

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

Chamber Business



Businesswomen's Networking Mixer

Come network with some of Cape Ann's most dynamic businesswomen on Wednesday, October 5, 5:30-7:30pm at the Dog Bar, located at 65 Main Street in downtown Gloucester.

Exchange business cards, tell your story, or just have fun! Rejuvenate Gift Basket Raffle: we will be raffling off a "Rejuvenate Your Skin and Hair" gift basket to benefit the Carolyn O'Connor Businesswomen Scholarship and are looking for donations to help make this a success. There is no admission fee. For information, contact Sharon Bragg at the Chamber office.

Board Nominees

The Nominating Committee of the Cape Ann Chamber of Commerce is currently accepting nominees for the 2012 Board of Directors. If you would like to nominate a candidate, please submit their name and contact information to Bob Hastings at h@CapeAnnChamber.com.

CAPE ANN CHAMBER
business
after hours

Wednesday, October 19, 5-7 p.m.

Hosted by:

Manchester Athletic Club

8 Atwater Avenue, Manchester-by-the-Sea

\$10 (members) \$20 (non-members)

Call Tim Burton to RSVP - 978-283-1601

A Strong Business Summer

Gloucester and Cape Ann experienced a strong summer; Gloucester is without question now viewed as a major tourism destination. In that regard, the public relations program managed by the Chamber was funded privately by local Chamber member businesses and was the key to raising the profile of the area. We hired Gloucester locals, John McElhenny and Ariane Doud of Matter Communications to serve as our PR consultants. They have done a fantastic job of showcasing Gloucester in the media.

The results speak for our success: In a little over a year our public relations effort has resulted in over 100 positive articles in media outlets like the Atlanta Journal Constitution, Boston Globe, Boston Herald, the Huffington Post, the LA Times and the Examiner. Just in the last two weeks, Gloucester and Cape Ann have been featured in USA Today, Forbes (Cape Ann - the Other Cape), ABC News, the Jimmy Fallon Show, Yankee Magazine, NY Daily Times, NECN, Chicago Tribune, Dallas News, NPR Radio, Toronto Sun, Washington Post, Yahoo.com, North Shore Magazine and a dozen more publications. "Travel & Leisure" just featured Cape Ann based on "Massachusetts' Other Cape" theme.

The Chamber thanks Tracy Muller and her husband Mark, who along with Jan Bordinaro and Mona Faherty took the initiative to start the private fundraising to make the program a reality. We'll be fundraising again this fall and hope the community takes note of an unqualified success.

Through a strong public relations program we've been able to showcase the positives here on Cape Ann. The great stories have always been here; we just helped to bring them out into the light. The result was a terrific year for tourism.

-Bob Hastings, Cape Ann Chamber of Commerce

Fall Membership Drive through October 14th

The Board of Directors of the Cape Ann Chamber of Commerce is currently holding a fall membership drive to build membership in the Chamber of Commerce. Seven teams of eight members each are using their personal contact files to find businesses that are not currently members but should join for the promotion, networking, training and advocacy that we provide.

It's a great time to join the Chamber. Member businesses have provided great discounts and special deals for new members who join by mid-October. Help us spread the word. Work together to support each other and improve the business climate on Cape Ann.



STRANGE REQUESTS AT OUR VISITORS CENTER/OFFICE

"Where are the cranberries?"

The visitor said that he had been here years ago but this time everything looked different and he asked "Where are the cranberries?" I guess that he didn't realize that Cape Ann wasn't Cape Cod!

"How do I get to Jeffrey's Ledge?"

The visitor didn't realize that it was out in the middle of the ocean!

"How To Speak More Effectively" Businesswomen's Fall Breakfast

October 21, 7:30 – 9:00 am
Gloucester House Restaurant
Guest Speakers: Toastmasters Club of Beverly
Cost: \$20



Whether you work in a corporate environment, a small business or from home good, public speaking skills are extremely valuable to a successful career! Come learn some tips from the pros!

MEMBERSHIP FEATURE

JAPE SCAPE PRODUCTIONS

978-879-9293 • www.japescape.com



Cape Ann based Jape Payette is a drama teacher, director, and personal acting coach. Jape has been acting for over twenty-five years, including stage, voice-overs, story-telling, commercials, TV, film, and radio.

Through Jape's entertainment company, JapeScape Productions, he offers acting classes such as the popular *Acting for YoungSTARS*, whose program has been used in countless schools all over the North Shore and Boston areas. His

mission is to provide an education that builds confidence, skills, originality, courage, creative expression, healthy interactions, and team spirit. His classes meet state Theatre Curriculum and Standards.

JapeScape also offers adult classes, birthday entertainment, play directing, and team building. They produce the popular *CMI: Comedy Mystery Interactive*, a live comedy mystery dinner theater show for adults that features top area actors. CMI can be found at various landmark restaurants throughout the year.

Jape is a published author of the children's adventure series, *Jape the Grape Ape from Outer Space*. He is also an accomplished singer/songwriter of original pop and children's songs.

CONTRACTORS' MEET AT BUILDING CENTER

Cape Ann contractors gathered at the annual mixer in August at the Building Center in Gloucester. The event was organized by Second Vice President Ed Collard and hosted by Tom Alves from the Building Center with help from Kathy Cuddyer from Harbor Loop Gifts.

The contractors' group is looking for contractors who would like to exchange ideas and are looking to build their businesses by networking with one another on a regular basis. If you are interested in joining the group please contact Ed (House Doctors Handyman Services, housedoctors@verizon.net) or Project & Events Director Tim Burton (tim@capeannchamber.com).



The Essex Division
of the
Cape Ann Chamber
of Commerce
Presents...

The 29th ANNUAL
**Essex
Clamfest**

Saturday, Oct 22nd
(Rain date: Sunday, Oct 23rd)
11:00 a.m ~ 4:00 p.m

Shepard Memorial Park
24 Martin Street, Essex

NO DOGS ALLOWED

Clam Chowder Competition
12:00 ~ 2:00 p.m.

Arts & Crafts
Raffle For A Catered Clambake
Entertainment Of All Sorts
www.capeannchamber.com / 



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ESSEX CLAMFEST 2011

The Essex Division of the Cape Ann Chamber of Commerce will sponsor the 29th annual Essex ClamFest on Saturday, October 22nd (rain date: Sunday, Oct. 23rd), from 10 a.m. to 4:30 p.m. at Memorial Park in Essex.

The highlight of the day will be the Clam Chowder Tasting, a competition that pits area restaurants against one another to determine who serves the best chowder on Cape Ann. Over a dozen restaurants are expected to serve up their favorite chowder recipes starting at 12 noon and ending at 2 p.m. The public will also have the opportunity to sample and vote on their favorite chowder.

In addition to the Chowder competition, an interesting variety of activities will include an arts and crafts area; entertainment throughout the afternoon; the Lions Club food pavilion; an Ipswich Ale station; organization, church, and non-profit tables; a number of rides and games for the children and a health fair. The crafts area and the rides will be open to the public starting at 11:00 a.m.

**Cape Ann
Restaurant Week**

The Cape Ann Chamber of Commerce is proud to announce that 2011 Cape Ann Restaurant Week will take place October 23-27.

Cape Ann Restaurant Week 2011 will feature a variety of menus from many different

restaurants throughout Cape Ann.

Each participating restaurant will offer a prix fixed, three course dinner menu for the low price of \$25.11 (price does not include beverage, tax or gratuity). Dinner will include an appetizer or salad, three entrée choices, and dessert. The five-day event will spotlight the diversity and high quality of dining options available on Cape Ann.

For those restaurants who would like to participate in Restaurant Week please contact Tim Burton at tim@capeannchamber.com or call the Chamber office at 978-283-1601.

Did You Know?

Seaside Graphics, located at 27 Railroad Avenue in Gloucester, now sells office supplies?

Several local restaurants and pubs host Trivia Nights each week, including Dog Bar, Cape Ann Brewery, Latitude 43, and Espresso Italian Bar & Grille?

**Seventh Annual Rockport HarvestFest
Saturday, October 15**

The seventh annual Rockport HarvestFest, set for Saturday, October 15 from 10 am to 6 pm, is rapidly approaching. Begun in 2005 as a new way for families to celebrate Rockport in the fall, this year's edition of Rockport's newest tradition keeps many festival favorites while offering a full menu of appetizing additions. The Rockport Festivals Committee, with strong support from the Rockport Chamber of Commerce, is once again coordinating this year's event and giving Rockport's HarvestFest great vitality and fun for all.

Food-lovers of all tastes will be entertained throughout the day on Saturday, and the day will be filled with live music as well, including featured performers Brad Byrd, the Merrimack Valley Rounders, Daniel Dye and the Miller Road Band, and Rockport's own Legion Band. Enjoy the Scarecrow Stroll, hayrides, and the second edition of the "Local Fare Fair" under the big tent on T-wharf. This year's line-up includes Northwood (N.H.) Sugarworks, a regular at the weekly Cape Ann Farmers' Market and Rockport's Roy Moore Lobster Company, as well as cooking demonstrations and a Seafood Throwdown. Cape Ann Brewing Co. will once again be offering a selection of their local brews from noon to 5pm.

Rockport Music will offer a free children's "Make Your Own Instruments" program from 11 to 1 on Saturday, plus a full weekend of music at its Shalin Liu Performance Center, including a Livingston Taylor concert on Friday, October 14 at 8 pm, Donizetti's "Anna Bolena" from the Met Live in HD at 1 pm on Saturday, October 15, and the Brentano String Quartet on Sunday, October 16 at 3 pm.

More Rockport HarvestFest information, including a full and regularly updated schedule of events, is now available online at rockportartfestivals.com

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27TH ANNUAL SCHOONER FESTIVAL: CAPE ANN SHINES FROM STEM TO STERN



In a weekend that was highlighted by beautiful weather, fair winds and a multitude of fun the 27th annual Gloucester Schooner Festival had another glorious showing during Labor Day Weekend.

Vessels from all along the East Coast came together to sail the waters of Cape Ann with thrilling races at the fore, including an amazing finish in the Mayor's Race for the Esperanto Cup, with only 34 seconds between winner *Spirit of Bermuda* (skipped by Simon Colley) and the *American Eagle* (John Foss). The weekend experienced another nail-biter during the small craft races on Saturday when the PHRF Fleet had a deadlock for first place between *Amazing Grace* (skipped by Hoff Stauffer) and *Wildfire* (Jason Zorfass).

"It was a very positive experience for all," said Schooner *Thomas E. Lannon* owner and skipper Tom Ellis. "The weekend was spectacular and all the passengers seemed to have a wonderful time. I want to personally thank each person who helped to make the weekend what it was."

The weekend was highlighted by many different aspects including the Parade of Sail, but none was more fitting than the three-cannon salute in memory of Gloucester historian Joe Garland who passed away earlier this month. The late Harriet Webster, a member of the Schooner Festival Committee, was also recognized for all of her contributions at the Mayor's reception, hosted by the Schooner *Adventure*.

Special thanks to all of the volunteers and committee members who made the weekend possible along with sponsors Market Basket, TD Bank, and the Schooner *Thomas E. Lannon*.

ARDELLE: CAPE ANN FROM START TO FINISH

With its arrival in Gloucester in August, the Schooner *Ardelle* can now call America's Oldest Seaport its home.

Built by Harold Burnham with the help of countless numbers of expert craftsmen, the *Ardelle* took the majestic trip from its origins in Essex and sailed without incident to land safely docked behind Maritime Gloucester.

Burnham, whose family is synonymous with boat building on Cape Ann and known throughout the United States, gave the *Ardelle* its first venture into the racing world at the Gloucester Schooner Festival, where she took 4th place in the Ned Cameron Race.

Thank you to all of the supporters of the Gloucester Schooner Festival. This event would not be possible without the extraordinary work and volunteerism of the committee and the many Chamber of Commerce members who participate in the planning and execution of this landmark weekend event.

Special recognition goes to the following organizations:

Brown's Yacht Yard ♦ Cape Ann Transportation Authority
 Cape Ann YMCA ♦ The Cricket Press ♦ Cruiseport Gloucester
 Eastern Pt Yacht Club ♦ Essex Radio & TV ♦ Gloucester Rental
 Essex Shipbuilding Museum ♦ Gaybrook Garage
 Gloucester DPW ♦ Gloucester Fund ♦ Gloucester Harbormaster
 Gloucester House Restaurant ♦ Gloucester Police Department
 Gloucester Seafood Display Auction ♦ Good Morning Gloucester
 Gorton's of Gloucester ♦ Jodrey State Fish Pier
 Maritime Gloucester ♦ Market Basket ♦ Donald Mosher Gallery
 The Pewter Shop ♦ Precision Roofing Services of New England
 Rose's Marine ♦ Ryan & Wood Distilleries ♦ Schooner Adventure
 Schooner *Ardelle* ♦ Schooner *Thomas E. Lannon*
 Seaside Graphics ♦ Service Point USA ♦ The Shed ♦ TD Bank
 Tip Top Branding ♦ USCG Sector Boston
 USCG Station Gloucester



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For the sixth year in a row, well known Cape Ann Artist Donald Mosher has donated the creation of the Gloucester Schooner Festival Artwork. The Gloucester Schooner Festival Committee and the Cape Ann Chamber of Commerce would like to thank Donald Mosher for his extraordinary generosity.
www.moshergallery.com



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Schooner Thomas E. Lannon

GLOUCESTER IN THE NEWS

August 2011 Public Relations Report

Cape Ann Chamber of Commerce ♦ Matter Communications

Media Outreach: Secured Coverage

Reuters.com, Buddhists liberate lobsters, rerouting from boiling pot to sea, Aug. 4. Also ran in the following publications:

Boston Globe	NPR Radio
Chicago Tribune	Oceansfury.com
ChristianNewsUpdates.com	One News Page.com
Dallas News	Onenewspage.com
Healthwd.com	Photonewsagency.com
Jimmy Fallon Show	Roadrunner (rr.com)
KSFR Sante Fe Public Radio	Rocketnews.com
KCUR	SusanneLewis.com
Latestbusinessreport.com	TheStranger.com
MSNBC	Toronto Sun
nctvtoday.com	Washington Post
NECN	WJW Fox 8 – Cleveland
New York Daily Times	WNEP
NewsMeat.com	Yahoo.com
NewsOfTheNorth.net	

USATODAY, A sea change for Gloucester as it goes fishing for tourists, Aug. 19. Also ran in the following publications:

ABC News.com	Pentour Travel.com
Arrive Magazine	Raleigh Times
Cruise-addicts.com	RushTravel.org
Findsecretplaces.com	Silobreaker.com
IndyStar.com	The Palm Beach Proper
Jamaican Times	Topix.com
Neverflat.com	Traveloffthecuff.com
Newark Advocate	Vacation-trends.com
Nexttravelvacation.com	Vietnamesetravel.net
Nowthatslocal.info	YourDailySlice.com

Canoe & Kayak, Forward Strokes, Ischemic Strokes and No Backstrokes, Aug. 17

Gloucester in the News

Forbes.com, The Other Cape: Cape Ann, Aug. 22
 Huffington Post, Buddhists Buy, Release Over 500 Live Lobsters Back To The Sea, Aug. 11
 NECN, Tibetan monks take part in lobster liberation, Aug. 9
 Boston Globe, Buddhists Free Lobsters Off Gloucester, Lobstermen Recapture Them, Aug. 9. Also ran in the following publications:
 Alltop.com Boston Barstool Sports.com
 Oil.FuelSpace.com Lobsterheadlines.com
 MassDailyNews.com RSSsearchhub.com
 WBZ Boston WZLX Radio
 Yahoo News
 Boston Globe, A medieval outing fit for a king, Aug. 6

Media Outreach: Expected Coverage

Boston Globe, Steve Rosenberg

Matter reached out to the publication regarding the Schooner Festival; they're not sending anyone due to Labor Day staffing restrictions, but Steve's going to write up the news for the Sunday edition, including a calendar of events, where to best view the race, etc.

Travel-New-England.com, Rob Pirozzi

Secured interest in a sample itinerary to post on the site. R. Pirozzi says he "loves the whole while other places roll up the boardwalk you still have plenty to do - the benefit of being a substantial residential community as well as a tourist destination." Matter drafting sample itinerary and will forward coverage when it is posted.

Rhode Island Roads, Paul Pence

Secured interest in a visit from P. Pence for an article on Gloucester as an outstanding, off-season destination for a weekend getaway. Matter coordinated hotel stay with T. Muller and developing an itinerary.

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.

Northshore Magazine, Terri Ogan

Terri wrote a "Town Focus" piece on Gloucester for the October/November issue, following Matter's outreach to Editor L. Lambert. Matter supplied the itinerary and scheduled her visit to Gloucester. October/November issue is now shipping but has not yet been added to the online site. Matter will forward coverage when it appears.

The Hour, Deirdre Frost and Sebastian Price

Matter is arranging an itinerary for these reporters' visit to Gloucester on Sept. 10-11, after they sent a visit request via gloucesterma.com to write a travel review in a CT newspaper. They're spending one night at the Bass Rocks.

Media Outreach: Event Listings

Matter submitted the Schooner Festival event information to the following sites:
 BostonCentral.com
 Boston.com/ThingsToDo
 VisitNewEngland.com

matter
COMMUNICATIONS


www.matternow.com



Chamber Calendar

- Sep. 20-Oct. 14 **Chamber Membership Drive**
- October 5 **Businesswomen's Networking Mixer, Dog Bar, Gloucester**
- October 15 **Rockport Harvest Fest, Downtown Rockport**
- October 19 **Business After Hours, Manchester Athletic Club, Manchester**
- October 21 **Businesswomen's Fall Breakfast, Gloucester House Restaurant, Gloucester**
- October 22 **Essex Clamfest, Shepard Memorial Park, Essex**
- October 23-27 **Cape Ann Restaurant Week**

Auto Home **Business** Marine



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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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- Award-winning culinary program



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"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