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CAPE ANN SOUNDINGS

The Newsletter of the Cape Ann Chamber of Commerce
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



Golf Tournament Platinum Sponsor Sam Park of Sam Park & Company, LLC, was among the more than 85 golfers that participated in this fun fund-raising event at the Bass Rocks Golf Club. Photo credit: Nancy Mears



The Businesswomen's Spring Fling (above) at Latitude 43 featured speaker Terri Trespicio (center), Senior Editor at Martha Stewart's *Body+Soul* magazine. Maureen Burke (left) and Grace Giambanco (right) were joined by over 80 businesswomen at the mixer.

Congratulations to Scott Wood (center right), winner of the grand prize at the Irish Sweepstakes in March (below).



TOURIST MIXER KICKS-OFF SEASON

The Tourist Division will hold its annual Tourist Mixer, on Wednesday, May 27, 5:00 p.m. – 7:00 p.m. at the Gloucester Maritime Heritage Center, 23 Harbor Loop, Gloucester. A celebration of the start of the prime season, the event is an opportunity to network and learn what is new for Cape Ann visitors.

Sponsoring the event are member businesses with something new to share. They are *Gloucester Maritime Heritage Center*, highlighting the new *Gorton's Seafood Gallery*, *Yankee Fleet Whale Watch & Deep Sea Fishing*, marking its second season of operation from two locations, *Rockport Inn & Suites*, celebrating its grand opening, *Rockport Music*, builder of the Shalin Liu Performance Center, and the *Essex Merchants Group*, who've just launched www.visitessexma.com.

Thanks to sponsor support, and in order to encourage everyone in the industry to attend, we've reduced the ticket price to only \$10. Refreshments, including beers from *Cape Ann Brewing*, and hors d'oeuvre by *Passports Restaurant*, will be served. News from all attending businesses will be compiled in a special flyer created for the event. Make a Tourist Mixer reservation by contacting the Chamber office.

SMALL BUSINESS WEEK AWARDS – 2009

President Todd Tanger has announced the names of the local businesspeople who will be saluted by the Chamber during Small Business Week, June 1-5. The program is designed to recognize the contributions of Cape Ann's small business community — not just in an economic sense, but also in terms of support for and involvement in civic activities. This year's recipients are: Gloucester – **Jon & Carol Morse**, Jon R. Morse, CPA, PC; Rockport – **Sharon K. McDonald & Mark W. Silva**, Helmut's Strudel Shop and Willoughby's Fashions; Manchester – **Bob Ryan**, Ryan & Wood, Inc., Distilleries; and Essex – **Pat & Jack Chisholm**, Chebacco Market. These individuals will be honored at receptions in their communities and at the Chamber's Annual Small Business Week Luncheon on June 5 at noon at The Manor Inn. Friends and colleagues of the recipients are welcome to attend the receptions and the luncheon. Contact the Chamber office for information.



Auction 2009

Auction information on page 4

TOURIST DIVISION UPDATE

Rockport Visitor Center Re-Opens Following Major Renovation

The Chamber of Commerce visitor center on Rt. 127 in Rockport has been completely renovated! It has a new look, new user-friendly features and, critically, is now compliant with the Americans with Disabilities Act.

Non-compliance issues had threatened the opening of the booth, but under the strong leadership of Peter Webber, the Rockport Director, a fundraising effort was launched to solve the problems. **Rockport National Bank** and **Granite Savings** were the first to step up to the task with generous cash contributions. Next, **Jack Campbell**, a well-known Rockport architect, agreed to complete the new floor plan and elevations as a gift to the Chamber of Commerce. **Smith Ace Hardware and Lumber** provided lumber and materials for the project at cost. **House Doctors Handyman Service** donated the ramp. Finally, the **Essex County Sheriff's Department** provided extensive labor from the corrections facility.

Thanks to these generous contributions, the booth is now not only ADA compliant, but more attractive and usable. Reconfiguration of the building allows visitors to served indoors rather than through a window as in the past. It also created an improved work area for Webber. Moreover, the restrooms were remodeled and upgraded and the grounds made more welcoming.

The newly improved visitor center re-opened in time for the Memorial Day weekend. Stop by and see it!



Cape Ann Chamber Summer Hours (Memorial Day-Columbus Day)

Main Office — 33 Commercial St., Gloucester
Monday – Thursday 9:00am-5:00pm
Friday – 9:00am-6:00pm
Saturday – 10:00am-6:00pm
Sunday & Holidays – 11:00am-4:00pm

Rockport Office — 170 Upper Main St., Rockport
Monday – Thursday – 10:00am-5:00pm
Friday – Saturday – 10:00am-6:00pm
Sunday & Holidays – 11:00am-4:00pm (to Oct. 18)

Gloucester Chamber Visitor Center Updated

Here at the Chamber, we seek to provide our visitors with a quality reception when they arrive on the Cape. In that regard we have made some changes to enhance the visitor experience. We have purchased new brochure racks for members to display their literature. We have combined restaurant menus into easy to use three-ring binders – one by town and one that's alphabetical.

The office layout has been reconfigured to free up the front desk to be a visitor desk only, rather than a multi-task station. Our summer help will be available seven days a week now until Columbus Day.



Susan Lucas and Senior Care Volunteers Grace, Barbara, Eileen and Beverly pose at the visitor center desk.

Don't Miss the Tourist Mixer
Wednesday, May 27, 5:00 p.m.—7:00 p.m.
Gloucester Maritime Heritage Center

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We Are Open All Year!



You are invited to a Reception for

Contractors Only!

Monday, June 8, 5:00 p.m. – 7:00 p.m.
Smith Ace Hardware and Lumber
3 Station Square, Rockport

Featuring a presentation by Peter McGlynn, Partner, Bernkopf Goodman LLP
“Contract Risk Allocation — Negotiating and Drafting Tips”
Socialize ~ Network ~ Offer Program Input ~ Food & Beverages ~ No Charge

Please RSVP to:
Cape Ann Chamber of Commerce, 33 Commercial Street, Gloucester, MA 01930
978-283-1601 ~ info@capeannchamber.com



Internship Program at Gloucester High School

The Chamber's Business/Education Collaborative will launch a pilot Gloucester High School Senior Internship Program for the 2009-10 school year. The program will match students who have career interests in finance, hospitality, food services, marketing, science, technology, health care, and more with local businesses.

An informational meeting will be held June 9 5:30 p.m. to 6:30 p.m. at BankGloucester so that businesses can learn how they could benefit from participation in the program while providing a learning opportunity for an enthusiastic student. Call the Chamber to register your interest or for more information on this exciting new program.

Bernkopf Goodman LLP Presentation at Contractor's Mixer

The Chamber is pleased to announce that one of our members, Eric R. Allon, a Partner at the law firm of Bernkopf Goodman LLP, has arranged for a presentation by his Partner, Peter B. McGlynn entitled, “Contract Risk Allocation –Negotiating and Drafting Tips” on June 8 at the Contractors Mixer at Smith Ace Hardware and Lumber.

Peter McGlynn is a trial attorney specializing in construction, surety, malpractice, commercial and bankruptcy cases. Peter has tried to verdict in excess of 150 cases throughout the United States representing general contractors, subcontractors, architects, engineers, sureties and owners, among others, on a wide array of commercial, construction, surety and bankruptcy disputes. Peter has written extensively and frequently lectured, particularly in the areas of construction and contract matters.

Bernkopf Goodman is a full-service law firm with an established track record for providing competent and cost-effective legal services and advice. Founded in 1894, Bernkopf Goodman is now recognized as a leader in commercial real estate, development and financing, and in construction, surety, insurance, commercial and real estate litigation and personal injury litigation.

Foster Honored



Chamber Director Charlie Foster of Foster from Gloucester (shown here with WCVB's Susan Wornick) was honored at a breakfast in March for his heroic actions this winter when a home in Gloucester exploded. *Photo by Arlene Taliadoros.*

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.

Theresa Whitmore
ATLANTIC HIGHLANDS HOUSE
Gloucester

Joel Gonzales
JOEL J. GONZALES, D.D.S.
Gloucester

Nancy Hemingway-Ryder
REA, LLC / RYDER ECOLOGICAL ASSESSMENTS
Gloucester

Will Hunt
BLACKBURN PERFORMING ARTS
Gloucester

Maureen McCarthy
MERLIN PARTNERS
Beverly

Cheryl LoPresti
RESCOM INTERIORS
Auburn

Carol Mondello
CAPE ANN'S FINEST
Gloucester

Scott Pantages
PANTAGES TRANSIT
Gloucester

Matthew Anzivino
ROCKPORT INN & SUITES
Rockport

Michael Gray
CARPENTER & MACNEILLE ARCHITECTS AND BUILDERS
Essex

Meredith Glaser
PLUM COVE GRIND
Gloucester

Dawn & Dennis Silva
TOPSIDE GRILL & PUB
Gloucester, MA 01930

John Vigliotti
CHAMBERS INSURANCE SERVICES
Amesbury

Daphne Peel-Congelosi
PROMOTIONS EXPRESS
Rockport

Briar Forsythe
WILLOWDALE ESTATE
Topsfield

Greg Ventura
CONSTELLATION NEWENERGY INC.
Boston

Elizabeth Pool
RE/MAX ADVANTAGE REAL ESTATE
Gloucester

Auction 2009

Get ready for Auction 2009
Reach out to donors
and get your paddle arm ready

The Chamber's Annual Goods & Services auction will take place Friday, July 17, at Cruiseport Gloucester. The auction is the Chamber's single biggest fundraiser of the year and its success is critical to our operations. All members can play a role in that success.

The Auction Committee, co-chaired by Mark Grenier (BankGloucester) and Carol Morse (Jon R. Morse, CPA, P.C.), is already hard at work. Early birds, they meet every Thursday at 7:30 a.m. in the Chamber conference room. The committee invites all members to join them in bringing in the wide variety of high quality items for which the auction is known. Travel packages, art, sports tickets & memorabilia, professional services, jewelry, unique experiences, and, of course, cash are all welcome donations.

Please donate. Additionally, reach out to friends, colleagues, clients and ask them to support the auction. In addition to supporting a worthy cause, donating provides great exposure for businesses. They will be recognized online, in the newspaper and at the event itself.

Collecting donations is step one in auction preparation. Step two is turning out bidders. **Please mark your calendars for Friday, July 17, invite friends, family and colleagues and get your paddle arms ready.**

An on-line Auction preview can be viewed at www.CapeAnnChamber.com/Auction2009.

Chamber Auction by the Numbers



INFINITE The number of possible auction donations

The Chamber and Cash Flow (Yours and Ours)

By now, most of our members are aware that we are working hard to clear up our accounts receivables with many local businesses. Our members have been extremely supportive of that effort and we appreciate the good will that has been expressed over and over again.

Chamber membership is more important than ever in this difficult economic environment. Chamber members get referrals from our staff, display literature at our visitor centers, make valuable connections at Chamber events and gain the benefit of our strong advocacy on behalf of business at the statehouse and in local government. We provide sponsorship opportunities to advance recognition of chamber businesses. Many of our events drive traffic onto Cape Ann and retail and lodging sales. We can promote news about your business in the email news feature *THE WEEKLY CATCH*, and now have a blast feature that your business can use to contact over 1,300 local businesses. We've created sponsorship buttons on www.CapeAnnVacations.com that will allow you to expose your company to the thousands of viewers who enter our site.



And one more thing... Chamber members tend to support other Chamber members.

We want to do whatever we can to help your business maintain membership in good standing. We will spread the annual dues over a period of time that better matches your seasonal cash flow. We'll take your membership payment on a credit card and will even bill that card in small amounts over time. We will work out an automatic payment plan with your bank. Whatever works for you (within reason) will work for us.

If you're behind on payments, we will work out a settlement over time that will allow you to maintain your cash flows and restore your good standing.

The great news is that we're hearing a lot of encouraging news on the business front. Anecdotally we're hearing from lodging members that advance reservations are looking good; the restaurant sector seems to be picking up now from a difficult winter. As our business community starts to regain a normal footing, the cash flow issues that face all of us should become less of an issue.

We wish you a strong summer on the Cape.

Bob Hastings, Executive Director

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ROTARY CLUB HONORS DON SUDBAY

The Gloucester Rotary Club will honor Donald E. Sudbay, Jr. with a Paul Harris Fellowship, the prestigious award that is named after Rotary founder Paul Harris.

Sudbay, who was chosen for the award by a committee of current Paul Harris Fellows, will be saluted at a special dinner on Thursday, June 4, at the Elks at Bass Rocks. In recognition of the award, the Gloucester Rotary Club will contribute \$1,000 to the Rotary Foundation in support of its worldwide humanitarian mission.

In announcing the award, Club President Sinikka Nogelo noted that Don Sudbay's life and vocation exemplify the ideals of service that drive the Rotary organization. Don has been involved in Sudbay Motors for over 35 years, and, with his brother David, oversees the GM and Chrysler dealerships on Causeway Street in Gloucester. His success in business is well established, but it is his involvement in and commitment to the Cape Ann community that has earned him the Paul Harris recognition.

Sudbay has been extremely active in the Cape Ann Chamber of Commerce, joining its Board in the mid-1980s and serving as President in 1990. Subsequently, he chaired the Chamber's Business/Education Collaborative for five years, and in 2005 he was honored, along with his wife Jeannie, as Gloucester's Small Business Person of the Year, a tribute to the couple's role in resurrecting the bowling center on Gloucester Avenue. Don has been a member of the Board of the North Shore United Way since 2003, and served for several years as the Chairman of the fundraising drive for Gloucester. In 1992, Don joined the Gloucester Rotary Club and, after four years as an officer, he served as President of the Club in 2006-2007. He is currently on the Board of Directors of the Rockport National Bank and is a member of the Rockport Council on Aging.



The Paul Harris dinner on June 4 will begin at 5:30 p.m. with a social hour, followed by dinner at 6:30 p.m. and the Sudbay recognition program at 7:30 p.m. Rotarians, as well as friends and colleagues of Don Sudbay, are welcome to attend. Ticket information is available from Steve Kaity at 978-281-3300.

Easy (and Free) Ways to Improve Your Online Presence

A More Attractive Listing

An enhanced web listing – one that includes a photograph or logo and text describing the business – is more interesting and gets more attention. You can enhance your listing AT NO COST. This is a benefit of Chamber membership. Please just email the image and text you'd like added to office@CapeAnnChamber.com.

See for your self the difference an enhanced listing makes. Check out www.capeannvacations.com/Business-Directory.cfm.

A More Powerful Site

Now, having improved your listing, help us drive more traffic to it. Please post the Cape Ann logo with a link to www.CapeAnnVacations.com on your own website. The link is a helpful service to visitors of your site and increases the profile of the Chamber site – which benefits *all* members. Call Tracy at 978-283-1601 for easy instructions for creating the link.

WANTED:

Evening Business Exchange Hosts & Co-Hosts

Evening Business Exchanges (EBE), the Chamber's after hours networking events, are a joint venture between the host business and the Chamber. The Chamber provides the promotional support; the host business furnishes the hospitality. Hosting an EBE is a way to show off your business to the Chamber's diverse membership.

For 2009, the Chamber is cutting EBE tickets 50%. At \$10, we expect more members than ever will be able to take advantage of these important networking opportunities.

The Chamber is seeking interested businesses to host or co-host upcoming Evening Business Exchanges. If you have a facility that will comfortably accommodate ~75 people or are willing to provide food & beverages at another member location, please contact Economic Development Manager Beth Morris at 978-283-1601 to discuss the possibility.

New Fish Festival

Wednesday, June 24

Seven Seas Cafe @ the Gloucester House

Tickets to be available shortly



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Your Chamber Calendar SPRING - SUMMER 2009

May 27	Tourist Division Spring Mixer , <i>Gloucester Maritime Heritage Center, Gloucester</i>
June 1-5	Small Business Week Monday, June 1, Reception for Jon & Carol Morse, <i>Bass Rocks Golf Club</i> Tuesday, June 2, Reception for Sharon McDonald & Mark Silva, <i>the Emerson Inn</i> Wednesday, June 3, Reception for Bob Ryan, <i>The Landing</i> Thursday, June 4, Reception for Pat & Jack Chisholm, <i>Periwinkles</i> Friday, June 5, Small Business Week Luncheon, <i>The Manor Inn & Steakhouse</i>
June 8	Contractors' Division Networking Mixer , <i>Smith ACE Hardware & Lumber, Rockport</i>
June 23	New Fish Festival , <i>Seven Seas Cafe @ The Gloucester House, Gloucester</i>
July 17	Goods & Services Auction , <i>Cruiseport Gloucester, Gloucester</i>
July 25	Manchester Arts Festival , <i>Downtown Manchester</i>
July 30-August 1	Gloucester Sidewalk Days , <i>Downtown Gloucester</i>
August 15-16	Gloucester Waterfront Festival , <i>Stage Fort Park, Gloucester</i>

The annual Cape Ann Home & Garden Show in March was a great success, with over 80 exhibitors, special presentations, and over 3,000 guests from all over the North Shore. (photo right)

"I just wanted to say that my husband and I and some friends attended the Cape Ann Home & Garden Show on Sunday and we were extremely impressed with all the hard work you put into getting such a wonderful show together. We all had a very enjoyable time and look forward to you having another show next year. Any resident that did not attend really missed out on a good time."



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Rockport's Motif #1 Days marked the official launch of the 2009 season, and included a variety of events, including the New Year's Rockport Eve Bicycle Parade. (photo below)



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