commerce eNewsletter

eNews

September 5, 2008

Greetings!

From the CEO's Desk:

- Congratulations to Peter Meyer of the Cape Cod Media Group (Cape Cod Times), who was promoted to head South Coast Media Group as well!
- The Cape & Islands Association of Realtors announced a new web marketing tool for Realtors at this week's inaugural session of the Cape Cod Chamber's Issues & Answers forum. [Click here](#) to hear from Association CEO Henry DiGiacomo on this exciting news.
- SO New England, the operator of the New England power grid, will be the featured presenter at the November Issues & Answers forum. More details to follow.
- The Chamber board met this week and reviewed the status of the proposed roadway / traffic improvements for Hyannis. The Chamber is interested in keeping the Exit 6.5 project on the priority list for state projects.
- As a result of the Chamber's first Economic Summit, a community working group has been announced to advance the issues of the Cape's economy and residential demographics. Former Chamber board member, Steve Abbott, retired CEO of Cape Cod Healthcare and current Chamber board member, Gary Sheehan, President & CEO of Cape Medical Supply and co-founder of the Cape Cod Young Professionals will co-chair this group. In formation over the last several months, the group has designed its [guiding principles](#).

Wendy K. Northcross, IOM, CCE

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Cape Cod Focus Formed To Address Critical Cape Issues

Cape Cod is losing its greatest resource, its people, and to curb this devastating trend, a collection of concerned citizens, business individuals and community leaders have joined forces to create Cape Cod Focus, a study group committed to providing analysis, advocacy and support for issues that improve the quality of life for Cape

Codders of all ages.

"The quality of life on Cape Cod is in danger," the group states in its guiding principles. "The Cape's economics and demographics are out of balance. We believe that by accessing critical information and by engaging in constructive inquiry and discussion, we can assist Cape Cod decision makers in improving the future."

Among other priorities, Cape Cod Focus-led by Steve Abbott, retired CEO of Cape Cod Health Care, and Gary Sheehan, President & CEO of Cape Medical Supply and co-founder of Cape Cod Young Professionals, will work to:

- Separate the myths from the realities of the Cape Cod economy, in addition to its demographic and future challenges
- Optimize local tax dollars through resource and idea sharing
- Help create multiple economic opportunities to ensure that the Cape will be a diverse and vibrant community
- Identify and explore past successes that can serve as models, such as school system consolidations, Cape Cod Healthcare, previously established municipal resource sharing and new business development
- Track and comment publicly on current initiatives being discussed or attempted

Late last fall, the Cape Cod Chamber of Commerce's Economic Summit released a study conducted by Peter Francese, director of demographic forecasts for The New England Economic Partnership, concluding that the Cape's year round population growth has virtually ceased after decades of double digit growth. Cape Cod, the study warned, is losing its working age adults, age 35-44 years, their children and early retirees. Young adults, for example, are relocating at a faster rate than elsewhere in Massachusetts. The study noted that communities historically have about ten years to address such trends and avoid dire economic consequences. Cape Cod Focus was formed as a result of this study. The next Economic Summit is scheduled for November 14 at Cape Cod Community College.

The membership of Cape Cod Focus includes representation from all key Cape economic sectors including: creative, educational, research, retail, banking and insurance, healthcare, hospitality and government services. Members also include representatives of stakeholder organizations like: the Workforce Investment Board, Cape Cod Community College, Cape Cod Commission, Cape Cod Chamber of Commerce, Cape Cod Young Professionals and others.

Through its research, advocacy and public outreach (see attached guiding principles), Cape Cod Focus hopes to accomplish its goals by:

- Convening knowledgeable and concerned citizens, business people and community leaders
- Being flexible and open to all points of view with a bias for action
- Providing focus on key issues through open communication, advocacy, broad based discussion and interaction with elected officials
- Securing objective analysis of certain issues to promote greater understanding and appropriate action
- Tracking progress of key initiatives
- Generating ideas and asking questions that may challenge "business as usual" in the public and private sectors

Cape Cod Focus, in its work, pledges to acknowledge the successes of others, and help build community consensus without seeking credit or recognition for its efforts.

Last chance to register: 9/9 Member to Member Golf Outing



Please join the Cape Cod Chamber for our **September Member to Member "Network and Nine" event**, set for **Tuesday, September 9th** at The Brookside Club in Bourne. The golf portion will tee off at 4 p.m., with regular networking to start at 5:30 p.m.

Cost to attend just the networking event is \$5 members, \$15 non-members. Enjoy networking, hors d'oeuvres, raffles and scenic views. [Click here](#) to register now! If you would like to play golf, please call 508-362- 3225, ext. 513 to reserve your space. The cost for golf is \$40 per person and \$140 if you book a foursome.

Back to Business Bash



Cape Cod Young Professionals will host the Back to Business Bash at Rectrix Aerodrome in Hyannis on Thursday, September 18th! Meet, network, and interact with other business leaders on Cape Cod. The night will feature music, networking, local restaurants displaying their fare, beverages, special fashion show, great prizes and a chance to mingle with people from all over Cape Cod. Cost is just \$10. RSVP to b2bbash@gmail.com. Held in partnership with the Cape Cod and local Chambers of Commerce, and many others.

Health Care Reform Law Update

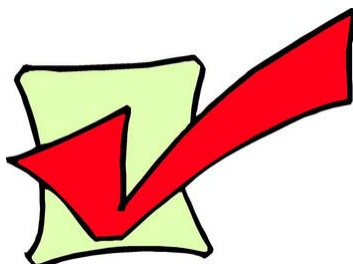
The Commonwealth Connector Board that oversees implementation of the 2006 Health Care Reform Law is considering changes to the Minimum Credible Coverage regulation requirements. By January 2009, all insurance plans must include basic benefits, such as prescription drug coverage, to comply with the law. Recently proposed regulations prohibit or limit access to high deductible health plans, health savings accounts, and health reimbursement arrangements that were explicitly authorized in the new Health Insurance Law as viable, affordable options. If these proposals negatively affect you or your employees, adapt [this template letter](#) to the Connector Board (address is on template) and mail it to arrive by 9/9/08. You can also testify in person at Gardner Auditorium, State House, Boston, on Tuesday, September 9, 2008. (Registration for speakers at 9:30 a.m. and hearing begins at 10 a.m. Call Kathy Teahan, Chamber Health Insurance Coordinator, at 781-789-3317 for more details.

Business Connect 2008

Save the date 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. 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.

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

Increase your meeting & event business!

There have been some exciting changes to our sales platform for Meetings, Events and Weddings, designed to drive more corporate and social business to you, our members! Our targeted sales piece and companion website combine for the most complete program for developing your professional or social group business. To advertise, contact Kristin Carey at 508-362-3225, X 511 or kcarey@capecodchamber.org, or Steve Richards at 508-362-3225, X514, or steve@capecodchamber.org.

Cape Cod Meeting & Event Planners Guide: In print, our Cape Cod Meeting & Event Planners Guide, the principal tool used by Vice President of Sales, Patti Lloyd to sell the Cape and Islands to meeting and event planners, will become a 2-year publication. As is in the past, this beautiful piece will be direct-mailed to conference planners, association leaders, and groups inquiring about the Cape and Islands as a destination, and distributed at trade shows throughout the year generating qualified leads for you, our members.

www.capecodmeetings.com: We are in the process of updating our website, www.capecodmeetings.com, which is currently ranked # 1 on Google for a search on "cape cod meetings." This website has always been a powerful resource to help meeting and planning professionals coordinate Cape Cod events. For the first time ever, this site is hard-linked to our two tourism portals, www.capecodchamber.org and www.capecodtravelguide.com, with a combined unique visitor base of over 1.6 million visitors per year. We are building out the resource section of this website to include a wedding section and listings for members who support corporate and event business, such as florists, caterers, printers, and more. The new site functionality will allow advertisers to build out more comprehensive listings to drive more business - advertise now to be on the new site when it launches in the fall!

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. Please email kristen@capecodchamber.org to learn more!

Welcome New Members

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

- [The Carroll Company](#), South Yarmouth
- [Dress Barn](#), Sagamore
- [Intrax](#), San Francisco, CA
- Neila Neary, Marstons Mills
- Ron Rice Master Carpenter, West Hyannisport

Marketing opportunity at Big E

The 88th edition of the Big E, the largest festival in the Northeast, will be held at the Eastern States Expo in West Springfield from September 12-28, 2008. The Cape Cod Chamber will once again have space in the Massachusetts Building for brochure distribution. This is an excellent opportunity for you to showcase your attraction, restaurant or lodging property.

For an investment of \$75, we will take 200 of your brochures to the show for the entire 17 days; materials and payment are due no later than September 4th. Last year, we distributed over 8,000 Cape Cod guidebooks. We also need help staffing the booth during the time period from September 14-27 - another great opportunity to promote your business. For more information, contact Arthur Ratsy at 508-362-3225, ext. 512 or arthur@capecodchamber.org.

Cape Cod Senior Softball Classic

Fifty teams from seven states will invade Cape Cod today for the 15th annual Cape Cod Senior Softball Classic. This event, which has grown from four teams in its inaugural year, is conducted entirely by volunteers from the Cape Old Timers Softball League. The 2008 Classic is expected to attract over 1,000 senior softball players and their families to participate in this year's games between today and September 12th. The teams are divided into four age related divisions the games will be played on six different fields. Three of the fields are located in Yarmouth (Sandy Pond, Townhouse Field and Flax Pond,) and three are in Harwich (Memorial Field, Potter Field and Lassie #2). Games begin at 8 a.m. each day and continue to approximately 5 p.m. There is no admission charged for any of the games, which are open to the public.

CCHMA September Meeting

At its upcoming meeting, the Cape Cod Hospitality Marketing Association will welcome Amanda Gourgue of CMP Meeting Revolutions, Nicole Goldman of "g" Green Design Center, and Martha Sheridan of the Providence Warwick CVB for a panel discussion on professional knowledge advice and tips on how you and your business can go green. The program will be held on Wednesday, September 10th at the Cape Cod Museum of Natural History in Brewster. The evening's reception will be catered by green caterer EcoRoo Catering. Registration begins at 5:30 p.m., and the presentation will begin 6:30 pm. Cost is \$15 for CCHMA members and \$20 for non-members. Please RSVP to talladayj@aol.com or call 508-760-8187.

MOTT TravelStats Newsletter

Some highlights from the Mass. Office of Travel & Tourism's recent TravelStats Newsletter:

- During the month of June 2008, Massachusetts statewide lodging room demand decreased 0.6% compared to June 2007. The average daily room rate between these two periods increased by 4.7% to \$149.72 from \$143.05. Occupancy rates 2.5 percentage points to 71.6% from 73.5%. Overall room revenue increased 4.1% to \$255 million from \$245 million.
- The massvacation.com site had 126,236 unique visits in July 2008. Additionally, there were 780,593 page views. Both these values were a significant increase from July 2007 when there were 60,032 unique visits and 496,679 page views.
- The page on lodging deals was visited more than any other page on the website (205,058 visits). The homepage was the second most visited page with 168,827 views and the pages that individually profiled **Cape Cod**, Martha's Vineyard, and Nantucket Island were third (51,238).

[Click here](#) to view the newsletter in full.

News from our Members

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

The Brain Injury Association of Massachusetts, in conjunction with the **Barnstable Senior Center**, presents the Robert C. Jordan Memorial Caregiver Conference on Saturday, September 27th from 9:30 a.m. to 3 p.m. at the Barnstable Senior Center. Presentations will include special needs trusts and financial issues; behavior management; the grieving process: what to expect each step of the way; and resources for seniors and brain injury survivors. Lunch, snacks, gift bag, and door prizes are included. The event is free, but registration is required.. Call 888-607-7678, email biamase@biama.org, or visit www.biama.org.

Heritage Museums & Gardens and the **Highland Light Scottish Society of Cape Cod** will present the Cape Cod Scottish Festival, September 13th from 10 a.m. to 5 p.m. The event will celebrate both Scottish and Celtic culture and its history on Cape Cod and throughout New England, and will be held rain or shine. Highlights include athletic competitions, junior athletics for children, sheep herding, clan tents, vendors, Scottish food as well as Highland dance performances! A Master Falconer will be on

hand to display some fascinating birds of prey. Admission for this one day is \$15 for adults and \$7.50 for children ages 4 - 12; children 3 and under are free. Call 508-888-3300 ext. 100 for more information.

The **4th Annual Cape Cod Strollathon** will be held Saturday, September 20th at the Laurence MacArthur Elementary School in South Yarmouth. The Strollathon, hosted by Jennifer and Justin Endres of Yarmouth, MA as well as the International Rett Syndrome Foundation, works to raise funds for Rett syndrome (RTT) research. Registration starts promptly at 8:45 a.m. For more information call Jennifer Endres at 508-280-7506 or email at jendres@rettsyndrome.org.

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

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