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CAPE ANN SOUNDINGS

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



PLATINUM SPONSORS BANKGLOUCESTER AND CAPE ANN SAVINGS BANK HELP TO HOST GOLF TOURNAMENT
****DATE SET FOR MAY 2ND AT BASS ROCKS GOLF CLUB****

Golfers from near and far will gather **May 2nd** for the Cape Ann Chamber of Commerce's 22nd annual open golf tournament with Bass Rocks Golf Club in Gloucester serving as the host venue.

The tournament, co-chaired by Maryanne Bland (BankGloucester) and Tricia Johnstone (Schlichte & Johnstone, PC), will help to fund several scholarships that are awarded annually to deserving students from the three high schools on Cape Ann.

The scholarships are part of the Business/Education Collaborative which helps to recognize the efforts of area businesses and their work with students that want to partake in the day-to-day operations of working for or running their own business. The tournament has assisted more than 100 students from Gloucester, Manchester-Essex and Rockport High School in the past.

Players and sponsors are being sought with player registration fees starting at \$175. For that price a player will receive green fees, cart, awards dinner and access to clubhouse facilities along with a gift bag. *(Continued on page 5...)*



2011 HOME AND BUSINESS EXPO

Thank you to all of the vendors, volunteers, speakers and presenters who supported the show. And especially our Platinum sponsors **The Curtain Shop, Smith Ace Hardware, and Building Center** were instrumental in the success of the event along with media sponsor **North Shore 104.9** and silver sponsor **Gloucester Bytes**. And a big thanks to **Audrey's Flower Shop** for the beautiful flower donations.



Business After Hours

Wednesday, April 20, 5-7 p.m.

Hosted by:

Cape Ann Brewery
 11 Rogers Street (Rt. 127), Gloucester

\$10 (members). Call the Chamber to Reserve Your Spot

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 spider webs unite, they can tie up a lion.

— Ethiopian Proverb



Register now for the Bunny making class at **Audrey's Flower Shop**, Gloucester, MA. Make this adorable Bunny centerpiece for your holiday table. Class will be held Monday, April 18th at 5:30 PM here at the shop! Your arrangement will be fresh as Spring for the Easter weekend. Great activity to do with the kids as well!!! Class fills up fast so register early. Cost is \$40 per Bunny. Call now 978-283-2171.

ROCKPORT MUSIC ANNOUNCES SUMMER CONCERTS AND EVENTS

Rockport Music announces its plans for the 30th season of the Rockport Chamber Music Festival (June 9 through July 17) and a series of jazz, world and pop music concerts (July 22 – August 28) in the Shalin Liu Performance Center (37 Main Street, Rockport, MA). Non-classical concerts, which also sold out in 2010, have been increased from six to thirteen.

"I take great pleasure in creating programs - performed by great musicians both new and familiar to our audiences - that challenge, inspire and fulfill," says Rockport Music Artistic Director David Deveau. "Our new home, the Shalin Liu Performance Center, affords such a wonderful cornucopia of acoustics and aesthetics that the planning of a Festival season is a pure joy for me. For our 30th anniversary season in 2011, I have attempted to create a broad range of genres, from the traditional (string quartets, piano trios, solo piano recitals) to the novel (clarinets times 4, a cappella vocal quintet, piano duet for one and two pianos, saxophone quartet) so that you may enjoy our splendid new hall in all its glory."

Subscriptions are now on sale, and single tickets on April 18. Subscription series vary; prices begin at \$97 for four concerts. Single ticket prices range from \$27 to \$75. To develop future audiences, free tickets are available to youth 18 and under to most concerts (limited availability). Students 19 to 26 may purchase \$12 tickets to all concerts. (HD Broadcasts and benefit concerts not included).

Additional information is available online at www.rockportmusic.org.



Listen To Red Sox Baseball on
North Shore
104.9 FM
Your Hometown Radio Station



NORTH SHORE 104.9FM Kicks off another exciting season of Boston Red Sox Baseball

For the 7th straight year North Shore 104.9FM will broadcast the Boston Red Sox games. A commercial radio station licensed to Gloucester, MA with offices in Beverly, MA, North Shore 104.9 is the local FM affiliate for WEEI Red Sox Radio 850AM which is part of the Entercom Communications Corp. North Shore 104.9FM will bring live play by play action of every Red Sox game, including post season action. Each broadcast will include a pre- and post-game show. The 104.9 FM broadcast is simulcast from WEEI 850AM with announcers Joe Castiglione, Dave O'Brien, and Jon Rish bringing you all the action.

North Shore 104.9 serves the greater North Shore region, serving the communities of Essex County and points north. Programming on North Shore 104.9 consists of 'Good Time Favorites' music of the 60's, 70's and 80's along with North Shore news, weather, traffic and sports. North Shore 104.9 FM can be streamed online at www.northshore1049.com and they offer an iPhone application. All programming except the Boston Red Sox can be heard online. The Boston Red Sox schedule can be found at <http://www.northshore1049.com/redsox.html>.

For more information contact Patrick Belmonte at 978-927-1049 ext. 13 or promo@northshore1049.com.

Businesswomen's Update

Businesswomen's Spring Breakfast

May 11th , 7:30 – 8:30

Atlantis Oceanfront Inn, Gloucester

Topic: Businesswomen's Self Promotion

Want to make a woman feel uncomfortable? Just ask about her strengths. Studies show that women are notoriously bad at promoting themselves. Come learn from some local business women professionals how to turn this around.

Carolyn O'Connor Scholarship

Applications for the Carolyn O'Connor Scholarship are now available at the Cape Ann Chamber of Commerce, 33 Commercial Street, 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 awarded annually 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 20. For more information contact the Chamber at 978-283-1601.

CHAMBER SEEKS NOMINATIONS FOR SMALL BUSINESS WEEK

The Chamber will again join in the national celebration of Small Business Week, June 6-10, by recognizing the accomplishments of outstanding business people on Cape Ann. Local committees will be meeting soon to plan for the event, so please begin thinking about a nomination from your respective community. Names should be submitted to the Executive Director Bob Hastings as soon as possible. More information regarding this enjoyable weeklong program will be sent to the membership soon.

THANK YOU
renewing members



Auction 2011

WOODMAN'S TO HOST CHAMBER AUCTION

Event set for July 21st in The Essex Room

It's that time of year when the excitement starts to build for the annual auction run by the Cape Ann Chamber of Commerce.

This year, for the first time since 2004, the Woodman's Restaurant in Essex will host the 24th annual auction.

The date for the auction has been set for July 21st (Thursday night) with The Essex Room serving as the backdrop to the ever-popular social fundraiser.

Items of all kinds will be auctioned off including artwork from several of Cape Ann's finest painters, vacation packages, professional and collegiate sports tickets, and a variety of other items sure to please attendees far and wide.

For those interested in making a donation please contact the Chamber office at 978-283-1601 or email tim@capeannchamber.com.

Woodman's, a family-run business since 1914, has hosted several Chamber auctions in the past and we are looking forward to yet another rousing success this year. The Essex Room is tucked in behind the famed restaurant with ample parking and the smell of fried clams ever-looming in the air.

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.

Joe McKane
North Shore Navigators
Lynn

Sue Lufkin
Essex

Randy Jones
Church Street Gardening
Gloucester

Gary Johnstone
Stones Pub-Eatery
Gloucester

Tim Philpott
Philpott, Doyle & Company, PC
Reading

The man who makes a success of an important venture never wails for the crowd. He strikes out for himself. It takes nerve, it takes a great lot of grit; but the man that succeeds has both. Anyone can fail. The public admires the man who has enough confidence in himself to take a chance. These chances are the main things after all. The man who tries to succeed must expect to be criticized. Nothing important was ever done but the greater number consulted previously doubted the possibility. Success is the accomplishment of that which most people think can't be done.

—C. V. White

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**Volunteers and Donations
 Needed for Annual Egg Hunt**

The Chamber's Rockport Division will sponsor the **21st annual Community Egg Hunt** for the children of Rockport on Saturday, April 23 at Millbrook Meadow. 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 Ruitter, 978-290-3593, or the Rockport Chamber of Commerce at 978-546-6575. Please make your donations by **tomorrow, April 8.**

Cape Ann Chamber of Commerce
Open Golf Tournament
 To Benefit the
 Business/Education Collaborative & Scholarship Fund

Monday, May 2, 2011

Tee Time: 1:00 p.m.

Shot Gun • Best Ball Scramble

Bass Rocks Golf Club, Gloucester, MA

Low Gross & Net Prizes

Closest to the Pin on Holes 2, 8, 13, & 17

Longest Drive on the 16th Hole

Closest to the Line on the 11th Hole

50/50 Raffle on the 8th Hole

For more information, contact Tim Burton
 at 978-283-1601 or tim@capeannchamber.com



Cape Ann Chamber of Commerce March 2011 Public Relations Report Matter Communications

Media Outreach: Secured Coverage

Porthole Insider, Home, Sweet Home: Why port cities are courting cruise lines, March issue

Gloucester in the News

WHDH-TV [7 NBC], 66-year-old letter finally arrives in Gloucester, Mar. 29

Boston Globe, Letter's long journey ends, mystery begins, Mar. 29

WFXT-TV [FOX 25], Letter arrives – nearly 66 years later, Mar. 28

DiscoverAmerica.com, One epic weekend on Massachusetts' Cape Ann, Mar. 11

Media Outreach: Expected Coverage

New York Times

- Matter interested a New York Times editor in a story about Gloucester welcoming cruise ships.
- Recommended several Gloucester people for editor to speak with and determined she plans to conduct interviews in early April and run the story later in the month

USA Today CruiseLog, Gene Sloan

- Matter interested travel editor in a story about when a fishing port turns to cruise ships.
- He plans to publish something around the time of the first cruise ship visit on April 28.
- Sent images and will coordinate an interview with Bob Hastings and Sheree DeLorenzo in early April.

Cruise Industry News, Monty Mathisen

- Editor is interested in a similar cruise ship story and speaking with Bob Hastings and Sheree DeLorenzo.
- Matter is coordinating interviews and will continue follow up to secure coverage.

American Style, Jennifer Clary

- Received query from Assistant Editor about art events on Cape Ann from June through August.
- Gloucester will be included in a list of arts destinations for the travel section in the Summer issue
- Matter worked with J. Ganim-DeFalco from seART to provide the editor with a list of events; Matter is also submitting images

AirTran's in-flight GO! Magazine (Potential readership: 2 million)

- Writer and photographer plan a story/photo package on Gloucester as an authentic destination with great dining.
- Feature is scheduled for the May issue
- Determined a sales representative was interested in selling ad space to local businesses interested in piggybacking off the feature article. Directed representative to Bob Hastings who forwarded information to chamber members.

Birder's World

- Associate Editor plans to feature Cape Ann in the "Hotspots Near You" section, a one-page profile of easy-to-get-to birding hotspots.
- Matter put editor in touch with professional birder and Gloucester resident John Nelson. They are working together on this report.
- Publication date to be announced.

Media Outreach: Event Listings

Matter submitted Gloucester-related events from March- April, including the Cape Ann Farmer's Market event, to the following sites:

- BostonCentral.com
- Boston.com/ThingsToDo

Chamber open golf tournament (continued)

Sponsorships come at a variety of levels including:

- **Platinum** (\$2,000) – Pre-event promotion, complimentary foursome, special recognition on Chamber website, name displayed on gift awarded to each golfer, name on banner for registration and awards dinner
- **Gold** (\$1250) – Pre-event promotion, complimentary foursome, tee or green signage at one of ocean view holes, mention in event program
- **Silver** (\$750) – Prominent mention in event publicity, mention in event program, two complimentary players, tee/green signage or banner at one hole
- **Bronze** (\$500) – Prominent mention in event program, additional publicity related to the event, tee/green signage or banner at one hole, one complimentary player

- **Tee & Green** – Prominent posting at one tee or green, listing in tournament program and publicity related to the event.

- **Cart** (\$75) – Will receive sign posted on one of the player carts used during the tournament

For player registration or tournament sponsorship please contact Tim Burton (tim@capeannchamber.com). Registration forms can be found on the Chamber's website which is www.capeannchamber.com and need to be completed (with payment in full) **by April 22nd.**

Chamber & Member Calendar

- April 20 **Business After Hours**, *The Cape Ann Brewery, Gloucester 5:00 p.m.—7:00 p.m.*
- 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 14 **Essex River Race**, *Route 133 in Essex*
- May 21 **Motif #1 Day**, *Downtown Rockport*
- June 19—
July 17 **Rockport Chamber Music Festival**, *Shalin Liu Performance Center*

facebook



**Rockport
Community Egg Hunt**
Saturday, April 23, 2:00 p.m.
Millbrook Meadow, Rockport
Don't Be Late! This one is over in a flash!

CHAMBER SEEKING VOLUNTEERS

The Cape Ann 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. We will train you.

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 the Chamber office 978-283-1601 or susan@capeannchamber.com.

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.

The Seacoast difference includes:

- Longstanding, highly seasoned management and interdisciplinary team
- Specialized rehabilitation programs tailored to meet each individual's unique needs and goals of care
- Access to a wide range of healthcare professionals, including a dedicated respiratory therapist and dieticians
- State-of-the-art equipment and technology
- Compassionate care for the memory impaired, provided by experienced staff specially trained and certified by the Alzheimer's Association
- Award-winning culinary program



"I want to tell you how grateful I am for the outstanding care provided to my wife. The attention to her needs was most compassionate and tender. To have a loved one receive care at Seacoast is to know that they are receiving the very best."

- George Monbourquette,
Ipswich



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