

CAPE ANN SOUNDINGS

Celebrating 89 Years of Service...

MASSACHUSETTS' *The Newsletter of the Cape Ann Chamber of Commerce*

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Home & Business Exposition Gloucester High School

Saturday and Sunday, March 26th and 27th

After five years of presenting the Home and Garden Show, the show committee and the Board of Directors of the Cape Ann Chamber of Commerce figure it's time for a change. This spring, the show will morph into the Cape Ann Chamber of Commerce Home & Business Exposition. Ed Collard, 2nd Vice President of the Chamber and Exposition Committee Chair, said that the show will still incorporate home contractors and area nurseries and garden supply stores as in prior years. But now the show will be opened up to all area businesses, creating a more diverse and interesting showcase of local commerce. There will be business-to-business and business-to-consumer opportunities for our members. Non-members can participate for an additional \$100.00 fee.

New this year will be a children's area with games and play equipment for the kids. A show kitchen will feature celebrity chefs and local fare. The booth fee for the event is \$375.00 with an early bird discount of \$50.00 for contracts returned before **February 25th**. The fee is less than half the price of other area business shows.

Admission will be \$5.00 per person. The show will run 10:00 a.m. to 4:00 p.m. on Saturday and 10:00 a.m. to 3:00 p.m. on Sunday.

To register [click this link](#) or contact Tim Burton, Project and Events Director: 978-283-1601, or email tim@capeannchamber.com.

If you run into *Sal Frontiero* pat him on the back and congratulate him for taking on the mantle of President of the 2011 Cape Ann Chamber of Commerce.



Birders Enjoy Cape Ann's Beauty

Ideal conditions made for a beautiful weekend of bird watching last weekend as observers from as far away as Ohio, West Virginia and Maryland congregated at the Elks Club in Gloucester as part of the third annual Cape Ann Winter Birding Weekend.

Saturday saw more than 70 birders join the fray in taking in the many sights (and sounds) of the winter birds that annually descend on Cape Ann. The group of guides helping to lead the birds included Mass Audubon's Chris Leahy, Wayne Petersen, Carol Decker, and Robert Buchsbaum.

Leahy and Buchsbaum were both part of the speaking program on Friday evening with each talking about the vast birding available during the winter on Cape Ann. Petersen, who recently returned from a trip to Svalbard, (600 miles from the North Pole) did a brilliant slideshow presentation about his trip and



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IRISH SWEEPSTAKES

Tickets are now available for the 12th annual Irish Sweepstakes set for Tuesday, March 15, from 5:00 p.m. to 7:00 p.m. at The Gloucester House Restaurant in Gloucester. The festivities will include Irish entertainment by Mollie's Misfits, hors d'oeuvres, 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



In Memoriam

The Cape Ann Chamber of Commerce would like to acknowledge the passing of three important people in the life and times of the Chamber:

Marilyn Pierce, wife of Brad Pierce, owner of the Cape Ann Motor Inn and past Chamber President.

Andy Dominick, owner of Cape Ann Marina Resort.

Lorna R. DeVries, daughter of Polly Tomer, who was our office Manager from 1979 to 1995.



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.

Sean MacDonald
New England Deals, Inc.
Boston

Nikki Bach
Insider's Edge
Gloucester

Andrew Harris
Andrew S. Harris, Inc.
Manchester-by-the-Sea

Deborah Bishop
Deborah A. Bishop, Consulting Interior Designer
Gloucester

Kathleen & Joseph Militello
RE/MAX Advantage - The Militello Team
Beverly

Lex Towle
GMAC Mortgage, LLC
Essex

Audra Daivora
Motif
Rockport

Justin Mierz
Salty Dog Summer Stay
Rockport

Michael O'Connell
Heath's Tea Room
Rockport

Rosemarie Cerundolo
An Extra Bed
Rockport

MEMBERSHIP FEATURES

Hey! Cape Ann Chamber Members, did you know that you can put a free article about your business in the Soundings?? How about taking this opportunity to send us 300-400 words on your business along with a graphic (photo, logo, etc.) and we will publish it (depending on space) in one of our upcoming issues.

Talk about your business, tell us what you do, how you started, plans for the future, etc.

In addition to the free article, members may also provide paid sponsorship in this newsletter. The sponsor ads may be black/white or color and link from the newsletter to the sponsor's website. There are three sponsor levels: Business card: \$75 per month (3.75" wide x 2" high), 1/4/page: \$125 per month (3.75" wide x 4.5" high), 1/2 page: \$225 per month (7.5" wide x 4.5" high). As graphics are going online, there is no need for high resolution graphics. We can use most standard file types (JPG, PDF, TIF, PNG, PSD, etc.). If you send us a high resolution logo, we will keep it on file for possible future use, and we can resize it for our newsletters.

"When we see men of worth, we should think of equaling them; when we see men of a contrary character, we should turn inwards and examine ourselves." - Confucius

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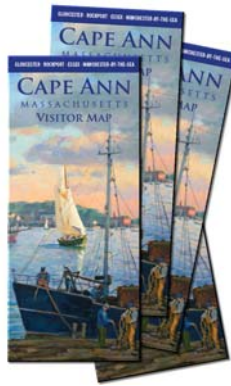
2011 CAPE ANN VISITOR MAP

The Chamber has begun production of the 2011 Cape Ann Visitor Map. The Visitor 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.

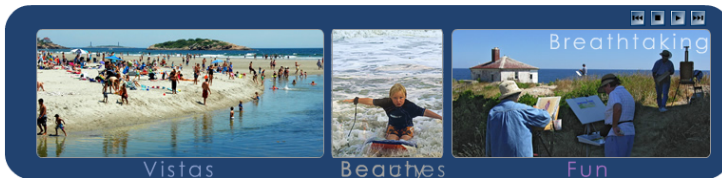
The Cape Ann Chamber of Commerce is seeking digital photographic images for the map and guide. Shots that capture the beauty of Gloucester, Rockport, Manchester-by-the-Sea and Essex, as well as the wealth of attractions and activities available to visitors year round will be considered. Submitting photographers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

Get your listing to the Chamber as soon as you can. Time's a wastin'.



CAPE ANN ~ MASSACHUSETTS' OTHER CAPE



CHAMBER WEBSITES DOMINATE LOCAL SEARCHES

When it comes to tourism, the web is the most important tool for a hospitality business. Following are various Google searches on our two powerful websites:

CapeAnnVacations.com (Traffic up 23% over prior year)

Gloucester Restaurants	Top One
Gloucester Vacations	Top One
Gloucester Hotels	Top Two
Gloucester Inns	Top Two
Rockport Vacations	Top Five
Cape Ann Beaches	Top Three
Gloucester MA	Top Five
Massachusetts Vacations	Top Five

RockportUSA.com (Traffic up 20% over prior year)

Rockport MA	Top One
Rockport Hotels	Top One
Rockport Restaurants	Top One
Rockport Travel	Top One
Rockport MA Tourism	Top One
Rockport Vacations	Top Five
Rockport Inns	Top Five
Gloucester Beaches	Top Five



Check it out

Renowned writer, Faith Dawson wrote a very flattering Cape Ann article for the travel pages of the *Atlanta Journal Constitution* entitled *Take in Art, History, Outdoor Wonders – "Massachusetts' Other Cape" Awaits*.

The article featured all four Cape Ann communities and a sidebar on Salem and Newport, R.I.; It did a great job of highlighting all that Cape Ann has to offer.

The Chamber's PR program and tagline are working for business here on the "Other Cape".

CAPE ANN CHAMBER OF COMMERCE SEEKING VOLUNTEERS

The Chamber is seeking volunteers to staff our receptionist desk and visitor center for the 2011 tourist season. A good candidate for this position would be someone who is organized, has knowledge of the Cape Ann area, has the ability to multi-task, and enjoys working with the public. Basic computer skills are needed. Knowledge of Microsoft Office programs and databases are not essential but desirable.

Volunteers are provided with structure and support by CACC staff and are directly supervised by the Office Manager. If you are interested in finding out more about this exciting volunteer position, please contact Susan Lucas at 978-283-1601 or susan@capeannchamber.com.



GOOD NEWS!!!

The Economy Is Improving

2010 vs. 2009 Accommodation Data Essex County, MA

Occupancy – up 11.2%

ADR – up 1.4%

RevPAR – up 12.7%

Room Revenue – up 13.2%

Rooms Sold – up 11.7%

Source: 2011 SMITH TRAVEL RESEARCH, Inc.

MASS HEALTH CARE LEADERS PARTICIPATE IN INNOVATIVE HEALTH CARE REFORM PANEL ON CAPE ANN

Northeast Health System CEO Ken Hanover and MHA President Lynn Nicholas discuss impacts of health care reform on area communities and families

Dozens of North Shore business and community leaders and residents attended a recent health care panel entitled 'Health Care Reform: What does the Changing Landscape Mean to Me and My Family?' The discussion featured Northeast Health System President and CEO Ken Hanover and Massachusetts Hospital Association President and CEO Lynn Nicholas. It was moderated by Bob Hastings, Executive Director of the Cape Ann Chamber of Commerce.

The event, which took place on January 13th, was an opportunity to discuss the impact of health reform on Massachusetts and area North Shore hospitals and families. Hanover and Nicholas addressed a variety of topics relating to this issue, including the current hospital climate, industry trends, major issues driving the cost of health care, and potential future impacts of health care reform. During the event at Cruiseport Gloucester, attendees also had the opportunity to ask questions.

Nicholas has been a driving force in moving Massachusetts to the forefront of constructive health care reform. The Massachusetts Hospital Association President & CEO spotlighted for more than 70 business leaders and members of the Gloucester City Council the ramifications of the move from the current fee-for-service health care system to a global or bundled payment reimbursement model.

A move to global payments would end the practice of paying health care providers for individual procedures, replacing it with a system that attaches a fixed price to the routine health care costs incurred by a patient over a given period of time.

Both Nicholas and Hanover told the crowd that it is imperative we move now to take steps that will eventually improve health care while controlling soaring costs.

"People hear and read about health care reform every day but its effects on area communities and families are not always well understood," said Hanover. "This event was an opportunity to bring the discussion close to home and discuss how the legislation impacts costs, our community hospitals, and the way we choose our health providers. We are proud to serve the North Shore, and we are always looking for ways to better utilize our resources so we can provide the best medical care to our communities."



Scholarships Available through Chamber

Applications for the Carolyn O'Connor Scholarship are now available at the Chamber or online at www.capeannchamber.com. The Businesswomen's Division is delighted to announce that the scholarship award will continue to be \$1,250 this year. The O'Connor Scholarship is offered to a Cape Ann woman who is 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 Carolyn O'Connor Scholarship is Friday, May 20.

The Chamber also offers seven student scholarships of \$1,250 each for area high school seniors graduating in 2011. These include two Cape Ann Chamber of Commerce scholarships, the Michael Costello Scholarship, named after the Chamber's long-time former Executive Director, the "Red" Deering Scholarship, and the Pat Roy Scholarship. Funds for these scholarships are raised from the Chamber's annual Business/Education Collaborative Golf Tournament, which will be held on May 2. The Chamber also administers two L. Dexter Woodman Scholarships, for which the funds are raised at the annual "Deck's Day for Dubbers" Golf Tournament set for May 9. Applications for all the student scholarships are available in area high school guidance offices.

CHAMBER BUSINESSWOMEN TO HOST MID-WINTER WINE DOWN

Unwind after the holidays at the Cape Ann Chamber of Commerce Businesswomen's Mid-Winter Wine Down at Latitude 43, Thursday February 10.

The event will take place from 5:00 to 7:00 p.m. and give Cape Ann businesswomen an opportunity to make new contacts and learn more about the Chamber Businesswomen's Division. The cost of the Wine Down is \$25 per person and includes two complimentary glasses of wine and a variety of appetizers. Reservations are suggested and can be made by contacting Sharon Bragg at 978- 283-1601 or sharon@capeannchamber.com.



Cape Ann Chamber of Commerce Public Relations Report – Matter Communications

Media Outreach: Secured Coverage

Examiner.com, [Massachusetts: Celebrating the holidays in authentic style](#), Dec. 1

Sun Chronicle, [Seaside Holiday: Gloucester is about much more than fish and ships](#), Dec. 19 (circulation: 20,000 print; 70,000 unique visitors/month online)

NotableTravels.com, [Holidays in Gloucester, Massachusetts](#), Dec. 19

GoodMorningGloucester.com, [Southeastern Mass.' Sun Times Linda Fasteson Crushin' On Gloucester](#), Dec. 21

Examiner.com, [Third Annual Cape Ann Winter Birding Weekend Approaching](#), Jan. 18

Businesses Mentioned

Elks at Bass Rocks, 7 Seas Whale Watch Company (Examiner.com, Jan. 18). Cape Ann Art Haven, Lat 43, Jalapeños, Harborview Inn, Julietta House and Inn (Examiner.com, Dec.1)

Cape Ann Museum, Sargent House Museum, Harborview Inn, Cape Ann Art Haven, Cruiseport Gloucester, Menage Gallery, Present, Dogtown Book Shop, Gloucester Stage Company, Cape Ann Community Cinema. Alchemy Tapas & Bistro, Two Sisters Coffee Shop, Jalapeños, Lat 43, Gloucester House, Julietta House and Inn, The Harborview Inn (*Sun Chronicle* & Notable Travels.com, Dec. 19)

Gloucester in the News

Boston Globe, [Fresh look at vintage mystery](#), Dec. 16

Northshore Life, Welcome to Gloucester Harbor, Winter 2011

Media Outreach: Expected Coverage

AirTran's in-flight *GO! Magazine*, John O'Connor & Jessica Scranton (Potential readership: 2 million)

Birder's World, Matt Mendenhall

The Learning Channel: Extreme Christmas Trees segment

Porthole Insider, Robert McGarvey

[Boston.com/ThingsToDo](#)

AirTran's in-flight *GO! Magazine*, John O'Connor & Jessica Scranton (Potential readership: 2 million) - Originally scheduled for January, the package is now scheduled for the May issue.

Birder's World, Matt Mendenhall

The Learning Channel: Extreme Christmas Trees segment

Examiner.com and Yahoo! News, Brad Sylvester

Porthole Insider, Robert McGarvey





89th Chamber Annual Dinner at Cruiseport Gloucester

Despite challenging weather conditions nearly 150 Chamber members attended the 89th annual dinner dance at Cruiseport Gloucester January 8th. Numerous former Chamber Presidents were in attendance at the festive event and spirits were kept high with local band Garfish, headed up by Gar Hiltz, putting on a great show. Among those enjoying themselves were new Chamber President Sal Frontiero and the 2011 board of directors.

2010 President Kathy Low was recognized for her great work during her tenure as Frontiero presented her with a plaque. Low in turn handed over the official gavel to Frontiero after a brilliant comedy routine by Rick Doucette earlier in the evening.

Prior to discussing his goals for 2011 Frontiero and the audience had a moment of silence to remember former Chamber President Andy Dominick, who passed away in early January.

Donna Ardizzoni, Greg Bover, Joe Ciaramitaro, Kathy Cuddyer, Donald Mosher and Chris Shea were each recognized for their contributions to the board as each finished up their terms in 2010.

Many thanks to the folks that made this event a night to remember including Sheree DeLorenzo of Cruiseport Gloucester and Heather Peterson of Audrey's Flowers.

Thanks to Donna Ardizzoni and Arlene Taliadoros for taking some great pictures to help us remember a great night.

Chamber Calendar

- February 10 **BusinessWomen’s Mid-Winter Wine Down**, *Latitude 43, Gloucester 5:00 p.m.—7:00 p.m.*
- February 16 **Business After Hours**, *Manchester Athletic Club, 5:00 p.m.—7:00 p.m.*
- March 15 **Irish Sweepstakes**, *The Gloucester House Restaurant, 5:00 p.m.—7:00 p.m.*
- March 16 **Business After Hours**, *Manchester Cricket, Manchester 5:00 p.m.—7:00 p.m.*
- March 26, 27 **Home & Business Exposition**, *Gloucester High School (Benjamin Smith Field House).*
- April 23 **Rockport Community Egg Hunt**, *Millbrook Meadow, Rockport, 2:00 p.m. sharp!*
- May 2 **Business Education Collaborative Golf Tournament**, *Bass Rocks Golf Club.*
- May 21 **Motif #1 Day**, *Downtown Rockport*

facebook



Birders Enjoy Cape Ann’s Beauty

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experiences with birds, polar bears and walrus along with other wildlife. Earlier in the afternoon Caroline Haines did a presentation on her recent trip to Belize. Brad Sylvester who writes for Yahoo News was also in attendance. Brad is a Cape Ann resident, an avid birder and wrote [a great article](#) about the weekend’s events.

Thank you to the great volunteers, supporters and sponsors including Mass Audubon, Swarovski Optik, Cape Ann Savings Bank and The Retirement Center. Also kudos to Bruce Horne and Bob Brophy for their invaluable time and energy as well as Claire Walker Leslie.



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- George Monbourquette, Ipswich



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MOSKOVITCH SPEAKS ON ECONOMIC ISSUES

Ed Moscovitch, President of Cape Ann Economics, presented a talk on what lies ahead for the economy at the Elks at Bass Rocks.

The former state budget director under Governor Frank

Sargent and a PhD graduate of MIT, Mr. Moscovitch addressed more than 40 business people including those from the banking, legal, hospitality, and consulting sectors.

Among the many issues Moscovitch touched upon was how the economic growth of countries stacked up against their individual governments. There was also discussion on how job creation came about during previous presidential administrations and how the process unfolded during the Clinton and Bush administrations.

Rockport Report

The Rockport Steering Committee held its first meeting of 2011 on January 27 at the Rockport Inn and Suites, bringing together members and town officials to help refine the Chamber's agenda and program of work on behalf of Rockport members for the year ahead. A major discussion topic at this initial meeting was the desire for extended hours and seasons at Rockport's restaurants and shops. A small subcommittee has been formed to continue work on this issue in collaboration with Rockport Music and Rockport's Economic Development Committee. The next meeting of the Rockport Steering Committee will be held on March 3, at the Rockport Inn and Suites, and all Rockport Chamber members are welcome and encouraged to attend.

Just Shoot Me, Now!

It's a well known fact that many people fear giving public presentations almost as much as death. The events, when objectively compared in the light of day are obviously very different, but that's true of many situations. The other day I meet with Nancy, a small business owner who was getting ready to deliver a presentation to a group of investors, and to say that she was nervous would be an understatement. Here are some of the tips I shared with Nancy to help her deliver an effective and relatively stress-free presentation.

1 - The goal of most presentations is to persuade, and studies have shown that people are much more likely to be persuaded by an organized presentation, with visuals, than through a simple conversation.

Use structure, and visual props, to significantly increase your odds of success.

2 - People justify "purchases" based on facts and logic, but actually buy on feelings and emotion.

Consider how you can avoid being a "robotron" full of facts and figures only; make sure you acknowledge the audience's personal side.

3 - Audiences have to be open to receiving a message in order to be convinced by it.

In the early stages of presentation development, reflect on the perceptions of your audience. If you're introducing a consulting practice focused on educating foreign arms manufacturers on "best practices", be prepared to highlight how missiles can be used to protect, not just destroy.

4 - To act on your presentation, the audience will have to be clear as to how the idea will benefit them and what you want them to do.

When developing the presentation, think about what's in it for them (WIFT) and make sure you bring that out. And if your own personal goal is to get the audience to invest money, make sure they do not have to read between the lines to understand that.

5 - Audiences have memory limits.

Create a presentation which crystallizes on three key points, if at all possible. Your phone number begins with three numbers-that's because most people can remember three digits or pieces of information. Don't bury people under details; keep returning to the

three key points.

6 - Business audiences are interested in relevant, credible information delivered in a clear and concise fashion.

As you craft the presentation understand that more successful your audience is, the busier they are likely to be. Information that relates solely to the subject at hand, backed up by third party "facts"-numbers, references, quotes or testimonials will typically be well received. And, if you can use examples, graphs, pictures, samples or demonstrations that will only add to the convincing nature of it.

7 - You're the expert; practice putting your points out there smoothly.

Prior to delivery, many people get nervous because they feel some fatal flaw will rear its ugly head during the middle of the presentation causing their ship, the SS Persuasion, to sink, quickly. While it's important to acknowledge that an important overlooked detail can arise, it's more important to reflect on the fact that in most cases, you're likely to be the expert in the room and the chances of anything coming up that you're unable to address adequately are slim. That said, smooth presentations are typically built on rehearsals, or dry runs, to ensure the mental transitions from idea to idea go smoothly.

8 - Audiences are most strongly convinced by solid presentations delivered by people that believe in them.

Solid points, clearly and coherently outlined through effective visuals, are the foundation to an successful presentation. But, audiences also want to feel that the presenter is confident in the proposal at hand. Creating the impression of confidence during presentation delivery can take some time, but some targets to aim at include: a professional appearance; sincere, warm presentation style; lots of natural gestures and movement; healthy eye contact; and a firm and clear voice with varied voice pitch and pace.

Effective presentations will, absolutely, help you succeed in your small business. As with any endeavor, you likely won't go from tenderfoot to pro, overnight, but if you apply the tips above, you'll certainly gain ground as Nancy did. She gave her presentation, got the funding, and felt good about dealing with one more challenge on her way to business success.

Paul Jermain is an experienced business counselor with over 20 years of business consulting experience. Mr. Jermain leads an Entrepreneurial Training Program for the Commonwealth of Massachusetts in partnership with Northern Essex Community College in Lawrence, MA.