



Diane Hunt

February 2011

Business News From The Falmouth Chamber Of Commerce



Falmouth Chorale performs at St. Patrick's Church

DORENE SYKES

Falmouth Chorale In Harmony With Others

The Falmouth Chorale and Orchestra has been offering Upper Cape residents and visitors innovative musical programs for almost half a century as it fulfills its mission to inspire and educate singers and audiences through the presentation and celebration of fine choral music.

The Chorale's dynamic and versatile Artistic Director, John Yankee, supported by the Board of Directors, has moved the organization beyond just presenting concerts to embrace active outreach and education initiatives. These include an annual \$1,000 scholarship honoring the work of its long-time conductor,

Frederick B. Johnson, awarded to a local high school graduate who is pursuing a music degree.

The Chorale also encourages collaborations with other area artistic and musical groups. Falmouth's Turning Pointe Dance Studio and David McCarty of the Cape Cod Opera were major contributors to the Chorale's enchanted, semi-staged production of Mozart's The Magic Flute in October 2009.

For the fiery rendition of Carl Orff's Carmina Burana in March 2010, the Chorale supported the formation of

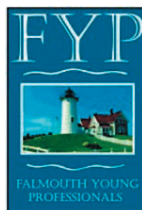
Continued on Page 2

First Falmouth Young Professionals Scholarship Awarded to Allison Connolly

On January 4, 2011 outgoing Falmouth Young Professionals Committee Chair, Ryan Ketterer, presented Falmouth High School graduate, Allison Connolly, a \$500 scholarship. The Falmouth Young Professionals scholarship was created in order to assist a Falmouth resident in pursuing a professional career, with the intention that the student will stay involved in the FYP's and bring their knowledge and expertise back to our town.

Allison, an aspiring educator, began attending the School of the Museum of Fine Arts in Boston for Sculpture in September 2010. Allison said, "I learned a lot about Falmouth that I didn't know when I

volunteered at the Chamber". Ms. Connolly is enjoying college, loves being in Boston, and plans to stay involved with the FYP's in the future.



The FYPs, a committee of the Falmouth Chamber of Commerce, created the scholarship in 2010. The scholarship requirements stipulates that a Falmouth resident, graduating from any high school, has been accepted to a four year college. The scholarship recipient must also donate eight hours of community service to the Falmouth Chamber of Commerce and attend an FYP event.

The FYPs promote continuing education as the cornerstone for individual success and personal fulfillment.



Ryan Ketterer, outgoing FYP Committee Chair, Allison Connolly, 2010 FYP scholarship recipient



Paul Moore, President of Falmouth Youth Hockey League, Brett Sanidas, Falmouth Ice Arena Capital Campaign Chairman, Joel Irving, General Manager at Falmouth Ice Arena, Ron Bowman, Falmouth Ice Arena Director

BAH for the Falmouth Ice Arena at the Coonamessett Inn

On a cold January night, the topic of an ice rink warmed the hearts of large group of business men and women who turned out for the Chamber's first Business After Hours of 2011. To no one's surprise, the evening was enhanced by the cool libations and hot hors d'oeuvres served up by the party professionals of the Coonamessett Inn.

The event host, the Falmouth Ice Arena, a non-profit organization owned and operated by the Falmouth

Youth Hockey League, Inc., has taken on the challenge of building a new ice rink. The current rink was built in 1967 thanks to the generosity of Mr. and Mrs. Josiah K. Lilly III, but is at a point where a new rink is required due to changes in technology and increased demand from our community. Over the years, the current facility has provided a venue for training State Championship teams,

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President's Corner

In last month's President's Corner, an opening-year reflection, I noted that if the business sector understands our education system, we can better predict the capabilities of our workforce. Jamie MacDonald, chairman of the Falmouth School Committee, dropped in one day and suggested that, in light of the current fiscal constraints that are threatening the quality of education in our public schools, we explore ways of working together to create private sector initiatives that help our children.

While this first conversation was rather broad and all encompassing, Jamie suggested, as a first step, that I take the Chamber's board of directors to Falmouth High School where Superintendent Dupuis, Principal Driscoll, Senior Class President Nick Riebesehl and others would lead them on an extended tour. We did just that: The board conducted its monthly meeting in one of the school's conference rooms and then toured the school. The board was enlightened and gratified to learn that Falmouth High School is indeed preparing our youngsters to become productive and resourceful citizens in a highly competitive future.

Mindful of Tracey Crago's leadership and the wonderful ongoing accomplishments of VIPs on behalf of all school children, Jamie and I also discussed the possibilities of engaging our high school students in an after school internship program that will give them a taste for work, spark their interest in business, and allow them to test-drive future career choices. It's done elsewhere.

Others have learned that we can better predict the capabilities of our future workforce if we take a direct role in preparing it to meet business demands. By developing the skills and experience our businesses will require while still in the learning environment (school), students can learn workforce readiness and become better partners in business recruitment.

As a business connects with students while still in school, that business becomes more influential in the future of its workforce. As a business becomes involved at any level of education, that business creates a stake in the future workforce. Internships can open up the world of business to the student. Organized or individually, businesses can shape their own destiny.

Nothing was finalized. It's a beginning. The marketplace is still very fragile; there's not much hiring going on and small businesses are beleaguered by unfunded government mandates and a host of other costly impositions that frustrate hiring initiatives. A plan would have to be created. Jamie and I agreed to continue to meet, to search for opportunities and to include many more in these discussions. Care to join us?

Looking forward,

Jay Zavala
President



Jay Zavala, President

Fifty-two Ways to Use Your Library Card

Falmouth Public Library

1. Get to know your librarian, the ultimate search engine @ your library.
2. Update your MySpace page.
3. Research new job opportunities.
4. Find a list of childcare centers in your area.
5. Learn about local candidates for office.
6. Pick up voter registration information.
7. Check out your favorite graphic novel.
8. Pick up a DVD.
9. Get wireless access.
10. Participate in a community forum.
11. Find out how to navigate the Internet.
12. Prepare your resume.
13. Get new ideas for redecorating your house.
14. Get a list of community organizations.
15. Attend a lecture or workshop.
16. Hear a local author reading his/her latest novel.
17. Join a book discussion group.
18. Attend preschool story hour with your child.
19. Get homework help.
20. Look up all kinds of health information.
21. Research the purchase of a new car.
22. Trek to another planet in a Sci-Fi novel.
23. Call the reference desk if you have a question.
24. Research your term paper.
25. Learn about the history of your city or town.
26. Decide which computer to buy using a consumer guide.
27. Check your stock portfolio.
28. Borrow or download an audiobook for your next road trip or commute.
29. Use the library's resources to start a small business.
30. See a new art exhibit.
31. Volunteer as a literacy tutor.

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Chairman Thanks

At its January board meeting, the chairman of the Falmouth Chamber of Commerce, Stephen J. Spitz, began the monthly session by acknowledging Ryan Ketterer of ShoreWay Acres Resort Inn as the 2010 chair of the Chamber's Falmouth Young Professionals committee. The chairman thanked Mr. Ketterer for his leadership and ongoing efforts to help young professionals live and work on Cape Cod. The committee, under Ketterer's leadership successfully continued its work to build relationships, develop professionally, sponsor one or more educational scholarships, and undertake civic, social and philanthropic agendas to enrich the community. The board of directors applauded Ryan and urged him to remain active and support the efforts of his successor.

The chairman then introduced his appointee - the incoming 2011 FYP committee chair, Mr. Bryan Braley. For the past few years, Bryan



Jay Zavala, Falmouth Chamber President, Ryan Ketterer, ShoreWay Acres Resort Inn, Bryan Braley, FYP Committee Chair and New York Life, Stephen J. Spitz, Falmouth Chamber Chairman and Cape Cod Five Cents Savings Bank

has been an active member of the Chamber, sits on the Ambassador committee, the Holidays by the Sea committee, the FYPs, and he gives generously of his time in support of many other Chamber initiatives.

Mr. Braley's immediate focus will be in expanding membership, broadening participation on the committee, and refining the committee's administrative management practices. In accepting the challenge, Braley

remarked, "There are young professionals, married and single, across this community and in the Chamber that remain under utilized and uninvolved. I want to learn about their interests, get them actively involved in our town and participating in many of our fun gatherings. Together, the young professionals of Falmouth can make a huge difference in our local quality of life and the direction of our community. The future is ours."

Falmouth Chorale In Harmony With Others

Continued From Page One

the Coro Ragazzi, a regional children's chorus. This group continues to grow under Mr. Yankee's direction and will be holding its first independent concert March 5.



BOB HASKELL

Dancers from Turning Pointe Studio portray the woodland creatures in *The Magic Flute*

The current Chorale season has garnered the praise of audiences and critics alike, starting with Rutter's sunny Magnificat in October and continued with Vivaldi's sparkling Gloria during the Chorale's traditional holiday concert featuring guest narrator Mindy Todd of WCAI.

Next the Chorale, along with Chamber Chorale, Coro Ragazzi, soloists, and professional orchestra, will perform Mozart's Requiem on March 19 and 20 at St. Patrick's Church, Main Street, Falmouth. A Little Light Music IV: "Songs My Mother Taught Me" will be presented on May 7.

The Chorale will also appear on Tuesday May 10 with the Simon Sinfonietta and the Chatham Chorale singing Beethoven's "Ode to Joy" in his Ninth Symphony at Mashpee's Christ the King Church.

To support these initiatives and continue fine musical programming, the Chorale is sponsoring a raffle to win a luxurious weekend for two in Lenox, MA at the Tanglewood Summer Music Festival. Only 400 tickets will be sold! The winning ticket will be drawn at the Sunday March 20 performance. Tickets and information are available at www.falmouthchorale.org or at 774-392-2383.

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Email: jayzavala@falmouthchamber.com

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January 2011



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Falmouth, MA 02540
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(508) 457-9454

Category: Restaurants & Pubs



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www.simplyhearing.net
Category: Healthcare Services

To become a member
of the Falmouth
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Board of Directors Meets At Falmouth High School

FALMOUTH HIGH SCHOOL (January 20, 2011) - At the invitation of the Falmouth school superintendent Marc Dupuis and High School principal Joseph Driscoll, the board of directors of the Falmouth Chamber of Commerce conducted their first monthly meeting of 2011 at the high school. After the meeting Senior Class President, Nick Riebesehl and members of Mr. Driscoll's staff led an extensive tour and demonstration that included labs, classrooms, the library, TV studio, gym, workout facilities, and the auditorium. Impressed with the facilities, a couple of eager board members wanted to enroll, but they were denied entrance. Board chairman, Stephen J. Spitz, expressed the board's appreciation for the tour noting that "going forward, through this state-of-the-art facility and with the help of dedicated professionals, our town's young men and women are being afforded excellent opportunities to learn, prepare for the future, and succeed in life."



Nick Riebesehl, FHS Senior Class President, Stephen J. Spitz, Falmouth Chamber Chairman and Cape Cod Five Cents Savings Bank



STEPHANIE McDOWELL, CPA

Stephanie McDowell, Certified Public Accountant, recently opened an office in East Falmouth and is expanding her tax and accounting practice. With over 16 years of experience, the last five managing her own firm, McDowell focuses on small business clients, individuals as well as trust work. "Given the challenging economic environment of the past few years, a lot of my time is spent not just on tax savings strategies but also in trying to help my clients focus on and improve their cash flow," she says. "It's important for me to spend time with my clients—I would not be happy in a practice where they were simply dropping off their information without sitting down with me. When I meet with

them and get to know them I come to understand what they need. Do they have young children and need to consider starting to save for college? Are they closer to retirement but unsure whether or not they can afford to do so? I don't sell investment or legal products, but by sitting down with my clients I often can help them consider their entire financial picture and point out what they should be thinking about. I think it's an important part of my role as their CPA." McDowell works with a variety of different clients, but has developed some sub-specialties working with physicians, contractors, and professional athletes. To contact Stephanie McDowell call (508) 388-7851 or email mcdowellcpa@comcast.net.



Stephanie McDowell



Falmouth Chamber Board of Directors exploring the FHS language lab

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FALMOUTH CHAMBER OF COMMERCE



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STAFF

President: Jay Zavala
jayzavala@falmouthchamber.com
Manager Member Services: Maura Aldrich
maldrich@falmouthchamber.com
Manager Business Development: Michael Kasparian
mkasparian@falmouthchamber.com
Communication Specialist: Denise Bertrand
dbertrand@falmouthchamber.com
Information Specialist: Betty Bailey
bbailey@falmouthchamber.com
Information Specialist: Susan Zavala
falmouth@falmouthchamber.com

20 Academy Lane • Falmouth, MA 02540
t.508-548-8500 • f.508-548-8521
www.FalmouthChamber.com

BAH for the Falmouth Ice Arena at the Coonamessett Inn

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Gold Medal Olympic winners, and citizens who simply enjoy skating. Paul Moore, the Arena's spokesman, painted a verbal gauntlet of the project's upcoming challenges together with a nostalgic pictorial of David Lawrence and many other resident skaters that have left their mark on the ice over the years. Paul closed by noting, "With the support of our community, we plan to build a state of the art facility that will truly benefit the youth and citizens of Falmouth."

Business card drawing winners included Matt Hedges, Great Harbor Benefits and Jay Fabio. Our own board chairman, Stephen J. Spitz, Vice President of Cape Cod Five Cents Savings Bank, also won big. He donated his 50/50 raffle winnings back to the Ice Arena.

Mark your calendar for Thursday, February 17 when the New Balance Falmouth Road Race & the Captain Kidd join forces to host a wonderful evening of networking. Compassionate Care ALS will be the featured non-profit.



Jay Fabbio, Citizens Bank, Winner of a 1/4 page ad courtesy of the Barnstable Patriot, Emily, Falmouth Youth Hockey, Marissa, Falmouth Youth Hockey



Jack Moakley, Falmouth Chamber Board of Directors & Northeast Fisheries Science Center, Karen Murphy, Shuckers World Famous Raw Bar & Cafe, Barbara Schneider, Falmouth Dog Park, Kevin Murphy, Shuckers World Famous Raw Bar & Cafe, Joel Irving, General Manager at Falmouth Ice Arena



Roland Lamirande, Chef Roland's Catering, Anne Bartlett, Bartlett Financial Services, LLC, Lisa Peterson-Asendorf, Falmouth Youth Hockey & Falmouth Chamber of Commerce Volunteer, Brooks Bartlett, Bartlett Financial Services, LLC

Testimonial

From: Jim Brooks
Sent: Wednesday, January 19, 2011 4:39 PM
To: Jay Zavala

Hi Jay and Chamber Team,

I wanted to thank your entire team for making my first year on the Cape such a great experience. Our business surely benefited from our membership and I hope to be more involved with Falmouth Chamber events as we make our way through 2011

Thank you again.

Jim Brooks
Sales & Marketing and Operations Manager
Sandwich Office
Service Master
South Shore
Phone: (888) 545-2700
Mobile: (774) 259-0366
Fax: (781) 545-7332

Tips 2 Ponder

“Every sale has five basic obstacles: no need, no money, no hurry, no desire, no trust.”

Zig Ziglar

Christmas Parade Starts Now

The 2010 Holidays by the Sea event committee conducted its final meeting in January. Outgoing co-chair, Joanne Bayles, past chairman of the board, perennial member of the committee and Vice President of Cape Cod Five Cents Savings Bank, led an in-depth discussion of the committee's management practices of last year's three-day multi-event celebration.

Every year, the committee's year-round preparations culminate in the execution of five events spanning three days over a 44 hour period. Rotating assignments, harsh weather, hundreds of details, changing parade line-ups, and with the safety of chil-

dren always of paramount concern, the committee continually works to refine its practices. At moments, the work is exhausting.

But it's not all work. Immediately after Ms. Bayles adjourned the meeting, Jennifer Chagnon, last year's event co-chair and proprietor of The Pink Polka Dot, and Karen Chorches, longtime Chamber volunteer and veteran leader of the committee convened the first committee meeting of 2011. They thanked Ms. Bayles for her leadership and led the group in a hearty round of applause. With that and the all important task of establishing the theme for the 2011 Christmas Parade, they quickly shifted into a baby shower and delicious pot luck dinner.

The theme for Falmouth's 48th annual Christmas Parade is "Christmas Memories—Celebrating 325 Years." Falmouth was founded in 1686, some 325 year ago, and the

community and this year's parade participants are encouraged to draw from the rich history and legacy of the people and times that have made Falmouth a great town. Start planning now!



Jennifer Chagnon, Co-Chair, Karen Chorches, Co-Chair, Joanne Bayles, Outgoing Co-Chair



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Massachusetts Workforce Training Fund Seeking Applications From Employers For Employee Training Grants

Last week Massachusetts Secretary of Labor and Workforce Development Joanne F. Goldstein announced exciting news about increased opportunities to address the skill needs of businesses and workers in Massachusetts. The Massachusetts Workforce Training Fund program is pleased to be seeking applications from businesses and labor organizations throughout the commonwealth for grants of up to \$250,000 for investment in employee training. The Massachusetts Workforce Training Fund is a state program, financed by Massachusetts businesses, for the purpose of providing resources to employers to train Massachusetts workers. The priorities of the fund include projects which will result in:

- increased job retention or job growth

- increased wages
- more productive companies
- more competitive companies
- improved ability to do business in Massachusetts
- commitments to increased private investment in training

AVAILABLE GRANTS:

General Program Training Grants of up to \$250,000 are available to eligible employers or consortia of eligible employers for training of employees in job-related skills expected to result in job growth, job retention, increased wages, increase company competitiveness and increased private investment in employee training. Applications are due on Friday, February 11, 2011; training funded through these grants may last no more than 24 months.

General Program Technical Assistance Grants of up to \$25,000 are available to help an employer, or a group of employers or employees, determine a set of training needs. Eligible industry associations, labor organizations, community colleges, administrative entities for local workforce investment areas, and other entities with expertise in providing technical assistance for training may apply. Applications are due on Friday, February 11, 2011; projects funded through these grants may not exceed 6 months.

Express Program Training Grants of up to \$30,000 are available exclusively for employers with 50 or fewer employees. Applications may be submitted at any time throughout the year; training funded through these grants must be completed in 12 months or less.

Hiring Incentive Training Grants of up to \$30,000 are available to employers of any size to train newly hired employees who were previously unemployed for more than 6

months or are qualified veterans. Applications may be submitted at any time throughout the year; training funded through these grants may not last more than 120 days.

For a detailed description of all Workforce Training Fund opportunities, as well as eligibility and application information, please visit www.mass.gov/wtftp.

Workforce Training Fund General Program grant applications are currently being accepted by Commonwealth Corporation, a quasi-public agency focused on building the skills of the Massachusetts

workforce to strengthen our competitiveness in the global knowledge and innovation economy. For more information, please contact Robert Duncan at (617) 717-6927 or rduncan@commcorp.org.

The Express Program and Hiring Incentive Training Grants will continue to be administered by the Division of Career Services. Applications are accepted throughout the year. For information, please contact the Massachusetts Workforce Training Fund Program at the Division of Career Services at 1-800-252-1591 or wtf@detma.org.

Falmouth Military Support Group's Military Spotlight

February 2011

Tabetha Speroni

Tabetha Speroni was born in Falmouth, went to Falmouth Schools and graduated from Mashpee High School with the class of 2004. She worked at a local restaurant in Mashpee for about four years. Due



to the lack of job opportunities Tabetha decided to join the Army to see the world, serve her country and get an education. She is currently deployed in Basrah, Iraq with the Army. One of the jobs Tabetha does in Iraq is to drive the new MRAP (Mine Resistant Ambush Protection). The above picture is of her driving one of these vehicles. These trucks are used for missions. They are a lot safer than the Humvee's. They are equipped with a machine gun and a long arm that can be

used to pick up ordinances and dispose of them while keeping them away from the truck. Tabetha's Iraq tour will be over the beginning of March. She will then come home for a visit and then be stationed at Fort Carson in Colorado Springs, CO.

Falmouth Military Support Group

P.O. Box 2247 • Teaticket, MA 02536 • www.FMSGGrp.org.

John Scavotto

508-563-2007

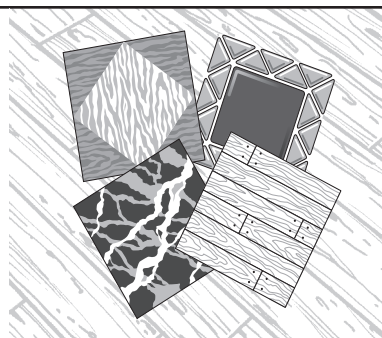
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Upcoming Events February 2011

Please visit www.falmouthchamber.com for complete event listings and details.

15 *September*
through May 25

Playtime at The First Congregational Church
1st Congregational Church, 68 Main Street, Falmouth
Wednesdays @ 10:00a.m.-12:00p.m.

13 *January*
through Feb. 17

After School Art with Andrea Moore
Falmouth Art Center, 137 Gifford Street, Falmouth
Thursdays 4:00p.m.-6:00p.m.

14 *January*
through Feb. 18

Puppetry with Jacek Zuzanski
Falmouth Art Center, 137 Gifford Street, Falmouth
Fridays 4:00p.m.-5:30p.m.

15 *January*
through Feb. 19

Photography Fundamentals
Cape Cod Conservatory Falmouth Campus, 60 Highfield Drive,
Falmouth
Saturdays 9:00a.m.-11:30a.m.

18 *January*
through Mar. 1

Art Appreciation: Arts of the Americas
Cape Cod Conservatory Falmouth Campus, 60 Highfield Drive,
Falmouth
Tuesdays 1:00p.m.-3:00p.m.

19 *January*
through Mar. 16

Opera Appreciation Series
Cape Cod Conservatory Falmouth Campus, 60 Highfield Drive,
Falmouth
Wednesdays 10:00a.m.-12:00p.m.

22 *January*
through Feb. 12

Mahoney's Winter "Farmers-Plus" Market
Mahoney's Garden Center, 958 East Falmouth Hwy., East Falmouth
Saturdays 10:00a.m.-4:00p.m.

2 *February*

Groundhog Day at the Falmouth Service Center
Falmouth Service Center, 611 Gifford Street, Falmouth
2:00p.m.-3:00p.m.

2 *February*

Falmouth Young Professionals
Quahog Republic, 97 Spring Bars Road, Falmouth
5:00p.m.-7:00p.m.

2 *February*
through Feb. 23

"Silent Spring" Book Discussions
Falmouth Public Library, 300 Main Street, Falmouth
Wednesdays 7:00p.m.

2 *February*
through Mar. 16

"Silent Spring" Book Discussions
St. Barnabas Memorial Church, 91 Main Street, Falmouth
Every other Wed 12:00p.m.

3 *February*

**Business Exchange Lunch -
Social Media "Workplace Risks & Benefits", Foley & Foley PC**
Quahog Republic, 97 Spring Bars Road, Falmouth
12:00p.m.-1:30p.m.

3 *February*

Chinese New Year at Peking Palace
Peking Palace, 452 Main Street, Falmouth
5:00p.m.-9:00p.m.

4 *February*
through Feb. 6

1st Annual TV Writers Symposium
The Woods Hole Inn,
28 Water Street, Woods Hole

5 *February*

Woods Hole Film Festival Winter Film Series Dinner & a Movie
Captain Kidd, 77 Water Street, Woods Hole
5:30p.m.

5 *February*

Tim Seston at Treasure Chest Gifts
Treasure Chest Gifts, 24 Spring Bars Road, Falmouth
10:30a.m.-11:30a.m.

6 *February*
through Mar. 4

"Three Visions" Art Exhibit at the Maser Gallery, FCTV
The Maser Gallery at Falmouth Community Television, 310A Dillingham Ave., Falmouth

6 *February*

A Volunteer's Experience in Haiti
West Falmouth Library, 575 West Falmouth Highway, West Falmouth
2:00p.m.

7 *February*

"Mostly Strings" Bill Black & John Yankee Perform
West Falmouth Library,
575 West Falmouth Hwy., West Falmouth
7:00p.m.

7 *February*

Operation Valentine at FCTV
Falmouth Community Television, 310A Dillingham Ave., Falmouth
3:00p.m.-7:00p.m.

8 *February*

Nature Program for Children
West Falmouth Library, 575 West Falmouth Highway, West Falmouth
2:00p.m.

9 *February*

**"Challenges Facing the United States in the Middle East" -
Falmouth Academy Community Series**
Falmouth Academy, 7 Highfield Drive, Falmouth
7:00p.m.

10 *February*
through Mar. 31

Great Decisions Discussion Group
Falmouth Public Library, 300 Main Street, Falmouth
Thursdays 3:30p.m.

11 *February*
through Feb. 14

Valentine's Weekend at Landucci italia
Landucci italia at the Falmouth Inn, 824 Main Street, Falmouth, MA.
5:00p.m.

12 *February*

Woods Hole Film Festival Winter Film Series Dinner & a Movie
Captain Kidd, 77 Water Street, Woods Hole,
5:30p.m.

12 *February*

An Evening of Great American Love Songs
West Falmouth Library, 575 West Falmouth Highway, West Falmouth
7:30p.m.

12 *February*

**Coping With Deployments - Psychological First Aid for Military
Families Course**
Chapel Support Building, MMR, Mass Military Reservation, Bourne
12:00p.m.-4:00p.m.

13 *February*

Highfield Hall presents: "Romancing the Hall"
Highfield Hall, 56 Highfield Drive, Falmouth,
4:00p.m.

15 *February*

"Silent Spring" Panel Discussion
Woods Hole Public Library, 581 Woods Hole Road, Woods Hole
7:30p.m.

17 *February*

**New Balance Falmouth Road Race & The Captain Kidd
Business After Hours**
The Waterfront Dining Room at The Captain Kidd, Water Street,
Woods Hole
5:00p.m.-7:00p.m.

17 *February*

**300 Committee Spring Speaker Series: Unfamiliar Facts about
Familiar Faces**
Highfield Hall, 56 Highfield Drive, Falmouth,
7:00p.m.

24 *February*

Game Night @ West Falmouth Library
West Falmouth Library, West Falmouth
7:00p.m.

24 *February*

Animal Story Time presented by Thornton Burgess Society
West Falmouth Library, 575 West Falmouth Highway, West Falmouth
3:30p.m.

26 *February*

Thou Swells: The Songwriting Team of Rodgers and Hart
Highfield Hall, 56 Highfield Drive, Falmouth
10:00a.m.

27 *February*

Weddings on Cape Cod.com Bridal Showcase
Country Club at New Seabury, 95 Shore Road West, Mashpee
11:00a.m.-3:00p.m.

27 *February*

300 Committee Spring Speaker Series: Adam Lazarus on Ants
Highfield Hall, 56 Highfield Drive, Falmouth
3:00p.m.

28 *February*
through Mar. 18

Master Gardener's Classes - Backyard Horticulture
Barnstable County Fairgrounds, 1120 Nathan Ellis Hwy., East Falmouth
Mondays 12:30p.m.-4:00p.m.

To submit your organization's event to be published in the Coastlines calendar,
please e-mail dbertrand@falmouthchamber.com or call 508-548-8500.

Business Exchange Luncheon at Landucci italia With Annette Crowley of Cape Cod Five Cents Savings Bank



Annette Crowley, Cape Cod Five Cents Savings Bank, Educating our Members

The January Business Exchange Luncheon was an ideal opportunity to start 2011 networking, gaining financial perspective, and enjoying the mid-day culinary offerings of an outstanding member restaurateur. An energetic group of members and guests gathered at Landucci's italia restaurant in the Falmouth Inn to start the new year. Landucci's is a casual fine-dining restaurant, serving Tuscan seafood and steakhouse specialties and it is a perfect setting for an intimate mid-day networking/educational session.

After a lively round of networking and self-introductions, and before our guest speaker, Annette Crowley, Investment Executive, of Cape Cod Five Cents Savings Bank, dashed more than one dream of retirement, we eagerly queued up

for a wonderful mid-day repast created by Jay Bartolomei himself.

Midway through our luncheon, Ms. Crowley took the floor and offered an informative and interactive discussion on "Retirement Income: The Transition into Retirement" She wisely set the emotional component of retiring aside and helped us focus on the financial aspects and the correlations to time, lifestyle expectations and personal health. With a number of other financial industry colleagues (all members of the Chamber) participating, the half hour time-slot was well spent.



Annette Crowley, Guest Speaker, Cape Cod Five Cents Savings Bank

The next Business Exchange Luncheon will

be at the Quahog Republic, 97 Spring Bars Road, from noon to 1:30pm. The guest speaker will be Michael Foley, Esq., who will address a very timely topic, "Social Media—Workplace Risks and Benefits."

Make sure to bring your business cards, be prepared to introduce yourself to others, and be entered into a drawing to win a free lunch next month!



Linda Steele, Cape Cod Five Cents Savings Bank, Emily Sussman, Falmouth Patch, Angela Ackerman, (host) Landucci italia



Rich Sherman, Health Insurance New England, Michael Finegold, Mayflower Advisors, Rob Gregory, Health Insurance New England

Coastlines banner photo credit for January and February goes to Diane Hunt, hobby photographer. If you are a professional or hobby photographer like Diane, contact the Falmouth Chamber of Commerce for possible inclusion of your photos in Coastlines or our 2011-2012 Annual Guidebook available this April. 65,000 copies of our Guidebook are distributed locally and worldwide; attribution will be included. Call the Chamber at 508-548-8500.

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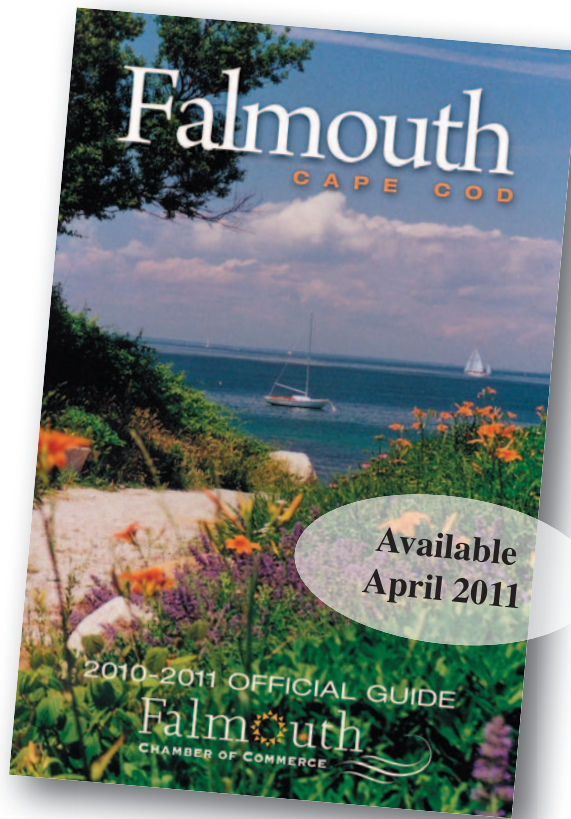
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actual size 5 1/4" x 8 3/8"

**2011-2012
 Guidebook:
 Your Best
 Marketing Tool**

As we embark on another year of guidebook advertising, I am amazed at the level of enthusiasm conveyed by some of our members. So many of you have told us that placing an ad in the annual guidebook is the best advertising dollar that you spend because it is a cost effective way of reaching both full time residents as well as summer visitors.

With over 65,000 issues being distributed during the year, the Falmouth Chamber Guidebook offers our members the opportunity to stand out from the competition. Not only are the guidebooks distributed through our local businesses, but they are also mailed to thousands of people who call looking for advance information when planning a trip to Falmouth. The Guidebooks literally are mailed all over the world! When tourists come to the Visitor Center asking for suggestions on where to shop or dine and glance through the guidebook, a descriptive ad can help drive them to your business.

We are your local resource and are committed to providing the assistance needed to put together an ad that will help you generate more traffic. Stop by or call the Chamber anytime to find what we can do for you – we are here to help.

As a member of the Chamber, you are also able to take advantage of the many other benefits we offer which can help to provide exposure in our community. We can help you set up and promote a forum to educate others about your business and why they should use your products or services. Our large conference room can accommodate up to 35 individuals comfortably, making it an ideal presentation space. Many of our members have held meetings, seminars and lectures here and all members are encouraged to take advantage of this space.

Coastlines is distributed to every subscriber of the Falmouth Enterprise on the first Tuesday of each month and as a member your contribution is welcome. Coastlines provides a unique opportunity for you to promote your business by telling your own unique story. Supported by pictures of you or your staff in action, readers are able to get behind the scenes information through a business focused article. Not only will we help you come up with a theme for your article, but we will assist you in writing it. If you have a great story, we are here to help you tell it.

The Chamber has the privilege of promoting some great community events and we are always looking for volunteers to serve in committee positions. We can match your interests and talents to help make events such as our Golf Tournament, 10K Raffle, and Dream Cruise Car Show a success. Of course all the wonderful events that make up the Holidays By The Sea Weekend provide a great opportunity to support the dozens of local businesses and organizations that come together for our community.

This is your Chamber of Commerce, so take advantage of all that we have to offer. Be involved and help us to promote your business or organization while we work together to support our local community.

Worldwide Visibility of Your Ad

**Top Download off the
 Falmouth Chamber Website!**

**20% Off of Last
 Year's Prices**

CHAMBER MEMBER RATES 2011-2012

Ad Size	Dimensions (wxh)	4-color	2-color	B&W
Full Page	4.5" x 7.5"	\$1,900	\$1,760	\$1,700
1/2 Page (Vertical)	2.125" x 7.5"	1,190	1,050	1,000
1/2 Page (Horizontal)	4.5" x 3.625"	1,190	1,050	1,000
1/4 Page (Vertical)	2.125" x 3.625"	740	650	600
1/4 Page (Horizontal)	4.5" x 1.687"	740	650	600
1/8 Page	2.125" x 1.687"	450	375	335



Call the Chamber Team at 508-548-8500 or (800) 526-8532
 or email: falmouth@falmouthchamber.com

Fifty-two Ways to Use Your Library Card

Continued From Page Two

- 32. Find a new recipe.
- 33. Ask for a recommended reading list for your kids.
- 34. Make photocopies.
- 35. Get a book from interlibrary loan.
- 36. Enroll your child in a summer reading program.
- 37. Take a computer class.
- 38. Hear a poetry reading.
- 39. Take out the latest fashion magazine.
- 40. Enjoy a concert.
- 41. Trace your family tree.
- 42. Check out a special collection of rare books.

- 43. Check out a legal question or issue.
- 44. Find out how to file a consumer complaint.
- 45. Learn about home improvement.
- 46. Borrow some sheet music.
- 47. Learn how to use a database or computerized catalog.
- 48. Find the latest romance paperback.
- 49. Pick up tax forms.
- 50. Connect with other people in the community.
- 51. Find a quiet spot, curl up with a book and enjoy.
- 52. Read a newspaper from another country.

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info@falmouthpubliclibrary.org
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 Wednesday 1:00PM -8:30 PM
 Thursday 9:30AM -5:30PM
 Friday 9:30AM -5:30PM
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