

CAPE ANN SOUNDINGS

Celebrating 89 Years of Service...

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

LIFE

Gloucester Beaches Make Life.com

We're pleased to note that LIFE.com named Gloucester one of the top 10 most underrated beach towns in America.

LIFE.com has 1.3 million visitors per month so this is nice national exposure. Gloucester is the only Massachusetts beach town on the list.

The slide show can be viewed online at
www.life.com/gallery/42742/image/ugc1058171#index/0

Carolyn O'Connor Scholarship

Applications for the Carolyn O'Connor Scholarship are now available at the Cape Ann Chamber office or online at www.capeannchamber.com/11-OConnorScholarshipApp.pdf. The Businesswomen's Division is delighted to offer this \$1,250 scholarship 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.

The 2011 Cape Ann Guide is here!



We've gotten rave reviews, thank you to everyone who has called or emailed about the new guide. Copies are available at the Chamber offices. Thank you to all of our advertisers for your support.



Beautiful blue skies greeted the golfers at the annual Business/Education Collaborative Golf Tournament at the Bass Rocks Golf Club on Monday, May 2. (see story and more pictures on page 3)
Photos by Donna Ardizzoni.



★ SAVE THE DATE ★

July 21st
The Essex Room at
Woodman's

Vacation getaways,
Tickets to sporting

events,

Restaurant Gift Cards,

Fabulous Artwork from Cape Ann's

finest artists

and much more...

Business After Hours

Wednesday, May 18, 5-7 p.m.

Hosted by:

Emerson Inn by the Sea

1 Cathedral Ave., Rockport

\$15 (members). Call the Chamber to Reserve Your Spot

MEMBERSHIP FEATURES

Wellspring House

302 Essex Avenue, Gloucester, MA
978-281-3558 ♦ www.wellspringhouse.org



In 1981, seven friends came together and pooled their resources to buy the house that is now Wellspring in an effort to provide shelter to those who did not have any. Thirty years later, Wellspring House, Inc. has continued the work of those seven friends by providing emergency

shelter to families, education & job training opportunities, mentoring, and affordable housing advocacy.

Wellspring works for social change daily through the programs we offer and we count on the support of dedicated volunteers, without whom our programs would not operate. Currently, we are looking for volunteer tutors for our English for Speaker of Other Languages (ESOL) program that runs out of the Sawyer Free Library in Gloucester. The commitment is at least two hours a week but is flexible depending on the tutor's schedule. Tutors work one-on-one or in small groups, helping non-native English speakers become more comfortable conversing in English.

Wellspring House is also looking for volunteers to help our gardener in our organic food garden--gardening experience would be helpful. Our Spring Cleanup is Saturday, May 14th from 9:00 a.m.-- 12:00 p.m. and we could use all the help we can. We hope to see you there! Please contact Wellspring's Hospitality Manager/Volunteer Coordinator, Maddy, at 978-281-3221 x- 300 if you are interested in any of these opportunities.

Heath's Tea Room

43 South Street, Rockport, MA
978-309-3388 ♦ www.heathstearoom.com



Just $\frac{3}{4}$ of a mile from Rockport's famous Motif No. 1 and Bearskin Neck Wharf located on 43 South St, Heath's Tea Room offers a much deserved break in a busy world. Serving lunches and Afternoon Teas in the best English tradition, delicious home-made specials include our tasty Quiche, superb soups and salads, stunning sandwiches and for the heartier appetite, Shepherd's pie, Filet Mignon and more!

Our Afternoon Teas include a selection of finger sandwiches, our famous freshly baked scones served with Clotted Cream and jam, tea treats and choice of tea. Homemade Indian Pudding and Bread Pudding will delight you!

We offer a charming environment for private events such as Bridal and Baby Showers, Social Clubs Meetings, Business Meetings, Fashion Shows, Fund Raisers and Private Catering. It is always fun to browse in our Gift Shop, choosing from fine English China, assortment of books, jewelry, unique gift items and assorted teas.

Kimberlie Heath O'Connell grew up in the restaurant business with her mother and father, Fatima and Brian Heath. Michael O'Connell is a local musician and has a passion for cooking. Heath's Tea Room owners, Kimberlie and Michael O'Connell look forward to welcoming you to their Tea Room and offering you a true taste of British Hospitality.

Oasis Rockport

65 Bearskin Neck, Rockport, MA
www.oasisrockport.com ♦ 978-290-3184



Angela Cook, a local photographer, has decided to take the plunge and open an art gallery at 65 Bearskin Neck in Rockport. Angela's gallery is a welcome addition to Bearskin Neck and her work has already caught the eye

of many in the area. Her gallery is called Oasis Rockport and will showcase her very emotional and dramatic seascapes, sunrises and sunsets as well as some beautiful flora, fauna and wilderness images.

Angela will also be holding regular walking tours to local spots where people are able to see and take pictures of places they might not otherwise have even known about. Angela plans on offering photo sessions on many weekend mornings throughout the summer at local parks and beaches for families, friends, partners, children, pets or individuals. She will focus on natural light photos that are casual and often candid rather than posed so that she can capture true personalities.

Oasis Rockport opened its doors with a Two-Day Grand Opening on Mother's Day weekend. This new gallery is located at 65 Bearskin Neck, right next to Helmut's Strudel, and is well worth a visit.

Rockport Garden Club

978-546-2896 ♦ 978-546-6861
www.rockportgardenclub.org

Massachusetts 2011 Garden Tour "Coastal Gardens"

Friday-Saturday, July 8-9, 10am - 4pm
Rain or Shine ♦ Tickets \$25

This year's "Coastal Garden" tour will feature thirteen gardens. Many of these private gardens have never been open to the public. While the gardens vary in size, location, composition, and plant material, there is a common thread: each garden has had significant owner input. Some of the features which stand out are several water gardens; an impressive collection of low maintenance grasses and bamboo; one-of-a-kind garden sculptures; several cottage gardens bursting with color from early spring through late autumn; dramatic use of local granite as hardscape; and a beautifully crafted garden overlooking the sea.

An expansive oceanside garden will host the special events: a luncheon and a sale of original artwork and note cards by local artists.





BUS/ED COLLABORATIVE IS BIG WINNER AT ANNUAL GOLF TOURNAMENT

Ideal conditions and great corporate support helped to make the 22nd Cape Ann Chamber of Commerce Annual Open Golf Tournament a tremendous success May 2nd at the Bass Rocks Golf Club in Gloucester.

With Platinum sponsors Bank Gloucester and Cape Savings Bank leading the way the tournament had more than 70 players test the links at one of the North Shore's more challenging venues. Proceeds from the tournament will help fund scholarships for the Business/Education Collaborative which helps local high school students.

Also helping out at the corporate level were Gold Sponsors Addison Gilbert Hospital/Northeast Health Systems, First National Bank of Ipswich, Gorton's Seafood, Hampton Inn & Suites-Gloucester, Salt Island Charters, Schlichte & Johnstone, P.C. and Timberline Enterprises. Varian Semiconductor was a Silver Sponsor while Cape Ann Market Place generously supported the tournament as a Bronze Sponsor.

Thank you to the 45 companies that provided Tee & Green sponsorships and/or Cart sponsorships. Sudbay Motor Group sponsored the Hole-In-One contest while The Liquor Locker was the sponsor of the putting contest. The Causeway provided clam chowder on the 11th hole while former Board Member and Circle Consulting CEO Donna Ardizzoni did the photography for the tournament.

Thank you to our host Bass Rocks Golf Club and General Manager Peter Hood, who also served on the golf committee. Kudos to event co-chairs Maryanne Bland and Trish Johnstone along with committee members Ben Baylies, Leo Bergeron, Chris Costello, Rick Doucette, Mike Luster and Don Thrasher. Great job by all the volunteers as well led by Donna Ardizzoni, Ellen Clarke, Donna Hastings, Laurie Lufkin, Barbara Pratt and Linda Vaughn.

Tournament Results

1st Net - Ken Marshall, Bob Marshall, Bob Harris, J.T. Loyd
 1st Gross - Dave Hill, Chad Hill, Andy Miller, Matt Hastings
 2nd Net - Chris Costello, Sean Costello, Paul Xavier, Pat Dow
 3rd Net - Steve Gillis, Scott Sherbondy, Tim Wood, Pete Justice
 4th Net - George Farley, Rick Johnson, Mike Belanger, Adam Orlando

Closest to the Pin (#2) - Steve Salah
 Closest to the Pin (#8) - Ken Schaefer
 Closest to the Pin (#13) - Rick Johnson
 Closest to the Pin (#17) - Scott Sherbondy

Men's Longest Drive (#16) - Paul Xavier
 Women's Longest Drive (#16) - Madonna Flemming



The gorgeous view from the Bass Rocks Golf Club.



Cape Ann Farmers Market Featured on MainStreet.com

Farmers markets, including the Cape Ann Farmers Market, have grown in numbers and popularity the past few years, thanks to Americans' desire to eat better food.

Check out this informative article, which includes comments from Cape Ann Farmer's Market Manager Nicole Bogin, online at www.mainstreet.com/article/smart-spending/how-shop-farmers-market?page=1.

This year's Farmer's Market will open for the season on Thursday, June 30, at its new location at Stage Fort Park in Gloucester. Go to www.capeannfarmersmarket.org for more information.

Twenty-Seventh Anniversary
**GLOUCESTER
 SCHOONER FESTIVAL**
 September 2-5, 2011
www.CapeAnnVacations.com/schooner

MAYOR'S RACE FOR LARGE SCHOONERS
 SMALL CRAFT RACES
 PARADE OF SAIL
 BOAT PARADE OF LIGHTS
 FIREWORKS OVER GLOUCESTER HARBOR
 MARITIME HERITAGE DAY
 DOZENS OF VESSELS
 RACING IN TEN CLASSES

For more information,
 Cape Ann Chamber of Commerce
 978.283.1601 info@capeannchamber.com


Did You Know?

Dan Leaman Landscaping & Maintenance Co. Inc. of Gloucester is celebrating their 50th year in business here on Cape Ann.

Cape Ann had three of the **Top 20 Events to Do** in the state of Massachusetts in the latest issue of *Yankee Magazine*.

Patricia Roy of **Woodman's Restaurant** in Essex was the first female president in the Cape Ann Chamber of Commerce.

Auto Home **Business** Marine



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"Never cut a tree down in the wintertime. Never make a negative decision in the low time. Never make your most important decisions when you are in your worst moods. Wait. Be patient. The storm will pass. The spring will come."

—Robert H. Schuller

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Cape Ann Community Leaders Honored at Annual Red Cross Heroes Event

The spirit of giving and doing the right thing is one of those special things about Cape Ann folks we might take for granted. That changed on March 31, 2011 during the 9th Annual Red Cross Community Heroes breakfast sponsored by the Red Cross of Northeast Mass. Out of the entire geographic region 4 out of the 9 awards were given to community leaders from Cape Ann. Those honored include:



Sefatia Theken and Bill Scott were among those honored in March.

- Community Hero: Bill Scott, Scott Oil Co., Inc.
- Community Hero: Sefatia "Godmother" Romeo Theken, City Councilor at Large
- Community Hero: Karen Bernier, Jeff Jones, and Jorge Lemerise who helped save a distressed boater in Essex last August
- Education Hero: Shawn Maguire (Principal Rockport Elementary) and parent Tina Lamond

The Red Cross receives a large number of nominations and only 9 total awards were granted this year including a Youth Award and Enduring Hero award. The recipients were selected from a large pool of nominees from the entire region during a selection process that started months ago. From there, the Red Cross Heroes Committee makes their final selection.

Cape Ann was well represented not only by the honorees but also by support from Audrey's Flower Shop, Cape Ann Savings Bank, Cricket Press, Scott Oil Co. Inc., R.B. Strong Excavating & Sewerage Contractors and Sharon's Studios.

Congratulations to all our Cape Ann Heroes on this prestigious and well-deserved recognition for all you do to make our community a better place.

Ryan & Wood Distilleries
15 Great Republic Drive, Unit 2, Gloucester, MA
978-281-2282 ♦ www.ryanandwood.com

If this were "back in the day" Paul Revere might be on his horse alerting the local Minutemen "The Whiskey is coming, The Whiskey is coming". Revere, Dawes, the Adams' and Hancock were not only about the Ale and Tea, they were very intimate with their Rye Whiskey. That is why Ryan & Wood Distilleries chose April 19, the traditional date of Patriots Day in Massachusetts, to package their first barrel of Whiskey. About 300 bottles will be available. Ryan & Wood Straight Rye Whiskey has been resting in new charred American Oak barrels for several years in the distillery warehouse, up at Blackburn Park. We'll be out delivering the Rye during the week. One barrel worth. We hope to release a barrel a month, says Distiller Bob Ryan, that is if there is one ready.



GLOUCESTER IN THE NEWS

April 2011 Public Relations Report

Cape Ann Chamber of Commerce ♦ Matter Communications

Media Outreach: Secured Coverage

USA Today, [Latest port to catch cruise industry's eye: Gloucester, Mass.](#), April 28.

Story also ran at:

CruisingAsia.com, [Latest port to catch cruise industry's eye: Gloucester, Mass.](#), April 28.

Cruise Industry News, [Cruise Traffic Surging in Gloucester](#), April 14.

A version of this story also ran at:

CruiseInd.com, [Gloucester, MA Sees Boom in Ship Calls](#), April 18.

Gloucester in the News

Boston Globe, [Stepping out](#), April 14

Yahoo Associated Content.com, [Kayaking and Kayak Fishing Gloucester, Massachusetts Inner and Outer Harbor](#), April 4

Media Outreach: Expected Coverage

- ***American Style*, Jennifer Clary**

○ Received query from Editor Jennifer Clary about summer art events on Cape Ann.

○ Gloucester is being considered for a compilation of arts destinations for the travel section in the Summer issue.

Matter worked with J. Ganim-DeFalco from seARTS to provide a list of events; Also sent images.

- ***AirTran's in-flight GO! Magazine*, John O'Connor & Jessica Scranton**

○ Writer John O'Connor and photographer Jessica Scranton plan a story/photo package on Gloucester as an authentic destination with great dining.

Feature is scheduled for the **May issue**.

- ***Art New England*, Debbie Hagan**

○ Following Matter's outreach, Editor Debbie Hagan is planning an article about the Rocky Neck Colony and a second article about Cape Ann as a region.

Next step: Debbie, who is based in Boston, will let Matter know when she plans to visit for a day trip and Matter will arrange an itinerary.

- ***Birder's World*, Matt Mendenhall**

○ Associate Editor Matt Mendenhall plans to feature Cape Ann in the "Hotspots Near You" section, a one-page profile of easy-to-get-to birding hotspots.

○ Matter put Matt 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 to the following sites:

[BostonCentral.com](#)

[Boston.com/ThingsToDo](#)

[DayTripsInNewEngland.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.

R & J Deliveries – Gloucester

Oasis Rockport – Rockport

Healing Baskets, Inc. – Manchester-by-the-Sea

Cape Ann Farmer's Market – Gloucester

Salt Island Charters – Gloucester

Brother's Brew Coffee Shop – Rockport

THANK YOU

renewing members

IN A NUTSHELL...

PR for Gloucester, managed by the Cape Ann Chamber of Commerce, has achieved over 40 national articles of positive coverage for the area in the last eight months. Articles include coverage in USA Today, the Atlanta Journal Constitution, the Huffington Post, Boston Globe and AirTran Go! Flight magazine. Over two million reader views.

Chamber & Community Calendar

May 12	Empty Bowl Dinner , <i>Cruiseport Gloucester</i>
May 14	Essex River Race , <i>Route 133 in Essex</i>
May 18	Business After Hours , <i>Emerson Inn by the Sea, Rockport</i>
May 21	Motif #1 Day , <i>Downtown Rockport</i>
May 21	Cape Ann Symphony Spring Pops Concert , <i>Fuller Auditorium, Gloucester</i>
June 6-10	Small Business Week , <i>Cape Ann</i>
June 15	Business After Hours , <i>Sandy Bay Yacht Club, Rockport</i>
June 18 & 19	Cape Ann Artisans Studio Tour , <i>Cape Ann</i>
June 19 - July 17	Rockport Chamber Music Festival , <i>Shalin Liu Performance Center</i> (see the full summer schedule online at www.rockportmusic.org)
June 22-26	St. Peter's Fiesta , <i>St. Peter's Square, Gloucester</i>
July 3-4	Independence Day Celebrations , <i>Gloucester & Rockport</i>
July 8 & 9	Rockport Garden Tour , <i>Rockport</i>
July 16	Gloucester Downtown Block Party , <i>Main Street, Gloucester</i>
July 21	Chamber of Commerce Annual Auction , <i>The Essex Room at Woodman's, Essex</i>
July 23	Manchester Arts Festival , <i>Downtown Manchester-by-the-Sea</i>

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MASSACHUSETTS

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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- 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



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- George Monbourquette,
Ipswich



SEACOAST
NURSING AND REHABILITATION CENTER, INC.

Seacoast Nursing and Rehabilitation Center
292 Washington Street, Gloucester

Call us for more information or to arrange a tour of our facility.

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