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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

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BUSINESS/EDUCATION COLLABORATIVE GOLF TOURNAMENT

The 21st Annual Cape Ann Chamber of Commerce Golf Tournament to benefit the Chamber's Business/Education Collaborative and Scholarship Fund will be held at Bass Rocks Golf Club on May 3. The afternoon promises a good time for all with tee time at 1:00 p.m. Play will follow a best ball scramble format, so golfers of all abilities can be accommodated. The \$175 golfer registration fee includes a cart, green fees, clubhouse facilities, and a gala awards dinner. Prizes for Gross and Net, closest to the pin, longest drive, and closest to the line will be awarded. The grand prize for the first hole-in-one on the second hole is a brand new car, compliments of Sudbay Motors. Golfers may register as individuals or in a foursome.

A significant portion of the proceeds from the Golf Tournament funds the seven \$1,250 scholarships awarded to graduating seniors from Cape Ann high schools.



The Chamber's scholarship program has assisted over 100 students continue their education beyond high school, including the 2009 recipients above.

Cape Ann Chamber Hires Matter Communications to Raise Gloucester's National Profile

Public Relations Effort Will Attract More Visitors and Strengthen Local Businesses

The Chamber has hired Matter Communications, an award-winning North Shore public relations firm, to boost Gloucester's profile as a premier destination and attract tourists and business visitors from around the country who will spend money at local businesses, strengthen the economic climate and improve the quality of life for residents.

"It's time we stop letting others define us and take the lead in getting the word out about what a beautiful, historic and colorful place Gloucester is," said Bob Hastings, executive director of the Cape Ann Chamber of Commerce. "Attracting more leisure and business travelers will strengthen all of our businesses, from tourist-based businesses along the Back Shore and Harbor to the shops and restaurants downtown and throughout the city where visitors shop and eat."



John McElhenny of Matter Communications and a Gloucester resident

The public relations effort, which was launched by Gloucester hotel-owners Tracey Muller of Bass Rocks Ocean Inn, Mona Faherty of the Sea Lion Motel and Jan Bordinaro of the Atlantis Oceanfront Inn, will focus on promoting Gloucester but may expand to include other Cape Ann communities.

Matter Communications, based in Newburyport, executes public relations programs on behalf of a broad portfolio of clients in consumer, high-technology and consumer-technology markets. The firm's clients include national companies such as CVS Pharmacy, Verizon Wireless, Harris Corporation and Lexar. Gloucester residents John McElhenny and Ariane Doud will lead Matter's PR campaign for Gloucester.



Ariane Doud of Matter Communications and a Gloucester resident

"Gloucester is the most authentic seaport in America and those of us who live here know there is no shortage of fascinating, positive Gloucester stories to tell," said McElhenny. "There's an untapped, nationwide market for Gloucester's entrepreneurial businesses, scenic beauty, cultural richness and maritime identity. PR will give Gloucester a megaphone to tell its stories, attract new visitors and power the local economy."

Congratulations to the Irish Sweepstakes grand prize winner of \$10,000 Roger Marcolle, shown here with Bob Hastings (center) and Mark Grenier (right). Winning second prizes of \$1,000 each were Mike Jillson, Bruce Lane, Sr., and Tom Riquier. Third prize was taken by Julie Redmond, Patricia Marchant, Katie Shea, and Bob Blatchford.



CAPE ANN GOES TO THE BOSTON SEAFOOD & FOOD SHOWS



CHAMBER SEEKS NOMINATIONS FOR SMALL BUSINESS WEEK

The Chamber will again join in the national celebration of Small Business Week, June 7-11, by recognizing the accomplishments of outstanding business people on Cape Ann. Local committees will be meeting soon to plan for the event, so please begin thinking about a nomination from your respective community. Names should be submitted to the Chamber office as soon as possible. More information regarding this enjoyable weeklong program will be sent to the membership soon.



2009 Small Business People of the Year (left to right): Rockport – Sharon McDonald and Mark Silva of Helmut's Strudel Shop/Willoughby's Fashions; Essex – Pat Chisholm of Chebacco Market; Manchester – Bob Ryan of Ryan & Wood, Inc., Distilleries; Jack Chisholm from Chebacco Market, and Gloucester – Carol & Jon Morse of Jon R. Morse, CPA, PC.



CHAMBER BUSINESSWOMEN'S SPRING FLING

The Chamber Businesswomen will host an evening of fun for this year's Spring Fling on Wednesday, April 28, at Bass Rocks Golf Club, located at 34 Beach Road in Gloucester, 5-7:30 p.m. The event will feature Fashion Coach Susan Kanoff. With a passion for fashion and a natural flair for style, Susan has the innate ability to create fabulous outfits for women of all shapes and sizes. Working with Susan will help you look and feel great, inside and out. Whether you're updating a wardrobe, revamping a closet, or shopping for new clothes, Susan will teach you how to put stylish outfits together to suit your body type and lifestyle. The Spring Fling is sponsored by Cape Ann Savings Trust & Financial Services, Den-Mar Rehabilitation & Nursing Center, and Ipswich Clambake Lobster & Seafood Co., Inc. The cost is \$25 per person for members and \$30 for non-members, and includes hors d'oeuvre by Timothy S. Hopkins Catering and a cash bar. For more information or to reserve tickets, contact the Chamber.



MEMBERSHIP FEATURES

CAPE ANN TV

Cape Ann Regional Cable Television Access Corp.
38 Blackburn Center, Gloucester
978-281-2443, www.capeanntv.org



When Sinikka Nogelo, Cape Ann TV's executive director, announced her retirement earlier this year her life was coming full circle. She began her career in community television nearly 30 years ago as a volunteer and produced her first television series "Art's Eye." This was back in the days when community television was just emerging on Cape Ann. After a few months, she realized

she found her niche and began working part-time at the station. When she began working at the station she wanted to paint full time and work at the television station part time. By 1984 Sinikka was a full time staff member, and soon after became the Director of the Local Origination programming department of the Cape Ann Cable System for New England Cablevision.

Since then Sinikka has become quite a force on Cape Ann. She has seen community television and Cape Ann TV become a respected institution. Not only has she been a presence in the media, she has served on numerous boards. A partial listing of these organizations are: Wellspring House, Gloucester Adventure Inc., North Shore United Way, the Cape Ann and North Shore YMCAs, Gloucester Rotary Club (Past President and Paul Harris Fellow), and Cape Ann Chamber of Commerce, Past President in the Year Y2K – how exciting! Sinikka's office walls are rife with plaques displaying the Community Awards she has received over the years. In 2008 it was official, Sinikka was a Gloucester notable—she was selected as the Fishtown Horribles Parade's Grand Marshal.

On August 1, 2007 Cape Ann TV began operating as a non-profit. Here was another challenge for Sinikka. The cable company no longer ran the station, so the Cape Ann TV Board of Directors selected her to manage and start up this fledgling organization. In her first year, she spearheaded the effort to set up Cape Ann TV as a non-profit, member-based organization, totally renovate the facilities and studio, and replace the out-of-date video equipment with state-of-the-art equipment. Two years later, in 2009, Cape Ann TV won the prestigious Hometown Video Award for Overall Excellence.

Asked why she wants to retire, Sinikka replied with a wry smile, "It's time! I want to spend the summer at Good Harbor Beach." She also plans to spend many hours painting at her studio at Cripple Cove in East Gloucester, traveling with her husband Joe, enjoying time with her grandchildren, and making videos at Cape Ann TV as a volunteer.

A retirement party in honor of Sinikka Nogelo will be held on May 6th at Cruiseport Gloucester. This party is also a fundraiser for Cape Ann TV. The dinner will be catered by Vinwood Caterers. The program includes a Live Auction with Senator Bruce Tarr who will auction off unique and eclectic items; a "live" recording entitled "Cape Ann Retort", a take-off and spoof of Sinikka's perennial TV show; and a Tribute to Sinikka. Tickets for the event are \$45. The tickets are available through the Cape Ann Chamber of Commerce.



CAPENETS

978-865-4607, info@capenets.com, www.capenets.com

Capenets, a local IT service company, has been providing support to local small and mid-size businesses on Cape Ann



and throughout Massachusetts for over 5 years. Owned and managed by Richard and Erika Andrews, IT professionals with over 30 years of experience, Capenets proudly offers a broad range of IT and creative services to accommodate their clients' technological needs. The Andrewses have recently expanded the Capenets service offerings to include *Capenets Managed Services*, a unique offering that will replace typical *reactive* IT break/fix support with *proactive* IT management, essentially turning the Capenets team into your personal IT staff. No longer will you call an unfamiliar provider in a panic. With this service, Capenets will actively manage/monitor your network and systems, catching costly technical crises before they happen. As one Capenets client recently stated, "I feel like you are my personal IT guy." This is exactly the relationship Capenets looks to achieve with all their clients. Capenets will give you the peace of mind that your data is secure and your business systems are functioning efficiently, maximizing your business productivity.

Managed Services is just one of the benefits of working with Capenets. Other premier services include: network design & support, web/blog design, system security, offsite data storage, web/email hosting, online marketing, custom print design and more.

BONNEVILLE DESIGN

(978) 526-4491, lisa.bonneville@verizon.net, bonnevilledesign.com

Manchester interior designer, Lisa Bonneville, principal of Bonneville Design, is featured in the *Interview* section of the Jan/Feb issue of New England Home magazine. The conversation with publisher Kyle Hoepner focused on the increasing importance of home design that celebrates the diversity and longevity of today's population and the growing preference to remain integrated in communities, as baby boomers reach retirement age. Bonneville noted that residential design is becoming increasingly focused on human-centered solutions for daily living - achieving spatial and ergonomic comfort, beauty and safety at every level of style preference and finish. By the year 2020, 25% of the population will reach retirement age with higher expectations and physical abilities and sheer numbers than ever before in the history of mankind. The middle aged will insist on ease of navigation through their homes to enjoy a full range of activities, including entertaining lively grandchildren, supporting elderly parents and recovering from surgeries that will improve their ability to enjoy an active life well into their 90s. "I believe that design for accessibility in the home will join sustainability as the major design goals in the new decade," added Bonneville.



Links to the internet components of this interview:

<http://www.nehomemag.com/New-England-Home/January-February-2010/Lisa-Bonneville-Interior-Designer/>

<http://www.nehomemag.com/New-England-Home/January-February-2010/Steps-to-Safe-Home-Design/>

**OSHA
10-HOUR
CERTIFICATION COURSE
IN CONSTRUCTION**

The Contractors' Division presents

Site Safety Training Program

The Chamber is pleased to respond to numerous requests for another safety training workshop leading to the awarding of an OSHA 10 Certificate. As you may know, many states are already requiring each person who enters a job site that is a prevailing rate job to have an OSHA 10 certificate in their possession. Since August 2006, all prevailing rate jobs in Massachusetts have required them, and, increasingly, certificates are being required on non-prevailing rate jobs as well. All general contractors nationwide will eventually follow suit.

Training Date/Time: **April 24, 2010, 7:00 a.m. - 5:00 p.m.**

Location: **Rockport Inn & Suites**
183 Main Street, Rockport

Cost: **\$180** (Chamber members),
\$250 (non-Members)
(Registration will be confirmed upon receipt of completed registration form and payment in full. Fee covers the 10-hour workshop, continental breakfast, periodic breaks, and lunch.)

The workshop will be presented by Randy Purser of **Crane's Safety Institute** in Ashland. Crane's is a recognized leader in training programs for the construction industry. Purser is certified by OSHA to teach the course.

Class size is limited to 40 participants — call the Chamber today to reserve your place!

facebook



Become a fan of the *Cape Ann Chamber of Commerce* on Facebook to receive timely messages on Chamber programs and members.

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.

- | | |
|---|--|
| Linda Amero, Geoffrey Richon
A SUNSET SERENADE
Gloucester | James Russell
JAMES RUSSELL GOLDSMITHS
Rockport |
| Casey Antoine
BASIC ESSENTIALS
Hudson, MA | Bart Waldo
LJBR OFFSHORE ENTERPRISES
Manchester-by-the-Sea |
| James Aspesi
ESSEX COUNTY
LANDSCAPING ASSOC. LLC
Rockport | Paul Saulnier
SAULNIER HARDWOOD
FLOORS
Swampscott |
| Tim Miller
GARDEN CONCEPTS
Gloucester | Matthias Bohler
SHELF GENIE
Amesbury |
| John Nasser
GLOUCESTER TAXI & LIVERY
SERVICE INC.
Gloucester | Carl Strube
WNBP AM1450 "THE LEGENDS"
Newburyport |
| Doreen Kerr
INTERLOCK INDUSTRIES, INC.
Walpole | Jackie Frary
WXRV / 92.5 THE RIVER
Haverhill |

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Cape Ann Chamber of Commerce NEW MEMBER RECEPTION

**Monday, May 10
5:00 p.m. - 6:00 p.m.
at the Chamber Office**

As a new member of the Chamber, please take advantage of this opportunity to learn more about the organization. The informal program will last for about an hour.

- Meet the officers, directors, and staff
- Introduce yourself and your business
- Explore the Chamber's multi-purpose headquarters
- Learn more about Chamber programs
- Network with other new members

Information / Reservations:
978-283-1601 ♦ info@capeannchamber.com

GRANITE SAVINGS BANK
Rockport, Massachusetts

Evening Business Exchange
GRANITE SAVINGS BANK
247 Main Street, Rockport

April 21, 5:00 p.m. - 7:00 p.m.

Make new business contacts • Exchange business cards • Socialize in a relaxed atmosphere
Meet other Chamber members • Information & Reservations: 978-283-1601 • info@capeannchamber.com



Auction 2010

Get ready for Auction 2010
Reach out to donors
and get your paddle arm ready

The Chamber's Annual Goods & Services auction will take place Friday, July 16, 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 Carol Morse (Jon R. Morse, CPA, P.C.) and Tony Corrao (Precision Roofing Services of New England), are kicking off their efforts on April 1st. 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 16, invite friends, family and colleagues and get your paddle arms ready.**

An on-line Auction preview can be viewed at www.CapeAnnChamber.com/Auction2010.

Rockport Featured in "Coastal Living" Magazine

Rockport and its famous red fishing shack, Motif #1, are featured in the April issue of "Coastal Living" magazine, hitting the nation's newsstands and bookstores just in time for people making their springtime travel plans.



The story, which appears in the magazine's "viewfinder" section and is entitled "The World's Most Iconic Fish Shack", is a four-page photographic spread featuring a wide array of images and stories of the Motif, while also highlighting a number of great spots to "eat, play, and stay" in Rockport.

The Cape Ann Chamber of Commerce, with strong support from the North of Boston Convention and Visitors Bureau, regularly hosts travel writers and photographers visiting Cape Ann. Such travel writer tours, strongly supported by Cape Ann's wide array of visitor attractions, shops, restaurants, and accommodations, help generate feature magazine articles such as the current "Coastal Living" piece, and help promote Cape Ann as a great travel destination for vacationers from throughout the world.



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CHAMBER EXPANDS WEBSITE SPONSORING OPPORTUNITIES

The studies are in. The experts agree. Advertising on the web is good for your business. Why? Because web advertising offers you superior ROI – and you can measure it.

John Wanamaker's famous quip: "Half the money I spend on advertising is wasted; the trouble is, I don't know which half," is simply untrue on the web – especially for local advertising where the web offers great value for your marketing dollars.

Recognizing this opportunity, the Chamber asked Cape Ann's own web marketing and PR experts, Van Ness Group, to enhance our internet offerings to include sponsorship on RockportUSA.com – just as we did last year for CapeAnnVacations.com. Recently we launched the new RockportUSA.com with prime sponsorship slots on every page.

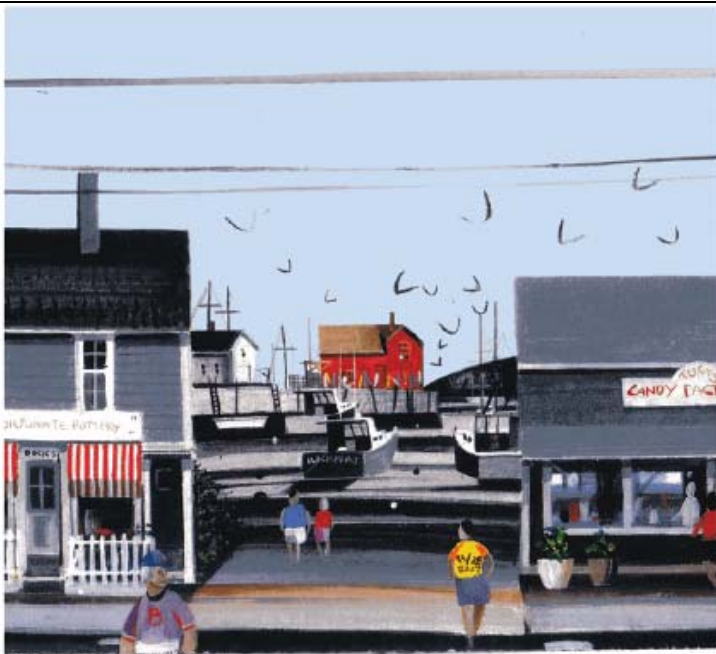
Sponsoring RockportUSA.com and CapeAnnVacations.com highlights your business on Cape Ann's premier websites, with nearly 4 million page views in 2009 and more expected for 2010. You can target your ads to a specific audience, so there is no waste. For example, if you want to be found by people looking for accommodations, you can sponsor the Accommodations page.

Call the Chamber today for great introductory rates and take advantage of the most profound advertising revolution since television.





Volunteer Corner



Motif #1 by Rockport artist Lauri Kahinen

rockportartfestivals.com

MOTIF NO 1 DAY

May 22, 2010

ROCKPORT, MASSACHUSETTS

My name is Michele Allison-Elwell. I grew up in the Somerville and Winchester areas of Massachusetts. As a child I would travel to Cape Ann with my grandparents on weekends. In 1990 I moved to Gloucester and lived in Lanesville. I then married, had a son, and moved to Bay View. During those years, I worked as a toddler and pre-school teacher at an early childhood development center in Rockport. When I became a single parent in 1994 I moved to Rockport and started my own housekeeping business. In 1999 I moved to Pigeon Cove and met my future husband, Clinton Elwell. In 2003 I began my career in real estate with Carlson GMAC Real Estate. I remained there until that office closed its doors on December 31, 2008. I am now working with Re/Max Advantage in Gloucester. I am a member of the Cape Ann Chamber of Commerce and a member of The Pigeon Cove Circle.



Michele is one of the six volunteers that come into the office on a regular basis to help with the day to day operations. Volunteers assist with answering and making telephone call, answering questions and helping tourist, general office duties and special projects. We are extremely grateful for their help and continued volunteerism at the Chamber. If you are interested in being a volunteer, please contact Susan Lucas (susan@capeannchamber.com) at the Chamber office .

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.

The Seacoast difference includes:

- Longstanding, highly seasoned management and interdisciplinary team
- Specialized rehabilitation programs tailored to meet each individual's unique needs and goals of care
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- State-of-the-art equipment and technology
- Compassionate care for the memory impaired, provided by experienced staff specially trained and certified by the Alzheimer's Association
- Award-winning culinary program



"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



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292 Washington Street, Gloucester

Call us for more information or to arrange a tour of our facility.

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www.seacoastrehab.com

Cape Ann Home & Garden Show 2010



Manchester Arts Festival

Third Annual
Saturday, July 24th 2010
Rain date, Sunday July 25th

fine art * sculpture * textiles * pottery * jewelry * apparel & accessories * garden ornaments * photography * paintings

* A Call to Artists & Artisans *

A single day, open air Arts Festival to be held throughout the downtown of Manchester-by-the-Sea. All work original must be hand made by Painters, Sculptors, Potters, Ceramicists, Jewelers, Quilters, Artists and Artisans.

For information about participation, please call the Cape Ann Chamber of Commerce, or download the Application for Entry from their website at

www.capeannvacations.com

or call the Chamber at (978) 283-1601

Manchester Arts Festival 68 Summer Street Manchester by the Sea, MA 01944

Chamber Calendar

April, 2010

- April 3 **Community Egg Hunt**, Millbrook Meadow, Rockport, 2:00 p.m.
- April 21 **Evening Business Exchange**, Granite Savings Bank, 5:00 p.m. - 7:00 p.m.
- April 24 **OSHA 10-Hour Site Safety Training**, Rockport Inn & Suites, 7:00 a.m. - 5:00 p.m.
- April 28 **Businesswomen's Spring Fling**, Bass Rocks Golf Course, Gloucester, 5:00 p.m. - 7:30 p.m.

Save the Date:

- May 3 **Business/Education Collaborative Golf Tournament**, Bass Rocks Golf Club
- May 10 **New Member Reception**, Chamber Conference Room, Gloucester
- May 21 **Options for Healthy Living Breakfast Club**
- May 22 **Motif #1 Day**, Downtown Rockport
- June 7-11 **Small Business Week**

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Cape Ann Chamber of Commerce
Open Golf Tournament
To Benefit the
Business/Education Collaborative & Scholarship Fund

Monday, May 3, 2010

Tee Time: 1:00 p.m.

Shot Gun ~ Best Ball Scramble

Bass Rocks Golf Club, Gloucester, MA

The grand prize for the first hole-in-one on the second hole is a brand new car, compliments of Sudbay Motors.

Low Gross & Net Prizes

Closest to the Pin on Holes 2, 8, 13, & 17

Longest Drive on the 16th Hole

Closest to the Line on the 11th Hole

50/50 Raffle on the 8th Hole

Chowder on the 11th Green *(donated by The Causeway Restaurant)*



The Chamber receives requests for information from school children from all over the country. Recently, a teacher from Iowa sent the Chamber examples of her children's work.

**Rockport
Community Egg Hunt**
Saturday, April 3, 2:00 p.m.
Millbrook Meadow, Rockport
Don't Be Late! This one is over in a flash!