

*Celebrating 90 Years of Service...*

# 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



## MARK GRENIER TAKES ON CHAMBER PRESIDENCY IN 2012

Mark Grenier is the new President of the Cape Ann Chamber of Commerce, taking over leadership of the organization from Sal Frontiero. Mark has been an active member of the Chamber since 2003. He has served on the

Board of Directors for four years and is a past Co-Chair of the annual auction and member of the Ambassadors group. He was named Ambassador of the Year in 2006.

Mark, Vice President and Senior Commercial Banking Officer at Bank *Gloucester*, has over twenty years of experience in community banking. During his nine years at Bank *Gloucester*, his focus has been the development of the commercial department and support of local businesses. Before coming to Gloucester, Mark worked at North Shore Bank, East Boston Savings Bank, Danvers Savings Bank and Bank Boston. He is also a member of the Massachusetts Bankers Association, where he serves on the Commercial Credit Committee.

A lifelong resident of the North Shore, Mark lives in Danvers with his wife Susan and their three children. He is active in a variety of community organizations, including youth sports and the Gloucester Rotary.

Mark holds a Bachelor of Science in Management degree from the University of Lowell and a Master's of Business Administration with a concentration in Finance from Bentley College, and he is a graduate of Peabody Veterans Memorial High School.

*Celebrating the Past... Embracing the Future*

### CRUISEPORT GLOUCESTER TO HOST 90th ANNUAL DINNER DANCE JANUARY 28TH

The Cape Ann Chamber of Commerce will kick off its 90th anniversary year at the Annual Dinner Dance at Cruiseport Gloucester on Saturday, January 28. The dinner will celebrate the installation of Mark Grenier of Bank *Gloucester* to the office of President, and honor 2011 president Sal Frontiero of Frontiero Law Office.

The social reception will begin at 6:00 p.m., followed by dinner at 7:00 p.m. and dancing to the music of Garfish. Tickets are \$85 per person, while tables of 10 can be purchased for \$850.

Reservations can be made by calling the Chamber office at 978-283-1601 or emailing Project and Events Director Tim Burton at [tim@capeannchamber.com](mailto:tim@capeannchamber.com).

## Robert Heidt Named C.E.O. for Chamber



The Cape Ann Chamber of Commerce Board of Directors has named Robert W. Heidt, Jr. to become its next Chief Executive Officer. Mr. Heidt, who currently resides in Round Rock, Texas, has begun the process of relocating to Cape Ann, and will officially take the helm in his new position on January 23. Speaking on behalf of the Chamber's Board of Directors and the C.E.O. search committee, President Sal Frontiero said that the Board chose Heidt from among 60 applicants for the position because of his strong and extensive chamber background, particularly in the area of member services: "He's got good chamber planning and membership experience," Frontiero said in a recent interview for the Gloucester Daily Times. "He brings a lot to the table." Frontiero added that the Board unanimously supports Heidt's selection as the Chamber's new C.E.O.

Mr. Heidt, who most recently held of the position of Senior Vice President for Membership, Small Business, & Investor Relations with the Austin (Texas) Chamber of Commerce, said in the same Times article, that he "would like to put a member-first approach in place" for the Cape Ann Chamber of Commerce. Heidt, who previously served as Director of Member Services & Community Relations for the Las Vegas (Nevada) Chamber of Commerce, said that he is enthusiastically looking forward to coming to Cape Ann and beginning his work as the Chamber's C.E.O.: "I am very excited to join the Chamber," he said Wednesday.

### INTERVIEW WITH 2011 PRESIDENT SAL FRONTIERO



CACC: How did you get involved with the Cape Ann Chamber of Commerce?

SF: When I moved my law practice from Stoneham in 2003 I thought it would be a good idea to be involved with the community and help to promote my business

CACC: How did you become President of the Chamber?

SF: I was on the general counsel in 2006 and was asked by then president Jonathan Lawrence "why not join the board"? I was part of rewriting some of the by-laws for

the Chamber and some other local issues so that is how I became involved.

*Interview continued on page 4*

*Celebrating the Past  
Embracing the Future*  
1922-2012

The Cape Ann Chamber of Commerce  
Annual Dinner Dance

January 28, 2012  
Cruiseport Gloucester

Celebrate the Chamber's 90th Year and the  
Installation of Mark Grenier of Bank Gloucester  
as the 2012 President and recognizing  
2011 President Sal Frontiero

Invitations are in the mail.  
RSVP by January 17, 2012

*"The shortest day has passed, and whatever nastiness of weather we may look forward to in January and February, at least we notice that the days are getting longer. Minute by minute they lengthen out. It takes some weeks before we become aware of the change. It is imperceptible even as the growth of a child, as you watch it day by day, until the moment comes when with a start of delighted surprise we realize that we can stay out of doors in a twilight lasting for another quarter of a precious hour."*

-- Vita Sackville-West

# MEMBERSHIP FEATURE

**Gladstone Antique and Contemporary Fine Jewelry**  
36½ Union St., Manchester-by-the-Sea, Massachusetts 01944  
978-704-9410 • [www.gladstonejewelry.com](http://www.gladstonejewelry.com)

Gladstone offers Antique and Contemporary Fine Jewelry in Manchester-by-the-Sea. Newly-opened Gladstone graces Union Street with a collection of fine antique, vintage and contemporary jewelry curated by a local husband and wife team who share a lifelong passion for art and design. Gladstone opened late last summer in a beautifully refurbished building at 36½ Union Street, where ebony, shagreen, coral, horn, antique ivory and tortoiseshell are displayed alongside silver, gold, platinum, and diamonds.



Gladstone is owned by Rockport residents Elaine Souza and Charles Gladstone, who each have extensive experience in the world of design and fashion, and who share an interest in jewelry of all periods. "We are particularly drawn to work that is timeless, understated, and elegant," said Elaine Souza. Recent pieces on display in the shop include a Victorian tortoiseshell brooch that has the streamlined simplicity of the twentieth century; a Georgian bracelet with lozenge-shaped discs that is modernist in look; and a contemporary gold and rose-cut diamond ring in a form that was popular in the Hellenistic period.

Gladstone also sells the contemporary work of 12 international jewelry designers, as well as original designs by the owners themselves, and custom designs. Also on hand are a selection of men's new and vintage cufflinks, handmade leather goods, and rotating exhibitions of contemporary and antique fine art. The shop also offers high-quality jewelry repair services.

Winter hours: Wednesday-Saturday 11-5 and by appointment by calling 978-704-9410.



The Cape Ann Chamber of Commerce  
presents

## QuickBooks

AMERICA'S #1 SELLING ACCOUNTING SOFTWARE

### Introduction to QuickBooks

A two-part class

January 30 & February 1, 2012

5:30 p.m. to 8:30 p.m.

Gloucester High School, Room #3306

Cost: \$125 (Chamber members), \$150 (non-members)

*Beginners will be introduced to QuickBooks Pro software. The class will be geared toward small business owners and bookkeepers.*

**Instructor:** Mary Lou Balbo is a senior accountant with the CPA firm, Horvitz & Frisch, PC, located at 128 Main Street, Gloucester. Mary Lou has 30 years of accounting, bookkeeping, and tax preparation experience. Horvitz & Frisch, PC, offers computer consulting and bookkeeping training, in addition to accounting and financial services.

Class size is limited. Payment is required to hold a reservation.



For additional information or to reserve your space, contact the

**Cape Ann Chamber of Commerce**

33 Commercial Street, Gloucester, MA 01930, 978-283-1601, [tim@capeannchamber.com](mailto:tim@capeannchamber.com)

## 2012 CAPE ANN VISITOR MAP

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Students from Cape Ann high schools spoke at the annual Focus on Education Breakfast in December. (left to right) Kelsey Levesque, Chris Quinlan (Rockport HS); Melissa Moore, Paul Pennoyer (Manchester-Essex RHS); Eleanor Keller, Josh Zubricki (Gloucester HS); Kaylee Stanton, Joey O'Brien (North Shore Tech).

## 2012 BOARD OF DIRECTORS

President Mark Grenier  
BankGloucester

First Vice President Ed Collard  
House Doctors Handyman Services

Second Vice President Mike Luster  
Rockport National Bank

Treasurer Jon Morse  
Jon R. Morse, CPA, PC

Chairman of the Board Sal Frontiero  
Law Office of Sal Frontiero

### Directors

Matt Anzivino, Rockport Inn & Suites  
Charles Brackett, Brackett's Oceanview Restaurant  
Cindy Cafasso Donaldson, Addison Gilbert Hospital  
Dana DeCaro, Gorton's Seafoods  
Mark Farber, Mark Adrian Shoes  
Dawn Gadow, Cape Ann Art Haven  
Chuck Hayback, Nor'East Frameworks  
Peter Hood, Bass Rocks Golf Club  
Carol Linsky, Rockport Art Association  
Laurie Lufkin, Click Marketing Tools  
Sue Lufkin, Essex Merchants Group  
Christine Marek, Den-Mar Rehabilitation & Nursing Center  
Rick Noonan, Cape Ann Coffees  
Patricia Paradis, Granite Savings Bank  
Diane Rule-Enos, Enos Marine  
Bob Ryan, Ryan & Wood Distilleries  
Catherine Schlichte, Schlichte & Johnstone, PC  
Bill Scott, Scott Energy Co, Inc.  
Dave Singleton, David R. Singleton, Inc.  
Vickie Van Ness, Van Ness Group, Inc.  
Sara Young, Rockport Music

## CAPE ANN MOTOR INN

Located directly on Long Beach  
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## 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.

Kids Unlimited  
Gloucester, MA

Palazola's Sporting Goods  
Gloucester, MA

Toodeloos!  
Gloucester, MA

Dow Boston Industries  
Peabody, MA

Last Stop Market  
Gloucester, MA

Fudge Ripple Charters, Inc.  
Rockport, MA

What's Cookin'  
Gloucester, MA

## Accountants For Achievers

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## HOLIDAY HAPPENINGS ON CAPE ANN



First night of Hanukkah at Temple Ahavat Achim. Photo by Allegra Boverman of the Gloucester Times



Santa greeting people in Rockport. Photo taken by Lisa Roumeliotis.



### Businesswomen's Wine Down

Unwind after the holidays at the Businesswomen's Mid-Winter Wine Down on Tuesday, January 24, 5pm to 7pm at Catch 22, located at 14 Rogers Street in downtown Gloucester.

\$25 per person, includes two complimentary glasses of wine and a variety of appetizers.

Reservations recommended.

Contact Sharon at: 978-283-1601,  
Sharon@capeannchamber.com

### Interview with Sal Frontiero (continued from page 1)

CACC: What have you learned from your year as President of the Chamber?

SF: Always maintain relationships within the Chamber. With that you need to act as a voice and ambassador at all times. You need to keep the Chamber's best interests in the forefront.

CACC: What is important for the Chamber and its new Chief Executive Officer?

SF: Membership relations, financial management, managing of the employees in the office, reviewing and taking a hard look at the programs of work while also keeping communications and public relations out there. Who we are and what we do is very important to the Chamber.

CACC: What was the best highlight of 2011?

SF: Being a part of the Essex Clamfest and saying 'Wow'. As a judge it was a lot of fun, but I also realized it was a great event and well-run. Having Congressman Tierney and Senator Brown was good and it gave us some more exposure.

CACC: What advice would you give to Mark Grenier, the 2012 Chamber President?

SF: Know when to call upon your Executive Board for advice. It is also important to remember the skill sets of your board members as you need them for various things. Examine thoroughly the probable consequences of your decision-making. The time commitment is big and the challenges are as well but the rewards are also good. I am proud of the hiring process and the involvement we had from the Past presidents, Board of Directors. I think we made a great choice for our final selection.

--Tim Burton, Project and Events Director



**BOARD OF DIRECTORS 2012:** (seated left to right) Bill Scott, Ed Collard, Sal Frontiero, Mark Grenier, Mike Luster, Jon Morse. (standing left to right) Rick Noonan, Dawn Gadow, Bob Ryan, Sue Lufkin, Charlie Brackett, Mark Farber, Cynthia Cafasso Donaldson, Laurie Lufkin, Christine Marek, Vickie Van Ness, Catherine Schlichte, Peter Hood, Carol Linsky, Pat Paradis. Not Pictured: Matt Anzivino, Dana DeCaro, Chuck Hayback, Diane Rule-Enos, David Singleton, Sara Young

Coming soon: The Irish Sweepstakes, the Chamber's annual St. Patrick's Day raffle!

# GLOUCESTER IN THE NEWS

## December 2011 Public Relations Report

### Cape Ann Chamber of Commerce ♦ Matter Communications

December 2011

#### Gloucester Tourism: Public Relations Summary

##### Media Outreach: Secured Coverage

Examiner.com, December 18, Charlene Peters: "[Winter island mentality is a draw for those who seek quiet in Gloucester](#)" (Circulation: 7 million + unique visitors/month)

Examiner.com (Destination Spas Examiner), December 18, Charlene Peters: "[Ashitsu Oriental Bar therapy offered within fishing port of Gloucester, Massachusetts](#)" (Circulation: 7 million + unique visitors/month)

Holiday Gift Guide insert, December 1-2, Charlene Peters: "Pop Up Shop in Gloucester Offers Locally Made Gifts" appeared in:

*Beverly Citizen Cape Ann Beacon Danvers Herald Marblehead Reporter North Shore Sunday Salem Gazette Swampscott Reporter*

*BirdWatching (formerly Birder's World)*, December issue, John Nelson, "[Hotspots Near You: Rockport Headlands, Cape Ann, Massachusetts](#)" (note: link works for subscribers only, Matter distributed PDF of article secured from editor) (Circulation: 24,000 print, 7,000 unique online visitors/month)

##### Gloucester in the News

*New York Times*, December 17, Jess Bidgood: "[New England Asks: Who Has Fairest Lobster Trap Tree of All?](#)"

*Wall Street Journal*, December 17, Kevin Sintumuang: "[Do the Rye Thing](#)"

##### Media Outreach: Expected Coverage

- ***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 2012**

○ 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.

##### Media Outreach: Active Dialogue

- **"Blue Gold" for National Geographic Channel, Ari Cheren**

Producer requested arial footage, Matter requested from MOTT and Film Office, as well as local sources, but no luck. Informed at 12/13 Chamber meeting that there might be a chance of getting footage; sent renewed inquiry to A. Cheren.

- **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


**matter**  
COMMUNICATIONS

[www.matternow.com](http://www.matternow.com)

# Chamber Calendar

January 24	<b>Businesswomen's Wine Down, <i>Catch 22, Gloucester</i></b>
January 28	<b>90th Annual Dinner Dance &amp; Installation of Officers, <i>Cruiseport, Gloucester</i></b>
Jan. 30 & Feb. 1	<b>Introduction to Quickbooks 2-part Seminar, <i>Gloucester H.S., Gloucester</i></b>
February 15	<b>Business After Hours</b>
March 14	<b>Irish Sweepstakes Raffle Drawing</b>
March 21	<b>Business After Hours</b>

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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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- George Monbourquette,  
Ipswich



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*"Every man should be born again on the first day of January. Start with a fresh page. Take up one hole more in the buckle if necessary, or let down one, according to circumstances; but on the first day of January let every man gird himself once more, with his face to the front, and take no interest in the things that were and are past."*

- Henry Ward Beecher