

Chamber welcomes Pecoraro on board

Michele Pecoraro has joined the Cape Cod Chamber's management team as a Vice President.

Michele's position will involve working to grow our Cultural Coast international tourism initiative and helping to shape our PR strategy, among other objectives.

With a background in education, PR and marketing, Michele has worked in the travel industry at a major hotel catering to the tour and travel market and at Plimoth Plantation, where she most recently was the Group and International Sales Manager.

Michele has served on committees for such organizations as the Cape Cod Chamber, the Greater Boston CVB, and the Plymouth County CVB, and was selected as a member of the American Bus Association's Strategic Planning Committee. Since September 2005, she has served as Chair of the Massachusetts Cultural Coast organization, of which the Cape Cod Chamber is a leading partner.



Updates on Key Cape Cod Chamber Initiatives

✓ Our [2007-08 marketing plan](#) was adopted by the board of directors and submitted to the state. It contains many challenges, as well as great opportunities. Among the objectives: forming a task force to prepare Cape Cod for the potential impacts of in-state gaming; freshening up our brand, punching up the fun factor and reaching out to a younger generation of travelers; and hosting a new travel industry symposium this winter to help everyone sharpen their business plans. View the marketing plan at [eCapeChamber.com](#) under "News, Reports & Policy Updates."

✓ In response to inquiries about the [new health care law](#), we successfully [secured a grant from the Office of Small Business & Entrepreneurship for an education program](#). We hired Kathy Teahan, a former state legislator and member of the Joint Committee on Health Care for 10 years, to coordinate this outreach project. We urge employers to take advantage of this opportunity and to contact kathy@capecodchamber.org or call 508-776-9533 to set up a one-on-one consultation. An informational video about the new laws is online at [eCapeChamber.com](#) on the "Health Insurance" page.

✓ Employers who utilize the [H-2B visa program](#) to supplement their seasonal workforce will have new rules to follow when filing paperwork. Two presentations detailing these changes can be found at www.foreignlaborcert.doleta.gov/h-2b.cfm. These are geared for non-lawyers and are a critical resource for processing the H-2B applications for next season. We are planning our annual workshop on this topic for October 19th. Meanwhile, we are lobbying Congress to extend the "returning" H-2B worker exemption.

✓ [Homeowners' hazard insurance rates](#) have been in the news and we are now seeing dramatic rate increases for commercial properties as well. The Cape Cod Chamber has formed a task force to lobby the newly formed [Special Commission on Hazard Insurance](#) to expand their scope to include commercial hazard insurance. On September 7th at 1 p.m., a hearing on Homeowner's Insurance will be held at Cape Cod Community College. Next, we will begin to shape policy recommendations for the Special Commission.

- Mark your calendar -

Wednesday, September 12 **Member to Member Golf Outing**

Time: 5:30 to 7 p.m.
Location: The Brookside Club, Bourne
Cost: \$5 Cape Cod Chamber members, \$15 non-members
Cost for golf & event: \$35 members, \$50 non-members
RSVP: www.eCapeChamber.com or jane@capecodchamber.org

Thursday, September 13 **Back to Business Bash at Rectrix**

Hosted by Cape Cod Young Professionals, along with the Cape Cod and local Chambers of Commerce & Cape Business
Time: 5:30 to 7:30 p.m.
Location: Rectrix Aerodrome, Hyannis
Cost: \$10
RSVP: B2Bbash@gmail.com

Wednesday, October 10 **Member to Member at The Beach House**

Time: 5:30 to 7 p.m.
Location: The Beach House, North Falmouth
Cost: \$5 Cape Cod Chamber members, \$15 non-members
RSVP: www.eCapeChamber.com

Sign up today to receive our free weekly member e-newsletter, filled with news, events and a report from the CEO. Register online today at eCapeChamber.com!

- The Cape Cod Chamber hosted its first [Business Showcase](#) event in August 22nd at Carmen's Day Spa in Marstons Mills. If you are interested in learning more about hosting a Business Showcase Event at your business, please email mike@capecodchamber.org.
- The Chamber's [July web stats](#) were very strong, showing an increase in web traffic of **62%** over July last year. Also, room availability searches were up 56.1% in July vs. '06 and click-throughs on the booking engine to member accommodations were up 57.3% in July vs. '06.
- The state's Dept. of Revenue report is out on total Rooms' Tax Receipts for FY-06. [Barnstable County's tax receipts increased](#) in '06 to \$19,538,000. The '05 receipts were \$18,855,000 and '04 receipts were \$18,343,000.
- A reminder to those members who have received their dues investment invoice for the coming year: We have changed from an annual billing cycle to billing you on the [anniversary date of your membership](#). This timing creates a "short year" billing for some members.
- We are pleased to announce we will join forces with [Cape Cod Life](#) in promoting their [new food & wine event](#) scheduled for next May. We have also joined the steering committee for the [Cape Land & Sea Harvest Festival \(CLASH\)](#) to help grow that celebration of locally grown and caught foods on September 27-30.
- Please remember to bring us your brochures for the display racks at our Route 25 Plymouth visitor center. [Free brochure distribution](#) is a member benefit, so we encourage you to take advantage of this opportunity!
- Ads are now being sold in the next edition [Group Tour Planner Guide](#). Participation in this Chamber publication includes emailed leads, ability to booth share and co-op opportunities. Email sales@capecodchamber.org.

The 22nd Annual Pops by the Sea



Photo by Jay Elliott Photography

The 22nd Annual TD Banknorth Pops by the Sea concert was a huge success, drawing over 15,000 to the Hyannis Village Green for the only Cape Cod appearance of the Boston Pops Esplanade Orchestra with conductor Keith Lockhart and special Guest Conductor Ray Romano. Proceeds raised from the concert will enable the Arts Foundation of Cape Cod to fulfill its mission of supporting, promoting and celebrating the arts and culture of Cape Cod year-round.

Mark your calendar for the 23rd Annual TD Banknorth Pops by the Sea concert on Sunday, August 3, 2008! Contact the Arts Foundation to reserve a VIP table of ten, group festival seats, and more.

Fall for the Arts: This fall, the Cape Cod Chamber - along with the Martha's Vineyard and Nantucket Island Chambers, Coastal Community Capital and the Arts Foundation of Cape Cod - will launch the "Fall for the Arts" PR campaign to build awareness of the region as a cultural destination and promote the use of the *Arts & Artisans Trails Guide* as a vehicle to build traffic to participating artists. We are opening the promotion to all artists in the region, not just those featured in the guide.

Artists, galleries and cultural institutions are organizing events, giveaways, open houses, plein air demonstrations and more to build traffic to their venues during the campaign. Activities will be put on the web and publicized in our target markets. If you have an idea or want to partner on an event, contact Clare at clare@capecodchamber.org.



5 Shoot Flying Hill Road
Centerville, MA 02632



PRRSTSD
US POSTAGE PAID
02664
PERMIT 31
SO YARMOUTH, MA