

## **In this edition:**

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NEW GIFT CERTIFICATE PROGRAM

## **Dates to mark in your calendar:**

**Pride in Cape Cod week is April 22 to 26, 2002 and we need your help !** We are asking you to participate by cleaning up a vacant lot, painting a dumpster, planting flowers in a public area or volunteering to help with a beach clean up.

If you need a project, call Richard Brothers at Cape and Islands United Way (508) 775-4746 and you can participate in the United Way's Community Day of Caring on April 24<sup>th</sup>. You can also contact your local town government and volunteer your services for one of their projects.

April 29 – May 1, 2002: Discover New England's Seventh Annual Tourism Summit & International Marketplace. Join us on Cape Cod and support your regional international tourism marketing program. Check out DNE's website for complete information including registration: [www.discovernewengland.org](http://www.discovernewengland.org)

May 15, 2002, 7:30 – 9:30 am: Open House at Cape Cod Chamber's Administrative Offices (307 Main St. Suite 2, Hyannis, MA). We have set aside time specifically for staff to meet with you and discuss your needs or questions. Learn about ongoing Cape Cod Chamber programs and opportunities. [Please RSVP to meet with a specific staff person](#). This is the second in a series of open houses to be held in 2002. Coffee sponsored by Starbucks Coffee in Mashpee Commons

May 17, 2002, 8 am: Pride in Cape Cod Awards Breakfast at the Cape Codder Resort & Spa, Route 132, Hyannis (Emerald Room) \$20/person, \$150/table (8). RSVP to Jessica (508-862-0700 x516 [jessica@capecodchamber.org](mailto:jessica@capecodchamber.org)) You are invited to nominate a person, organization or business for the Pride in Cape Cod Awards by May 4<sup>th</sup>. Go to [www.capecodchamber.org/pride](http://www.capecodchamber.org/pride) for more information.

Click [here](#) to view our spring ad. (You will need Adobe Acrobat to open this picture)

Do you have **retail fixtures** you would like to donate for use at our Route 25 info center (glass display cases, circle racks, bookcases.)? If so, please contact Arthur Ratsy ([Arthur@capecodchamber.org](mailto:Arthur@capecodchamber.org) or 508-862-0700 x512). Thanks!

## **International Market Overview & One on One Appointments with MOTT's International Representatives**

When: Wednesday, MAY 8<sup>TH</sup>, 2002

Where: Hydes Convention Center  
900 Boylston Street Boston MA, 02115  
[www.mccahome.com](http://www.mccahome.com) (617) 954-2000

Time: 9:30am International Market Overviews Room. 112  
11:30am-1:00pm One on One Appointments Room. 111

### Registration Form

Representatives from MOTT's public relations and marketing firms in UK, Canada, Latin America, Germany, France, Italy and South East Asia will be presenting Market Overviews for each of the regions and will also be available for 10-minute individual

meetings. All your questions about international travel trends, market conditions, and global marketing strategies will all be answered.

Eastern Regional meeting includes: Greater Boston CVB, North of Boston CVB, Cape Cod Chamber of Commerce, Nantucket Island Chamber of Commerce, Martha's Vineyard Chamber of Commerce, Greater Merrimack Valley CVB, Plymouth County CVB and Bristol County CVB.

These meetings are **BY APPOINTMENT ONLY** and are arranged on a first come, first served basis. To participate, we ask that you fill out the form below and list your top three choices for appointments. We urge you to fax this form to us **NO LATER THAN APRIL 25<sup>th</sup>, 2002** to secure your placement.

Appointments will be held once we have received your information; we will fax this form back to you with your final appointment schedule by April 26<sup>h</sup>, 2002

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### MOTT INTERNATIONAL PUBLIC RELATIONS/MARKETING REPRESENTATIVES

- |                                                                 |                                                             |
|-----------------------------------------------------------------|-------------------------------------------------------------|
| 1. <b>Latin America</b> -Cristina Bernadi, Cristina Bernadi Rep | 6. <b>Germany</b> -Thomas Herzog, Herzog HC                 |
| 2. <b>Italy</b> -Olga Mazzoni, Thema Nuovi Mondi                | 7. <b>France</b> -Marina Dupuy, Express Conseil             |
| 3. <b>Canada</b> -Joan Haines, Coastal International            | 8. <b>United Kingdom</b> -Dru Bryan, First PR               |
| 4. <b>Germany</b> -Eberhard Adam, Adam & Partner                | 9. <b>South E. Asia</b> -Jason Mak, Discover Asia Marketing |
| 5. <b>Germany</b> -Wilfred Buss, NTR Marketing                  |                                                             |

Choice Order #:	Name: _____
1. _____	Company: _____
2. _____	Address: _____
3. _____	Phone# & Fax _____

PLEASE RETURN TO MOTT VIA FAX ATT: Daniel Soares AT (617) 973-8555 BY **APRIL 25<sup>th</sup>, 2002**

The Arts Foundation of Cape Cod is pleased to offer the following workshops for staff and volunteers of the Cape's art, cultural and heritage organizations:

## **The Impact of Tourism Trends on Cape Cod's Art & Cultural Institutions**

*When:* Tuesday, April 23; 8:30 a.m. - 12:30 p.m.

*Where:* Harwich Junior Theater, Division Street (one-block south of Rt. 28 just outside Dennisport), West Harwich

*Fee:* \$25 per person

*Presenters:* Case & Mann

This unique workshop brings the latest, up-to-the-minute news from the tourism industry to the Cape's art and cultural organizations and programs. What is happening out there? What are the impacts of 9/11 and the lingering recession? What in the world is ecotourism, adventure tourism, cultural tourism and how do these trends impact your organization? Art and culture organizations are more dependent than ever on earned income obtained from admission revenues. Knowing what's ahead will help you to plan, so this session includes a 90 minute overview of all the key trends in tourism.

### *About the Presenters...*

**David K. Case** is an acknowledged leader in the nonprofit world. As the President & CEO of Plimouth Plantation for nearly 20 years, he achieved record-breaking fundraising & earned income objectives.

Beyond coordinating fundraising projects, his particular advisory focus includes organizational assessment and strategic planning; feasibility studies; board recruitment and orientation; and retreat facilitation. **Sarah Graham Mann** was Director of Tourism for the Commonwealth of Massachusetts and then founded and ran the six-state nonprofit agency for tourism promotion & development, Discover New England. She has over 20 years of marketing & management experience with nonprofits. Ms. Mann speaks frequently at conferences and teaches at NYU's Center for Hospitality, Travel & Tourism Management. She was also a Presidential Appointee to the White House Conference on Tourism.

*This Workshop is Co-sponsored by ~ ~*

*The Community Foundation of Cape Cod and the Cape Cod Chamber of Commerce*

Why sign up for the **new Cape Cod Chamber gift certificate program** ?

- no paperwork to keep track of
- the member gets the full face value of the gift certificate
- you can deposit the gift certificate just like a check
- your business name accompanies every gift certificate sold via phone, fax, web & at the visitor centers

Cape Cod Chamber gift certificates are available in amounts of \$10, \$25, \$50 or \$100.

We've made signing up to accept Cape Cod Chamber gift certificates easy too! **Simply email or call Lindsey at the Cape Cod Chamber ([lindsey@capecodchamber.org](mailto:lindsey@capecodchamber.org) / 508-862-0700 ext 520)** and we'll fax you the short form you need to complete to enroll. You will receive your welcome packet within a week of returning the enrollment form.

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You're receiving this newsletter because you're a member of the Cape Cod Chamber of Commerce or because you have requested to receive it. If you would prefer not to receive email newsletters from us in the future, please click on this link <mailto:news@capecodchamber.org?subject=REMOVE>