

**CAPE ANN MASSACHUSETTS** *Celebrating 88 Years of Service...*  
**SOUNDINGS**  
*The Newsletter of the Cape Ann Chamber of Commerce*  
[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

### Chamber Auction on July 16!

The Chamber of Commerce will hold its Twenty-third Annual Goods and Services Auction on Friday, July 16, at Cruiseport Gloucester. The value of donated items is expected to exceed \$125,000 by the start of the bidding! Some of the significant donations include a 7-night Caribbean cruise with Holland America, a one week stay in a private home in St. Kitts, fabulous local artwork, several New England getaways, Red Sox, Patriots, and Celtics tickets and memorabilia, dining packages from Cape Ann's finest restaurants, whale watches, and deep sea fishing expeditions. Admission is \$20 per person at the door. Discounted table reservations for ten guests (\$175/table) may be made by calling the Chamber office.

The Chamber is excited to announce an on-line edition of the Goods & Services Auction will open on Wednesday, July 14, at 12 noon! Bidders will have the opportunity to bid on an array of spectacular items on-line through Monday, July 26.

Contributions of every size, shape, and value are still being sought. For information on how you can support the Chamber's auction, please contact the Chamber office.

An on-line preview of all items—at both the live and on-line auctions—can be found at [www.CapeAnnChamber.com/Auction2010](http://www.CapeAnnChamber.com/Auction2010).



*Chamber volunteer Beverly Gardner stops to chat with Richard Moore, Donna Ardizzoni, Vickie Van Ness, John Van Ness, and Peter Van Ness as they dine outside Jalapenos during the June block party. Photo by Kate Glass/Gloucester Daily Times.*

### CHAMBER NETWORKING EXCHANGE

**The Landing at 7 Central  
Manchester-by-the-Sea**

The Landing at 7 Central, located at 7 Central Street in downtown Manchester-by-the-Sea, will host the July Evening Business Exchange on Wednesday, July 21, from 5:00 p.m. to 7:00 p.m.

The Landing offers upscale dining in its dining room and on its seasonal deck. Lighter fare is always available in the Pub. The Samuel Lee Function Room provides an array of possibilities for any type of private party. The Landing offers menus featuring traditional and contemporary appetizers, entrees and desserts, created with imagination and prepared with excellence. Customers are like guests in our home and, as your hosts, we welcome you in that spirit.

Attendees will have the opportunity to learn more about this member business, make new contacts, and connect with fellow business people. Hors d'oeuvre and beverages will be served, and great door prizes will be offered. The cost is \$10 for members, \$20 for non members. For information and reservations, contact the Chamber office.



**CAPE ANN CHAMBER OF COMMERCE  
GOODS & SERVICES  
AUCTION**

**CRUISEPORT GLOUCESTER  
FRIDAY, JULY 16, 2010**

**DOORS OPEN: 5:30 P.M.  
LIVE AUCTION: 7:00 P.M.**

**\$20 ADMISSION  
INCLUDES LIGHT SUPPER  
CASH BAR**

**ART TRAVEL DINING ENTERTAINMENT  
SPORTS TICKETS LEISURE SERVICES  
HOME WELLNESS BEAUTY**

**CAPEANNCHAMBER.COM/AUCTION2010  
978-283-1601**

## New Springs & Shocks— Same Old Truck

A June 28th letter to the editor in the *Gloucester Daily Times* entitled "Fishtown Local: The Chamber of Commerce and the Flatbed Truck" by Gordon Baird requires a response to set the record straight. In short, Mr. Baird highlights an apparent change in direction which is more imaginary than real.

We continue to manage over twenty major events in the four communities that we serve. These events promote our members' businesses, stimulate economic development on Cape Ann as well as provide community engagement. We understand that events are essential to our members well-being but we must look to the stakeholders in each community to actively participate in the planning and operation of each event.

Think of the correlation between your gym membership and your Chamber membership: you don't get fit by belonging to a gym, you get fit by actively participating at the gym. Your Chamber membership is the same. You don't increase business just by belonging to the Chamber, you increase business by networking and actively participating in those events that fit into your business category. The Chamber staff is there to assist, manage budgets, drive promotion and assume overall responsibility for the success of each event. Unfortunately, we no longer have the staffing to run any event purely with Chamber staff.

Mr. Baird also raises the point that the Chamber's financial situation is being used as a "blunt instrument" to change the direction or focus of the Chamber.

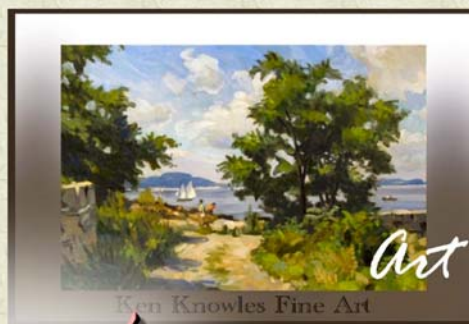
The Chamber, like all of our members, is a business. We need to need to balance our budget and hopefully make a profit so we can pay off past encumbrances and invest in the future. Our inflows must equal or exceed our outflows. It is not our intention to change the direction of the truck but rather to allow the truck to continue to its destination but avoid some of the potholes along the road.

Last year, we dramatically reduced our expenses out of necessity in order to live within our means. This is no different than any other business would do to maintain operations. Unfortunately, the only way to make a meaningful impact on expenses was to reduce personnel. We released a number of solid employees and part-time people to bring our finances into line with projected revenues. We also renegotiated leases, went to just-in-time purchasing, increased co-pays on health insurance policies and in general reduced cost wherever possible. As a result of this fiscal discipline, we are bringing our accounts receivables into line, our accounts payable current, and we believe our budget will be balanced.

Yet even with a reduction of 30% of staff, we are still driving the bulk of the prior program of work. We have also introduced our best-in-class publication, *the Cape Ann Guide*. All of this to support and promote our members. Our hardworking staff has taken on additional responsibilities and a superb volunteer crew has helped us to maintain the work load. The changing times and situation dictated that we not change direction but rather the manner in which the truck is being driven.

Mr. Baird is correct that this Chamber will focus on economic development in addition to supporting events that benefit our members and the community. That's what Chambers are supposed to do. We look to retain our manufacturing base and attract new businesses to the area that bring good jobs and broaden the tax base. We intend to continue our work to strengthen our downtowns. We will continue to oppose new taxation and excessive regulation on business; unreasonable levels of taxation and an overly burdensome regulatory environment poison economic growth and cost jobs. Our program of work evolves and will continue to adapt to the times. While there may be some bends in the road, we believe we can accomplish both member support and business development and that is where the truck is going.

— Kathy Low



**Auction!**  
2010

# You're Invited!

to the  
Cape Ann  
Chamber of Commerce  
Goods & Services  
Auction

Cruiseport Gloucester  
July 16, 2010

Silent Auction 5:30 p.m., Live Auction 7:00 p.m.  
\$20 admission includes light supper • Cash Bar

# KAYAKING ON CAPE ANN

## DISCOVERY ADVENTURES SEA KAYAKING

978-283-3320 ♦ [www.discoadventures.com](http://www.discoadventures.com)



Discovery Adventures has been operating for 12 years out of Lanesville, Gloucester, by Kacy Lafferty, a Gloucester native. Kacy has established a well-known and loved business offering adventure camps for children as well as tours and rentals for the public and she

has helped the business to grow each year.

Tours leave from Lane's Cove, located on the North Shore of Gloucester inside scenic Ipswich Bay. We offer daily excursions to paddle around Halibut Point in Rockport or head down toward Wingersheek Beach. Additionally we can launch at different locations and are open to special requests.

New this summer are stand-up paddleboards, which are available for rent and instructional lessons. S.U.P.'s are large buoyant surfboards on which people stand, sit, or kneel and use a long paddle to move gracefully across the water. This sport has become very popular on the west coast and becoming a new trend in the east as well. It is a great exercise and a lot of fun!

Come out for an adventure with us, kayak, snorkel or paddleboard, whatever works to get you out on the water this summer season!



Motif #1 & kayakers by Arlene Taliadoros



Kayaks by Bob Sauder

## ESSEX RIVER BASIN ADVENTURES

978-768-3722 ♦ [www.erba.com](http://www.erba.com)

Essex River Basin Adventures, ERBA, is in its 17th year as an experienced outfitter providing a variety of guided sea kayak tours for all levels of ability. We explore the protected waters of the basin and coastal North Shore. The tranquil basin offers great diversity with miles of estuaries, inland islands, wildlife, beaches and dunes. Enjoy a swim or discover on osprey, heron, or egret in its natural habit.



Instruction, public, private, corporate tours, and fantastic moonlight tours are available along with a summer sea kayak adventure program for kids 9-15. Learn to be a guide, take the three-hour "Gilligan tour" or paddle out to Choate Island and hike to the top to see the spectacular vista.

The ERBA Barn at 1 Main Street in Essex carries a complete line of Wilderness Systems, Perception and Eddyline kayaks, Werner Paddles Seals, MTI, Seattle Sports equipment and Thule Roof Rack Systems for your kayaking needs.

## NORTH SHORE KAYAK OUTDOOR CENTER

978-546-5050 ♦ 978-282-5050 ♦ 978-282-5556  
[www.northshorekayak.com](http://www.northshorekayak.com)

Operating since 1998, North Shore Kayak Outdoor Center offers sea kayaking tours, sales and rentals, island hopping, and bike rentals from three Rockport and Gloucester locations. Join us for a day tour on the water, or take a leisurely tour throughout the town and surrounding countryside with a bike from our fleet of rentals.



North Shore Kayak Outdoor Center specializes in fully outfitted sea kayaking tours. We are prepared to provide you with an unforgettable experience of beauty and serenity. The focus is always on staying comfortable, staying safe, enjoying the surroundings, and learning about the local area.

We look forward to sharing our beautiful coastal region with you and providing our services to you. Take it from our guests, "words and photographs can not come close to describing the true beauty and charm of the coastline and cozy warm feelings of Rockport Massachusetts." You'll be sure to tell everyone what a unique and wonderful experience you had while paddling this pristine New England coastline making an island in the Atlantic your adventure for an afternoon.

# Celebrating the Beauty of Cape Ann

*Take a Staycation in Your Own Backyard*



Stunning Coastline by Betty J. Pijut



Wingersheek Beach by Cape Ann Photography



Halibut Point by Martin Soloman



Essex National Heritage Area  
Building, Growing, Sustaining Our Sense of Place

## ESSEX NATIONAL HERITAGE AREA TRAILS & SAILS 2010

Essex Heritage would like to encourage all cultural, historic and natural resource organizations along the Scenic Byway to seize the opportunity to participate in Trails & Sails this year.

Essex Heritage will present its 9th annual free community outreach event - **Trails & Sails, Two Weekends of Walks & Water** - the last two weeks of **September - 9/17-19 and 9/24-26**.

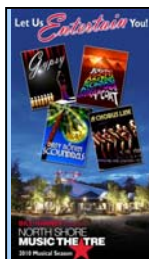
**Trails & Sails** is the premier partnership event of the Essex National Heritage Commission celebrating the historic, cultural and natural treasures of the Essex National Heritage Area. Coordinated by Essex Heritage as an integral part of our mission, TRAILS & SAILS raises regional awareness of the area's unique history and promotes the preservation of its heritage sites.

This year, the Essex Heritage Scenic Byway will be one of several PR themes and we are inviting all Byway assets and organizations to seize the opportunity for additional audience while helping to raise the profile of the Byway as a real and developing cultural tourism destination. Please consider participating as a Trails & Sails event host once or multiple times during the two weekend event. Plan a 30-90 minute event that offers residents and visitors a wonderful opportunity to learn about you and what you contribute to the region's unique character.



All events are free and can take many forms - walks, historic house or neighborhood tours, paddles, hikes, bike rides, boat excursions - put your creative thinking cap on! Essex Heritage will assist in spinning this story to the local media and the more Byway participation we can generate, the bigger the story can be for all of us.

Contact Essex Heritage at 978-740-0444 for more information about Trails & Sails.



### Summer Business Networking Mixer North Shore Music Theatre Thursday, July 22, 5-7pm

Only \$10 for Members of  
*Cape Ann Chamber, North Shore Chamber, Salem Chamber, Beverly Chamber, Marblehead Chamber, & North Shore Women in Business*

Contact the Chamber office for information and reservations.

All Chamber Members Receive a 10% discount on the 7:30pm showing of *GYPSY*, immediately following the July 22 mixer. For more information on discounted theatre tickets, email Suzanne Kendall at the North Shore Music Theatre: skendall@nsmt.org.



# Volunteer Corner



My name is **Kate Eastman**. I am a student at Southern New Hampshire University in Manchester, New Hampshire. I am studying Hospitality and Tourism Management with two minors in Restaurant Management and Hotel/Special Events Management. I have lived in Gloucester my entire life and miss its natural beauty while living on campus at my college. I started working at the chamber of commerce late this spring. Working at the chamber of commerce has given me great experience with the tourism industry. I love meeting the local businesses owners of Cape Ann. Outside of work, I love to read, cook and play racquetball.



63 baskets of ivy geraniums are decorating Gloucester's east and west ends and St. Peter's Square, thanks to a program of the Gloucester Downtown Improvement Committee, chaired by Chamber member Kathy Cuddyer of Stone Leaf. In addition to flowers, the Downtown Improvement Committee maintains refuse cans, gardens and litter detail for the downtown.



## New! Event Notices & On-Line Registration

The Chamber is very excited to be utilizing an online database specifically designed for chambers of commerce— *ChamberMaster*. One feature of this software— *ChamberMaster Events*— allows us to send events notices to you, our members, via email, and allows you to register for or decline an event online.

**What is the benefit of replying to a ChamberMaster email?** Replying helps the Chamber and saves you time! If you click on the "Register Online" or "Decline This Invitation" links at the bottom of the email, it automatically updates the attendance list. *ChamberMaster* also gives us the option to resend the original email to those that have not replied. So if you register for or decline an event, the next time we send out an email, you will not get the email, thus not filling up your email box with needless mail!

**Another extremely useful and time-saving feature** is that members have the opportunity to place a reminder on their outlook calendar and/or request an email reminder— all with one or two easy clicks!

We encourage you to help us and yourself by using our new online registration. If you have any questions or need help, please do not hesitate to contact the office.



DJ Tardif, Bearskin Neck Leathers, and Vickie Vanderwerken, Lantana House B&B, helped spruce up downtown Rockport in June.



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



16 Main Street, Rockport, MA 01966



37 King Street, Rockport, MA 01966



4 Parker Street, Gloucester, MA 01930

Serving the Cape Ann Community Since 1851

Three Full-Service Locations | Drive-Up Teller Windows at All Locations | Three Drive-Up ATMs | Five Walk-Up ATMs



## Innkeeper on Call

The Chamber has once again organized the Innkeeper on Call program, which is designed to offer visitors a place to call when the Chamber's Visitor Centers are closed. Innkeepers are asked to call in their availability daily to the Chamber office and Rockport information booth. At the end of each day, the Gloucester office will post "Innkeeper on Call" contact information and fax the information on current availability to the Innkeeper on Call, who agrees to accept calls from 6 p.m. to 9 p.m. and refer guests to appropriate locations. Thank you to the participating accommodations for volunteering for this program. Helping visitors after hours makes staying on Cape Ann a much more pleasant experience!



# IT'S FESTIVAL SEASON

The Cape Ann Chamber Presents  
THE THIRD ANNUAL  
**MANCHESTER  
ARTS  
FESTIVAL**  
Saturday, July 24, 2010  
9 am to 6 pm  
Rain Date: Sunday, July 25th, 12 pm to 6 pm



MANCHESTER-BY-THE-SEA, MA  
Graphic design: [www.Adrenaline-Design.com](http://www.Adrenaline-Design.com)

## Gloucester Sidewalk Days

### A NEW take on an old tradition

*Celebrating our thriving marketplace August 5-7*

More outdoor dining, Seafood Throwdowns, hula-hoop competitions and a renewed focus on local artisans ushers in a new era for a fifty-year-old Gloucester tradition. Hosted by the Chamber's Gloucester Division and Main Street Retailers, Gloucester Sidewalk Days replace the old Sidewalk Bazaar on August 5, 6 and 7, from 9 a.m. to 5 p.m. each day.

Highlighting Main Street shops, Gloucester Sidewalk Days expands the outdoor dining, live music, children's activities and local artist participation that won rave reviews last year. And new this year will be a Seafood Throwdown, where local chefs compete in a judged cooking competition.

Children's activities include a hula-hoop competition, creative art activities, inflatable bouncies, Cape Ann Vernal Pond with Snakes of New England, face painting and more. And don't forget the Roaming Railroad – a fun train for children and parents alike.

If you haven't seen the new items in Main Street shops lately, Sidewalk Days is the perfect time to get acquainted. With all the new quality and variety of goods, you can get your holiday shopping done in three fun-filled days for the whole family.



*Carole Sharoff and Bill Fonvielle helped out at a previous Festival.*

## Volunteers Sought for Waterfront Festival

The Chamber will man two drink concessions at the Gloucester Waterfront Festival in Stage Fort Park on August 14-15, 10a.m. to 6p.m., and we need to have two people working in each booth during Festival hours. We will also be putting on the traditional Lobster Bake on Sunday afternoon (August 15), and will need volunteers to help serve food and beverages. Contact Susan Lucas at the Chamber office if you can help out in either capacity.

Twenty-Sixth Anniversary

## Gloucester Schooner Festival

September 3-6, 2010

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

**Mayor's Race for Large Schooners**

**Small Craft Races**

**Parade of Sail**

**Boat Parade of Lights**

**Fireworks over Gloucester Harbor**

**Maritime Heritage Day**

**Over 60 Vessels**

**Racing in Ten Classes**

*For more information,*

**Cape Ann Chamber of Commerce**

978.283.1601

[info@capeannchamber.com](mailto:info@capeannchamber.com)

## Cape Ann Chamber Summer Hours

**Main Office ♦ 33 Commercial St., Gloucester**

Monday – Thursday: 9am-5pm

Friday: 9am-6pm ♦ Saturday: 10am-6pm

Sunday & Holidays: 11am-4pm

**Rockport Booth ♦ 170 Upper Main St., Rockport**

Monday – Saturday: 10am-5pm

Sunday: 11am-5pm

## 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.

Christine Sullivan  
ENTERPRISE CENTER at  
SALEM STATE COLLEGE  
Salem

Ivan Kamalic  
I.N. KAMALIC GALLERY  
Rockport

Mia Nehme  
MIMI BY-THE-SEA  
Manchester-by-the-Sea

Auto Home **Business** Marine



Protecting The  
Cape Ann Business  
Community  
Since 1867

**Carroll K. Steele Insurance**  
Since 1867

Gloucester 978.283.5100  
Rockport 978.546.3778

insurancehelp@cksteele.com  
www.cksteele.com

facebook



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



## Tim Burton Joins Chamber Team

Tim Burton has joined the Chamber staff as the Project and Events Director. He will be responsible for much of the chamber's fundraising, special events and membership outreach.

Tim most recently worked at Olympia Sports at Gloucester Crossing and brings a background which includes working in the mortgage industry and retail sales. In addition he has worked for Hockey East, University of Massachusetts Lowell and the National Football Foundation and College Hall of Fame (South Bend, IN).

Tim earned his Journalism degree from Northeastern University and currently resides in Topsfield. He has two children (Quinn-14, Erica-11).

## *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
- Access to a wide range of healthcare professionals, including a dedicated respiratory therapist and dieticians
- 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



SEACOAST  
NURSING AND REHABILITATION CENTER, INC.

**Seacoast Nursing and Rehabilitation Center**

292 Washington Street, Gloucester

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

978-283-0300

www.seacoastrehab.com

# Chamber Calendar

- July 16 **Goods & Services Auction**, *Cruiseport Gloucester*
  - July 21 **Evening Business Exchange**, *The Landing at 7 Central, Manchester-by-the-Sea*
  - July 22 **Joint Networking Mixer** with North Shore, Salem, Marblehead, and Beverly Chambers of Commerce, *North Shore Music Theatre, Beverly*
  - July 24 **Manchester Arts Festival**, *Downtown Manchester-by-the-Sea*
- Save the Date:**
- August 5-7 **Gloucester Sidewalk Days**, *Downtown Gloucester*
  - Aug. 14-15 **Gloucester Waterfront Festival**, *Stage Fort Park, Gloucester*
  - Sept. 3-5 **Gloucester Schooner Festival**, *Gloucester Harbor*



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\*Registered representative offering securities and advisory services through United Planners' Financial Services of America. A limited partnership, member FINRA, SIPC. The Retirement Center and United Planners are not affiliated.



**2010 SMALL BUSINESS WEEK.** Cape Ann celebrated Small Business Week in early June, honoring Bill Elwell, Mark & Kevin Ricci, Ruth Pino, and Chris Shea (photo above) as the small businesspeople of the year. The luncheon was attended by several previous honorees (photo upper right) and Class of 2010 graduates shown here with Business/Education/Collaborative Chairman Pat Thorpe— Monique Costello, Sara Dolloff, Hannah Evans (not in photo), Gregory Neff (not in photo), Christopher Peritore, Angela Rallo, Abigail Rogers— that received Chamber scholarships (photo lower right). (Photo credit Arlene Taliadoros)



**Evening Business Exchange**  
**THE LANDING at 7 CENTRAL**  
7 Central Street, Manchester-by-the-Sea  
Wednesday, July 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](mailto:info@capeannchamber.com)