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Your Active Board is Here to Serve You

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AFFILIATED ORGANIZATIONS

- Cape Cod Antique Dealers Association
- Cape Cod Canal Region Chamber of Commerce
- Cape Cod Commercial Hook Fisherman's Association
- Cape & Islands Association of Realtors
- Cape & Islands Community Development Inc.
- Chatham Chamber of Commerce
- Dennis Chamber of Commerce
- Eastham Chamber of Commerce
- Harwich Chamber of Commerce
- Home Builders Association of Cape Cod
- Massachusetts Fisherman's Association
- Mashpee Chamber of Commerce
- Orleans Chamber of Commerce
- Yarmouth Chamber of Commerce

For information or submission of ideas, please:
 fax us at 862-0727
 email us at info@capecodchamber.org

CAPE COD CONNECT: FASTER INTERNET SERVICE WANTED

The Cape Cod Connect Phase III small business survey was a project initiated by the Cape Cod Chamber of Commerce on behalf of Cape Cod Connect, a collaborative effort of the Cape Cod Chamber, Cape Cod Commission and the Cape Cod Technology Council. As the lead agency, the Chamber received a grant totaling \$20,000 to complete the comprehensive small business survey to evaluate business use of the Internet. The goal was to produce a statistically significant sample from 2000 businesses selected at random. The Dillman method was used to survey businesses and a 20% response was obtained.

A public forum presenting the findings was held in early February. The survey revealed several significant findings, which support Cape Cod Connect's theories of gaps in service to broadband access. Over 81% said they are connected to the Internet and nearly two thirds of those make a lot of use or are continuously using the Internet in daily business. Forty nine percent said online banking was important to them. The collaborative agreed that this business-to-business transacting has bottom line advantages, much more than business-to-consumer transactions online.

The survey also reinforced the demand for high-speed Internet access that is currently under exploited. An astonishing 85% still use a dialup

modem to access the net, which is considered the most inefficient way to access the Internet, yet most have no other choice. In fact, a majority of respondents said they were less than satisfied with the speed, ease or time required to connect or with the reliability of their provider. This is a notable

finding because over 70% of respondents said having Internet access is somewhat, very, or extremely important to their success.

The survey results indicated that DSL connections would be the preferred connection over a telephone modem connection, should that option exist and businesses given the choice. Many are forced to use telephone modems because that is the only option available.

The survey asked how large a role the government; non-profit

organizations or the private sector should have in encouraging telecommunications improvements. The clear response was that the private sector should take the lead. Fully 83% of the respondents indicated that the private sector should play a large or very large role in such improvements. Some of the comments made by respondents regarding this question (#13) include "Access is very limited." "The balancing of growth, jobs vs. congestion are electronic." "Also, If they build it, we will buy it."

The full survey results are available at www.cconnect.org.

SURVEY RESULTS AT A GLANCE:

- The survey supports Cape Cod Connects theories of gaps in service as it relates to broadband access.
- An astonishing 85% still use a dialup modem to access the net.
- Forty nine percent said online banking was important to them.
- Over 70% of respondents said having Internet access is somewhat, very, or extremely important to their success.
- DSL connections would be the preferred connection should that option exist for businesses.

NEW TOURISM EDITION NEWSLETTER

In addition to our newsletter that is sent to all of our members and affiliates, in the future, a special tourism edition newsletter will be published periodically. These newsletters will contain information of special interest to our members in the tourism industry such as notice of upcoming

tourism summits, new travel websites and more. The first tourism edition will be sent out to members in the tourism industry in March. If you do not receive it and wish to, please contact the Chamber at info@capecodchamber.org or read it online at www.capecodchamber.org/biz/.



MANUFACTURING INSTITUTE ROUNDTABLES OFFER DISCOUNT TO CHAMBER MEMBERS

A series of monthly discussions on the concept of lean manufacturing

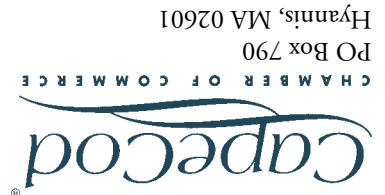
Roundtable dates (sessions run from 8:30 to 10:00 a.m.)

- [§]35 per session for Cape Cod Chamber Members (non-members [§]100)
- [§]170 for five sessions for Cape Cod Chamber Members (non-members [§]450)
- March 16 Krohne, Inc., Peabody
- March 22 Holiday Inn, Mansfield
- April 6 Mestek, Inc., Westfield
- April 13 MAC, Worcester
- April 20 Krohne, Inc. Peabody
- May 4 Mestek Inc., Westfield
- May 11 MAC, Worcester
- May 18 Krohne, Inc., Peabody

Manufacturers face increasing global competition and dwindling profit margins. Traditional quick-fix solutions can no longer meet such challenges as the high cost of capital, shortage of labor and increased operating costs. Today, manufacturers who ignore the seven deadly wastes (overproduction, wait time, transportation, inefficient process, inventory, motion and defects), do so at their peril. The purpose of the Manufacturing Institute Roundtables [sponsored by the Associated Industries of Massachusetts (AIM) and the Massachusetts Manufacturing Extension Partnership (MassMEP)] is to help give managers a new set of eyes to see opportunities to cut costs, increase productivity and improve quality.

For more information contact Diane Gentile at dkg@aimnet.org or visit the AIM website at www.aimnet.org.

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CHAMBER LAUNCHES NEW WEBSITE

The Chamber has recently changed the way its website looks and works. Designed to get visitors to the info they seek with fewer clicks, the site also segregates the tourism information side from the business-to-business information. This points visitors to their specific area of interest immediately. In fact, two URLs will be utilized to market the new site. The tourism information will be directly accessed at www.capecodchamber.org or www.capecodchamber.com. The business services website can be called up at www.capechamber.com. Vice President of Small Business Services, Peter Bryant, is working to increase the content of the business-to-business site, parts of which are still under construction. Updates on new features will be highlighted in future newsletters. The tourism site is also a work in progress as we add content and refine the various sections.

One of the biggest changes is the back end of the site, which is linked directly to our membership database. When visitors are seeking a specific item, they can do a keyword search on the site. The search will look at all member files and pull up those that match the search word or words. For example, say a search is called for golf. Any member that has golf in either their company name, investment code or business description will be pulled up for referral. Members should ensure that a correct and full description is included in our database files. Additionally, the new site will track how many people are referred to your business on-line.

We invite all members to view the site, and review your listing information. And stay tuned for updates and new features!