



The Flagship

HYANNIS AREA CHAMBER OF COMMERCE
The Hub of the Cape



February 27, 2009

Datebook

Breakfast Forum: Update on the Town's Access Study

Wednesday, March 4, 2009:
7:30 - 9 a.m., Mid Cape Home Centers' Complete Home Concepts, Route 132 Hyannis

Hosted by the Hyannis Chamber and sponsored by Mid-Cape Home Centers Complete Home Concepts as a FREE public service to the community.

Town of Barnstable DPW Director Mark Ells will provide an update on the Town of Barnstable's Access Study. Learn more about the potential impact this can have on local businesses.

Continental breakfast provided by Complete Home Concepts.

Admission is FREE and the public is encouraged to attend. RSVP to 508-775-7778 or www.hyannis.com

Build Your Business Lunch: "Optimizing your Web site: what YOU can do!"

Friday, March 13: 12 noon - 1:30 p.m., Outback Steakhouse

Meet other HACC members and guests and make solid business contacts in this casual one-on-one setting.

This month's featured presenter is **Dan Kompass** from Webfodder who will demystify 'optimizing your Web site.'

One lucky attendee will win a FREE business card ad in *The Flagship*. Enjoy a terrific lunch, great networking and door prizes. Registration begins at 11:30 a.m. RSVP requested!

Cost is \$15 for HACC members; \$20 for guests. RSVP to 508-775-7778 or www.hyannis.com

Reaction or ACTION?

By **Deborah Converse, CEO Hyannis Area Chamber of Commerce**

Deborah@Hyannis.com

Ask yourself: in any situation do you tend to react or kick into action?

Given this "down economy," do you put your business out in front of potential customers or do you contract your activity waiting for the problems to blow over? Do you scale back on customer acquisition or analyze the best way to target your customer base for a better result?

Here at the Hyannis Area Chamber we have seen businesses react and act. A "reaction" by our definition is pulling back on marketing or advertising because of the uncertainty of these times. We have seen people pull back on their plans to advertise on e-blasts, on the Web site, or even discontinue their membership.

On the other hand, we have seen businesses take "action" by moving forward with plans to improve their

business and assess ways to better meet their customers' needs.

In the last couple of months, we have had 25 businesses join as new members and many others jump on the opportunities the HACC offers for getting the word out about their business. One business has chosen to purchase merchandise to sell at a lower price point. Other businesses are adding value to the products that they sell: better customer service, adding tickets to local activities to an overnight package, special meal pricing for certain times of the day, being involved in community activities that attract customers.

The Hyannis Chamber itself has chosen to act.

We are moving forward with better service to our members, keeping our pricing for membership the same as it



Deborah Converse

has been for the last several years, and actively soliciting new members. We have looked carefully at our advertising and marketing opportunities to give better value for our members. We are looking at one-stop packaging by laying out all the possibilities for marketing your business through the Chamber for the entire year.

The Hyannis Chamber knows the target markets we offer for members.

We have expanded our e-blast lists and restructured information to focus on our business audience. We also are looking for opportunities to involve residents and visitors to market member businesses. And we are looking at our Flagship newsletter distribution to see if it reaches the population that benefits our businesses.

We have looked at the activity on our Web site and are revamping the site to optimize the search possibilities (meaning more visits and better content) to increase the access to member businesses.

We know how many people come into our Visitor Centers and are look-

ing to promote that visitor service more extensively. We are advertising the JFK Museum (with the addition of the Cape Cod Baseball League's Hall of Fame) just as much as we did last year.

We are pleased with the types of networking opportunities we offer for businesses and know that our member businesses tend to do business with each other before they do so with non-members.

In doing all of this, the HACC is cognizant of costs and we are being cautious. Our goal is to expand and enhance promotional efforts to make your membership in the Hyannis Area Chamber a good return on investment. We have a team in place that can help you assess your needs and start you on a plan of action to move your business ahead even in this "down economy." *Call us!*

Call the Hyannis Area Chamber of Commerce at 508-775-7778 or e-mail member@hyannis.com to learn more about what chamber membership can do for you.

Thank You

Thank you to our Feb. 13 "Build Your Business Lunch" guest presenters **Ivan Borowick and Kelly Moore from ika Design**. Read about their presentation on page 3 of this issue of *The Flagship*.

Door prizes for the event were donated by **George Suokko, Finnish Woodworks**: toast grabbers; **Jitka Borowick, Clean Green**: a bag of "green" cleaning products; **Jayne Pelosi, Renaissance**

Interior Design: gift certificate; **Steven Soby, Soby Electric**: gift certificate; **Ivan Borowick and Kelly Moore, ika Design**: gift certificate; **Matt Lewicki, TGBi Promo**: reusable grocery cart bag; **Tommy Pimentel, Sullivan Tire**: oil service gift certificate; **Christy Kendrick, Acme Glass**: Valentines gift Basket; and **Rebecca McClenahan, Wellspring Alternatives Massage**: gift certificate. Thanks for pleasing the lucky winners!

And for our "Business After Hours" on Feb. 20 a special 'thanks!' to our

co-hosts **Wianno Grille** and



Horgan Insurance for an evening of "Caribbean Carnevale" fun at **Wianno Grille**.

Door prizes for the event were donated by: **Wianno Grille**: two \$25 Gift cards; **Acme Glass**: a Hint of Spring gift basket; **Cahoon Museum**: museum membership; **Cosmetique**: gift bag; **Finnish Woodworks**: toast grabbers; **The Steamship Authority**: two round-trip fast-ferry tickets Hyannis - Nantucket; **Sullivan Tire**: \$35 Gift Certificate; **Dee Petrella, Rockland Trust**: goodie tote bag; **Marc**



DeFalco, The Tech Depot: an Oasis of Osterville custom bracelet, and gift certificate for hard-drive cleaning; **Aimee Guthinger, Bedroom 1's Boutique**: gift bag; **Donna Nightingale, Figawi Charities**: two tickets to Figawi Ball; **Andrew Newman, Cape Cod Cards**: boxed Cape Cod cards; and **Hyannis Area Chamber of Commerce**: *Business Profile* written for *The Flagship* newsletter.

Hyannis Area Chamber members are invited to donate door prizes that will promote their business for our member events. Call 508-775-7778 or e-mail member@hyannis.com for more information!

Take Control – of your business success

“A series of simple yet effective ways for your business to succeed in these challenging times”

Time to go?? Easing the pain of firing

By Barry Neagle
bneagle@gmail.com

Many people, unfortunately, are going to be laid off in the next several months. And business leaders are going to be the ones doing the firing. It hurts to have to fire someone, but not as bad as it hurts to be fired. So, if and when you have to do it, make it as painless and respectful as possible for everyone.

First of all, prepare for the employee meeting. If you have a Human Relations advisor, or a mentor or coach, get their input. This is not a meeting you have often, so don't simply trust your instincts. Make notes for the meeting so that you make sure you include all the points you want to make. And practice what you're going to say!

Make an appointment with the employee, and meet them in a pri-

vate place. Make sure you are candid and direct about the reasons. Explain the financial pressures the company is under and that this decision is about the company, not about the employee. It does no good to bring up performance issues, unless they've been discussed in the past and were significant reasons why this employee was selected to be terminated.

Give people time to react.

Most people will appear shocked; some may get angry or cry. Let it happen. This is the time to show respect to the “person,” even if the “employee” has to be terminated. Make sure they have time to ask questions, and give them a written package of information. This should include the last day of pay, what happens to unused vacation, collection of company property, disposition of retirement accounts, and what will happen to their benefits going forward.

Offer assistance, if the employee warrants it. Tell them you'll be happy to serve as a reference or prepare a letter of recommendation for them. And if you can give them a few leads as to where they may find work, do it. Don't promise or encourage them into thinking you can find them a job: simply offer the facts of what you can do for them.

Schedule a firing for the beginning of the work week, rather than at the end, because the employee has some time to immediately begin a new job search without having to wallow in their grief on their days off. They undoubtedly have friends at the company, and they may need to hear all the support they can from their co-workers.

Build transition into the termination if you can. Ideally, give them a few days or weeks to clear up their responsibilities and transition projects to others. This will also give them a business setting to work from for a while doing their next job search

Learn from the situation. Think about what the employee could have done to avoid the situation, such as looking for a new position as soon as the company's situation began to worsen; or transferring into a more critical part of the company where they are less likely to be terminated; or doing unique things that make them truly indispensable. Then think about the advice you can give remaining employees to avoid more layoffs in the future.

And if you're the business owner, the one who got caught with not enough money to pay everyone, redouble your efforts, take control, and do the things that will have you NOT participating in the eco-

nomie slowdown.

What's been your good or bad firing experience? Please give me a call or e-mail with your comments, questions, and ideas.

Barry Neagle, President, Neagle & Associates, Ltd. is a business coach with clients across Cape Cod. Contact him at 1-774-238-6073 or e-mail bneagle@gmail.com.

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“Cleaning up the Cape One Stop at a Time”

Business After Hours: Co-sponsored by Grain & Vine Spirit Shoppe & The Naked Oyster

Wednesday, March 18: 5:30 - 7:30 p.m.
At Grain & Vine Spirit Shoppe
101 Iyannough Road – Rte. 28, Hyannis

Join us for our popular monthly networking event. Complimentary hors d'oeuvres and cash bar. Great door prizes!

Cost: Members \$5 each; guests \$10 each. Please RSVP by calling 508-775-7778 or register online at www.Hyannis.com.

The Flagship

HYANNIS AREA CHAMBER OF COMMERCE
The Hub of the Cape

President/CEO Deborah Converse
Vice President of Operations Jessica Helgerson
Vice President Business Development & Tourism Lee McGraw
Director of Sales and Marketing Geoff Converse
Information Specialists Nancy Crowell-Cotoia, Perci Vozeolas, Lynn Remick
JFK Hyannis Museum Staff Eleanor Rzeznikiewicz, Joan Greim, Marina Hantzes, Ed Flynn, Ann McIsaac

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PO Box 100, Hyannis, MA 02601 • 508-775-2201 • hacc@hyannis.com

All editorial material prepared by The Hyannis Area Chamber of Commerce. Questions regarding content should be addressed to the Chamber's administrative office.

New Members

The Hyannis Area Chamber of Commerce welcomes the following businesses – your network of members keeps growing!

And visit www.Hyannis.com for a complete member directory.

AFLAC

Jennifer Wright
508-685-2155
www.aflac.com

Cape Cod Ocean Manor

Martin Battle
508-771-2186
www.capecodoceanmanor.com

Hampton Inn and Suites Cape Cod

Brenna Sullivan
508-862-9010
www.capecodsuites.hamptoninn.com

Hertz Local Edition

Dean Murphy
508-778-1640

LJC Enterprises

Luke Converse
508-328-0296

New Hope Full Gospel Baptist

Church
Pastor Beatrice Munroe-Scott
508-790-0646
www.newhopecapecod.org

Sturgis Charter School

Eric Hieser
508-778-1782

The Little Sandwich Shop

Dean Walton
508-771-3932

Tommy Doyle's Hyannis Restaurant

Alan O'Sullivan
508-862-9430

Blue Water Septic

John Laliberte
774-994-1736
www.bwseptic.com

Your Chamber benefits at work...

BUILD YOUR BUSINESS LUNCH:

“What your Web site should be doing for you”

By HACC staff
member@hyannis.com

Ivan Borowick and Kelly Moore of ika Design in Osterville were guest presenters for February's lunch/networking meeting when they offered these tips for evaluating one's Web site effectiveness.

Depending on your business and your audience, your Web site can be anything from a simple static design to one with multiple 'pages' and interaction. And as of November 2008 there were more than 552 MILLION users in the digital universe, so having a Web presence is important!

Ivan said that to begin to improve your Web site, you need to start by looking at your site as it is now. Make a list of what you see, hear and sense, and review what's on display (words and pictures). Then, look at some competitors' sites: what are they doing that's different from you? What are you attracted to, and what don't you like?

You also need to evaluate

usability. Kelly said that a good way to do this is to ask someone to navigate through your site. Create a list of tasks for them to do, like find your address or search for a product. Make sure that you keep notes then review the results. And as you start to make changes, ask yourself "Will it add value for my customer?"

"Make your site sticky" Ivan said. The average visitor spends 50 seconds in a site so you must make a connection immediately. And add functionality such as a 'request for information' form, an e-mail list signup block, feedback forms, and blogs.

Ivan went on to say that "Good design equals good business" so he recommends that you review your design regularly. "This is your image – the first impression you make!" he said. And be brand flexible: in other words, provide a style guide for your designer and don't insist that your signs, business cards, and Web site look exactly the same.

You're going to have to market your site and Ivan referred to

using "SEO" to do this: Search Engine Optimization. Incorporate "key words" in your site content and use them in every meta-tag and header. And know where you are in the search engines, so register your site with as many as you can: Google, Yahoo!, etc. The more traffic you are getting, and the more links you have to other sites, the higher up your site will be in the search engine rankings!

Finally, make sure you put your URL (site address) on everything you use to market your business: brochures, your e-mail signature, business and appointment cards, your billing forms or invoices, on Face Book and in other social networking sites, and more!

Ivan Borowick and Kelly Moore can be contacted at ika Design in Osterville. Visit www.ika-design.com.

Build Your Business Lunch is held the 2nd Friday of each month from 12 noon - 1:30 p.m. at the Outback Steakhouse. Join us in March for a presentation on Search Engine Optimization.

FAM tours showcase the best of our community

By Lee McGraw, V.P. of Tourism and Business Development
lee@hyannis.com

The Hyannis Area Chamber of Commerce, with the help of Michael Patrick Destinations & Communications (MPDC), recently hosted travel writer Glenn Hausmann, from *Car & Travel*, the monthly publication of AAA New York (circulation 1,000,000+) for a short weekend on the Cape.

Hausmann's assignment was to write a family oriented "what to do on Cape Cod" piece, to be published in May. While here, he, his wife and five-year-old twin sons, were hosted to a complimentary two-night stay at the Anchor In, dinner at Colombo's and playtime at Ryan's Family Amusements. They were also treated at Palio's Pizzeria, who arranged for a gift certificate at Kandy Korner as well.

When contacted at the end of his stay, Hausmann gushed about how good all his meals were, that his accommodations



Lee McGraw

were lovely, and that he was so impressed with the treatment he'd received everywhere. We sent him off, happy and satiated, to destinations east before heading back to his home in Brooklyn.

Thank you to the following members for their generous support: Skip Simpson, Anchor In; Milen Ivanov, Palio's (and for your help with Kandy Korner); Dave Colombo and Kate Burgess, Colombo's; Rob Nichols, Ryan Family Amusements; and Bill DeSousa-Mauk at MPDC for handling all communications with Mr. Hausmann and putting together the itinerary.

We expect that Hausmann will at least mention by name all the places he visited (known or unknown to us). We'll keep an ear to the ground when it publishes, and will supply a link through our e-newsletter.

When writers or any FAM (familiarization) tour come to the Hyannis area, the arrangements are always made at the last minute (or seemingly so; the arrangements this time were made in three days.) If you'd like to be involved for the next FAM tour, please let me know at 508-775-7778 X13 or e-mail lee@hyannis.com.

HACC Director Sharon Hawkins honored by American Red Cross Cape & Islands Chapter

On March 6, 2009 Sharon Hawkins, Dowling & O'Neill Insurance, will receive a Red Cross Achievement award during the American Red Cross Cape & Islands Chapter' 7th Annual Heroes Breakfast from 7 – 9 a.m. at the Resort & Conference Center in Hyannis. Hawkins is a past president

of the board of the local Red Cross Chapter.

Hawkins currently serves on the Board of Directors of the Hyannis Area Chamber of Commerce, since 2007, and is on the Chamber's Personnel/By laws Committee. She also serves as Chamber board liaison to the JFK Hyannis Museum Foundation's Board of

Directors. In addition to her professional life in the insurance industry, she is partner in the Optimist Café on Route 6A in Yarmouth.

Tickets to attend the Heroes Awards Breakfast are \$25 per person and may be ordered online at www.capecodandisland-redcross.org or by calling 508-775-1540.

“Hyannis, the Hub of Cape Cod” featured on MassVacation.com

Advertising agency RS Walters, in collaboration with the HACC and its members now has a banner ad on the very popular Massachusetts Office of Travel & Tourism (MOTT) Web site, www.massvacation.com.

“Hyannis, the Hub of Cape Cod” can be viewed by clicking on the Cape Cod area on the map displayed in the upper right corner of the site's homepage. This takes you to the Cape Cod section of the site, where the

banner appears at the bottom of this page. Click on the banner and a window with local sponsors, information and links will appear. (Note: several banners representing different organizations refresh through the site, so you may need to visit more than once to see the Hyannis banner!)

According to Rick Walters of RS Walters Advertising, “We are all looking forward to a solid 2009, as interest in the MOTT site has continued through this winter.”

Hyannis Area Chamber of Commerce opposes local options tax

By Deborah Converse, CEO
Hyannis Area Chamber of
Commerce

deborah@hyannis.com

The Hyannis Area Chamber of Commerce is opposed to increasing the state's meals' and rooms' taxes through the local options tax, which would grant individual cities and towns the authority to impose taxes on the sale of meals or rooms.

It is wrong to single out restaurants and hotels/motels for a tax increase while leaving other industries that are subject to sales tax untouched. An increase in rooms and meals taxes by up to two percentage points each is in effect a 20 percent increase in the total tax for hoteliers. For restaurants an increase of 2 percent

of the current 5 percent is a 40 percent increase.

In particular this hits the hospitality industry in Barnstable that is the base of the economy for the Cape. It is the primary employer in the area and increased costs could cause potential layoffs. This employment sector is already the most vulnerable portion of the labor force with low-wage entry level employees. The focus should be on expanding and preserving these jobs, not increasing costs to the industry and jeopardizing the jobs that have been central to the economy.

The restaurant business is a low-margin operation already feeling the impact of the economic downturn. Wholesale food prices went up 8.9 percent in the last year and much of this increase is not passed on to the

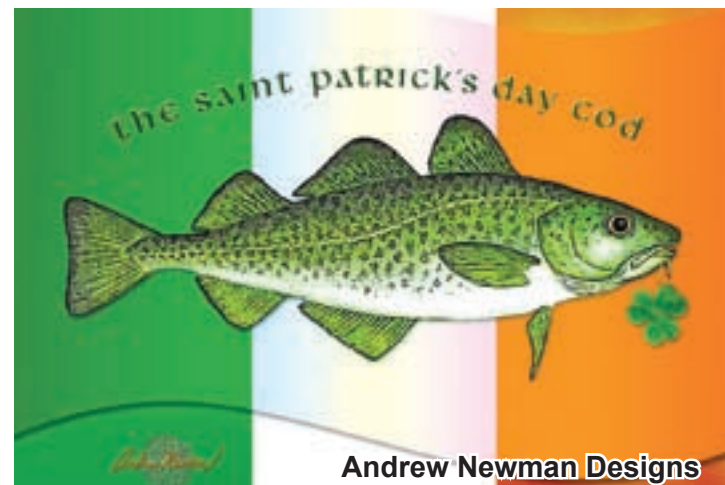
consumer but absorbed by the owner. Additional costs can jeopardize staying in business.

The local options tax as proposed would cede the responsibility of raising taxes to individual towns, causing a patchwork of taxes from town to town, potentially leading consumers to choose neighboring towns where the taxes are less.

Instead of taxing hotels and restaurants that are already paying significant taxes, we propose that consideration be given to expanding the rooms' tax to include short-term rentals, fractional ownership and time shares. These enterprises benefit from the marketing done by local businesses through Chambers of Commerce and funded through rooms' taxes. It is time they paid their fair share and the revenue

could be larger than the revenue gotten from additional taxes on the hospitality industry.

To comment directly to the HACCC about this issue, please contact CEO Deborah Converse at 508-775-7778 or e-mail deborah@hyannis.com.



Andrew Newman Designs

Business Profile

Brian Griffin of Rockland Trust

Brian Griffin is Rockland Trust's Regional Manager for Commercial Banking overseeing lending activities for the Cape Cod market.

Rockland Trust is a full service \$3.5 billion commercial bank with over 61 retail branches (13 on Cape Cod), 10 commercial lending centers across Southeastern Massachusetts and is now celebrating its 102nd year of business.

Griffin grew up in South Yarmouth, and after graduating from college, began his banking career at Cape Cod Bank & Trust where he worked for over 10 years. He then decided to explore the off-Cape business world and moved to the Boston area, where he worked for a small savings and loan institution for 8 years. This gave him the opportunity to increase his knowledge of commercial and industrial financing. With ambition and a desire to work for a commercial bank, with a community feel, he made the decision to join Rockland Trust in



Brian Griffin

2003. Griffin was soon tapped for his current position because of his Cape background. In March 2007 he transferred to Rockland Trust's Hyannis headquarters and in his own words: "I really feel like I'm back at home."

As is the case with many local Banks, the primary goal for Griffin is to grow Rockland Trust's loan and deposit business on Cape Cod, and he's not daunted by the seeming over-population of banking institutions in the region. "We're not too big or too small for the businesses here," he said. "We have plenty of capital to grow with companies that experience growth needs and we are small and versatile enough that we can be more personal in the way we handle commercial loan situations, particularly in the current economic climate."

Griffin believes it's the personal touch that will help achieve the company's goals. He's working closely with the branch managers, professionals who understand the Cape Cod market dynamics. "They are all actively involved in the communities in which they are located, making a positive impact and building relationships." And Griffin sees this as some of the best marketing that can be done. "You build your brand one day at a time," he said. "You can't always count on advertising or marketing dollars because in the end, people bank with people – so in effect, we are the brand!"

Griffin sees the company's move to Cape Cod nine years ago as having been a good one. He and his team will continue to grow the business by building one relationship at a time.

Visit www.RocklandTrust.com for more information.

We're good for business

Mark Sexton, Senior Vice President, Bank of Cape Cod

Bill Perreault, Shields Health Care Group



When it came time to purchase new equipment for our Cape Cod office, we knew Mark and the Bank of Cape Cod would make that happen. Their quick turnaround allowed us to make a critical business purchase when we were ready. Mark and his associates at the Bank of Cape Cod were responsive, knowledgeable and a pleasure to work with.

— Bill Perreault
Shields Health Care Group, Hyannis


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