

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

33 Commercial Street • Gloucester, MA 01930 • Tel. 978-283-1601 • Fax 978-283-4740 • info@capeannchamber.com

CAPE ANN HOME & GARDEN SHOW

Celebrating its fifth anniversary

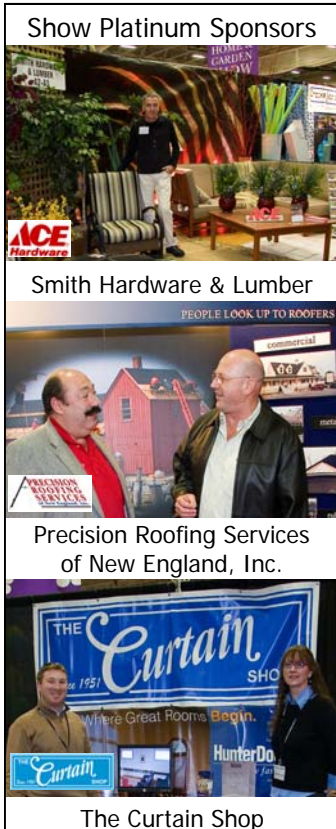
It is time once again for the much anticipated Cape Ann Home & Garden Show! This year's show, March 27 & 28 at the Gloucester High School Field House, already has nearly 50 exhibitors and chairman Ed Collard of **House Doctors Handyman Services** expects another sell out. Chamber member businesses are encouraged to sign up and spend time with the people you most want to meet—YOUR customers. This is a perfect opportunity for

you to reach homeowners from all over Cape Ann and beyond, generate quality leads, and sell your product.

Get inspired with hundreds of ideas for your own home projects. Discuss your home and garden needs one-on-one with the experts in each and every booth. This year's Show is full of surprises with more community involvement, more garden, a new layout, and several interesting speakers. **Patrick Parent**, from Paul Parent Enterprises, will speak on Saturday at 1:00 p.m. and **David Epstein**, from Growing Wisdom, returns for a fourth year on Sunday afternoon at 1:00 p.m.

Many thanks to Platinum Sponsors—**The Curtain Shop**, **Precision Roofing Services of N.E.**, and **Smith Hardware & Lumber**—and Silver Sponsors **BankGloucester**, **G. Everett Mahony Insurance**, and **Gloucester Bytes**. Join them today by signing up your Chamber business and be part of this exciting event!

Call the Chamber or go to www.capeannchamber.com for a list of exhibitors, sponsors and a full schedule of events. A coupon worth \$1 off the \$5 admission fee is also available on the website.



Show Platinum Sponsors

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CHAMBER SALES SEMINAR

Maximize Your Trade Show Effectiveness & Get More Customers!

The Chamber, in cooperation with Sandler Sales, will present a free seminar titled "Maximize Your Trade Show Effectiveness and Get More Customers!" on Tuesday, March 2, from 4 p.m. to 5:30 p.m. in the Chamber Conference Room. The seminar is designed to help those Chamber members who are taking part in the Home & Garden Show on March 27-28. During this interactive session you will learn how to leverage time, money and energy by having a specific plan and specific goals. Learn how to engage prospects and get them to talk and open up, and how to separate your business from the competition.

Contact the Chamber to sign up for this seminar. Space is limited.



The Cape Ann Winter Birding Weekend, held in February, was a huge success. Read about this fun event on page 5. Shown here is Chris Leahy of **Mass Audubon** who provided information to participants during the cruise aboard **7 Seas Whale Watch**.

IRISH SWEEPSTAKES

Less than 75 tickets are available for the annual Irish Sweepstakes Raffle, which will be drawn on Tuesday, March 16, from 5:00 p.m. to 8:00 p.m. at **Cameron's Restaurant** in Gloucester. The festivities will include the Irish music of Mollie's Misfits, traditional appetizers, great door prizes, 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, which 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 and **new this year is a 50/50 raffle**.



Politicians Need a Course in Econ 101

By Bob Hastings

The recession seems to be abating. There are some good signs coming from Wall Street and even from Main Street, a sense that things may be turning. Yet consumer confidence is at an all-time low; it's still a scary time for all of us.

Businesses have had to adjust over the last year, going to just-in-time purchasing, altering health plans by increasing co-pays, providing better service, increasing hours and (unfortunately) instituting layoffs and freezing pay to reduce cost. Contracts and leases have been renegotiated and terms adjusted. As astute business people our members are adjusting to the realities of the marketplace. You do what you need to do to survive.



Photo credit: Gloucester Daily Times

We've done that here at the Chamber. To maintain our corporate stability, we've laid off 30% of our staff and frozen salaries for all others, increased insurance co-pays, and renegotiated contracts. This resulted in over \$150,000 in operations cuts. That was hard and the layoffs and pay freeze unfortunate. But I'm happy to report that it's working. We no longer have accounts payable over 90 days and we've reduced our accounts receivable by a substantial amount. Regrettably we've had to cut loose over 100 members who were a year or more behind in dues and other payments. We don't like doing that but the Chamber is, after all, a business too. 2009 was a tough year for us but 2010 promises to be strong, *because we adjusted to the marketplace.*

No business person that I know would respond to recessionary forces by increasing prices. No business person thinks, "My business is off 20% so I need to increase pricing by 20% to make up for my loss." It would be foolish and in the end, terminal. Yet what are the state and local politicians doing to respond to the loss in revenues that government is experiencing due to the recession? Why increasing taxes of course. It's foolish.

They've increased the sales tax in the Commonwealth by 1¼%. Just 1¼% - not so much you say? Well let's test your high school mathematics: What's the difference between a 5% tax and a 6¼% tax? Those that fought to get above a 'C' in math class would answer 1¼%. That would be correct in a way, but the 'A' students would tell you that the difference is 25%. The sales tax increase was a 25% increase in the tax that we're paying on every purchase in Massachusetts. That increase is insidious because you only really notice it when you purchase a big ticket item like a car or a refrigerator. And don't you know the pols realize that. (Can you imagine the outcry on a 25% increase in

property tax?) The overall annual impact on out-of-pocket expenditures for residents and visitors here is substantial. We all have less to spend and that impedes sales.

Last fall the state decided to close a "loophole" by charging sales tax on beer, wine and liquor. Only 6¼% mind you. And the predictable result? Local liquor stores within an hour drive of the New Hampshire border are reporting sales off as much as 30% - sales lost to the Granite State. I don't think that result would surprise our members and I don't think the pols care. New Hampshire is tickled pink. Our liquor store owners are wondering how they will survive. (You had to love the legislator who got caught buying liquor on the other side of the border).

And here in Gloucester, what did the local politicians do? They increased the tax on a meal in our local restaurants by 40%. They increased the room tax on a stay here by 50%. In each case, councilors reported that it was just a small increase. No big deal, just a few percent. No one will care. And the room tax was on people "from away"... "they don't matter". That is until they choose to reduce their length of stay or not come at all. The increase in room tax on groups is a potential deal killer. It matters.

Meanwhile, the state, experiencing dramatic losses in revenues, has responded by cutting back a huge part of the tourism promotion for the state. All the state visitor centers will be closed this summer. The visitor center on Rt. 95 in Salisbury serviced 500,000 visitors a year, each of whom was told to turn left - visit the North Shore. It will have impact. Cutting tourism promotion is like eating your seed corn - short term gratification with potentially lethal results. Tourism promotion returns five to seven times its cost in gross sales. So what appears to be savings - cutting tourism expenditures - is in fact cutting revenues for state businesses and for the Commonwealth itself. It's not a great time to increase tourism taxes.

So in less than six months, state and local politicians have implemented record-setting taxes that are bound to have a substantial effect on the economy, exacerbating the problems facing businesses here in an already tough marketplace. They can't keep taxing their way out of the problems that they face. Cut operating costs further, cut staffing further, *take control of bloated contracts.* Adjust to the realities of the marketplace. Manage. Get a clue.

So what can our members do about this? Let your elected officials know what you think about increases in taxes. Let them know how it affects your business. It may not result in a roll back...no, it won't result in a rollback of taxes. I'm enough of a realist to understand that. But maybe, just maybe, it will give each of them pause the next time the opportunity arises to increase our taxes.

Maybe some of the councilors should consider auditing an Economics 101 class at the high school. Some, if graded, would end up at the low end of the bell curve.



Bob Ryan (right), of **Ryan & Wood, Inc., Distilleries**, and Chamber Executive Director Bob Hastings with one of the first bottles of the distillery's new Folly Cove rum, which was introduced last month.

Christine Marek, **Den-Mar Rehabilitation & Nursing Center**, Heather Davies, **Schwartz Hannum PC**, and Vicky VanDerwerken, **Lantana House B&B**, enjoy networking at the Businesswomen's Mixer held in February at **Elliott's at the Blackburn**.



MEMBERSHIP FEATURES

House Doctors Handyman Service
127 Eastern Avenue, Gloucester
978-281-7140, www.housedoctors.com



House Doctors Handyman Service in Gloucester is an affordable, all-purpose home repair service. They can fix, repair, change or build anything and one call does it all. House Doctors has a stringent hiring standard that includes criminal background checks, skills assessments, and a minimum of 5 years experience in home improvement or construction. Since repair jobs can range from hanging pictures to remodeling kitchens, bathrooms and basements, their craftsmen have to be “jacks of all trades.” The House Doctors do not use subcontractors, and the owner, Ed Collard, considers himself very fortunate to have on staff a crew of great craftsmen who are skilled in a variety of trades. They never know what the next call will bring but enjoy the challenge and the satisfaction of helping homeowners with their “to do list.” There is a website www.housedoctors.com which provides their busy clients with quality, affordable home repair information in a prompt professional manner on their time schedules. Recently, Collard was given the chain’s “MVP” award at the House Doctors National Convention. Ed Collard said “Our clients let us know on a daily basis that they appreciate our hard work and dedication but it was an added honor to be recognized nationally by our peers.”

For the House Doctors, no job is too small – from hanging a picture to remodeling your bath. Their home improvement work is guaranteed and fully insured. Cross off a home repair to-do or two. Call us at 978-281-7140, email housedoctors@verizon.net, or stop by our booth at the Home & Garden Show on March 27-28.

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Numerosi Masonry is a full service masonry company, servicing the entire North Shore of Massachusetts. We handle small and large jobs in both the residential and commercial sectors. Whether you need a repair, restoration work or something new to beautify your home, increase resale value or both...we can handle the job. We are dedicated to complete customer satisfaction. Our workmanship is guaranteed.

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Have you tried and failed to lose weight, improve fitness, recover from an injury or just feel better? Have you paid months of gym membership fees only to discover 8 months later that you have been to the gym 8 times? At **Transform Fitness** we committed to the fundamental principal of providing well rounded exercise routines along with consistency and ongoing education with no membership fees. We provide a personal space where the focus is on you. Our promise is to deliver an optimum level of physical health and fitness for both the healthy individual and those special populations, who have developed or are at risk for developing cardiovascular, metabolic or orthopedic conditions. And you only pay for the actual time you spend with a trainer.



At Transform we are more than a gym or fitness studio. Our goal is to focus on the whole person and play a crucial role in the allied healthcare continuum. We will work with your doctors, physical therapists, psychiatrist and other allied health professionals to develop safe and effective health and fitness programs. Diet and exercise are key to any physical and emotional transformation. We will develop strong ties to provide the support you need to transform your body and your life.

We offer individualized personal training and nutrition programs, small group training, classes and health and fitness counseling.

Jean C. Grobe— Jean is an ACE certified personal trainer, PSIA certified Ski Instructor, Gray Cook Certified Functional Movement Specialist, an RPM and Madd Dogg Athletics Group cycling instructor, Certified Mat Pilates instructor, muscle conditioning specialist. She has a counseling degree and is living a healthy, active healthy lifestyle. Jean has been a fitness consultant and personal trainer for 5 years focusing on Functional movement and cardiovascular training.

Carol Figurido— ACE certified Group Fitness since 2000, FRA Personal Trainer, Stott Mat Pilates, Indoor Cycling, Reebok, Coreboard, PACE Arthritis Instructor, BodyPump, BodyVive, and Pilates Coach certified. Carol has worked in the fitness industry, as an instructor, personal trainer, and manager since 1998.

Leslie Sands— Leslie Sands LICSW is a Holistic Health Counselor. She is also a psychotherapist, and has combined her extensive experience in the mental health field with her knowledge and expertise in the areas of nutrition, health and well being.

Numerosi Masonry (continued)

of experience in the custom installation of all types of ceramic, porcelain, marble, glass and other natural stone for use as kitchen countertops, bath/shower surrounds and enclosures, wainscoting, and floors.

We would welcome the opportunity to discuss your next project with you. Give us a call at 978-360-0296 to schedule a free consultation/estimate.

We will be exhibiting at the Home & Garden Show on March 27 & 28, and hope you will visit our booth for additional information.

**OSHA
10-HOUR
CERTIFICATION COURSE
IN CONSTRUCTION**

The Contractors' Division presents

Site Safety Training Program

The Chamber is pleased to respond to numerous requests for another safety training workshop leading to the awarding of an OSHA 10 Certificate. As you may know, many states are already requiring each person who enters a job site that is a prevailing rate job to have an OSHA 10 certificate in their possession. Since August 2006, all prevailing rate jobs in Massachusetts have required them, and, increasingly, certificates are being required on non-prevailing rate jobs as well. All general contractors nationwide will eventually follow suit.

Training Date/Time: **April 24, 2010, 7:00 a.m. - 5:00 p.m.**

Location: **Rockport Inn & Suites**
183 Main Street, Rockport

Cost: **\$180** (Chamber members),
\$250 (non-Members)
(Registration will be confirmed upon receipt of completed registration form and payment in full. Fee covers the 10-hour workshop, continental breakfast, periodic breaks, and lunch.)

The workshop will be presented by Randy Purser of **Crane's Safety Institute** in Ashland. Crane's is a recognized leader in training programs for the construction industry. Purser is certified by OSHA to teach the course.

Class size is limited to 40 participants — call the Chamber today to reserve your place!



www.rockportnational.com



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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.

Amanda Armstrong
BY THE SEA SOTHEBY'S INTERNATIONAL REALTY
Beverly

Manuel Silva
KITCHEN TUNE-UP
Peabody

Ken Dutra
NATIONWIDE PAYMENT SOLUTIONS
Scarborough, Maine

Randy Marks
QUARTERDECK INN BY THE SEA
Rockport

2010 FESTIVAL CALENDAR

(go to www.CapeAnnVacations.com for details)

March 27-28
Cape Ann Home & Garden Show

May 22
Motif #1 Day – Rockport

June 23-27
St. Peter's Fiesta

July 3-4
Holiday Parades

July 24
Manchester Arts Festival

August 14-15
Gloucester Waterfront Festival

September 3-5
Gloucester Schooner Festival

October 16-17
Rockport Harvest Festival

October 17-22
Cape Ann Restaurant Week

October 23
Essex Clamfest

November 20
Homes for the Holidays House Tour

November 26 – December 31
Celebrate the Holidays on Cape Ann

GUEST ARTICLE

Just Put A Brick On It...

Manchester resident Paul Jermain is a small business consultant who leads an Entrepreneurial Training Program for the Commonwealth and produces the local CATV show "Smart Boating"

It was dark and very cold when I pulled into the big box home improvement store's parking lot last Thursday night. I was in the middle of a light mid-winter makeover of the upholstery in my old boat and my mission was to secure some plywood to replace the old wood grown rotten by years of water exposure.

After following some rather obscure in-store directions, ending in a hard turn at the "rock that looked like a bear," I ended up at the wood area, surrounded by what seemed to be acres of sawn tree remains. I needed a small sheet of 3/4" and after much searching I finally located two pieces in the neighborhood of what I was looking for. Just one small problem; they were curved, and had shapes more like the Golden Arches, than a straight ruler. Not exactly what I wanted. By blind luck, a sales associate walked by, and when I remarked I wasn't interested in creating a curved ship's hull, but rather flat seating surfaces, he said "That's all we have. No problem just put a brick on it overnight and you'll be all set." On that note, we concluded our conversation. With my time and patience short, I proceeded to the checkout, considering my folly and different sources of bricks, and how small business was faring against larger competitors like this one, within the current economic setting.

Now, in contrast to not knowing much of carpentry, I do know a thing or two about small business, not only because I have one, but also because I partner with Northern Essex Community College to lead an Entrepreneurial Training Program for the Commonwealth, through which I have connections to hundreds of small businesses. So, I thought I'd touch base with some program alum to get an update on how they were doing. I talked with sixteen alumni about their business success, 2008 versus 2009. Two were up substantially in 09; four were down materially, and the balance, ten, had held about even. Net, the balance had survived, if not thrived. And when General Growth Properties, Chrysler, and General Motors did not survive – that was a significant feat. They accomplished this "gold medal" level of performance by focusing on three qualities: customer service, value, and efficiency.

Customer service is a term oftentimes bandied about like "transparency" and "core values," however, to survive these small

Continued on page 6

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THINK SPRING! 21st Annual Golf Tournament benefits Chamber Scholarships



The Chamber golf committee is already planning the 21st Annual Golf Tournament for May 3 at the **Bass Rocks Golf Club**.

Five levels of tournament sponsorship are offered to area businesses, ranging from \$175 to \$2,000. Prospective golfers and sponsors should call the Chamber office.



Cape Ann Winter Birding Weekend

The 2010 Cape Ann Winter Birding Weekend was a great success enjoyed by over 150 people from all of the New England states and from as far away as Canada. The full weekend schedule began Friday evening with an introduction to the Winter Birds of Cape Ann by the Director of **Mass Audubon's** Center for Biological Conservation, Chris Leahy. Saturday 156 people boarded the four busses and braved the cold wind to tour all of Cape Ann's birding hot spots. Saturday afternoon the Elks at Bass Rocks was filled with people enjoying naturalist Mark & Marcia Wilson as they presented Eyes on Owls, a live owl presentation. Sunday morning the very hardy boarded the **7 Seas Whale Watch** boat the Privateer IV and toured around the harbor and islands spotting the many sea birds of the area. All in all 58 different birds were spotted including a bald eagle! Thanks to the event sponsors, **Cape Ann Savings Bank Trust & Financial Services, The Retirement Financial Center**, Thomas Riquier, and **Swarovski Optics** for making this fun event possible.



Seventy-five intrepid souls braved the cold on a sold-out cruise aboard 7 Seas Whale Watch.

Just Put A Brick On It... *(continued from page 5)*

businesses had turned it into something real and measurable. A fencing company owner highlighted how much prospective customers appreciated workers that showed up on time, gave prompt quotes, and were consistent on the job follow through. Two owners of separate natural pet food stores cited their ability to offer clear and accurate advice on dog food selection as the key to staving off the inroads of chain stores more interested in moving tonnage than creating long term relationships. And, in parallel fashion, the owner of a women's cosmetics firm indicated that it was her company's process of getting to know the customers that had enabled her loyal customer base to climb, exponentially.

Other examples of customer service included an internet-based automotive antique part supplier whose case-by-case situational approach to addressing customer service complaints due to uncontrollable shipping damage allowed him to succeed. And, an owner of a corporate services firm, who initially grew anxious when a larger vendor tried to horn in on a key prospect, was grateful to learn that her attention to detail and follow-through proved to be the immovable competitive barrier. None of these "gold medalists" even considered offering the advice of big box operation cited above.

Small businesses can and should deliver value, and the businesses surveyed delivered it in spades. It doesn't take a coffee connoisseur to tell the difference between truly fresh ground and packaged beverages. A local restaurant owner highlighted how virtually all of his menu offerings were prepared from scratch, from the morning beverage to the lunch chicken special, at lower prices than area franchise operations. Another owner, president of a local estate clean-out firm, cited how he loved to send prospects to larger, better-known firms, as most of the time the people returned almost immediately after being confronted with

Member to Member Savings Connection

List of member-to-member savings at: CapeAnnChamber.com/m2m.pdf

significantly higher prices and slower response times. And an owner of small photography studio related his pricing scheme, which, based on higher quality materials, was still roughly half the amount of some of the popular mall-based franchises.

Small businesses adapted to the challenging 2009 economic climate to come out survivors by improving efficiency. The aforementioned fence company owner uncovered suppliers that could give her both better quality and prices, and by coupling the new sources with larger material buys, was able to keep costs for her customers attractive. The restaurant owner rebalanced his time involvement, scheduled the staff with greater care, and negotiated favorable rates from two suppliers. And an owner of a materials analysis firm created arrangements with private firms and universities to gain low cost access to their expensive equipment, providing needed services, that the equipment owners were not interested in offering.

So, how are small businesses doing – they're not all thriving, but many are surviving, just fine. They have avoided the plight of so many "unsinkable" industry giants. With an eye towards customer service, value, and efficiency, they have continued to satisfy and even delight their customers. This isn't to say that there's no place for big box stores, malls, or franchise operations. In the right situations, they can be a smart choice. However, perhaps it's time to consistently consider if a small local business can meet your needs, first. That way, you won't have to "Just put a brick on it."

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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March Evening Business Exchange To Be Held in Restored Carnegie Library Building

The Chamber is pleased to partner with **By The Sea Sotheby's International Real Estate** for this month's networking mixer on March 24 at 5:00 p.m. The mixer will be held in the recently renovated Carnegie Library Building, located at 18 Jewett Street in Rockport.

History of 18 Jewett Street. The Carnegie Library in Rockport, Massachusetts was constructed in 1904 with a \$10,000 gift to the town from philanthropist Andrew Carnegie, one of over 2,500 financed across the nation by the self-made steel baron in his commitment to expanding public access to knowledge and the tools for self-improvement. The library opened its doors in February 1906, graced by a beautiful marble floor donated by a town resident, and served several generations of Rockporters until 1993, when library services moved to their current location at 17 School Street and the Carnegie library reverted to storage. In 2007, the Town of Rockport sold the building, no longer habitable after years of neglect and disuse, to a private buyer.

The new owners purchased the library in part for its historical provenance, but they could never have anticipated the extraordinary measures that would be needed to restore the property to the standards of the State Historical Commission and Town of Rockport. In meeting the challenge of adhering to state and local restrictions, they pushed the limits of both their own vision and financial commitment and the ingenuity and resourcefulness of their contractor, Stanley Poole. The end result, however, justifies the vigilant adherence of all parties to historical accuracy and quality, with the new building reborn as a monument to artisanal construction, beautifully balancing classic and modern design.

Hors d'oeuvre and beverages will be served, and great door prizes will be offered. The cost is \$10 for members and \$20 for non-members. For reservations, contact the Chamber office.

Volunteer Corner

My name is **Beverly Gardner**. I moved to Gloucester in the summer of 2006 from Connecticut to be closer to my daughter and son-in-law. I have a son, two grandchildren, and four great grandchildren living in the Worcester area, and another son and grandson in upstate New York.

Most of my working career has been in quality control, and I enjoy a hands-on working environment. The last 23 years that I worked, I dealt mostly with military government inspectors in the wire and cable industry, performing various testing procedures to ensure that the materials they were purchasing met with the parameters of their specifications.



Since living in Gloucester, I have met many wonderful people, some of whom I give much credit for introducing me to volunteer work, which is so needed here, especially in these hard economic times. It's an amazing feeling to give back to the community that embraced me when I, a stranger in town, needed it most. I love working here at the Chamber of Commerce and have learned so much about the area, and I look forward to learning much more. Gloucester is a beautiful and close-knit community and I am so blessed to be living here.

When I am not volunteering at one of my several venues, I enjoy walking the beaches and the boulevards and having fun with my family and friends.

CHAMBER EXPANDS WEBSITE SPONSORING OPPORTUNITIES

The studies are in. The experts agree. Advertising on the web is good for your business. Why? Because web advertising offers you better ROI than any other medium – and you can measure it. John Wanamaker's famous quip, *"Half the money I spend on advertising is wasted. The trouble is, I don't know which half,"* is simply untrue on the web – especially for local advertising where the web offers substantial savings over traditional media.

Recognizing this opportunity, the Chamber asked Cape Ann's own web, marketing and PR experts, **Van Ness Group**, to enhance our web offerings to include sponsorship on RockportUSA.com – just as we did last year for CapeAnnVacations.com. This week we launched the new RockportUSA.com with prime sponsorship slots on every page.

Sponsoring RockportUSA.com and CapeAnnVacations.com highlights your business on Cape Ann's premier websites, with nearly 4 million page views in 2009 and more expected for 2010. You can target your ads to a specific audience, so there is no waste. For example, if you want to be found by people looking for accommodations, you can sponsor the Accommodations page.

Call the Chamber today for great introductory rates and take advantage of the most profound advertising revolution since television.

Chamber Calendar

March, 2010

- March 2 **Make the Most of Your Trade Show Experience Seminar**, Chamber Conf. Rm., 4:00-5:30 p.m.
 - March 16 **Irish Sweepstakes Raffle Drawing**, Cameron's Restaurant, Gloucester, 5:00-8:00 p.m.
 - March 24 **Evening Business Exchange**, former Carnegie Library, 18 Jewett Street, Rockport, 5:00-7:00 p.m.
 - March 27-28 **Cape Ann Home & Garden Show**, Gloucester High School, Gloucester, 10:00 a.m. - 4:00 p.m.
- Save the Date:**
- April 3 **Community Egg Hunt**, Millbrook Meadow, Rockport, 2:00 p.m.
 - April 24 **OSHA 10-Hour Site Safety Training**, Rockport Inn & Suites, 7:00 a.m. - 5:00 p.m.
 - April 28 **Businesswomen's Spring Fling**
 - May 3 **Business/Education Collaborative Golf Tournament**, Bass Rocks Golf Club, 1:00 p.m. tee time

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CAPE ANN HOME & GARDEN SHOW

Over 85 exhibitors in the Gloucester High School Field House

SATURDAY - SUNDAY
MARCH 27 - 28
10AM - 4PM



DEMONSTRATIONS
SPEAKERS
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DOOR PRIZES

Visit www.CapeAnnChamber.com/HomeGarden
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The Cape Ann Home & Garden Show is a program of the Cape Ann Chamber of Commerce
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Volunteers and Candy Donations Needed!

The Rockport Division will sponsor the **20th annual Community Egg Hunt** for the children of Cape Ann on Saturday, April 3. If you would like to contribute to this year's Community Egg Hunt by providing financial support or by contributing wrapped candies or small prizes, please contact Amy Beaton Ruter, 978-290-3593, Christine Marek, 978-546-9185 or the Chamber office. Please make your donations by March 27.