

CAPE ANN SOUNDINGS

Celebrating 89 Years of Service...

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

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CHAMBER AUCTION JULY 21ST — WOODMAN'S IN ESSEX YMCA's RICK DOUCETTE TO SERVE AS AUCTIONEER



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For the first time in seven years the Cape Ann Chamber of Commerce will have its annual auction at Woodman's of Essex with this year's fun-filled event slated for July 21st at 5:30 p.m.

The auction, now in its 24th year, has been held at function halls throughout Cape Ann. This year's auction will draw people from all over the region looking to bid on a huge variety of items including original art, gifts, trips and great restaurant deals. Fun will be the focus of this year's festive event.

"We are thrilled to have the Cape Ann Chamber of Commerce back at Woodman's", said Maureen Woodman Director of Sales. "This is always a terrific event and it should be a lot of fun."

Trips to Africa for a safari adventure as well as Puerto Rico and Prescott, Arizona will highlight the auction along with an opportunity to sail aboard the Schooner American Eagle for seven days in beautiful Penobscot Bay, Maine. Also up for bid as part of the live auction will be some of the most

Continued on page 3

CORRAO, BURNHAM, BROWN AND SINGLETON HEADLINE SMALL BUSINESS WEEK

The Cape Ann Chamber of Commerce had much to celebrate in the month of June as five local business owners were honored for their years of work as winners of the Small Business Persons of the Year.

All recipients were honored at a luncheon at Gloucester House with numerous dignitaries in the audience along with many ardent supporters of the Chamber and the award winners.

"It was a great week of celebration to be sure", said Chamber President Sal Frontiero. "Recognizing the work of long-time established business leaders and having them get their just due was great to see."

JoAnne and "Uncle" Tony Corrao from Precision Roofing Services of New England were honored as the winners of the Gloucester Small Business Award (at Espresso Italian Grill and Pub). Harold Burnham of Pinky Maine Charters, (who will launch his latest masterpiece, the schooner Ardelle, on July 9th), earned the SBW distinction for Essex (honored at Periwinkles Restaurant).

Ingrid Brown, owner of CH Cleaves Insurance Agency, garnered the award for Rockport (at the Emerson Inn By-the-Sea) while Manchester resident and Chamber director David Singleton was feted at the Landing at 7 Central.



Photo credit: Sid Falthzik

Chamber Awards Seven Scholarships

The Chamber awarded seven scholarships to graduating students from Gloucester, Rockport and Manchester-Essex Regional High Schools totaling more than \$8,700. Scholarship winners included Gloucester High School's Tyler Devlin ("Red" Deering Scholarship), Rockport's Nicolette Ambrose (Pat Roy Scholarship), Gloucester's Ariana Oshiro (Michael Costello Scholarship). Aaron Horne (GHS) and Elizabeth Saville (RHS) both were awarded a Cape Ann Chamber scholarship, and Adam Philpott (GHS) and Rebecca Lynch (MERHS) each won scholarships in memory of L. Dexter Woodman.

Business After Hours

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

Hosted by:

Second Glance

The Thrift Store of The Open Door

2 Pond Road, Gloucester
\$10 (members) \$20 (non-members)
Call the Chamber to Reserve Your Spot

MEMBERSHIP FEATURES

Helpful Solutions for Living

www.helpfulsolutionsforliving.com ♦ 978-283-0111



There is a growing trend of our elders staying at home longer, rather than moving to healthcare facilities. This 'at home' movement began in the early 90's prompting a more widespread delivery of home care of all varieties.

Helpful Solutions was founded in 2010 by local entrepreneur Stephanie Hobart of Gloucester to assist elders maintain their 'home base' with practical, personal services that lend a compassionate hand with daily life

activities and special occasion needs. These are non-medical services that adjunct daily routines and improve autonomy and self sufficiency.

HSL meets elder needs in many ways: by providing rides to and from the doctor or hospital, to events, or regular companionship. They help around the house, shop with or for you, downsize for a move, do laundry, take you to rehab or to visit friends and family and more. Also, if you are already assisting your own parents, HSL can fill in when you are away.

Should you find you have more comprehensive needs which would include practitioner assistance, bathing, dressing and medical care, Helpful Solutions is now associated with a premier, local, privately-owned, bonded in-home care agency whose staff provides the highest level of individualized services at home to meet daily needs.

Katie's Gift Shop

3 Mt. Pleasant Street, Rockport ♦ 978-546-9018

Katie's Gift Shop has been owned and operated by Cathleen Cahill since 1981. Specializing in affordable souvenirs and gifts for the entire family, Katie's is conveniently located in the heart of Rockport's bustling downtown. Directly across from the Information Shed in Barletta Park, Katie's overlooks Rockport's Inner Harbor and the famed Motif #1 and is just around the corner from fishing and sailing at scenic T-Wharf.



Previously a bookstore, restaurant and art gallery, Katie's has been a gift shop for nearly 31 years, offering merchandise from lines such as Yankee Candle, Cat's Meow Village and Woodland Faeries. You can choose from a wide array of goods including Rockport souvenirs, nautical items, sports memorabilia, puzzles for rainy days, children's toys, wind chimes, beach items, towels, suntan lotion, decorative flags, jewelry, key chains, mugs, aprons, potholders, totebags and fabric backpacks, emergency rain gear, t-shirts, sweatshirts and even bottled water.

Staffed by knowledgeable and friendly local residents, Katie's is a mainstay in Rockport's retail community and a solid supporter of the town's economy. Hours: April–October open daily 10am–5pm, summer 'til 9pm. Weekends through Christmas.

Rockport National Bank

Named in Top 200 Community Banks

www.rockportnational.com

Peter A. Anderson, President and Chief Executive Officer of Rockport National Bancorp, Inc. and its subsidiary Rockport National Bank is pleased to announce that for a second consecutive year Rockport National Bank has been recognized by *US Banker* as one of the top 200 community banks in the United States.

The June 2011 issue of *US Banker* highlights the top 200 Community Banks in the United States, and Rockport National Bank is listed as one of only four banks in Massachusetts. Being recognized as a leading performer during these economic times is evidence of our commitment to both our customers and shareholders, states Peter Anderson.

Rockport National Bank has been serving the Cape Ann community since 1851. The Bank has three full service locations—on Main Street and King Street in Rockport and on Parker Street in Gloucester. For additional information visit its website at www.rockportnational.com.



Eileen Matz, Cape Ann Camp Site

Recognized as an Unsung Heroine

Long time chamber member and former Director Eileen Matz has been volunteering for 25 plus years for a variety of local organizations and was recognized by the Massachusetts Commission on the Status of Women as one of 100 Unsung Heroines in the State Of Massachusetts last month.

In 1998 the Massachusetts Commission on the Status of Women was legislatively created to "advance women of the Commonwealth to full equality in all areas of life and to promote their rights and opportunities." The idea was that the commission provides a voice for Massachusetts women. For more information on the Commission, visit their website at www.mass.gov/women.



Photo credit:
goodmorninggloucester



**Balsam
Technologies**

When Downtime Is Not An Option

Many thanks to Balsam Technologies, the technical experts for the Chamber Auction. Balsam has provided both equipment and manpower at both Cape Ann and Rockport Chamber auctions for the past several years.

www.balsamtechnologies.com

Great Weather and a Beautiful Setting!

The Sandy Bay Yacht Club hosted the June Business After Hours networking mixer and a great time was had by all! Don't miss this month's mixer on July 20 at Second Glance (see details on page 1).



Photo credit: Angela Cook, Oasis Rockport

CHAMBER AUCTION JULY 21ST (continued from page 1)

beautiful artwork from Cape Ann's best-known artists.

Auction items include tickets to an assortment of Red Sox games (including a four-pack in the EMC Pavilion) and a chance to own a commemorative bottle of champagne from the 2008 world champion Boston Celtics. Restaurant gift cards will be in high demand as well with many restaurants donating to the auction looking to showcase the fine culinary delights of Cape Ann.

It will all take place July 21st, starting at 5:30 p.m. with a preview and the start of the silent auction. The live auction will follow with YMCA stalwart Rick Doucette running the show.

www.capeannchamber.com/auction2011

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.

Brothers' Brew Coffee Shop, Rockport

Blueswirls.com, Beverly

Cape Ann - SEARS, Gloucester

Cape Ann S.U.P., Gloucester

Catch 22 Restaurant, Gloucester

Espresso Italian Grille & Pub, Gloucester

Gloucester Dine Dance Cruise, Gloucester

Helpful Solutions for Living, Gloucester

MassPay, Inc., Beverly

North Shore Arborists, Gloucester

Red Shoes PR, Gloucester

Top Down Tours 01930, Gloucester

USI New England, Woburn

Did You Know?

The town of Essex was originally a part of Ipswich before establishing itself as a town in 1819.

Nearly 25,000 guests visit the chamber's main office in Gloucester looking for information each year.

As a member of the chamber, your dues can be broken up into monthly, quarterly, semiannual, or annual payments. Call the chamber office for details.

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*"The golden rule for every businessman is this:
put yourself in your customer's place."*

— Orison Swett Marden

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GLOUCESTER IN THE NEWS

May & June 2011 Public Relations Report

Cape Ann Chamber of Commerce ♦ Matter Communications

MAY 2011

Media Outreach: Secured Coverage

- Gloucester Times, Talk of the Times: Coast Guard hosts boat safety fair today, May 20
- USA TODAY's BestoftheRoad.com, Best Small Towns in America, May 17
- Good Morning Gloucester, Gloucester Has Been Nominated By Rand McNally and USA Today! , May 17 and update on deadline extension, May 25
- TakingtheKids.com, It's the era of boutique hotels -- and they're getting family friendlier, May 13
- TheStreet.com, How to Shop a Farmers Market, May 8

Gloucester in the News

- *Yankee Magazine*, Massachusetts Best Restaurants 2011, May/June issue
- AirTran's in-flight *GO! Magazine*, The Old Town & the Sea, May issue
- *Boston Globe*, Hiking into the history of Gloucester's early settlers, May 15
- *People Magazine*, Bert the Conqueror's Guide to Thrills, May 9

Media Outreach: Expected Coverage

- ***American Style*, Jennifer Clary**
 - Received query from Editor Jennifer Clary about summer art events on Cape Ann.
 - Matter worked with J. Ganim-DeFalco from seARTS to provide a list of events; also sent images.
 - Cape Ann is being considered for a compilation of arts destinations for the travel section in the summer issue.
 - Complete: Gloucester named #3 in list of top 25 Arts Destinations for cities under 100,000
- ***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.
 - Matter arranged lunch at Lat43 and a tour of Cape Ann Museum with its director.
- ***Birder's World*, Matt Mendenhall**
 - Interested Associate Editor Matt Mendenhall in a story on Cape Ann for the "Hotspots Near You" section on easy-to-get-to birding hotspots.
 - Connected Matt with professional birder John Nelson of Gloucester.
 - Article is scheduled for publication this coming winter.

Media Outreach: Event Listings

Matter submitted the Fishing Past and Present art exhibit event and St. Peter's Fiesta event information to the following sites: BostonCentral.com, Boston.com/ThingsToDo, DaytripsInNewEngland.com, YankeeMagazine.com, AllThingsNewEngland.com, and VisitNewEngland.com.

JUNE 2011

Media Outreach: Secured Coverage

- Art New England, Regional Focus: Rocky Neck: Beyond the Motifs, July/August issue
- Parade Magazine, Road Trip: Boston to Cape Ann, June 26
- Fox25, What's going on?, June 23
- Boston Globe, St. Peter's Fiesta kicks off Wednesday in Gloucester, June 19
- GoodMorningGloucester, PR for Gloucester is Getting Gloucester Noticed, June 9
- TakingtheKids.com, It's the era of boutique hotels -- and they're getting family friendlier, May 13

This article also ran at:

- Chicago Tribune, Taking the Kids: Opting for a small boutique hotel
- South Bend Tribune, Taking the Kids: Opting for a small boutique hotel

Gloucester in the News

- American Style, 2011 Top 25 Arts Destinations, May issue
- Boston Globe, Crafting an artsy reputation: Cape Ann recognized by AmericanStyle magazine, June 23

Media Outreach: Expected Coverage

- **USA TODAY, Laura Bly**
 - B. Hastings was contacted by L. Bly from USA Today, following a post about cruise ships coming to Gloucester in USA Today's Cruise blog.
 - She is interested in writing a Gloucester cruise ship story and updating a Gloucester article she wrote in 2000. Story scheduled to run August 12.
 - Coordinated a hotel stay with J. Bordinaro for July 5-9
 - Sent list of suggested interviewees and restaurants/shops to visit, which Bob forwarded to the reporter.
- **GoNomad.com, Elayne Badrigian**
 - Coordinated journalist, E. Badrigian from GoNomad.com, visit to Gloucester June 24-26
 - Matter worked with GoNomad to provide a sample itinerary, hotel stay, and connect with local businesses including Gloucester Stage Company, Lat43 and The Rudder.

Media Outreach: Event Listings

Matter submitted the Blackburn Challenge event information to the following sites: BostonCentral.com, Boston.com/ThingsToDo, DaytripsInNewEngland.com, YankeeMagazine.com, AllThingsNewEngland.com, AND VisitNewEngland.com.

**THANK YOU
TO OUR MEMBERS!
YOUR SUPPORT IS APPRECIATED!!!**

Chamber & Community Calendar

July 8 & 9	Rockport Garden Tour, Rockport
July 9	Launch of the Schooner <i>Ardelle</i>, Burnham's Boatyard, Essex
July 20	Business After Hours, Second Glance, 2 Pond Road, Gloucester
July 21	Chamber of Commerce Annual Auction, The Essex Room at Woodman's, 125R Main Street (Rt. 133), Essex
July 23	Manchester Arts Festival, Downtown Manchester-by-the-Sea
August 4-6	Gloucester Sidewalk Days, Downtown Gloucester
August 13	Rockport Rotary LobsterFest, Back Beach, Rockport
August 14	Rockport Acoustic Music Festival, Mill Park, Rockport
August 20-21	Gloucester Waterfront Festival, Stage Fort Park, Gloucester
August 27	Essex Music Festival, Centennial Grove, Essex
September 1	Gloucester Rotary Comedy Night, Cruiseport, Gloucester
September 2-4	Gloucester Schooner Festival, Harborfront, Gloucester
October 8-10	Cape Ann Artisans Studio Tour, Throughout Cape Ann
October 15	Rockport Harvest Fest, Downtown Rockport
October 22	Essex Clamfest, Memorial Park, Essex

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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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- Award-winning culinary program



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- George Monbourquette,
Ipswich



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