

*Celebrating 88 Years of Service...*

# CAPE ANN MASSACHUSETTS 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](mailto:info@capeannchamber.com)

It's been my experience after being here for almost two years that most people have heard of "Cape Ann" but many have no idea where it is. We get people almost daily coming through our visitor centers who ask, "When do I get to Cape Ann?" They want to get there but aren't sure where it's located.



"Cape Ann" is a beautiful name, given to us by England's King Charles who named this place after his mother, Anne of Denmark. As a brand, "Cape Ann" has no negative imagery and has positive name recognition and visitor perception. So how do we market that brand to the broader marketplace? How do we raise brand awareness and build our economy on that brand while celebrating the diverse nature of the four communities which make up Cape Ann?

When you turn on the Boston news in the morning you're bound to hear, "...and the weather on the Cape..." Not this Cape, but that Cape. "The Cape...The Cape...The Cape". Cape Cod is geographically very visible on the map, a strong right arm jutting out into the Atlantic, the southern land mass defining Massachusetts Bay. Cape Ann is not so prominent on a map but a cape nevertheless and it does form the northern terminus of that

same bay. Every day on Boston TV and radio and in the Globe and Herald you hear (see), "Cape this...Cape that...Cape this...". Not us - them.

Cape Cod is known for its famous inhabitants and visitors - from Kennedys to Clintons to Obamas and a bevy of Hollywood stars and nationally known politicians. It's a first-class vacation destination with a worldly reputation. What about us? Cape Ann gets its shares of Hollywood types and is a known vacation destination but has a lesser-known reputation. That said, the two capes have many similarities. Cape Cod has great restaurants, we have great restaurants. They have great beaches and we have great beaches. They have great shopping, we have great shopping. You can spend a lot of time arguing which place is better to live or visit, but the fact of the matter is that both capes are great communities for residents and visitors alike.

Part of the Chamber's mission is to promote place. So how do we accomplish that when the fact is that we have virtually no marketing budget and the prospects for substantial funding are dim? The problem with promoting Cape Ann and the four communities that are the foundation of Cape Ann is that our primary markets - Boston and New York - are two of the most expensive markets in America in which to advertise. Those markets could absorb a million dollars in no time with minimal effect. And that's a million dollars that we'll never have.

So here we are the lesser known Cape with just as much (or

*Continued on page 8*

## Cape Ann Restaurant Week



Don't miss the tastiest week this Fall. **Cape Ann Restaurant Week** is planned for October 17-22. During this special week, diners from all over the North Shore can enjoy a three-course dinner, including an appetizer or salad, choice of entrée and dessert, all for the low price of \$25 (not including beverage, tax, or gratuity). Restaurants from all four Cape Ann communities have signed up to be part of this special week. Visit an old favorite or try someplace new. (With this special pricing, you can eat out more than once.)

With the support of media sponsors **Cape Ann Beacon** and **North Shore 104.9**, this six-day event will spotlight the diversity and high quality of dining options on Cape Ann. For a full list of participating restaurants and menus go to [www.capeannchamber.com/rw](http://www.capeannchamber.com/rw).



Captain Tom Ellis hosted the Chamber Businesswomen aboard the Schooner Thomas E. Lannon on a stormy evening in September. *Photo credit: D'Anna Portrait Studio.*

# MEMBERSHIP FEATURES

## Dreamtime Wellness

Karen Pischke RN, BSN, CCRN Alumnus  
 Manchester-by-the-Sea ♦ Danvers  
 978-283-4258 ♦ www.dreamtimewellness.com



Relax and reduce stress. Relieve pain. Increase calm. Better focus and attention. Greater levels of inner peace. Enhanced healing and faster recovery from surgery. Close that sale. Stop smoking. Reduce weight. Pass that exam. Lower your golf handicap. Win your next tennis tournament.

These are just some of the positive results Karen's clients report from their sessions at Dreamtime Wellness. A recent client testimonial-

"I want to thank you so much for your help. Self-hypnosis was an incredibly helpful tool that I think greatly contributed to my LSAT success. I did very well and ended up scoring in the 99th percentile. I have also been using the taped session to help with my anxiety regarding flying." Benefits achieved in two areas after just one session!

Celebrating ten years in business on Cape Ann, Karen founded Dreamtime Wellness with the goal of 'kinder, gentler, patient-centered healthcare.' With over 30 years experience in healthcare and a background in critical care nursing, cardiac risk factor reduction and healthy lifestyle management, Karen's work focuses on wellness education and prevention of disease. She is a registered nurse, certified Clinical Hypnotherapist, Reiki Master/Teacher, and Tobacco Treatment Specialist. Helping people attain and maintain greater levels of health in body, mind, and spirit and lead happier, more fulfilled lives is Karen's ultimate goal. Karen teaches and empowers you with tools that assist you in begin proactive and take better care of yourself as well as successfully attain your goals.

As a Reiki Master/Teacher, Karen offers individual Reiki sessions, Reiki training, and a monthly Reiki Clinic at the Manchester Healing Arts Center. Her Reiki sessions have ranged from hospice to the surgical areas of many major hospitals. Her unique combination as a tobacco treatment specialist and clinical hypnotherapist has assisted hundreds in stopping smoking. Client Cindy Z. reports- "After seven years of being smoke-free, my grandchildren thank you!"

If your goal is stopping smoking, reducing weight, decreasing anxiety, improving your comfort, increasing sales, higher test scores, enhanced creativity, flying more comfortably, or improved athletic performance call today for a free consultation. Karen will assist you with attaining your positive, healthy goals.

## Mill River consulting

Civil Engineering ♦ Environmental Permitting  
 Municipal Environmental Health Consulting

### Mill River Consulting

Gloucester ♦ 978-282-0014 ♦ www.millriverconsulting.com

Mill River Consulting is the premier civil engineering and environmental permitting firm operating on Cape Ann and throughout the North Shore. When property owners need plans and permits for a subdivision, a sewer connection, a septic system design, soil and perc testing, a property survey, a landuse assessment, a dock permitted, wetlands delineated, a drainage plan, a Title 5 inspection, or guidance for any property-related issues, they turn to Mill River Consulting for exceptional service.

Dan Ottenheimer, founder and president of the company, was formerly the health director for the City of Gloucester. Prior to working for the City, he was with the Massachusetts Dept. of Environmental Protection. With 25+ years in the industry, he is a nationally recognized expert in the wastewater and environmental health industry.

Mill River Consulting's team includes civil engineers, former leading regulatory officials, wetlands scientists, surveyors, sanitarians, permit specialists, soil evaluators, septic system inspectors, and others. The company's commitment to the community has made them a significant fixture on Cape Ann and a trusted resource for homeowners, lawyers, realtors, land developers, and others.

## 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.

Steve Krupsky  
 ADRENALINE DESIGN  
 Manchester-by-the-Sea

Karen Nascembeni  
 NORTH SHORE MUSIC  
 THEATRE  
 Beverly

Mario Bravo  
 THE BOLIVIA TRADING POST  
 Rockport

Jill McGee  
 SPORTS MEDICINE NORTH  
 Gloucester

Janice Turner  
 FINE ARTS OF ROCKPORT  
 Rockport

Jen Eberhardt  
 STARLIGHT STUDIO  
 So. Yarmouth

Richard Carbone  
 LONG BEACH IMPROVEMENT  
 ASSOCIATION  
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## Call for Photography

The Chamber staff has begun production of the 2011 *Cape Ann Guide* and the 2011 *Cape Ann Visitor Map*. We are always on the hunt for great photography for our publications and web sites. We have had past success in adding great Cape Ann photography to our production files.

You can help. If you have high resolution digital photography that you would like to have us consider for our publications, please submit to Tracy Arabian at [info@CapeAnnChamber.com](mailto:info@CapeAnnChamber.com).

In general, we are looking for shots that are composed well and have great color and use of light. Shots that are on brand are of particular interest: working waterfront, lighthouses, lobster boats, fishing scenes, performing and visual arts, downtowns, harbor scenes, salt marshes, beaches, local events, historic buildings and the like. If there are people in a scene, those that are recognizable need to sign a release.

Send us digital photographs of your business or scenes that you love. We would like to see them. All photography will get a photo credit.

**COMING SOON**  
*The Pre-Holiday  
 Gift-Buying On-Line Auction*  
 CapeAnnChamber.cmarket.com

## EVENING BUSINESS EXCHANGE

at

### Seacoast Nursing and Rehabilitation Center



**SEACOAST**

NURSING AND REHABILITATION CENTER, INC.

Seacoast Nursing and Rehabilitation Center, located at 292 Washington Street in Gloucester, will host the Cape Ann Chamber of Commerce's October Evening Business Exchange on Wednesday, October 20, from 5:00 p.m. to 7:00 p.m.

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.

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Josephine Scuderi

Mary Lou Balbo  
Sharon Cody

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128 Main Street, Gloucester 978.281.2639 [cpa@horvitzfrisch.com](mailto:cpa@horvitzfrisch.com)

## *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 dietitians
- 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.

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292 Washington Street, Gloucester

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

978-283-0300

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

## An Off-Year In Business Is Better Than A Good Year In A Traditional Job

That was the theme that came to mind after a series of interviews with small business owners that had launched their new businesses within the past five years.

Sales at some businesses were up year over year, due primarily to a growing stream of referrals from satisfied customers, while others were flat or down. I expected this. What I didn't expect was such a strong resounding theme of the interest in "pressing on" regardless, because of the other payoffs that were just as real as the size of the sales figures.

"You know, our sales are good, but not as strong as I'd like," said Sandi Wheeler, owner of Pets Gone Healthy, "but, I love the fact that after 26 years with DEC/Compaq/HP, I went into my own business. I would have felt like a failure if I didn't try. I'm always learning and I feel less vulnerable to business situations than I did when I was working for someone else. People compliment me on my store, and really, since I created it from scratch, it's a direct compliment to me, and I can't tell you how good that feels."

"I'll get the jobs and we'll keep the money." After 20 years of seeing her husband, Joe, install fences as a subcontractor for a fencing company, earning merely an unskilled laborer's wage daily, Trudy Hughes, of Joe's Fence Company, decided they could realize a lot more money if they did everything from sales to installation. "You know, I've never been much good at office politics," Trudy said, "and starting this company has given me the chance to prove myself. I don't depend on anyone else to keep me employed, and I like that. I can tell you, right now I'd rather lose money than go back to work for someone else."

Jay Velez, owner of Photos by JV, echoed Trudy's sentiments, "I worked part-time in a bank about a year ago, it was a secure job and the people were really nice. They even offered me a full time position with benefits and everything, but I couldn't do it. I couldn't see myself as happy reporting to someone else anymore. I love doing a little bit of everything and the flexibility the business gives me to mix kid and business time can't be beat. I'm in it for the long run."

"What I like best is that people really value the work I do," said Bob Gouveia, owner of K-T Cleanouts, "I was in software development for 30 years. I did well financially, but so many times I'd develop what I thought was really neat software, only to see it put on the shelf without ever being used. Now, I can see the benefit people get from my house cleanout services right away and that feels great."

Steve Cote remembers being on the other end of the line when the "Call IT" shouts used to go out in the large corporate office setting. Now, according to the president of Copper Beech Technology Services, things are different. "People still have IT problems in their home and small businesses," said Steve, "but, it's not the same now, because they have a choice of who to call and I feel proud when they pick me. Plus, in contrast to the corporate setting, where everyone had basically the same technology, many people in small businesses and at home have different technologies and, to me, there's nothing better than getting to play with new technologies, that someone else paid for, all day."

"A fat paycheck and benefits, those were nice perks of working in large retail," said Ann Supple Massey, founder of Rouge Cosmetics, "we've had good success, but even if we had not been

*Continued on page 8*

**CAPE ANN RESTAURANT WEEK**

**Don't miss the tastiest week this fall! For 6 delicious days, participating Cape Ann restaurants will entice you with a delicious 3-course dinner all for one low price: \$25!**



**October 17-22, 2010**

[www.capeannchamber.com/rw](http://www.capeannchamber.com/rw)

North Shore  
**104.9**

CAPE  
ANN  
MASSACHUSETTS

CAPE ANN  
BEACON

### Schwartz to Discuss Legal Issues at Breakfast Club



The Chamber is pleased to welcome Sara Goldsmith Schwartz for an overview of the most critical court decisions and legislative changes in federal and Massachusetts labor and employment laws during the last year. The breakfast will be on Thursday, October 28, at 7:30 a.m. at Emerson Inn By the Sea in Rockport.

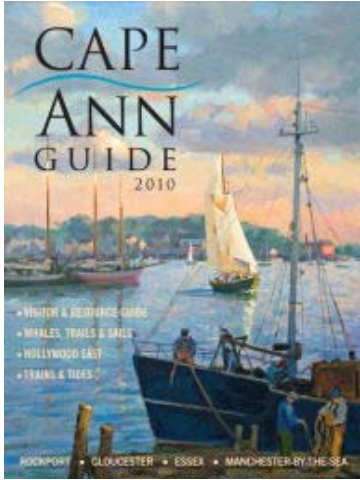
Topics will include the newly-created criminal record law and the job application process and how the changes on November 4<sup>th</sup>

may affect employers. This topic will be important to employers and what information that can access prior to hiring. Other items of interest include personnel files and disclosure of negative information that needs to be revealed to employees with a certain time frame. Ms. Schwartz will explain other issues in detail during her presentation.

Schwartz, a frequent summer visitor to Cape Ann, is the founder, President and Managing Partner of Schwartz Hannum PC, a law firm based in Andover, MA, providing labor, employment and immigration counsel to a wide variety of businesses and non-profit organizations.

The Breakfast Club meal will be served promptly at 7:30 a.m. and the program will conclude by 9:00 a.m. Tickets are \$20 for Chamber members and \$25 for non-members.

## 2011 Cape Ann Guide



The 2011 Cape Ann Guide contracts have been mailed to the membership. If you did not receive a contract, please contact Tracy Arabian at [info@CapeAnnChamber.com](mailto:info@CapeAnnChamber.com). She will forward a form to you immediately. All members need to fill out the form, regardless of whether you are taking out a display ad. The contract form will help us to assure that your business is properly listed in the business directory.

The deadline for the exciting new issue is November 30. We are holding tight to that deadline in order to publish the magazine in April of 2011. Contracts that are paid this week will receive a 5% discount. The Cape Ann Guide will once again have a circulation of 100,000 copies and be featured at all regional visitor centers, in area hotels and businesses, distributed directly to over 9,000 local homes, and to AAA offices, state visitor centers, and many New England locations including Copley Place and Harvard. The magazine will be featured on the Chamber's two powerful websites: [CapeAnnVacations.com](http://CapeAnnVacations.com) and [RockportUSA.com](http://RockportUSA.com). New photography, new editorial and expanded content will make the 2011 edition of the Guide a must read for residents and visitors alike. If you have any questions, contact Bob Hastings at 978-283-1601.

# Celebrating the Beauty of Cape Ann

*Take a Staycation in Your Own Backyard*



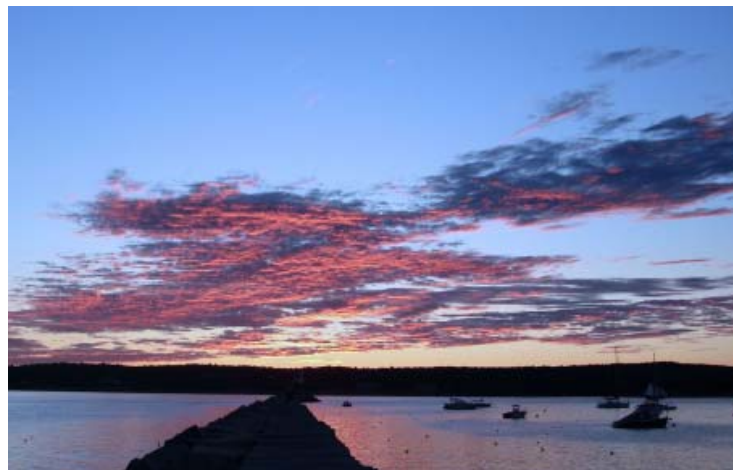
Sunrise over Rockport's Front Beach. *Photo credit: Jim Lowell*



Essex River Sunset. *Photo credit: Arlene Taliadoros*



*Congratulations to Bobby Hannah (shown here with Bill Scott), winner of \$2,500 at the Chamber's \$25,000 Game. Many thanks to all of the sellers and the purchasers of the 500 game tickets.*



Sunset from the Dog Bar Breakwater at Eastern Point in Gloucester. *Photo credit: Kevin Arabian*

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# Gloucester Tourism: Public Relations Activities Summary

*Matter Communications, September 2010*

## Media Outreach: Secured Coverage

PlymouthDailyNews.com, The "other" Cape, Sept. 26

CapeCodToday.com, The "other" Cape, Sept. 24 (Visitors per month: 61,000)

TrendyMommies.com, MNO Baby!, Sept. 23

Boston Globe, "Names" section, Bachelorette throws pitch, Sept. 8 (Print circulation: 378,949; Online visitors per month: 5 million)

Boston Herald, "Inside Track", Sept. 8 (Print circulation: 202,545; Online visitors per month: 1,517,015)

Examiner.com, Sailing the Thomas E. Lannon Schooner in Gloucester, Sept. 3 (Visitors per month: 9 million)

Examiner.com, The hot spot of Gloucester, Sept. 2

Examiner.com, Romancing Myself, Aug. 30

Examiner.com, Jane Parker didn't know what she was missing at Bass Rocks, Aug. 29

## Media Outreach: Expected Coverage

**Global Writes, Brenda Hill** (Online visitors per month: 1,000)

Brenda visited Gloucester for a three-night stay at the Bass Rocks Ocean Inn Sept. 13-15. She took a lobstering tour with Cape Ann Harbor Tours and visited several local restaurants.

Global Writes is a publication of the International Food, Wine & Travel Writers Association. Brenda's articles also appear at TheHeartofNewEngland.com, the Where & What in the World? blog and Big Blend Magazine.

**Bay State Parent, Carrie Wattu** (Print circulation: 100,000; online visitors per month: 3,000)

Carrie will be visiting Gloucester with the magazine's creative director the first weekend in October, staying at the Sea Lion Motel.

During her visit, Carrie will visit local restaurants and shops and hold a Bay State Parent "Winter Outerwear on the Beach" photo shoot.

**Northshore Magazine, Lindsay Lambert** (Print circulation: 24,500)

Lindsay will meet with Cape Ann Brewing Co. co-founder and head brewer Jeremy Goldberg on Wednesday, October 6 at 12:00pm.

The article will be a one-page feature on the brewery's winter brew in the December issue.

## Media Outreach: Event Listings

Matter submitted events running from June through October to the following sites:

All Things New England.com

Boston Central.com

Boston.com/ThingsToDo

Boston Globe North

DayTripsinNewEngland.com

Mass-Vacation.com

Visit-Massachusetts.com

Yankee Magazine.com

BostonEventsInsider.com

## Gloucester in the News

Boston.com, Aug. 29, 2010, Food, prices, location set Market apart

Boston.com, Courtney Hollands, Sept. 1, 2010, What to do this weekend: Gloucester Schooner Festival

Examiner.com, Mari DeAngelis, Sept. 7, 2010, Enjoy a day trip to Stage Fort Park and beach in Gloucester, MA

Boston.com, Mark Shanahan & Meredith Goldstein, Sept. 7, 2010, Wedding went Swimmingly

## Gloucester Businesses Mentioned in the Coverage This Month

CapeCodToday.com, Sept. 24, 2010: Bass Rocks Inn, Beauport, Sleeper-McCann House, Passports, Lat 43, Gloucester House

TrendyMommies.com, Sept. 23, 2010: Atlantis Oceanfront Inn, Bananas, GreenLife, Black Swan, Ménage Gallery

Examiner.com, Aug. 29 – Sept. 3, 2010: Schooner Thomas E. Lannon, Lat 43, Alchemy Café and Bistro, Bass Rocks Inn, Passports, Cruiseport Gloucester, Good Harbor Beach



### HOLIDAYS ON CAPE ANN

Holiday programs are being planned in each of the four Cape Ann communities. If you would like to be involved in the planning process, call the Chamber office.



*Cape Ann has been a stop on several autumn foliage cruises, including visits by Holland America's Eurodam. Passengers have been greeted by volunteers at Cruiseport Gloucester.*

# Rockport HarvestFest

The sixth annual Rockport HarvestFest, set for the weekend of October 16, is rapidly approaching. Begun in 2005 as a new way for families to celebrate Rockport in the fall, this year's edition of Rockport's newest tradition keeps many festival favorites while offering a full menu of appetizing additions. The Rockport Festivals Committee, with strong support from the Rockport Chamber of Commerce, is coordinating this year's event and giving Rockport's HarvestFest renewed vitality and fun for all.


While most of this year's activities are concentrated on Saturday, October 16, fun and entertaining activities will be taking place on Friday and Sunday as well. HarvestFest weekend kicks off on Friday evening, October 15, with a "bring your own" community picnic under the big tent on T-Wharf, accompanied by live music with Alek Razdan and his band and followed by the film "Fresh". Saturday will be filled with live music, the Scarecrow Stroll, hayrides, and the new "Local Fare Fair, featuring food made locally on Cape Ann and in New England, with Cape Ann Brewing Co. offering a taste of some local brews from noon to 5pm.

Food-lovers will be entertained throughout the day on Saturday, with featured events including a cooking demonstration on T-Wharf with Cabot Creamery and food writer Heather Atwood (Sponsored by the Taste of the Times), and a seafood "Throwdown" on T-Wharf featuring Rockport's historic inns Emerson Inn-by-the-Sea and The Yankee Clipper Inn (Sponsored by NAMA and emceed by Heather Atwood). Rockport Music will offer a full day of activities and programming at its Shalin Liu Performance Center on Saturday, and on Sunday, October 17 will present the silent film classic "Metropolis" with live musical accompaniment at 5 pm. Also on Sunday, from 1 to 3 on Bearskin Neck, festival favorites Henri Smith and Nat Simpkins will return for a free presentation of their New Orleans-style jazz standards.

More Rockport HarvestFest information, including a full and regularly updated schedule of events, is available online at [www.rockportartfestivals.com](http://www.rockportartfestivals.com).



Entertainment, fall decorations, delicious foods, and colorful displays are just a few of the highlights of Rockport's HarvestFest.



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Geoff Richon, President of the Gloucester Maritime Heritage Center, caught everyone's attention at the Gloucester Schooner Festival awards celebration by ringing the bell from the Schooner Esperanto—the winner of the first international fishermen's race.



## Chamber Businesswomen's Mixer

The next Businesswomen's Networking Mixer will at the Topside Grille in downtown Gloucester on Wednesday, October 27, starting at 5:00 p.m. All businesswomen are invited to meet and socialize. This is free of charge (cash bar) and the Topside Grille has promised to offer a couple of specials for purchase.

**SPECIAL CHAMBER OF COMMERCE DISCOUNT!**

A great 50% Off discount for you and your employees to enjoy!



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promo code: DRSCAM  
\* show contains adult humor

**CAPE ANN — Massachusetts' Other Cape** *Continued from page 1*

arguably more) to offer but no budget to get our message out to the public. We have one tool – PR. Last spring we hired Matter Communications as our public relations consultant with private funding provided by PR for Gloucester, a consortium of local businesses looking to raise the profile of the community to the world. In less than six months, Matter has already had substantial success. (See their Public Relations Report on page 6 of this issue of Soundings). A well-defined brand will help to build regional awareness to the rest of the world.

In 1962, Avis, the nation's #2 car rental agency, launched one of the most successful ad campaigns in history – “Avis, we're #2”. Avis conceded the number one position to Hertz, the giant of the industry, but asserted “We're #2, so we try harder”. It was (and is) a strong brand that drives profit to their bottom line.

In 1987, the National Pork Board ran a comparable campaign, “Pork. The other white meat”. The campaign didn't demean chicken, it simply provided consumers with an alternative. Pork sales rose 20% that year.

Cape Ann is “Massachusetts' Other Cape”. That's who we are. By branding Cape Ann as “Massachusetts' Other Cape” we can leverage the reputation and notoriety of our neighbors to the south. Cape Ann is the alternative to Cape Cod. “Massachusetts' Other Cape” further defines where we are – in Massachusetts. It will drive additional press coverage of Cape Ann.

“Other” is a non-aggressive modifier that invites writers, editors, directors and producers to compare and contrast the two capes. And we compare marvelously. Yes, we both have great beaches, restaurants and shopping but Cape Ann has significant advantages. We have historic working waterfronts. We have different topography. We have a commuter rail line. We have less traffic and fewer traffic jams on Route 128 than they have on Routes 3 and 6. (You can get here from there.) We have one of the best live music scenes in New England and a bevy of artists and galleries that compare with any in the country. You can get to Gloucester from Manhattan faster than you can get to Hyannis. (Really! Check out Google maps.) The points of comparison are virtually unlimited.

The Board of Directors of the Cape Ann Chamber of Commerce unanimously adopted the brand “Cape Ann – Massachusetts' Other Cape”. We are incorporating that into our websites and into our publications. When interviewed about the area, we will refer to Cape Ann as “Massachusetts' Other Cape”.

We're going to ask Boston meteorologists to talk about the weather on the Other Cape. I can hear Matt Noyes now, “And on Massachusetts' Other Cape the temperature is...”.



Gloucester, Rockport, Essex and Manchester-by-the-Sea are the core components of the Cape Ann brand. Each has its own distinct brand image and together create a diversity of place that makes Cape Ann the special region that we all love. Welcome to Cape Ann – Massachusetts' Other Cape™.

*Bob Hastings in the Executive Director of the Cape Ann Chamber of Commerce*

**An Off-Year In Business** *Continued from page 4*

as successful, given the choice of working for someone else or staying, I'd stick with it. I take a lot of pride in what I've accomplished, along with my team, and I love what we're doing here. I'm not a quitter and I wouldn't walk away from it just for the money.”

“I had a great job at the Museum of Science managing a creative department responsible for many of the traveling exhibits. It was fun; we had large budgets and talented people to work with. But I like what I do now better and I wouldn't go back,” said Jan Crocker of Jan Crocker LLC, “I feel good about how we are competing and I love the challenge. My former job really trained me for this work. I really like being able to create my own future.”

My survey showed that before going into business, many of the business owners had grown accustomed to taking direction from others, getting steady paychecks, and ‘staying with the program’. However, they found that once they stepped off the traditional path that the benefits outweighed what they gave up and their lives became better in many ways. If you're looking at your next vocational step, perhaps involvement in a small business could make your life better too.

*Paul Jermain is a small business consultant who leads an Entrepreneurial Training Program for the Commonwealth in partnership with Northern Essex Community College.*

**ROCKPORT  
HarvestFest**  
CELEBRATE ROCKPORT IN THE FALL  
**OCTOBER 16, 2010**

MUSIC - GAMES - ART - FOOD - SHOPS - BEACH

Featuring fantastic local food

**LIVE MUSIC**

Activities for children &

3RD ANNUAL SCARECROW STROLL

ROCKPORT Festivals [for more information visit us at  
rockportartfestivals.com](http://rockportartfestivals.com)

The Essex Division  
of the Cape Ann Chamber of Commerce  
presents

**The Twenty-Eighth-Annual  
ESSEX  
CLAMFEST**

**Saturday, October 23**  
(Rain Date: October 24)  
**11:00 a.m. - 4:00 p.m.**

**Memorial Park, Essex  
FREE PARKING**

**Clam Chowder Tasting Festival**  
(12:00 noon - 2:00 p.m.)

Lions Club Food Booth

Clamtastic New Food Vendors

Musical Entertainment  
throughout the Day

Raffle for CATERED Clambake  
(Drawing at 3:00 p.m.)

Crafts, Games, and Rides for Kids

Ipswich Ale Booth

**Info:  
978-283-1601**

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**CAPE  
ANN**  
MASSACHUSETTS

# Chamber Calendar

- October 16-17 **Rockport HarvestFest**, *Downtown Rockport*
- October 17-22 **Cape Ann Restaurant Week**
- October 20 **Evening Business Exchange**, *Seacoast Nursing & Rehabilitation Center*
- October 23 **Essex Clamfest**, *Memorial Park, Essex*
- October 27 **Businesswomen Networking Mixer**, *Topside Grille, Gloucester*
- October 28 **Breakfast Club**, *Emerson Inn by the Sea, Rockport*



**Save the Date:**

- November 4 **The Pre-Holiday Gift-Buying On-Line Auction**, *Bidding opens at 12:00 noon*
- November 17 **Evening Business Exchange**, *Rockport National Bank (Main Street branch)*



This lovely photo of a rainbow at sunset in Lanesville was sent to Anna Andella of the Lanes Cove House B&B, along with a thank you note. "...The thanks goes to you for being such a gracious hostess. We really appreciated all the little extras you provided..."




The *Spirit of Bermuda* was the winner of the Mayor's Race, taking home the Esperanto's Cup at the 2010 Gloucester Schooner Festival over Labor Day weekend.

Despite weather issues, the Festival was fabulous— thanks to the many contributors that make this annual event a success.

*Photo credit: Charlie Clark*




The Cape Ann Chamber and Mass Audubon Society are working together to promote Cape Ann as a year round nature lovers paradise! February 4-6, 2011 are the dates set for the **Cape Ann Winter Birding Weekend**. This program is designed to show the beauty of a Cape Ann winter and to discover all the birds that inhabit our shores. If you would like to be part of the planning committee for this exciting event, contact Tim Burton ([tim@capeannchamber.com](mailto:tim@capeannchamber.com)) at the Chamber.



**SEACOAST**  
NURSING AND REHABILITATION CENTER, INC.

**Evening Business Exchange**  
**SEACOAST NURSING**  
**& REHABILITATION CENTER**  
292 Washington Street, Gloucester  
October 20, 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)