



# The Flagship



HYANNIS AREA CHAMBER OF COMMERCE  
The Hub of the Cape

February 26, 2010

## Datebook March Build Your Business Lunch

Friday, March 12:  
Noon – 1:30 p.m.

Sponsored by  
Cape Cod Broadcasting  
At Outback Steakhouse

Chip Bishop, of Chip Bishop Communications and Marketing, will speak on promoting yourself and your business.

Meet other HACC members and guests and make solid business contacts in this casual one-on-one setting. Maximize your B2B exposure: bring your business cards and brochures for the resource table; donate a door prize; and be prepared to present YOUR 2-minute introduction.

*Enjoy a terrific lunch, great networking and door prizes. Registration begins at 11:30 a.m. RSVP requested!*

# The intangibles of “working your business”

By Deborah Converse,  
HACC CEO

deborah@hyannis.com

This month our Flagship is all about the “soft side” of marketing a business. Here you’ll find subject matter experts offering tips on social networking, effective salesmanship and the low cost promotions. So just what does it mean: intangibles of working your business?

Are you networking, and connecting to form partnerships with other businesses? These are tenets of sound methods for “working your business” and being a chamber member is a positive first step to accomplishing this.

The Hyannis Area Chamber provides opportunities for people to do this through business lunches, business



Deborah Converse

after hours, economic and public policy breakfasts, community event sponsorships, and chamber committees.

In response to our recent Member Survey (visit Hyannis.com and click on Flagship Newsletter January 27, 2010 for a copy), 79 percent of respondents said that our monthly Business After Hours meetings are impor-

tant to their business.

Excellent customer relations and service are keys to a successful business. And it’s quantifiable that repeat customers are less expensive to maintain than creating new ones.

It is more about relationship-building, and there’s no lip service to it: it has to be real. Businesses, especially our small businesses, are built on knowing the customer as a person.

Basic sales training must include knowing how to LISTEN and getting to know the customer. The most successful businesses cultivate and serve their customers. They greet people when they come in, they smile (surprising though that may seem), and they recognize that they are there to serve the customer. In fact, having a positive “aura” in a business sells!

From his article “The 10 Customer Service Trends for 2010” Barry Moltz, who writes, blogs and speaks nationally about entrepreneurship, wrote “Customer service is making a comeback - it becomes the new marketing. *It’s the only sustainable competitive advantage.*” He also noted that with job prospects remaining slim, every employee will want to keep the job they have, so “customer facing employees will try harder to satisfy and keep their customers.”

I believe we’ve all heard the adage that people will tell ten other people if they have been treated “wrongly,” but only a few close friends if the reverse is true. So don’t skimp on marketing, particularly the intangibles, and connect with your chamber of commerce! Visit [www.Hyannis.com](http://www.Hyannis.com) to learn more!



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Serving the  
Cape Cod Community



# Winter Workshops



The Hyannis Area and Yarmouth Area Chambers of Commerce are partnering with Coastal Community Capital to present and promote these important workshops in February and March. To learn more visit [www.Hyannis.com](http://www.Hyannis.com) or call 508-775-7778.

**March 9: ELECTRONIC MARKETING**  
This workshop features *Constant Contact*: "Email marketing helps you **keep customers and prospects coming back** -- by using attractive, professional-looking email communications to stay in regular touch with them and build strong customer relationships. It's better and more effective than regular email. We'll teach you the basics!" Visit [www.constantcontact.com](http://www.constantcontact.com) for product information.

**Presenter: Corissa St. Laurent, Constant Contact.** Corissa is a public relations and marketing expert with more than 10 years experience creating powerful marketing and brand campaigns. She has a proven record of entrepreneurial success and uses her business development, management, and leadership skills to help small businesses and non-profit organizations maximize the power of relationship marketing.

**Location: Gull Wing Suites**, 822 Route 28, South Yarmouth, MA

**Time: 9:00 - 11:00 AM**

**March 23: ADS THAT WORK**

You've just signed a contract for 3 months of ads, but how will you know if those ads are truly effective? In this workshop, you'll learn from seasoned professionals what kinds of ads work and what kinds don't. Learn tips on messaging and how to track an ad's impact, as well as establishing a realistic advertising budget.

**Presenter: Rick Sawyer, president of Grouper Design & Prepress**, located in Dennis. Rick brings 16 years of Marketing Communications experience in high-tech prior to establishing *Grouper Design* in 1993. Since then, he has been assisting businesses and non-profits communicate their messages to target audiences through award-winning graphic design. Rick's versatile team creates logos, corporate identity packages, brochures,

print advertisements, web sites, direct mail, catalogs, newsletters, annual reports, television/radio commercials, and other related projects.

**Location: Coastal community Capital Offices**, 5 Shoot Flying Hill Road, Centerville, MA

**Time: 9:00 - 11:00 AM**

**March 30: MARKETING IN TOUGH TIMES**

"A rising tide floats all the boats" but the tide's gone out and the winds are howling. So you'd better learn to be a better sailor or you're going to sink!

When the economy is going good it's easy to maintain a healthy, profitable business. But when the economy turns sour it's a lot tougher. Do you know how to run your business well enough to survive? And if you're good at marketing you can even thrive because your competitors just may do a lot of dumb things, like stop their marketing efforts, and fade away.

This workshop offers tips on what to do and some things to avoid so that you can survive, and even thrive in these very difficult economic times.

**Presenter: Cliff Robbins PhD, MA Small Business Development Center (MSBDC).** Cliff is a senior business advisor for the MSBDC network. He is a management professional and educator with functional experience in the fields of marketing, sales, strategic planning and e-commerce.

Previously Cliff worked for the University of Massachusetts Dartmouth as a professional lecturer and industry liaison teaching the principals of marketing. He was the president of the Foxon Company, where under his leadership annual sales increased from less than \$1 million to over \$20 million annually.

**Location: Coastal Community Capital Offices**, 5 Shoot Flying Hill Road, Centerville, MA

**Time: 9:00 - 11:00 AM**

**Cost: All workshops are \$5 per person when pre-registered: visit [www.CoastalCommunityCapital.org](http://www.CoastalCommunityCapital.org), or \$10 at the door.**

## New Members

The Hyannis Area Chamber of Commerce welcomes the following businesses – your network of members keeps growing! And visit [www.Hyannis.com](http://www.Hyannis.com) for a complete member directory.

### Cape Cod Conservatory of Music & Arts

Kevin Howard

508-362-2772  
[www.capecodconservatory.org](http://www.capecodconservatory.org)

### Cotuit Bay Design LLC

Steven Cook

508-274-1166  
[www.percent20cotuitbaydesign.com](http://www.percent20cotuitbaydesign.com)

### Golf Club at Yarmouthport

Bob Miller

508-362-5500 x10  
[www.theclubatyarmouthport.com](http://www.theclubatyarmouthport.com)

### Riverview School

Rich Dalrymple

508-888-0489  
[www.riverviewschool.org](http://www.riverviewschool.org)

## "TIE WON ON" Seeing the big picture when selling

By Cliff Robbins, Ph.D.

[www.msbdc.umass.edu/semass](http://www.msbdc.umass.edu/semass);  
508-673-9783

I went to a great men's clothing store with a close friend of mine (also engaged to be married and not the world's sharpest dresser) to help him buy a new tie for a wedding.

He came out with the new tie...and a very crisp suit...and a belt... a couple of GREAT looking shirts and.... a breathtaking pair of Italian shoes. When I asked him why, he said, "Well, I'm taking (my new fiancé) to the wedding and I want to look sharp and impress her family."

Translation: When the salesman in the store found out that the wedding we were attending was also my friend's GRAND ENTRANCE to meet his new fiancé's family, he started to ask questions like, "Tell me about your fiancé's family. What does she like? What do they like? What sort of impression do

you want to make on this family? How do you think they'll react if you look like this (shows an example) or like THIS (shows a much sharper example)? How will your fiancé react?"

*That was a great value to my friend and his fiancé.*

The most effective cross-sellers focus on context, objectives, potential problems, and their impact – the big picture – before focusing on specific needs they uncover or products they want to sell.

The clothing store sales person could have sold my friend the tie and, perhaps a shirt to go with it: a standard "product bundle." And my friend would have been happy. However, the sales person wasn't a "tie guy," or a "suit guy," or a "shoes guy." The guy knew how to dress men, taking into account what the men he dressed were about and what they could tolerate, to help them express them-

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HYANNIS AREA CHAMBER OF COMMERCE  
The Hub of the Cape

President/CEO .....Deborah Converse  
Vice President of Operations ..... Jessica Tinti  
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 .....Joan Greim, Ed Flynn, Ann McIsaac

### Board of Directors

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Vice Chairman .....Sharon Hawkins  
Immediate Past Chairman .....Sharon Brown  
Treasurer .....John Garner

Board Members ..... Ivan Borowick, Chuck Carey  
Eliza Cox, Judy Crocker, Dianne Langeland, Kimberlee McHugh, Jean O'Toole, Andrea Pendergast, Warren Rutherford, Skip Simpson, Bert Talerman.

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

# Integrating Social Media into Your Marketing

As presented during HACC's January 8, 2010 Build Your Business Lunch

By Lynn Mason-Small, Director of Marketing

Mid-Cape Home Centers Design Showroom

Why put up with learning, and then keeping up with Facebook, Twitter and other social networking media? For many reasons!

- It's where the people already are.
- It's FREE.
- It's "inbound marketing" – you get found by people already wanting to learn about your industry/product/service.
- It's a great way to reinforce your traditional media messages such as print and broadcast.
- It's a great way to invite people to your events.
- It's fun!

On Facebook, there are already 400 million users. Imagine if just 4,000 of these fans became your customers? And Facebook's fastest growing group of users is women aged 40 – 60...a demographic that fits many Cape businesses.

Further, there are roughly 80 million Twitter users; and YouTube is huge, where there are millions of downloads per day. Putting a video on YouTube helps with search engine optimization (SEO) of your Web site.

## It's all about SEO!

Optimally, social networking leads users back to your

Web site. The more friends/followers/fans you have, the more people see your sales, promotions, and announcements. Be sure to post your social networking sites' logos and links on your Web site, which helps with SEO.

Do you blog? Adding a blog to your Web site and including target keywords will help improve your ranking in searches. Also, change up your content and give users a reason to return: offer a monthly give-away, post coupons, and add new pictures of projects, customers, and events.

## It's not about selling...it's about the conversation

Counter-intuitively, you should not sell while on Facebook (or other social media). Think of it as a cocktail party where you walk in, start chatting with someone, learn more about them, and find common interests through conversation. You wouldn't walk in, and then walk up to someone and say "Buy what I have"!

Instead, give your "fans" (Facebook) or "followers" (Twitter) information relative to your business including funny tidbits and highlights of events in which you're involved. Pass along useful links, too. Then, every once in a while, it's okay to say "Oh, and by the way, everything is 15 percent off this week."

**The way we market our businesses, our products and services, is changing.** Just look at Coca-Cola. No longer do you see expensive Web site development for individual promotions. They use Facebook, leveraging their site pages and formats already in place.

Non-profits are using these media to reach out to their members and non-members

alike, through Facebook, Twitter and LinkedIn.

Partnering is also huge, and gives even more fodder to what you can post. Just look at what Cape Cod Beer does: they not only mention their products (and particularly new ones) all the time, they mention with whom they're working, including other businesses.

## How you use social media depends on the type of business you're in.

- *Professional Services*: blogs are great. You can give valuable information pertaining to your specialty.
- *Restaurants*: post daily specials and coupons.
- *Tourism Businesses*: highlight special events and attractions that bring people to the area. Example: hotels in Hyannis should be highlighting the Father's Day Car Show.
- *Construction Trades*: post pictures of projects you've done (commercial and residential), blog about how homeowners should use licensed professionals, post testimonials.
- *Retail*: post a message on Facebook with a note asking your fans' opinions about a new line of clothing you're thinking of bringing in (with a link so they can see the line). It's free, online market research.

As you join each media, post and post again where you can be found (specific addresses for each media, including their logo), and encourage your employees to do the same with all their communications.

Lynn Mason-Small can be reached at Mid-Cape Home Centers, 508-760-4458 or [lsmall@midcape.net](mailto:lsmall@midcape.net). Visit [www.midcape.net](http://www.midcape.net) for more information.

# Business Profile: Chip Bishop Communications and Management

Chip Bishop established Chip Bishop Communications and Management, Inc. in 1996 and provides marketing and communications support to businesses and organizations across the region. His goal is to help clients find the most cost-effective ways to reach their customers, both current and new.

Right now, Bishop is helping clients to focus on selling and communicating in an era of economic challenge. **"I firmly believe that in tough times you should step up your marketing," he said.** "The temptation is to cut marketing, but now is the time to reach out to your current and potential customers, and market your product or service for the good times that are ahead."

**Bishop also suggests that if the slow economy forces a business to cut staff, it is the perfect time to try a consultant to fill the void** and an effective way to do this is on a project by project basis. Prioritize urgent projects that will deliver the most "bang for the buck" and then find the right consultant to manage that project.

## Marketing is more

## "TIE WON ON" ...

CONTINUED FROM PAGE 2

selves best through their clothing.

The big objective was: "Help this man assure his fiance's family that he is the right prospective husband for their daughter, the per-

son they care most about in the world." We're talking more than ties here.

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This special section of Hyannis.com is better than the yellow pages because it features member year-round reputable businesses that you can count on!

## What's Cookin' at Business After Hours



Thanks to Barolo Italian Steak House for sponsoring and hosting HACC's February 18<sup>th</sup> Business After Hours! Attendees were treated to a great performance that yielded wonderful flavors as chefs prepared food on an open hearth.



HACC Ambassador Patty Erickson (center) of Cape Cod Five shares a laugh with Rob Reisner, also of Cape Cod Five, and Ellen Brady of Cheap Chic Interiors, during the February Business After Hours at Barolo Italian Steak House.

# Barnstable Bulkhead project to get underway soon

By Ann B. Canedy

Town Council - Precinct 1

As you know, the Town of Barnstable has moved ahead on a bulkhead replacement project in Barnstable Harbor after successfully securing funding this winter.

In an effort to reduce any negative impacts of the challenges this project may produce, and to encourage communication and ensure the dissemination of accurate information, the Town will be coordinating with me as your Councilor and with the Friends of Barnstable Harbor to regularly update all stakeholders and interested parties of construction progress and plans.

To that end, I have met with Tom Lynch, Assistant

Town Manager and Mark Ells, Director of Town of Barnstable Department of Public Works, along with David Ansel, Vice President of Friends of Barnstable Harbor and Pete Jasin.

The Town Manager has signed a bid award approving CRC Company, General and Marine Construction, Quincy, MA ([www.crcoinc.com](http://www.crcoinc.com)) to be the contractor for the Barnstable Bulkhead. CRC was established in 1979 by owner Carolyn Cashman.

The company specializes in heavy marine construction and has performed work on the Central Artery in Boston, built a major bulkhead at Quonset Point in Rhode Island and has performed emergency work on the seawall at Nantasket Beach,

among other major projects. CRC has been fully vetted by the Town's outside contracted engineers (Vine Associates) and the Town staff. CRC is currently working on a Steamship Authority project in Oak Bluffs, which is expected to wrap up soon.

As soon as the Acceptance of Bid process is completed, the Town, in coordination with the contractor will establish a construction schedule, limits of the work, potential and assumed impacts and remedial planning. Construction should begin shortly thereafter, possibly by mid to late March.

During the pre-construction planning process, input from the public and stakeholders will be sought and encouraged. At various times

prior to and during the construction, the Town will host regular informational meetings and public hearings, which will be coordinated by the Town Manager and Mark Ells. The first meeting will be set up as soon as the Town has a construction time table.

The first priority is to stabilize the existing structure. Again, the public is strongly cautioned against parking or walking on the bulkhead or the parking lot adjacent to the bulkhead as the structure is extremely unstable at this time.

Roger Parsons (TOB-DPW) will be the "boots on the ground" project coordinator. Vine Associates will also have a representative on site. Mark Ells has offered to be available for regular informal meetings in the Vil-

lage for public questions and concerns once construction begins.

The seventy five percent of cost grant awarded by the State is "good" until December 2012. The total estimated cost of the project which includes the construction, repaving and parking, drainage, utilities and landscaping is \$4.8 million - \$5 million dollars.

Please feel free to communicate your concerns and questions through me and/or Friends of Barnstable Harbor ([info@friendsofbarnstable-harbor.org](mailto:info@friendsofbarnstable-harbor.org)) going forward. Of course, you may also communicate directly with Mr. Ells ([mark.ells@town.barnstable.ma.us](mailto:mark.ells@town.barnstable.ma.us)) or Mr. Klimm ([john.klimm@town.barnstable.ma.us](mailto:john.klimm@town.barnstable.ma.us)) at any time.

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