

CAPE ANN SOUNDINGS

Celebrating 88 Years of Service...

The Newsletter of the Cape Ann Chamber of Commerce
www.CapeAnnVacations.com www.CapeAnnChamber.com www.RockportUSA.com

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CAPE ANN WINTER BIRDING WEEKEND

February 5-7



Whether warming up at the Elks at Bass Rocks while visiting a variety of exhibits, braving the sea breeze with a spotting scope, or taking a special cruise aboard 7 Seas Whale Watch, this is a weekend not to be missed.



The Chamber and Mass Audubon have a full schedule planned for the entire weekend! Chris Leahy is the featured speaker Friday evening—talking about the Winter Birds of Cape Ann. On Saturday, expert guides will lead bus trips to many of the hot viewing spots around the Cape. If you want to learn about birding, but can't make one of the scheduled trips, guides will be on-sight at the Elks all day Saturday to help you find and identify the seabirds seen from shore. On Sunday morning, the truly dedicated bird watcher will have the opportunity to take to the seas aboard 7 Seas Whale Watch for a special birding cruise.



A special treat is in store for all who visit the Elks at Bass Rocks on Saturday. Naturalist Marcia Wilson and photographer Mark Wilson will present "Eyes on Owls" at 2pm. Mark and Marcia are a charismatic team

who teach, study, photograph and share their passion for the natural world. They will share the field marks, signs and naturalist's skills that you can use to find wild owls without disturbing them and introduce you to live owls up close.

Thanks to the weekend sponsors, Cape Ann Savings Bank Trust & Financial Services, Swarovski Optik, and Thomas Tirrell Riquier of The Retirement Financial Center.

Information about the Cape Ann Winter Birding Weekend and a full schedule of events is available on-line at www.capeannchamber.com/birdingweekend.

SUDBAY TO HOST FEBRUARY NETWORKING MIXER

The Chamber of Commerce will hold an Evening Business Exchange on Wednesday, February 24, from 5:00 p.m. to 7:00 p.m. at Sudbay Family Automotive, 88 Causeway Street, Gloucester. Sudbay has grown their service department and now services all makes and models. Visit the newly renovated guest lounges and see the latest car models on display. Sudbay is proud to be your authorized GM and Chrysler dealership.

Attendees will have the opportunity to learn more about this member business, make new contacts, and connect with fellow business people. Hors d'oeuvre and beverages will be served, and great door prizes will be offered. The cost is \$10.00 for members. For reservations, contact the Chamber office.

IRISH SWEEPSTAKES

Tickets are now available for the 11th annual Irish Sweepstakes on Tuesday, March 16, from 5:00 p.m. to 8:00 p.m. at Cameron's Restaurant in Gloucester. The festivities will include Irish entertainment by Mollie's Misfits, hors d'oeuvre, great door prizes, a 50/50 raffle and the chance to be one of eight winners who will share \$15,000 in prizes!

The Chamber's Sweepstakes Committee, chaired by Patrick Thorpe of BankGloucester, has printed 300 tickets, that are for sale at \$100 per ticket. Purchase of a ticket will admit two people to the party and drawing. There will be a \$10,000 first prize, three \$1,000 second prizes, and four \$500 third prizes. Contact the Chamber office if you would like to purchase a ticket. **Last year tickets sold out— so purchase your ticket early!**





Seeking Spectacular Photography!

We are looking for fabulous photos to include in the **2010 Cape Ann Guide**. Contact the Chamber office if you would like to submit photos. Full photo credit will be given with each photo and on a special photo credit page.

MEMBERSHIP FEATURE

Streamline Strength

2 Main Street (Blackburn Building), Gloucester
978-281-5347, www.streamlinestrength.com

Do you simply want to feel better?! Streamline Strength is a Pilates and Fitness Studio right in the heart of Gloucester. Pilates teaches the communication between the focused mind and physical body that expedites desired results. At the studio you will experience small class sizes which means personalized attention. Sessions focus on Pilates mat classes, Pilates-based weight training and the Pilates Reformer. Pilates is gentle enough, yet challenging enough for all abilities.



Laurie Fleming, owner of Streamline Strength, discovered Stott Pilates and after becoming certified, opened Streamline Strength in 1998. Laurie is continuously enhancing her education and understanding of the mind/body connection through yoga, breathing techniques and meditation. She is known for her attention to detail and correct form as well as her intuitiveness in looking beyond her clients' physical body to their total well-being.

What is Pilates? Pilates is a full mind/body experience that includes deep focused breathing with precise movements designed to lengthen muscles while at the same time strengthening them. The result is a longer, leaner look. Pilates method improves the performance of every sport, reduces or eliminates back pain due to muscle imbalances, elongates the spine, flattens the stomach, strengthens the lower back and promotes proper diaphragmatic breathing.

What is A Reformer? Despite the somewhat medieval name, the Pilates reformer is actually an amazingly elegant machine. The reformer provides finely tuned exercise resistance that allows one to work precisely to develop good alignment, core strength and flexibility.

Laurie invites you to call her at 978-281-LEGS(5347) or email her at streamlinestrength@yahoo.com.

WELCOME NEW MEMBERS

From networking and referrals to discount programs and seminars, the Chamber is "the voice of business on Cape Ann." Please join us in welcoming our newest members and consider these businesses when seeking products and services.

Bud Merwri
HORIZON AIR SERVICES, INC.
East Boston

Jean Grobe
TRANSFORM FITNESS STUDIO
Essex

Barbara Dilorenzo
WAVEPAINT DESIGN & GALLERY, LLC
Ipswich

Chamber Scholarship Program

Applications for the Carolyn O'Connor Scholarship are now available at the Cape Ann Chamber of Commerce, 33 Commercial Street in Gloucester, or online at www.capeannchamber.com. The Businesswomen's Division is delighted to announce that the scholarship has been increased to \$1,250 this year. The scholarship is offered to a Cape Ann woman looking to change careers or re-enter the workforce and who would require some form of continuing education to achieve that goal. Applicants must have a high school degree or its equivalent, be a legal resident of Massachusetts, and be accepted to an accredited college, university, or job training program. The deadline for submitting the application for the Scholarship is Friday, May 21.

The Chamber also offers seven scholarships of \$1,250 each to graduating seniors from Cape Ann high schools. Two are Cape Ann Chamber of Commerce scholarships, one Michael Costello scholarship, named after the long time executive director, one "Red" Deering, one Pat Roy and two L. Dexter Woodman. Funds for these scholarships are raised from the annual Golf Tournament, which will be on May 3. Applications for the student scholarships are available in the high school guidance offices.

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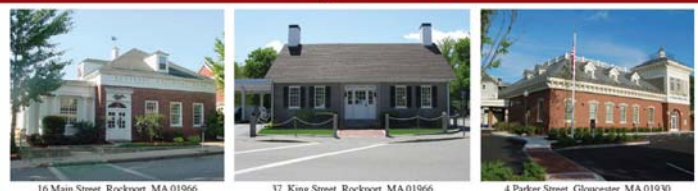
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The Chamber started the year with the annual Economic Forecast Breakfast Club, featuring remarks by FDIC New England Regional economist Frederick S. Breimyer. Shown here (left to right) are Chamber Vice President Sal Frontiero, President Kathy Low, economist Ed Moscovitch, and Frederick Breimyer.

Chamber Businesswomen

The New Year started with fun at the Holiday Wine Down held at the lovely Emerson Inn by the Sea in January. Over 50 women enjoyed the delicious appetizers and networking opportunity.

The group plans on more networking events in 2010 instead of regular monthly meetings. The first will be held at Elliott's at the Blackburn in downtown Gloucester on Wednesday, February 17, starting at 5:00 p.m. All businesswomen are invited to meet and socialize. This is free of charge and Elliott's has promised to offer a couple of specials for purchase if you wish. If you are interested in attending, please call the Chamber.

There is a sponsorship opportunity as we look ahead to the Spring Fling. Fashion coach Susan Kanoff has agreed to speak at this year's Spring Fling on April 28. With a passion for fashion and a natural flair for style, Susan has the innate ability to create fabulous outfits for women of all shapes and sizes. Check out her website www.agreatnewlook.com and call the Chamber if your company is interested in sponsoring her visit.



Dee Noble, Grace Giambanco, and Rose Floyd joined more than 70 businesspeople at 2010's first Evening Business Exchange at MAC Fitness, downtown Gloucester's brand new fitness center.



January included the year's first business seminar— *Activating Your Entrepreneurial Spirit*, an all-day seminar developed to assist new and prospective businessowners.

CHAMBER TO PUBLISH 2010 SEAFOOD DIRECTORY

The Chamber will again publish the Gloucester Seafood Industry Directory for distribution at the upcoming Boston Seafood Show (March 14-16) and throughout 2010.

All seafood industry firms are welcome to participate in this directory. Listings with company information are available for \$25 in several categories, and various display advertisements may be placed for prices ranging from \$95 to \$400. These rates have remained unchanged for the past 19 years in order to encourage participation and enable seafood companies to reach potential customers at a minimal cost. Revenue from the listings and ads covers the costs of printing and distributing the directories.

The deadline for placing a listing or ad is February 12. Contact the Chamber office for information.



CAPE ANN HOME & GARDEN SHOW *Sign Up Today & Receive Special Early Bird Pricing!*

Spend quality time with the people you most want to meet— *your customers!* The Fifth Annual Cape Ann Home & Garden Show is the perfect place to do just that! All past exhibitors know that Show is the place to reinforce relationships and meet new customers. One exhibitor said "You can't do business on Cape Ann and not be in this Show!" The committee chairman, Ed Collard of House Doctors, has emphasized that this year his goal is to "flower it up" and have much more color throughout the Show and in every booth.

This year's Show will take place at the Gloucester High School Field House on March 27-28. Booth space is open to Chamber members in home and garden related businesses. There are several levels of sponsorship available to ensure both large and small companies are included, and an early bird special rate is available until February 12. Show hours both days are 10 a.m. to 4 p.m. For information on sponsorship or booth reservations, go to www.CapeAnnChamber.com/homegarden.



88th Annual Dinner Dance



Introduction to Quickbooks



The Chamber's Seminar Committee presents the popular "Introduction to Quickbooks" seminar, a two-part class, on Monday, February 8, and Wednesday, February 10, from 5:30 p.m. to 8:30 p.m. each night at Gloucester High School, located on Leslie O. Johnson Road in Gloucester. This workshop will offer an overview of Quickbooks Pro software and will be geared toward small business owners and bookkeepers. Participants should plan on attending both classes. The instructor for this workshop is Mary Lou Balbo, a senior accountant with the CPA firm, Horvitz & Frisch, PC, which participates in the Quickbooks ProAdvisor Program. The cost to attend is \$125 for Chamber members and \$150 for non-members. Class size is limited and payment is required with registration. Please contact the Chamber office for more information.

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Volunteer Corner

My name is **Patty Colbert**.

I have recently moved to Gloucester to be near family. I have a son and daughter living in Gloucester, as well as six grandchildren. I most recently lived in Indianapolis, Indiana, where I worked for the Archdiocese of Indianapolis, retiring last June. I have visited Gloucester many times over the years and am enjoying living here. One of the first things I did after moving here was to contact Senior Care to seek a volunteer opportunity. They put me in touch with the Cape Ann Chamber of Commerce. I began volunteering at the Chamber and have found it to be such a truly rewarding experience. I have learned much more about the community and have met such wonderful people. I enjoy reading, playing bridge and, most of all, spending time with my grandchildren.



Patty presently works Monday through Wednesday at the Gloucester office. The Chamber is actively seeking volunteers for the Gloucester office and the Rockport Information Booth (starting in May). If you or anyone you know would like to volunteer please contact Chamber Office Manager Susan Lucas.

Skill and Compassion

Nestled on the campus of Addison Gilbert Hospital, Seacoast Nursing and Rehabilitation Center is Cape Ann's premier choice for short-term rehabilitation, complex medical care and skilled nursing services. Since 1993, residents of Cape Ann and the North Shore have counted on the professionals at Seacoast Nursing and Rehabilitation Center to provide the very best care to their loved ones, neighbors and friends.

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- George Monbourquette,
Ipswich



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Chamber Calendar

February, 2010

- February 5-7 **Cape Ann Winter Birding Weekend**, The Elks at Bass Rocks, Gloucester
 - February 8 & 10 **Introduction to Quickbooks 2-part Seminar**, Gloucester High School, Gloucester, 5:30-8:30 p.m.
 - February 17 **Businesswomen's Networking Mixer**, Elliott's @ the Blackburn, Gloucester, 5:00 p.m.
 - February 24 **Evening Business Exchange**, Sudbay Chevrolet Buick Cadillac GMC Pontiac, Gloucester, 5:00 p.m.
- Save the Date:**
- March 16 **Irish Sweepstakes Raffle Drawing**, Cameron's Restaurant, Gloucester
 - March 24 **Evening Business Exchange**, Blackburn Performing Arts, Gloucester, 5:00 p.m.
 - March 27-28 **Cape Ann Home & Garden Show**, Gloucester High School, Gloucester
 - April 28 **Businesswomen's Spring Fling**
 - May 3 **Business/Education Collaborative Golf Tournament**, Bass Rocks Golf Club, 1:00 p.m. tee time

Thank you to the sponsors of this year's
Cape Ann Winter Birding Weekend:

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February Evening Business Exchange
SUDBAY CHEVROLET BUICK CADILLAC GMC PONTIAC
88 Causeway Street, Gloucester
Wednesday, February 24, 5-7:00 p.m.

SAVE THE DATE



HOME &

GARDEN SHOW

CAPE ANN CHAMBER OF COMMERCE

March 27-28, 2010
Gloucester High School Field House

2010 CAPE ANN VISITORS' MAP

The Chamber has begun production of the 2010 Cape Ann Visitors' Map. The Visitors' Map is the Chamber's primary fulfillment piece for all advertising initiatives. 200,000 full color brochures are produced and widely distributed. They will be available in kiosks throughout New England, displayed in visitor centers and in establishments throughout Cape Ann, distributed at travel shows, and mailed in response to inquiries.

The Cape Ann Chamber of Commerce is seeking digital photographic images for the map and guide. Shots that capture the beauty of Gloucester, Rockport, Manchester-by-the-Sea and Essex, as well as the wealth of attractions and activities available to visitors year round will be considered. Submitting photographers and/or organizations will be credited in the printed piece.

Advertising space in this key publication is available to chamber members. Space is limited. For more information about how you can take advantage of this important marketing opportunity contact the Chamber office.

