

# CAPE ANN SOUNDINGS

*Celebrating 89 Years of Service...*

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

OTHER CAPE [www.CapeAnnVacations.com](http://www.CapeAnnVacations.com) [www.CapeAnnChamber.com](http://www.CapeAnnChamber.com) [www.RockportUSA.com](http://www.RockportUSA.com)

33 Commercial Street • Gloucester, MA 01930 • Tel. 978-283-1601 • Fax 978-283-4740 • info@capeannchamber.com

## Welcome to our December

issue of Soundings. In this month's edition, we take the opportunity to look back through the year in pictures, and enjoy some warm memories of great Chamber events in 2011. We invite you to take a little time to look through these pictures and share them with friends and colleagues. On behalf of the Chamber's Board of Directors and staff, I would like to express our sincere gratitude to Chamber members and volunteers whose strong and steadfast support is the key to delivering high quality, valuable Chamber programs on behalf of all members, and successful community events benefitting Cape Ann residents and visitors alike.

Our December issue is also packed with member news and information about upcoming Chamber meetings and holiday parties. Please be sure to check your list twice to be sure not to miss any of these valuable opportunities to get together with your Chamber colleagues, gather important information, share your ideas, build new connections, and renew and strengthen old ties.

We wish all of our Chamber members and friends a happy, healthy, and prosperous holiday season. We also encourage everyone, especially during this hectic and sometimes stressful time of year, to be sure to embrace and share the joys of the season with family, friends, and colleagues.

Sincerely,  
Peter Webber  
Interim C.E.O.



*Peter Webber, Donna Nugent, and Tara and Dawn of Ambiance Hair Design enjoyed refreshments and networking at the November Business After Hours at Espresso Italian Grille.*

## FOCUS ON EDUCATION FRIDAY, DECEMBER 9 AT GLOUCESTER HOUSE RESTAURANT

The Gloucester House restaurant will serve as the backdrop for the annual Focus on Education Breakfast to be held December 9th and sponsored by the Cape Ann Chamber of Commerce and its Business Education Collaborative.

Area students from Gloucester, Rockport, Manchester-Essex and North Shore Technical High School will be recognized for their achievements in and out of the classroom. Two students from each school will speak about their high school experiences. Senator Bruce E. Tarr will also address the students and talk about "development and adaptations" as he has done in the past.

Breakfast will be served at 7:30 a.m. while the educational portion of the program will commence at 8:00 a.m. and conclude by 9:00 a.m. Members of the business and education community are encouraged to attend along with family, friends and classmates of the respective students.

Tickets are \$20 per person and maybe reserved by contacting Tim Burton at [tim@capeannchamber.com](mailto:tim@capeannchamber.com) or by calling 978-283-1601.

**Chamber Annual Business Meeting**  
Tuesday, December 13 ♦ Rockport Inn & Suites

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[www.CapeAnnVacations.com](http://www.CapeAnnVacations.com) [www.RockportUSA.com](http://www.RockportUSA.com)

*I like to compare the holiday season with the way a child listens to a favorite story. The pleasure is in the familiar way the story begins, the anticipation of familiar turns it takes, the familiar moments of suspense, and the familiar climax and ending.*

—Fred Rogers

## 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.

All Seacoast Dental Associates  
 Gloucester

Club Xcel  
 Manchester-by-the-Sea

Community Phonebook  
 Published by Community Connection, Inc.  
 Wakefield

C. Gladstone LLC  
 Manchester-by-the-Sea

Footprint Signs  
 Essex

Moore Stuff Online  
 Gloucester

David P. Neligan Antiques  
 Essex

North Shore Kid  
 Gloucester

The North Shore Meat House  
 Beverly

## MEMBERSHIP FEATURE

### The Meat House

15 Enon Street, Beverly, MA 01970  
 978-564-3200 ♦ [www.themeathouse.com](http://www.themeathouse.com)

Neighborhood butcher shop. The phrase is somewhat lost in these days of supermarkets and fast food, but the image resonates with us all – a relaxed place for those who care about the food that they consume – a place of familiarity, of good company, and most importantly, of meat. These aspects describe all that The Meat House stands for, stemming from the dedication held by our committed staff to a concrete set of core values. Stepping through our doors, there are a number of things you can expect as one of our esteemed guests:



- That you will be presented with exceptional products at competitive prices,
- that our knowledgeable team members will offer unparalleled hospitality, and
- that we as a team will leave you 100% satisfied, *no matter what it takes.*

We devote ourselves to being excellent, consistent, and customer focused in everything that we do. Our commitment to superiority of both product and service resonates with our guests, who have been our partners since the company's 2003 founding in Portsmouth, New Hampshire. This partnership has allowed our franchises to thrive not only throughout New England, but also as far away as Florida, Texas, and California. Here in Beverly, we have enjoyed our close relationship with our community from the time our doors opened last June. Since then, we have been involved in many events and causes within our surrounding towns, including the 2012 North Shore Arthritis Walk, the Beverly Little League, and the Hamilton Firefighter Relief Association's 24th Annual Road Race.

This holiday season, we are pleased to impart our high standards of quality on all of our ready-made meals and sides, along with any roast that our customers may have planned for their holiday dinner. It's just a part of what we do. So whatever your interest, come down to the Meat House in Beverly – Your neighborhood butcher and grocer!

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**CAPE ANN MOTOR INN**  
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2011

You're Invited...

# An Evening of Holiday Shopping

Friday, December 9th  
4 pm - 8 pm  
Rockport, Ma  
[www.rockportartfestivals.com](http://www.rockportartfestivals.com)

SAVE THE DATE

*90th Annual Dinner Dance  
and Installation of Officers  
January 28, 2012  
Cruiseport Gloucester*

More details will follow.



The Chamber Past Presidents had a great time at the 2011 Annual Dinner Dance. Photo credit: Arlene Taliadoros.

## 2012 LEGAL HOLIDAYS

Sunday, January 1, 2012	New Year's Day
Monday, January 16, 2012	Martin Luther King Day
Monday, February 20, 2012	Presidents' Day
Monday, April 16, 2012	Patriots' Day
Monday, May 28, 2012	Memorial Day
Wednesday, July 4, 2012	Independence Day
Monday, September 3, 2012	Labor Day
Monday, October 8, 2012	Columbus Day
Monday, November 12, 2012	Veterans' Day <sup>1</sup>
Thursday, November 22, 2012	Thanksgiving
Tuesday, December 25, 2012	Christmas

Daylight Saving Time: Begins: March 11  
Ends: November 4

<sup>1</sup> All holidays falling on Sunday must be observed on Monday, under state law.

Source: [www.mass.gov](http://www.mass.gov)

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## 2012 CAPE ANN GUIDE ADVERTISING DEADLINE DECEMBER 9

Looking to get your business name in front of more than 80,000 people?

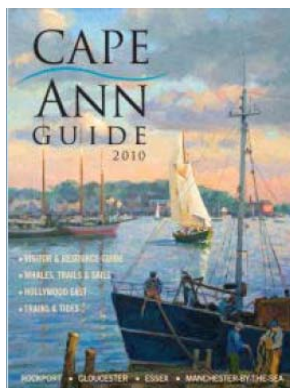
Need to bring more customers to your website and convert them into life-long clients?

If the answer to either one of these questions is yes then now is the time to get your member information in the **2012 CAPE ANN GUIDE**. *The deadline to secure your space in the 2012 edition is Friday, December 9th.*



The magazine is published annually in April and includes a full directory of Chamber members. The **CAPE ANN GUIDE** is the region's go-to publication for accurate information on the area. The 96-page publication will have a print run of 80,000 and is perfect bound.

Now entering its third year of publication, the magazine in combination with the Cape Ann Visitor Map provides local businesses with powerful promotional tools. The magazine will feature the 2012 calendar of events, great maps, train and bus schedules, a tide chart, outstanding articles, and first-rate photography. Gloucester, Rockport, Essex, and Manchester-by-the-Sea have special sections that discuss the attributes of each community along with strong photographic content. Restaurants, hotels, B&Bs, tour companies, and wedding planners can list their businesses in convenient working grids for just \$125.



Due to its extensive distribution, the **CAPE ANN GUIDE** is a valuable advertising vehicle for every Chamber member. As in prior years, distribution will be direct to thousands of area homes, hotels, restaurants, B&Bs, and visitor centers. It is available at Massachusetts AAA offices, airports, high traffic businesses as well as other visitor centers and chambers of commerce around New England. We provide area hotels with copies for each check-in. In addition, the magazine is featured on the home page of both high traffic Cape Ann Chamber visitor web sites: RockportUSA.com and CapeAnnVacations.com. The magazine is interactive on both sites allowing over 450,000 visitors the ability to page through the magazine and open an advertiser's website (over three minutes per visit). It's a powerful combination of print and web media - buy an ad and get two powerful web hyperlinks for free. All members in good standing will receive a free listing in the Business Directory section of the magazine. We have held pricing at last year's rate.

If you would like to submit an ad please contact Tim Burton at [tim@capeannchamber.com](mailto:tim@capeannchamber.com) or call the Chamber office at 978-283-1601 (a minimum 50% down is required with a signed contract). Please fill out and return the contract (available at [www.capeannchamber.com](http://www.capeannchamber.com)) regardless of whether you are taking out an ad so we can get your free listing exactly the way you want it.

# Cape Ann Chamber of Commerce ANNUAL MEETING

Chamber Members are invited to the annual Business Meeting on  
**Tuesday, December 13, 5:00 - 6:30 p.m.**  
**Rockport Inn & Suites, 183 Main Street, Rockport**

Meet the Board and the Chamber Staff,  
Learn about Chamber Programs & Finances  
Provide Input for 2012, Our 90th Anniversary

*"Be always at war with your vices, at peace with your neighbors, and let each new year find you a better man."*  
—Benjamin Franklin

## Think Inside The Box



## Support Your Local Merchants

A SEASONAL REMINDER FROM THE  
**CAPE ANN CHAMBER OF COMMERCE**

FOR A COMPLETE LIST OF HOLIDAY ACTIVITIES, GO TO  
[WWW.CAPEANNVACATIONS.COM/CHRISTMAS](http://WWW.CAPEANNVACATIONS.COM/CHRISTMAS)

# 2011 — THE YEAR IN PICTURES



# 2011 — THE YEAR IN PICTURES



# GLOUCESTER IN THE NEWS

## November 2011 Public Relations Report

### Cape Ann Chamber of Commerce ♦ Matter Communications

#### Media Outreach: Secured Coverage

*The Hour*, Sebastian Price, "Whale of a Time," November 9

#### Gloucester in the News

CBS Boston, "Greasy Pole Competition Returns to Gloucester," November 12

#### Media Outreach: Expected Coverage

##### ● ***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.
- Received confirmation that J. Nelson's article which mentions the Cape Ann Birding Weekend and two top winter birding spots in Gloucester will be published in the "Hotspots Near You" section in the **December issue**.
- Matter will forward coverage when it appears.

##### ● ***Bird Watcher's World*, John Nelson**

- John wrote and submitted an article about his Matter-secured experience at the Feb 2011 Cape Ann Birding Weekend to editor Jim Cirigliano. Jim confirmed inclusion in a future issue; John thinks it **may wind up running around the same time frame as the Feb 2012 Birding Weekend**

##### ● ***Coastal Living*, Alyssa Giacobbe**

- Following sustained outreach by Matter to travel editor Jackie Froeber, freelancer Alyssa was assigned a travel/living feature on Gloucester for a **spring 2012** issue. She reached out to Bass Rocks Ocean Inn for accommodations, Tracey put her in touch with Matter, Matter supplied an itinerary including a comped meal at Alchemy. Alyssa's visit was a success, and the piece should be positive. Alyssa lives in Newburyport and so is familiar with Gloucester; she will be using images obtained in the city over the past summer. We sent her our thoughts on activities that cannot be pursued during her October 29 visit, but are available to her readers when the summer issue comes out. We also put her in touch with local real estate agent Kenny McCarthy, as she requested a conversation with an agent who could speak to the local housing market, for readers considering a move to Gloucester.

##### ● ***Day Trips New England*, Maria Olia**

- Travel book coming out in January
- Feedback from author, for whom Matter arranged a visit –and subsequent travel site coverage –in 2010: Gloucester turned out well, I think. I managed to put in descriptions for the Sea Lion along with Bass Rocks, Sugar Magnolias, Pleasant Tea, Jalapenos, Caffe Sicillia as well as Franklin Cape Ann (projected...I've been to the one in the South End!) the Rocky Neck Art Colony, the beaches and Cape Ann Museum.

##### ● **Examiner.com**, Charlene Peters

- Booked visit for Charlene and her husband, Dec 9, for potentially three separate articles:
  - Inclusion of pop-up store Present in her holiday shopping guide (connected her with Present co-owner Amanda Cook); confirmed coverage will be in Dec 1 Holiday Gift Guide insert in the following outlets:
    - Beverly Citizen Cape Ann Beacon Danvers Herald Marblehead Reporter North Shore Sunday Salem Gazette Swampscott Reporter
    - "Gloucester during the Holidays" article
    - Matter booked a visit to The Well for a review on Charlene's spa-specific Examiner site

##### ● **The Learning Channel: Extreme Christmas Trees segment**

- 2010: After Matter spoke with a producer, The Learning Channel tentatively agreed to include Gloucester's lobster trap tree in a show on "extreme Christmas trees." Matter worked with David Brooks of Art Haven to provide The Learning Channel with video of the lobster trap tree's construction and lighting.
- NOW: the promo video is on the TLC site: <http://tlc.discovery.com/videos/extreme-christmas-trees-the-mother-of-all-trees.html> and it looks like we're in! Airing December 10.

#### Media Outreach: Active Dialogue

##### ● **Blue Gold for National Geographic Channel**, Ari Cheren

- Producer requested aerial footage, Matter requested from MOTT and Film Office, as well as local sources, but no luck

##### ● **Bell Productions in London, England, Laura Timmers (UK producer), Joey Jovanovich (US)**

- Received inquiry for more information about interesting activities in Gloucester for the new series, "Three Men In A Boat".
- Brainstormed several options that would be suitable for the show and showcase an authentic Gloucester experience and sent them to the researcher.
- Received feedback telling us that's exactly what she was looking for and would pass the info. along to the producers.
- Connected with US producer; put her in touch with L. Linquata of the Gloucester House and M. Ring, lobsterman. Provided itinerary suggestions for her 9/2 visit.  
Next steps: Matter has requested the air date from J. Jovanovich


# Chamber Calendar

- December 8      **Essex Holiday Reception & Clamfest Awards, *The Windward Grille***
- December 9      **Focus on Education Breakfast, *Gloucester House Restaurant***
- December 13     **Chamber Annual Business Meeting, *Rockport Inn & Suites***
- December 14     **Chamber Holiday Reception, *Chamber Conference Room***

**Looking Ahead to 2012:**

- 90th Annual Dinner Dance & Installation of Officers (January 28)
- Business After Hours (January 18)
- Economic Forecast Breakfast Club

Auto Home **Business** Marine



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- George Monbourquette,  
Ipswich



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*"The Old Year has gone. Let the dead past bury its own dead. The New Year has taken possession of the clock of time. All hail the duties and possibilities of the coming twelve months!"*

—Edward Payson Powell