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# SOUNDINGS

The Newsletter of the Cape Ann Chamber of Commerce

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## Winter 2009 "Chamber-Style"



Sue and George Lufkin joined Lex Towle at the 87th Annual Dinner Dance in January.



The day-long "Activating Your Entrepreneurial Spirit" seminar attracted prospective business owners.



The first-ever Cape Ann Winter Birding Weekend featured exhibits and demonstrations at the Elks at Bass Rocks (above), a cruise aboard 7 Seas Whale Watch (below), guided bird watching tours, and a buffet dinner.



## Sixty Days

By Bob Hastings



It's been two busy months since I made the move from Maine to Cape Ann. My wife, Donna, and I have been cordially received by the chamber staff, the board of directors and the community as a whole. We love living in downtown Gloucester and have taken advantage of the great restaurants and boutique shops. This is a great place to live and work; thank you for providing me the opportunity to serve.

After sixty days a number of things appear clear:

1. The chamber has very strong support from the membership. Volunteerism here is beyond anything that I've experienced in nearly two decades of chamber management. The continued active support of that membership will be critical to the health of the chamber of commerce and to our ability to be a catalyst for business growth and economic stability going forward.
2. Change comes slowly. Preservation of the historic way of life here is paramount to a major portion of the population. The chamber will have to work hard to find common ground to drive a healthy local business economy that preserves and creates employment and supports the people of Cape Ann. I don't believe that growth and preservation are mutually

*Continued on page 3*

## CHAMBER'S HOME & GARDEN SHOW

Marketing your business is more important now than ever before and the Chamber's Home & Garden Show is the perfect place to meet your Cape Ann customers! This year's show will take place at the Gloucester High School Field House March 28 and 29 from 10:00 a.m. to 4:00 p.m. Co-chairs Ruth Pino of ReMax and Ed Collard of House Doctors report that over 50 businesses have already joined platinum sponsor, The Curtain Shop, to put this show well on the way to selling out!

The impressive speaker line up includes Patrick Parent, a representative of the Paul Parent Garden Club. David Epstein from Growing Wisdom will be back to give us tips on "green" gardening, and local celebrity Martin Ray will present a slide show titled "Low Maintenance Landscaping."



For a full schedule of events, booth and sponsor information, a list of current participating businesses and sponsors, and a \$1 off coupon visit [www.CapeAnnChamber.com/HomeGarden](http://www.CapeAnnChamber.com/HomeGarden).

# TOURIST DIVISION UPDATE



## Cape Ann is calling!

The Tourist Division's new Cape Ann promotional videos are earning rave reviews. The two-minute version of *Cape Ann is calling* debuted at the Chamber's Annual Dinner Dance, where it received a standing ovation and an immediate call to "Play it again!" The video received a similarly warm reception at the downtown Gloucester meeting on February 17 and the Rockport Division meeting on February 26.

All three versions of the video (30-second, 60-second and 2-minute) may be viewed on [www.CapeAnnVacations.com](http://www.CapeAnnVacations.com). We encourage members to add a link to the videos to their own sites. Doing so will increase traffic to the site benefiting Cape Ann and all Chamber members. For information on how to link to the videos, contact Tourism Manager Beth Morris.

The Tourist Division is exploring opportunities to distribute the video to make the most of this powerful new tool. The video has already been on Cape Ann Cable Television and will play this coming season at the Maria Miles Visitor Center on Interstate 95.

If you haven't already done so, check out *Cape Ann is calling* – and spread the word.

## 2009 Cape Ann Map & Visitors' Guide is On The Way

The 2009 Cape Ann Map & Visitors' Guide, the Chamber's primary fulfillment piece for tourist inquires, will be available to members before Easter. 250,000 full color pieces are currently in production.

This year's piece features several enhancements:

1. It utilizes the new Cape Ann Massachusetts logo, debuted in the *Cape Ann is calling* video.
2. The calendar panels have been re-worked to include more photos of events in all four communities. The narration from the video serves to introduce Cape Ann.
3. The attractions panels feature a simpler, cleaner layout with more explanatory language and larger photos to highlight "The Waterfront," "Arts, Culture & Heritage," "Outdoor Activities," and "Shopping, Dining & Hospitality."
4. The map side of the piece has been tweaked, centering the maps and placing the detail breakouts closer to their true geographic location. Additionally, the Gloucester map has been extended to integrate the Rocky Neck area.

Together, these enhancements make the brochure more attractive and user-friendly.

We are grateful to the 150 member businesses that chose to promote themselves and Cape Ann by listing in the Map & Visitors' Guide and to the Massachusetts Office of Travel and Tourism and the North of Boston CVB for their support of this project.



## Gloucester Downtown Walking Guide in Development

The City of Gloucester's Tourism Office, the Downtown Improvement Committee, and the Chamber's Tourist Division are working together to produce a walking guide of downtown Gloucester. The brochure will make it easy for visitors to explore downtown on foot and easily locate its many shops and restaurants.

At an early fall meeting of the Tourist Division, accommodations reported that it is a challenge to offer guests a complete picture of downtown because Gloucester's shops and restaurants are not fully represented in existing brochures and promotional materials. City of Gloucester's Tourism Director Suzanne Silveira and others noted that a walking guide would be useful when greeting cruise ship passengers. Finally, the Downtown Improvement Committee agreed that promoting downtown businesses in this way perfectly suited their mission. Thus, the partnership was formed.

The Walking Guide is expected to be distributed prior to the start of the prime tourism season. Thanks to the financial support of the City, listings in the brochure will be at no charge to shops and restaurants in the area. For more information, call Tourism Manager Beth Morris.

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## Watch For Information on These Upcoming Tourist Division Events

Six-Minute Networking Event in Early April

Tourist Spring Mixer in Late May  
Gloucester Maritime Heritage Center

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We Are Open All Year!

Continued from page 1

exclusive concepts. We must move beyond parochialism with open minds and a spirit of community cooperation.

3. The fishing industry remains vitally important to Cape Ann. We must support the industry in the many challenges it faces. While everyone benefits from preserving the resource, the industry most of all, the resource must be managed respectfully and prudently. Gloucester's fishing fleet deserves special consideration, especially at a time when the federal government is pulling out all the stops to help the economy survive.
4. It will be a significant challenge to coordinate the efforts of the many disparate groups currently operating in isolation in the community. By working together and harnessing the positive energy and good ideas of each, we can maximize local resources and gain economies of scale that will help us to create a healthy business environment in a very special place to live - Cape Ann.
5. The way out of the recession is to decide to not participate. Don't change what's important in your life. Support local business and expect them to support you. Shop Cape Ann.

I keep open office hours at the chamber. Feel free to drop by and chat. I'm looking forward to meeting you.

**Cape Ann  
Home & Garden Show  
March 28-29**

## THINK SPRING! 20<sup>th</sup> Annual Golf Tournament *benefits Chamber Scholarships*



The Chamber golf committee is already planning the 20<sup>th</sup> Annual Golf Tournament for May 4 at the Bass Rocks Golf Club.

Five levels of tournament sponsorship are offered to area businesses, ranging from \$175 to \$2,000. We are pleased to announce that Sam Park and Company, LLC has agreed to be Platinum sponsor again this year. Prospective golfers and sponsors should call the Chamber office.

## Chamber Businesswomen

Nearly 70 women enjoyed hors d'oeuvre and wine at Elliott's at the Blackburn for the **Holiday WineDown** in January. In early March, the **Women of Cape Ann** panel featured five dynamic speakers—Mayor Carolyn Kirk, Val Gilman, Ann-Margaret Ferrante, Marcia Adams O'Neil, and Sarah Wilkinson. Next up for this active division, co-chaired by Kathy Ciluffo, KMConsulting and Paula Curley, Seniorcare Inc., is the **Spring Fling** May 5 and featuring Terri Trespicio, a senior editor at Martha Stewart's *Body+Soul* magazine. Watch for more information. The Businesswomen meet on the second Thursday of each month at 8:30 a.m. in the Chamber conference room.

### WELCOME NEW MEMBERS

Over 1,100 businesses are members of the Cape Ann Chamber of Commerce, the area's largest business organization. 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.

Joshua Moore  
ADP SMALL BUSINESS SERVICES  
Waltham

R. Michael Wall, Sarah "Tee" Wall  
AMERICAN MARINE MODEL GALLERY,  
INC.  
Gloucester

Eric Allon  
BERNKOPF GOODMAN LLP  
Boston

Doug Ivers  
BROADVIEW NETWORKS  
Lowell

Scott Dewitt  
CAPE ANN CAR WASH  
Gloucester

Donna Hastings  
COLONIAL LIFE  
Gloucester

Jean Grobe  
CONNECTIONS GRAPHICS & PROMOTION  
Gloucester

Robert Porter  
COVETED YARN  
Gloucester

Gayla Barrett  
CRANNEY HOME SERVICES  
Danvers

Josef Culik  
JOSEF CULIK, ATTORNEY AT LAW  
Rockport

Patty Bongiorno  
DRAGONFLY VACATION RENTALS  
Gloucester

John Lamirande, Matt Beach  
DUCKWORTH BEACH GOURMET  
Gloucester

Rudy Pallone  
EASY CHOICE EXTERIORS  
Woburn

Maggie Rosa  
GLOUCESTER EDUCATION FOUNDATION  
Gloucester

Joe Loiacano  
LANDMARK INVESTMENT GROUP, INC.  
Gloucester

Christopher Leahy  
MASS AUDUBON  
Wenham

Jill Wallace, Brenda Kelleher  
ORCHARD HOUSE  
Topsham

Shawna Culik  
OSTIHA, LLC  
Boston

Kenneth Lane, Regina Lane  
SEAVIEW FARM BOARDING STABLES, LLC  
Rockport

Hollie Hiltz  
THE SPA AT ROCKPORT  
Rockport

Seania McCarthy, Dan Lampert  
TWIN LIGHTS DESIGN  
Rockport

## Lowering Economic Tide, Grounding All Boats?

*Paul Jermain is a business consultant in Manchester, MA. He leads the Entrepreneurial Training Program for the Commonwealth of Massachusetts which is delivered in partnership with NECC, www.necc.mass.edu.*

The economic outlook appears grim. Each day we're bombarded by new headlines announcing layoffs at stalwarts such as GM, Bank of America, Circuit City and the Gap. And, as the new president rushes to assemble his advisory team, reports continue to spew forth, based on input from business associations, both large and small, about the impact of the economic uncertainty on current and anticipated business actions.

Against this backdrop, in my role as lead instructor for the Commonwealth's Entrepreneurial Training Program, a start-up business planning program delivered in partnership with Northern Essex Community College, I get asked, almost daily – "Is this a good time to start a business?" My answer, "It depends". It depends on the person's experience and resources, and, just as importantly, the type of business they'd like to start, because I, perhaps like you, have uncovered a surprising trend recently – not all businesses are doing badly, and some are doing quite well, thank you.

Reports of failing car manufacturers and large financial institutions coming to grips with, in many cases, foolhardy business practices, oftentimes act to overshadow current positive stories from McDonalds, Walmart, and others. But, the fact is that those success stories are real. Now, the confirmation that some large companies are doing well is reassuring, but more comforting are the reports I've gotten from small businesses that I've come into contact with just in day to day living over the past several weeks. For example, just the other day, a co-owner of a local marina mentioned that the phone was ringing off the hook for dock slip reservations for the upcoming summer season. And the plumber I engaged to restart my furnace on a recent cold winter night, said that he was "busy as all get out," and wasn't seeing any recessionary impact. My hair stylist mentioned that she was so busy she was unsure how to best handle all of the business. Other reports of solid business results have come in from small business owners providing truck bed liners, seafood, bakery items, and automotive repair services. So, as I mentioned, "it depends."

It depends on your knowledge, and experience, your resources

## TALK OF THE TOWNS

**Rockport** staffers Peter Webber and Susan Lucas completed their move to the main Gloucester office in early January. Susan has stepped into her new role as Chamber receptionist and Rockport Liaison, while Peter continues to serve as Rockport Manager. He continues to spend a considerable amount of his time in Rockport. As anticipated, the concentration of staff and equipment at one location has eliminated duplication of effort, improved communications, and brought greater efficiency.

- Planning has moved into high gear for Rockport's **61<sup>st</sup> annual Motif #1 Days** May 16-17, with the formation of a focused Festivals Steering Committee to help coordinate Rockport's major community events, including the Harvest Festival and Christmas in Rockport.
- Rockport's Retail Committee, under the leadership of Sarah Kelly, has adopted a new mission statement, and is planning a **"Pro's and Con's" pot-luck get-together** for later this month.
- The 2009 edition of the **Rockport Visitors' Map and Guide** is moving toward its final production phase, with a planned distribution date of late April. For last-minute listing opportunities please contact the Chamber.

The **Manchester Arts Festival** Committee is accepting vendor applications. The Festival is Saturday, July 25, in Manchester's beautiful downtown. Details and a downloadable application are available at [www.CapeAnnVacations.com](http://www.CapeAnnVacations.com) or call Chuck Hayback at Nor'east Frameworks at 978-525-3322.

The **Essex Merchants Group** is preparing to launch a spectacular new website, *Escape to Essex Massachusetts*. The launch is expected to take place in May, 2009. Watch for more!

and support, your business of choice, and, of course, your attitude. Currently, it's easy to believe all of the negative media hype that we're inundated with daily. Around here, we're all too familiar with the forecasts that predict a Nor'easter which turns out to be a mild breeze and a dusting. Hype attracts viewers and advertisers appreciate viewers; you get the picture. And, quite frankly, there is a bit of truth in most of the news that's published or broadcast. But, it's important to remember that when you "hyper-paint" everything with the same brush, you can overlook some very significant details like "not all the boats have grounded." Many companies, especially small service-related businesses, are doing quite well. Don't take my word for it, take your own poll today. The results might surprise you and change your outlook, on a number of different fronts, moving forward.

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# MEMBERSHIP FEATURE

American Red Cross of Northeast Massachusetts  
100 Cummings Center, Suite 207-F, Beverly, MA  
978-922-2224 • www.northeastmassredcross.org

## Are you Inspired to finally "Give Back"?

A Message from Carol Flaherty, Chair, Annual Heroes Committee



American Red Cross

With the overwhelming coverage of the Inauguration – its formalities, its beautiful music, the sense of a "new day," it *almost* makes you forget the pile of mail on the counter, the ice on the front stairs or that feeling you get in the pit of your stomach when the alarm clock sounds and you hear the city plow outside your window.

In my opinion, what we each need to take away from this flurry of activity and renewed patriotism is a determination to "Give Back." My definition of Giving Back is recognizing that I have been blessed in my life with individuals who reached out to lend a hand, mentors in my life who furthered my personal or professional goals or someone who was always available to lend advice to a single Mom. Maybe Giving Back means something different to you, but what matters is that we each start – Giving Back.

In the last few years, I've had the privilege of attending the American Red Cross Annual Community Heroes Breakfast. I attend each year because I remember how it made me feel the year before. I was inspired and in awe of our local heroes. I also felt slightly inadequate that I was not giving more to my community.

As we all know, there are not enough hours in the day to do everything to keep our lives in order. So when I challenge you – yes, challenge you - to Give Back – it may seem too hard. Why not then, for just two hours in March, attend this breakfast. Think of it as your 2009 gift to yourself. Listen to stories of our neighbors who somehow find the time and energy to Give Back. My hope is that you, at the very least, have a nice breakfast – but more importantly, I hope you take away some level of inspiration, some sense of hope or, just maybe, you too will find a way of Giving Back.

American Red Cross of Northeast Massachusetts  
7<sup>th</sup> Annual Heroes Breakfast  
Thursday, March 26, 7:30 a.m.  
Danversport Yacht Club

Information and reservations: 978-922-2224

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# 2009 CHAMBER FESTIVAL CALENDAR

(go to [www.CapeAnnVacations.com](http://www.CapeAnnVacations.com) for details)

March 28-29

**Cape Ann Home & Garden Show**

May 16-17

**Motif #1 Days – Rockport**

June 24

**New Fish Festival - Gloucester**

June 24-28

**St. Peter's Fiesta**

July 3-4

**Holiday Parades**

July 25

**Manchester Arts Festival**

July 30 – August 1

**Gloucester Sidewalk Days**

August 15-16

**Gloucester Waterfront Festival**

August 22-23

**The Lure of Cape Ann Fishing Tournament**

September 5-6

**Gloucester Schooner Festival**

October 17-18

**Rockport Harvest Festival**

October 18-23

**Cape Ann Restaurant Week**

October 24

**Essex Clamfest**

November 6-7

**Cape Ann Holiday Gift Show**

November 21

**Homes for the Holidays House Tour**

November 25 – December 31

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# Your Chamber Calendar SPRING 2009

March 11	<b>Irish Sweepstakes Raffle Drawing</b> , <i>Cameron's Restaurant, Gloucester</i>
March 24	<b>New Member Reception</b> , <i>Chamber Conference Room</i>
March 28-29	<b>Cape Ann Home &amp; Garden Show</b> , <i>Gloucester High School, Gloucester</i>
April 2	<b>Labor Law Breakfast Club</b> , <i>Brackett's Restaurant, Rockport</i>
April 11	<b>Rockport Community Egg Hunt</b> , <i>Millbrook Meadow, Rockport</i>
May 4	<b>Business/Education Collaborative Golf Tournament</b> , <i>Bass Rocks Golf Club, Gloucester</i>
May 5	<b>Businesswomen's Spring Fling</b> , <i>Location to be determined</i>
May 15	<b>Options for Healthy Living Breakfast Club</b> , <i>Gloucester House Restaurant, Gloucester</i>
May 16-17	<b>Motif #1 Days</b> , <i>Downtown Rockport</i>



(photo to left) Rockport National Bank's Sue Ellis, Maureen Burke, and Lori Rostkowski joined fifty businesswomen at the annual Women of Cape Ann panel discussion at the American Legion in Manchester.



**Volunteers and Candy Donations Needed!**  
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