

October 2010

Business News From The Falmouth Chamber Of Commerce

Cranberry Harvest and Farm Week

The week of October 10th has been proclaimed by the Falmouth Board of Selectmen as “Cranberry Harvest and Farm Week” culminating with the Cranberry Harvest and Farm Festival on town-owned Coonamessett River Bogs on John Parker Road, in East Falmouth on Saturday, October 16, from 10am to 3:00pm. Rain date is Sunday, October 17, 2010.

This will be the 7th annual Festival and you are encouraged to find a way to incorporate cranberries into your activities that week and the event organizers welcome your ideas for making this another memorable event. In past years, through magazine, newspaper, website advertising and guided tours, this free, family-event, featuring an on-site wet harvest of organic cranberries, has brought thousands of visitors to our town.

Participating businesses are offered:



- Event Week and Festival posters;
- Large, colorful professional photographs of cranberry bogs, and framed pastels from artist Jane Lincoln, that can be placed in your business window;
- Cape Cod Growers Association recipe cards and connecting websites for restaurants and other interested merchants;
- Small display baskets of real berries with attached festival detail flag;
- Event informational brochures with holders.

The organizers, Falmouth Cranberry Harvest Festival, Inc., a member of the Falmouth Chamber of Commerce, welcomes your support and will honor raffle items and gift certificates donors and all participants will be acknowledged in the event program.

Ann Sears can be reached at 508-548-9641 or at ann.sears@yahoo.com.



L to R, Margaret Gifford, Act 1 Carol O'Loughlin Real Estate & Falmouth Museums on the Green; raffle prize donor, Barbara Cotton, Executive Director of Cape Cod Children's Museum; Walter MacKenzie.



Newly redecorated spaces at the Holiday Inn Falmouth

BAH at the Holiday Inn

The Holiday Inn at 291 Jones Road has undergone a proud makeover and they're excited to show it off. In September, the Falmouth Chamber of Commerce was invited to host its monthly Business After Hours networking event in the newly redone KC Steak & Seafood restaurant and

to tour the property. Leave it to Sheryl Barrett, the Holiday Inn's general manager, to pull all the stops. Kirk Fitzgerald, Food & Beverage Director was ready with savory and filling samples of the new

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Who's in Falmouth?



Alice Schwartz & Ted Harwood, of Needham, MA, enjoy the Chamber's front porch



Jim Kinchla & Susan Ellman, Kinchla Real Estate

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President's Corner



Jay Zavala, President

This summer season was, by many business accounts, a measured success for some but not all. Guests filled many of our hotels, motels, and B&B's (many more stayed in other short-term rentals outside the economic mainstream) and their discretionary dollars infused the economy by way of restaurants, retail shops, transportation, theaters, and so forth. This economic activity in turn either generated or stabilized related jobs, increased supplies and other services.

Our focus now widens to other matters and concerns that affect us all. The Warrant for the November Town Meeting is posted. Falmouth legislators may once again be asked to increase taxes as a means of gaining more revenue to run local government.

While the Falmouth Chamber of Commerce has not wavered in its opposition to tax increases in general and it remains deeply protective of those businesses that bring new dollars to our town, it is also aware that the present state of the economy threatens to destabilize vital town services. And while there are no easy solutions, tax increases, hopefully, will remain the last rather than the first, easy consideration.

There is no such thing as a good tax and we certainly can't tax our way into prosperity. Winston Churchill said, "That's like a man standing in a bucket and trying to lift himself up by the handle." I'm also mindful that a tax is more than just about money; and a common error is to value a tax by its intention rather than its result. Yes, the intent of increasing taxes will be to raise local revenues, but will it result in a more fiscally efficient government?

With this in mind, the Chamber's Board of Directors, with support and understanding of key business leaders, will carefully consider any measured approach that will ensure government efficiency while still protecting the businesses and employees that generate the taxes needed.

Together, let's balance the budget and also allow Falmouth to join the growing number of fiscally-conservative towns that protect and promote their essential economic interests.

Looking forward,

Jay Zavala
President

Falmouth Military Support Group's Military Spotlight

October 2010

Jeff Waggett

Jeff Waggett is a Major in the US Army Reserves. He is currently serving in Afghanistan. He is married with four beautiful girls, ages 11, 8, 6, 3. He grew up in Pembroke, MA and graduated from Worcester State College. He relocated from the South Shore in 2003 to join the Falmouth Fire & Rescue Department. Although a firefighter & paramedic in the civilian world, he proudly serves as a Military Police Officer in the Army. He has been deployed previously to Uzbekistan, Afghanistan and Bosnia. He has served for 20 years. He enjoys being with his family and of course is a big Patriots and Red Sox fan!



The Waggett Family

Volunteer Spotlight – Genie Potamis

Before moving to Falmouth in 2006, Gerald and I lived in Melrose, Massachusetts for 36 years. We've spent summers here since the '70s and we enjoyed our time here so much that we decided we wanted to retire here someday. Gerald retired from the US EPA after commuting from Falmouth to Boston for a year. He was fortunate to get a job with the Town of Falmouth. Our sons, Gregory and Steven, live in Connecticut and New Jersey and we are the proud grandparents of Micaela and Ryan.

Prior to moving to Falmouth, I was employed for many years as a medical secretary, working for doctors and dentists. After moving here I joined the Falmouth Newcomer's Club where I met and made many new friends. Volunteering at the Chamber is truly a rewarding and learning experience. The Chamber is a valuable resource for finding out what is happening in town. Falmouth has so much to offer people of all ages. I wouldn't want to live anywhere else.



Genie Potamis

A Member's Idea

As business people, we know advertising is challenging; as a social science that studies trends and interests to methods that employ everything from word of mouth to prime TV spots on Super Bowl Sunday, we are always trying to capture the attention of our intended target audience. But when you bring it back to the local level, simply working together with others can prove rewarding in many ways. For example: Instead of making a charity the beneficiary of your business success, consider including a charity in your business plan.



Consider the possibilities: What if every small business in our area was able to make a charitable donation from every sale made? What if the charity you support sent

you customers who's purchase generates the income from which your donation is made? And, what if other small businesses in the area would also welcome the opportunity to refer customers to you as well—by sharing one another's coupons? Select a worthy charity to support, print a thousand coupon offers that include the charity's logo together with yours. Invite the charity to hand out your coupons to their clients, contacts and other supporters. Your coupon should state the amount of contribution the charity will receive from the business generated.

Russ Texeira is the owner/operator of SuperLube, 419 Main Street and can be reached at 508-540-3176 or stryken1@aol.com



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The Falmouth Enterprise

Global Work Party to Celebrate Practical Climate Solutions

This summer Falmouth village businesses supported and participated in the installation of recycling bins on Main Street. The pilot program, coordinated by the Falmouth Climate Action Team, is sponsored by the Falmouth Village Association and the Falmouth Service Center in partnership with Peter Kirwin Fairwinds Center and promotes a zero waste approach for achieving a truly green Falmouth by reducing carbon emissions by 10 percent and reaching the goals of the Falmouth Climate Protection Plan. Recycling on Main Street will continue into the Fall season, with the goal of convincing other business leaders, town officials, and citizens of the value of providing recycling bins on the walkways in commercial districts throughout Falmouth. Zero waste is a long-term goal that can strengthen

the local economy through a resource (rather than waste) management approach that can provide new jobs for a profitable, cleaner, healthier future. Other businesses in town that have installed wind and solar systems demonstrate ways to increase diver-



sification of energy sources through renewable energy strategies.

These examples are a few of many practical solutions that will be celebrated during ten days from October 1-10, 2010 (10/10/10) to demonstrate and advocate for increased participation of businesses, schools, and public/private organizations to

reduce the carbon imprint by 10 percent. 10/10/10 activities in Falmouth will kick off at East Falmouth School on October 1st with the Green Band performing from Project Green Schools, launching a series of services, policy work and resources to assist in helping to “green” the school; plus implement “Nutrition to Grow on” curriculum throughout the year incorporating school-yard gardening and composting. Activities continuing in the town through the week include “Crazy for Compost: When Breaking Down is a Good Thing” on October 5; the Farmer’s Market and Zero Waste, Oct 7th; the Cape Cod Premier of the award winning film *The Age of Stupid*; followed on October 10 by *In Transition*, an inspiring film about the greening of neighborhoods and the Transition Town movement;

and a discussion on Energy, Peace and Justice at the U.U. Fellowship of Falmouth on October 10. The Falmouth Chamber of Commerce urges the business community to ac-



tively embrace recycling and engage in other green practices that are not only cost effective but also environmentally responsible.

Get involved in hands on carbon-reduction workshops, attend films and participate in discus-

sions, sign up for renewable energy tours to learn more about reducing your carbon footprint and help address the serious problem of climate change we all face. All members of the Falmouth community, including kids, teens, students and adults, are invited to participate.

Participating Falmouth organizations include Coonamessett Farm, Farmers Market, Village Association, Falmouth Chamber of Commerce, Cinema Politica, Waquoit Bay Reserve, Unitarian Universalist Congregation, Sierra Club Cape and Islands Group, Cape and Islands Self Reliance, and others.

For more information, contact the Falmouth Climate Action Team by E-mail fcact2010@aol.com or Tel 508.566.5980. 10/10/10 Work Party is part of a global celebration organized by 350.org and 10:10; see their web sites at www.350.org and www.global1010.org.

In Tune with Falmouth and Beyond

Recently, we caught up with member Pat Ryan, a local music-business man whose talent and creative vitality keeps him busy and a lot of others as well. Doing business as Full Spectrum Music, Ryan is striking new chords with other Falmouth Chamber of Commerce members like the Cape Cod Conservatory and Galileo Music.

A Falmouth resident for 20 years, Pat knows first-hand that to make a sustainable living as a musician one has to be versatile and wear many hats. Most musicians involved in music as an art form (and not simply as a way to make a living) play all kinds of music, even some they may not like; they teach; they record, write, and more—much more.

Regularly, as business dictates, Pat pulls together “custom ensembles” of all sizes and styles for weddings, corporate and charitable events; he assembles professionals to perform in restaurants, nightclubs and at festivals and concerts; he writes and records branding jingles for businesses like Chamber member, Slade Mortgage Group, Inc.

As a teacher, Pat believes that music education is one way to combat not only music illiteracy but also the disconnect between generational understandings of popular music. “Our teaching approach at Galileo Music in Falmouth is an attempt to balance musical skills like reading and technique with the more primal innate musicality that is a fundamental characteristic of what it means to be human. So, lessons might focus on creativity and ear development as much as on traditional approaches to learning an instrument. When one learns about the structure of music, of harmony, melody and

rhythm, the resulting literacy is empowering, infectious and inspiring. For some students who struggle with (and who are often turned off by) a conventional, linear method of learning an instrument, the methods we use are far more intuitive and flexible, kind of like learning a language by immersion. We are excited to work with any and all who want to give this a try.”

In closing, Pat opined, “There is no substitute for experiencing music live, and there are some

great musicians who need work in our region. I like the ‘buy fresh, buy local’ movement that is redefining our relationships to food, health, local farms and our regional economy. I’d like to see something similar happen with music, arts and culture. Support the artists that are here, and bring the quality flair to all kinds of events that live music can engender.”



Pat Ryan,
Full Spectrum Music

Guitarist Pat Ryan can be reached at FullSpectrumMusic.com.



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BAH at the Holiday Inn

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menu, while other key staffers Cynthia Ostrum, Director of Sales; Diane Sanchez, Accountant; Suzanne Fernandes, Executive Housekeeper; Heather Powers, Front Desk Supervisor; and Christine Cotter, Asst. Housekeeper all joined in greeting and receiving Chamber members to their house.

Our host livened up the evening by offering a scavenger hunt of some renovated areas to highlight handicapped accessibilities, newly redecorated lobby area, new signage, meeting spaces and pool areas, resulting in great prizes and other fun giveaways.

Barbara Cotton, Executive Director of our non-profit partner for the evening, Cape Cod Children's Museum, demonstrated once again

why she is the focused driving force behind this 20 year old cornerstone of family-based activities. She was on the lookout for members of the business community interested in working with her to ensure the museum enjoys a bright future.

Save the date and get ready to do a little road trip with us on Thursday, October 21, 2010, to visit our member, the National Marine Life Center (nmlc.org) in Buzzards Bay, where caring for stranded marine animals is their daily charge. Executive Director, Kathy Zagzebski, will join with the March of Dimes to host an evening's business networking and socializing. This will definitely be a continuation of the great evenings we've been sharing each month this year. Now that the seasonal push is slowing down, we'll be looking for you.



L to R, Stanton Terrell & Cynthia Shell-Terrell, Cape Cod Music Festival, donated tickets for raffle won by (R) Moira Powers, Powers of Art

Changes in Season, Changes in Laws

Significant changes have been made in the areas of employee personnel records, texting at the state and federal levels, and child labor laws. In addition, the state maternity leave law gets a new interpretation:

Personnel Record Law Change

On August 5, 2010, Governor

Patrick signed into law an economic development bill that includes an amendment to the Massachusetts Personnel Record Law and G.L. Chapter 149 § 52C. Under the amended law:

- Employers are required to notify an employee within 10 days of the employer placing information that would negatively impact an employment decision in the employee's personnel record. The amendment does not require that the notice to the employee be in writing, although it would be prudent to create a record of compliance with the notice obligation.

- The amendment also provides employers with the right to limit the number of times that an employee may review his or her personnel record to "two separate occasions" per calendar year.

Not surprisingly, the Attorney General has jurisdiction to enforce the statute with the violation being punishable by a fine of not less than \$500.00 or more than \$2,500.00.

All employers should promptly notify any employee who has had

negative information added to his or her personnel record since July 31, 2010, and has not been previously noticed.

Texting Revisited

Massachusetts recently passed a law banning texting while driving. The U.S. Supreme Court decided that a police department did not violate an officer's privacy rights when it read his text messages sent on his department-issued pager.

As of October 1, 2010, it will be illegal to text and drive in Massachusetts. Additionally, it will be illegal for people under 18 to drive and talk on a cell phone.

The texting ban covers e-mailing, Internet searching, and any non-calling activity on anything such as a phone, laptop, or handheld electronic device while they are operating a motor vehicle. It also applies if you are waiting at a traffic light or a stop sign. It is considered a "primary offence" so the police can pull you over if they observe someone breaking the law. Violations will result in a \$100 fine, but the offense will not be considered a moving violation and thus will not incur a surcharge.

If your employees use their cars or yours for work, it is time to include in your policies a ban on texting while driving.

A police officer working for the City of Ontario California was disciplined after it was discovered that he had sent sexually explicit texts on his department issued pager. (Ontario v. Quon, decided June 17, 2010) He filed a civil rights suit under the Fourth Amendment to the Constitution that he had a reasonable expectation of privacy in the content of his communications. The Supreme



Court found the search was reasonable because it was for

a legitimate, work-related purpose and was not excessive in scope. The Fourth Amendment protects citizens against government intrusion. Different privacy laws would cover private employers.

What helped save the employer was the department's clear, written policy that there was no expectation of privacy in communications made on department equipment. In addition, the staff had to sign off that they received and understood the policy. The chief sent follow-up memo's regarding the pagers specifically. When the department performed the search of the content of the texts they only looked at two months worth of texts and did not look at any texts made while the officer was off duty.

Child Labor Laws

The United States Department of Labor ("DOL") implemented sweeping changes to existing child labor laws, effective July 19, 2010. The law prohibits children under the age of 18 from operating most work-assist vehicles and power-driven hoists. The law also prohibits the use of chainsaws, wood chippers, reciprocating saws and all forestry-related services. These changes are designed to strengthen safety precautions for children in the workplace.

There are also some new protections for 14 and 15 year olds. For example, these children may not work more than three hours on a Friday if that day is a school day. The term "school hours" as used in the law is defined by the school district where the child lives. The law establishes the age of 15 years as the minimum for a lifeguard at a traditional swimming pool. The

law prohibits 14 and 15 year olds from "youth pedaling activities or non-charitable door-to-door sales."

The law meanwhile expands some workplace opportunities for children. Specifically, the law now permits 14 and 15 year olds to work in advertising, banking and information technology positions. In addition, 14 and 15 year olds may now perform computer programming, drawing, and teaching activities, which were formerly prohibited. The law also permits 16 and 17 year olds to operate pizza-dough rollers and countertop food mixers under certain circumstances.

These are but a few of the many changes to the child labor laws. If you employ children in your workplace, you should read the "Final Rule" issued by the Department of Labor. If you have any questions about the changes in the child labor laws as they may relate to your business, please feel free to contact us.

Massachusetts Maternity Leave Act (MMLA) Interpretation

In the case of Global, Incorporated v. Awiszus, the Massachusetts Supreme Judicial Court ruled that an employer who contracts to offer maternity leave that exceeds the state-mandated eight weeks is not obligated to reinstate an employee to that person's position if that person has taken more than eight weeks of maternity leave. Therefore, the MMLA only protects the employee's position during the eight weeks mandated by the Act. (Of note, the SJC stated in its decision that an employee who is permitted by contract to extend her maternity leave past eight weeks may have other rights that protect her from termination, but those protections are not found in the MMLA.)

Questions? Contact info@foleylawpractice.com or call 508-548-4888.

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The Bike Rack

by Sheryll Hirschberger Reichwein

When we purchased The Beach Rose Inn in 2006 and moved to Falmouth, there were rumors that the Shining Sea Bikeway, a popular paved path stretching from the outskirts of Downtown Falmouth to Woods Hole, was to be expanded north along the railroad tracks, through West Falmouth. The railroad track crossed our road, Chase Road, 200 feet from our front door.

We were delighted by the idea. But, many of our new neighbors were skeptical.

Over and over again, we heard, "They've been talking about expanding that bikeway for years." And, "I'll believe it when I see it." And, "Don't hold your breath." And a variety of other such clichés born of past cycles of raised expectations followed by seemingly inevitable disappointment.

When the recession hit in the fall of 2008, the railroad-track-would-be-bikeway was still a mass of overgrown weeds and vines. Though it was said that the permitting process was moving forward, no progress could be seen. With the financial system in crisis and government funds in high demand, would expanding the Shining Sea Bikeway still be a priority? Would the predictions of our jaded neighbors come true?

And then, as if by magic, in the spring of 2009 the railroad tracks were cleared and removed. The rail bed was quickly leveled and prepared with drainage stone. Before the paving crews arrived, walkers claimed the path. And, on the very day the pavement was laid, bikers appeared. Within days, it was as if the bikeway had always been—was naturally meant to be. As if an artery had been blocked and was now flowing.

The main building of The Beach Rose Inn was originally built in 1863 by James Gifford as a wedding present for his bride, Charlotte Lumbert. Nine years later the railroad began its first run as a lifeline of commercial transport for Woods Hole's Pacific Guano Works, a company that produced fertilizer made of phosphate rock from the Pacific Islands marinated with fish remains from Cape Cod waters—creating a particularly odiferous stew. One can only wonder how the young Gifford couple felt about the arrival of this noisy, smelly train. In 1889, Pacific Guano Works went bankrupt which was a sad loss for the local economy but a welcome reprieve from the oppressive odor. Happily, city dwellers found the railroad a convenient way to get to the seashore and the Cape Cod tourism industry was born.

When the railroad stopped, about 70 years later, the flow of tourism and summer residents to Falmouth was well established. For most visitors, cars had long since replaced rail as the preferred means of travel. As was true in towns across the coun-

try, weeds and vines grew over the tracks.

Enter the "rails-to-trails" movement. As much of U.S. railroad travel died, a few visionary souls saw an opportunity. Instead of miles of discarded old wood and metal, they saw a vital web of networked trails. Today,



tens of thousands of miles of rails have been successfully converted to trails, including the popular Cape Cod Rail Trail which connect Dennis to Provincetown and the newest arrival—the expanded Shining Sea Bikeway.

The Shining Sea Bikeway now runs from North Falmouth to Woods Hole and is 10.7 miles long. Our Inn is located near the 7.9 mile marker. Much to our surprise, the Bikeway has radically changed our world—for the better. In simple obvious ways—such as being able to walk the one mile to Chapoquoit Beach without using a car-filled main road. And in subtle, not so obvious ways—such as creating a means of connection to residents from other parts of town and to guests from around the world. In a little over a year, the Bikeway has become a new kind of Main Street where people, outside of their busy routines, slow down enough to see other people. And, I do mean "see." Really see. They make eye contact. They smile. Send a warm greeting. Everyday kind of connecting that used to be part of everyday life—until it wasn't.

This July, in response to these wonderful changes, we decided to try something totally new. The Beach Rose Inn is located on 1.5 acres and since we've owned the property we've done a lot of work on the grounds, including adding a waterfall stream around our dining patio, a koi pond, fire pit, and several peaceful outdoor areas. My husband, Douglas, a fine art sculptor, has also graced our grounds with his signature, intriguing work. Our guests enjoy lingering over breakfast on the patio and often spend leisurely afternoons hanging out in their favorite lounging spot.

We thought it would be fun to share what we've created with our friends and soon-to-be-friends who enjoy using the Bikeway. The Town of Falmouth gave us permission to go ahead with a take-away food establishment, so we opened "The Bike Rack," located off of our patio. In the morning, we offered the same full array of gourmet breakfast treats that we serve our Inn guests. The remainder of the day, we chose to serve the kind of food we like to eat—healthy food with an upscale flair such as mango-ginger chutney

wraps, chicken Caesar salads, pizza imported from Italy, and homemade crab cakes. At first, lots of people stopped by just to check us out. They seem intrigued by the idea of a destination they could walk or bike to. As the summer progressed, more and more passers-by chose to stay for a snack or a meal. And, they left happy, loving the food and raving about the beautiful environment. By the end of summer, we had grown accustomed to the steady flow of customers—each discovering us for the first time. And, seemingly overnight, we found we had developed a small group of loyal regulars.

So, we were sad when summer came to an end and "The Bike Rack" closed for the season. As innkeepers, we conduct most of our business with guests who travel from faraway, stay for a while, and shortly leave again. While "The Bike Rack" successfully served the needs of our out-of-town guests, as well as other travelers, it was the sweetness of connecting with our Falmouth neighbors that we came to value most.

Since the first train passed by



James Gifford's Chase Street home in 1872, the path of The Shining Sea Bikeway has undergone many changes—from a conveyance of smelly cargo, to a means of transporting tourists, to a new kind of Main Street where people slow down, smile, and say "Hi." In a time when much of life seems evermore stressful, The Shining Sea Bikeway is proof that history can evolve in a positive direction. We

are grateful, and hopeful. And are already happily planning our menu for next year.

Sheryll Hirschberger Reichwein, along with her husband Douglas Reichwein, are the owners and innkeepers of The Beach Rose Inn. For more information about The Bike Rack, visit www.thebeachroseinn.com or call 508-540-5706.

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Upcoming Events October 2010

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

- 1 June** through Oct. 26
Historical Walking Tour
Falmouth Museums on the Green
55 Palmer Avenue, Falmouth
Tuesdays 10:00a.m.
- 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.
- 5 October** through Nov. 16
SCORE - Successful Small Business Course
Upper Cape Cod Regional Technical School, 220
Sandwich Road, Bourne
Tuesdays at 7:00p.m.
- 7 October** through Oct. 28
Chinese-Style Mahjong Classes
Highfield Hall, 56 Highfield Drive, Falmouth
Thursdays a.m.
- 9 October**
Pumpkin Day 2010
Bourne Farm
6 North Falmouth Hwy., Rt. 28A, N. Falmouth
9:00a.m.-3:00p.m.
- 9 October**
R.A. Salvatore at Falmouth Public Library
Falmouth Public Library
300 Main Street, Falmouth
12:00p.m.
- 10 October**
Cape Cod Music Festival
Barnstable County Fairgrounds
1220 Nathan Ellis Hwy., Rte. 151, East Falmouth
2:00p.m.-8:00p.m.
- 12 October**
Navigating Medicare and Senior Health Insurance
Atria Woodbriar Meeting Room
339 Gifford Street, Falmouth
10:00a.m.
- 12 October**
"Pocketful of Posies"
A Gallery Talk for Adults with Salley Mavor
Highfield Hall, 56 Highfield Drive, Falmouth
10:30a.m.
- 13 October** through Oct. 24
Open Spaces III Art Show & Sale
Falmouth Art Center
137 Gifford Street, Falmouth
- 14 October** through Oct. 30
"Woman in Black" - Woods Hole Theater Company
Woods Hole Community Hall
68 Water Street, Woods Hole
8:00p.m.
- 14 October**
Gala Cocktail Party & 10K Raffle with the Marsels
Coomanessett Inn, 311 Gifford Street, Falmouth
5:30p.m.
- 14 October**
Glories of the Garden: Putting the Beds to Bed with Shelley Baker-Vance
Highfield Hall, 56 Highfield Drive, Falmouth
10:30a.m.
- 16 October**
Cranberry Harvest & Farm Festival
John Parker Road Bogs, John Parker Road Bogs
(Between Rte. 28 & Sandwich Rd.)
East Falmouth
10:00a.m.-3:00p.m.
- 16 October**
TEDxWoodsHole 2010: xPlorations
Lillie Auditorium, 7 MBL Street, Woods Hole
1:00p.m.-5:00p.m.
- 16 October**
"Books and Ballads from Broadway"
Woods Hole Library, 581 Woods Hole Road
7:30p.m.
- 17 October**
Jazz at the Mansion: Laszlo Gardony Trio
Highfield Hall, 56 Highfield Drive, Falmouth
4:00p.m.

- 17 October**
"Bogeys to Birdies" Clinic - FREE to area Veterans
The Golf Club of Cape Cod Short Game Facility,
The Ballymeade Driving Range & TGC and
Ballymeade Putting Green, 125 & 132 Falmouth
Woods Road, Falmouth
10:00a.m.-12:00p.m.
- 18 October**
Tee Up For The Troops - The Golf Club of Cape Cod Small Business Owners Invitational to Benefit Local Veterans
The Golf Club of Cape Cod, 132 Falmouth
Woods Road, East Falmouth
- 18 October**
Bread Making 101 with Gail Blakely
Highfield Hall, 56 Highfield Drive, Falmouth
1:00p.m.-3:00p.m.
- 19 October**
Recipes from Val's Kitchen: Of Land & Sea with Andrea Norris
Highfield Hall, 56 Highfield Drive, Falmouth
6:30p.m.-8:30p.m.
- 20 October**
The Pleasures of the Table: Easy Entertaining with Gail Blakely & Karen Rawley
Highfield Hall, 56 Highfield Drive, Falmouth
1:00p.m.-3:00p.m.
- 20 October**
Fresh Florals: The Elements of Design with Anna Holmes
Highfield Hall, 56 Highfield Drive, Falmouth
8:30p.m.
- 21 October**
Annual Lights on after school Fall Festival at PAL
PAL, 279 Brick Kiln Road, East Falmouth
5:00p.m.
- 21 October**
Scents and Sensibility II: Getting More from Your Glass of Wine with Betty Stuermer
Highfield Hall, 56 Highfield Drive, Falmouth
7:00p.m.-9:00p.m.
- 21 October**
Business After Hours at the National Marine Life Center
National Marine Life Center, 120 Main Street,
Buzzards Bay
5:00p.m.-7:00p.m.
- 23 October** through Oct. 24
Base Open House at the MMR
MASS Military Reservation,
Bourne
- 23 October** through Oct. 24
Falmouth Chorale presents: Magnificat
Lawrence School, 113 Lakeview Avenue,
Falmouth
Saturday @ 8:00p.m.-Sunday @ 3:00p.m.
- 23 October**
Singin' on the Screen: The History of the Hollywood Musical
Highfield Hall, 56 Highfield Drive, Falmouth
10:00a.m.
- 23 October**
Spirits from Falmouth's Past
Oak Grove Cemetery, Jones Road, Falmouth
1:00p.m.-3:00p.m.
- 28 October**
"Tales of Highfield Hall"
Highfield Hall, 56 Highfield Drive, Falmouth
7:00p.m.
- 29 October** through Oct. 30
Night Watchman's Tour
Falmouth Museums on the Green, 55 Palmer
Avenue, Falmouth
5:30p.m.-7:30p.m.
- 31 October**
Trick or Treat on Main Street
Main Street, Falmouth Village
1:00p.m.
- 29 October** through Nov. 21
"Red" Art Show & Sale
Falmouth Art Center, 137 Gifford Street,
Falmouth

News from Our Partners at the Falmouth Public Library

Have you visited our Virtual Library? Using the OverDrive Digital Download program you can download audiobooks, music and eBooks to your computer and transfer them to your MP3 player, iPod, iPad, Android, or Blackberry! It's free and easy. From the library homepage go to the CLAMS catalog box and click download titles. Read through the Quick Start Guide or watch the Guided Tour. Download the free software and you are ready to listen! Questions? Contact the Reference Department at 508-457-2555 ext.6; Text us at 66746 askfpl or email: info@falmouthpubliclibrary.org

Looking for an article or advertisement from the Falmouth Enterprise or the Cape Cod Times? The library has both newspapers on microfilm—the Enterprise back to 1896 and the CCT from 1936. We'd be happy to assist you in using the microfilm/microfiche equipment.

Buying new equipment or a new or used car? The library has Consumer Reports Buying Guide for 2010 as well as the monthly magazines available for check out and copies available for use in the library. The 30th anniversary edition of The Car Book by Jack Gillis is "America's Most Comprehensive Car Buying Guide." Need to know the value of the car you are driving now? The library subscribes to the NADA Official Used Car Guide. Find them in the Reference Department.

Love watching DVDs? A fabulous new selection has just arrived! Catch up on your favorite TV series or the latest film. You can borrow up to six DVDs for one week and best of all, it's FREE!

Look for these future releases: Girl Who Played with Fire (Oct.26); Pillars of the Earth (Nov.23); How to Train Your Dragon (Oct.15) You can place your hold now.

Save the date! Meet The New York Times best-selling author R.A. Salvatore at the Falmouth Public Library on Saturday, October 9 at 12:00 PM!

The Friends of the Falmouth Public Library have planned a series of movies about World War II. All films are shown on Thursdays at 7:00 PM in the Hermann Foundation Meeting Room. Admission is FREE, soft drinks and popcorn provided!

Oct. 14 - Battle of the Bulge (1965) starring Henry Fonda, Robert Shaw, & Robert Ryan

Oct. 21 - Wake Island (1942) starring Brian Donlevy & Robert Preston

Oct. 28 - Midway (1976) starring Charlton Heston & Henry Fonda

Nov. 4 - They Were Expendable starring Robert Montgomery & John Wayne

Want to learn more about upcoming events at the library? Sign up for our weekly e-mail newsletter. Visit our homepage: www.falmouthpubliclibrary.org/ Look for the E-Newsletter link at the bottom of the page. Just add your e-mail address to join, it's easy & simple.

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

Building an Affordable Future on A Cape Cod Foundation

The Falmouth Housing Trust, in collaboration with the Falmouth Chamber of Commerce and the Falmouth Fund (a permanent endowment of the Cape Cod Foundation) will sponsor a presentation entitled Building an Affordable Future on A Cape Cod Foundation on Wednesday, October 27, 2010, from 5-7:00pm in the Falmouth Public Library's Hermann Foundation Meeting Room.

Guest speakers will be Clark Ziegler, Executive Director of the Massachusetts Housing Partnership, and Mike Goodman, Economic Analyst and Professor of Public Policy, of the University of Massachusetts Donahue Institute.

"I can't believe we've got these two accomplished and high caliber professionals coming to Falmouth! The timing of the event is great as it precedes the November elections and Falmouth's Fall Town Meeting. The presentation will bring together local business people, municipal officials, and the Falmouth community and should be an accelerant for action and growth in our town," said Anne Connolly Saganic, Executive Director for the Falmouth Housing Trust.

Ziegler and Goodman will detail the fascinating findings of their two-year study on sustainable economic development, housing and smart growth zoning initiatives. The Foundation for Growth research project was launched in 2009 by the Massachusetts Housing Partnership, using grant funding from State Street Bank. The research project analyzed how much housing Massachusetts needs to grow its economy, what strategies and policies are needed to achieve housing and sustainable economic growth, and how Massachusetts compares nationally. Learn firsthand their findings and recommendations!

Did you know:

- Massachusetts has the 4th lowest rate of housing production in the U.S.
- Housing production in Massachusetts hasn't kept up with demand since the 1980s.
- Housing prices are among the highest in the U.S. and have increased



more than any other state.

- Zoning and land use restrictions are one of the principle reasons for high housing costs.

- On average, each new home requires more than an acre of land - the size of a football field.

- Analysis of 242 U.S. metro areas found that housing construction is one of the top predictors of economic growth.

The presentation, free and open to the Falmouth community, must include a reservation as space is limited. The Falmouth Housing Trust and Falmouth Chamber of Commerce will utilize an on-line registration and electronic e-vite in early October.

The Falmouth Housing Trust was organized in 1986 under Massachusetts General Law as a Community Development Corporation tasked with combating homelessness and promoting individual home ownership for persons of low to moderate income. The Trust is a 501 (C) 3 nonprofit charitable organization that works in conjunction with local agencies and Town government.

The Falmouth Housing Trust is credited for the completion of two local neighborhoods designated as 100% affordable with a total of 24 homes. The Trust acts as an independent Monitoring Agent during the resale of affordable housing stock for the Town of Falmouth.

For those interested in becoming pre-qualified to purchase an affordable home in the Town of Falmouth, download a ready-to-buy application from the Trust's web page, www.FalmouthHousingTrust.org.

For more information on the Falmouth Housing Trust or current events, consult their web page, contact the Trust via email, info@FalmouthHousingTrust.org, or by telephone, 508-540-2370.

A 10K Invitation

Everyone Welcome

Thursday, October 14, the Falmouth Chamber of Commerce hosts its annual 10K Raffle & Gala evening of socializing, great food, and awesome entertainment in the grand Cape Cod Room of the Coonamessett Inn at 311 Gifford Street. Nothing else is like it for sheer pack-um-in, turn-it-up enjoyment. And just before the dance floor gets crowded and the music really starts to jump, someone will stuff \$10,000 in their lucky pocket. Talk about a night on the town!

The purpose behind the gala evening is helping the Chamber meet its yearly operating objectives. This year the event committee, led by active board member Julene Augusta, Vice President, Falmouth Lumber, is determined to make it a night to remember—not just for the four big-dough prize winners, but for everyone who simply wants to party after a long and busy summer.

The Coonamessett Inn, renowned for its exceptional food and trademark bar service will keep to their high standards before The Marsels, New England's premier entertainment experience will take the finest and latest music of the day, season it with some memories from the past, and perform it with so much style and energy that you won't want to go home. And just to ensure the night is super huge, Four Guys in Tuxes, a perennial favorite, will be emitting their solid brand of musical excellence throughout much of the early evening as well.

The \$100 per ticket invitation admits two to enjoy the hors d'oeuvres, as well as entry into the raffle. You don't have to be a Chamber member to participate in the fun or enjoy the winnings. Party-only tickets may be purchased for \$30 apiece. Only 600 tickets will be sold, and they go quickly, so call (508) 548- 8500 or order online at www.FalmouthChamber.com.

Doors open at 5:30 p.m., with the Grand Prize drawing to be held at 7:00 p.m. In addition to the Grand Prize; One (1) \$1,000 Second Prize and two (2) \$500 Third Prizes will also be awarded.

For additional information please contact Maura Aldrich at maldrich@falmouthchamber.com.

Thank you for supporting the Falmouth Chamber, and we wish you the best of luck!

Welcome
New Members
September 2010

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Category: Education

TICKETS ARE ON SALE NOW!!

2010 Annual

Falmouth Chamber of Commerce

\$10,000 Raffle & Gala Cocktail Party

Thursday, October 14

5:30pm

Coonamessett Inn

Doors open at 5:30—Drawing at 7:00

This year we are presenting to you:

The Marsels

AND...Four Guys in Tuxes....The Trio

In the Cahoon Room

Win \$10,000 and dance the night away

Raffle tickets are available online or at the

Falmouth Chamber of Commerce

www.falmouthchamber.com

508.548.8500

party only tickets are available for \$30.00

To become a Falmouth Chamber member, call 508-548-8500.

holiday GIFT GUIDE

IT'S THE MOST WONDERFUL TIME OF THE YEAR...

What better way to showcase your products, gift items and services than in our Holiday Gift Guide. This year's featured stories are *Gifts to Build On*, *Guy Gifts*, *Candles and Gifts*, *Gifts for Nature Lovers*, *All Dolled Up* and many more. Ring in the season with over 50,000 potential holiday shoppers and you're sure to have Happy Holidays!

Publication Date: Friday, November 26, 2010

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TECH TIPS:

Are You Using Social Media For Your Business?

by Denise Bertrand

Online presence and persistence is an important way of involving your business in social media. If you are on Facebook or Twitter, how often are you using it? Do you have a personal profile page or a Facebook Fan Page? By creating a Facebook Fan Page for your business you establish a presence which allows you to interact publicly with your fans, prospects, and customers. Once you have done that, learn how to best use it and to take a few minutes every day to let your fans know what's going on in your business; whether it's an event, promotion, or discount you are offering.

How can you update your Facebook and Twitter at the same time? Use a social media dashboard! Social media platforms such as TweetDeck and HootSuite are free programs you can use to manage your Facebook, Twitter, LinkedIn, and many more social media tools, at the same time. Did you know that while you're busy at your desk working, or in an office meeting, your social media posts can be sent out? You can schedule posts to go out at specific times throughout the day, saving you precious time during your non-stop workday! These platforms also give you the added luxury of making your URLs shorter, so you don't have a messy long web address clogging up your post (also helps meet the 140 characters or less Twitter requires). Last but not least, these programs also help you track the links you chose to shorten, helping you determine the success of your posts. That's it for now.

Do you have questions about social media? E-mail them to dbertrand@falmouthchamber.com and your question will be answered and may appear in the next edition of Coastlines!

Video Your Favorite Places in Falmouth

The beauty of our town makes Falmouth a year round vacation destination. At the Chamber, visitors often ask about the hidden treasures of our town—the information they can't get online or in brochures. As locals, our opinions and suggestions, from the best spot to watch the Fourth of July fireworks to our favorite restaurants and beaches, are priceless to our visiting guests. You too can help determine the adventure a visitor enjoys when staying in Falmouth by sharing information about your favorite unique places and events in our town.

The New York Times is giving individuals the opportunity to explain their point of view about their locale by asking you to create a three minute video tour. Start by picking three of your fa-

vorite places in Falmouth. Keep your video concise and focus it on a specific theme or area of the town. If you win the contest the New York Times will feature your video on their website!

Don't forget to send us your videos too! Submit your video to us and we will post our favorites on our new YouTube channel and our Facebook Fan page.

We urge everyone with a passion for creating YouTube videos to enter this contest. If you would like to receive the guidelines of the video contest, how to submit, and see the examples of good videos, contact Denise Bertrand at dbertrand@falmouthchamber.com or call her at the Falmouth Chamber of Commerce at 508-548-8500 ex19.

A New Music Festival in Town

On October 10, 2010, to kick off the Columbus Day weekend, the Cape Cod Music Festival will open at the Barnstable County Fairgrounds on Route 151 in East Falmouth for the first time. Gates will open at 1:00 p.m. and the event slams for the next six hours from 2:00 – 8:00 p.m. Proceeds benefit construction of the first Falmouth Dog Park.

The outstanding musical lineup includes performances by Entrain (rock, blues, calypso & ska, zydeco, jazz & funk), the high energy of The Rip-it-Ups featuring members of the legendary NRBQ (amazing blend of traditional rock & roll with lots of blues, Rockabilly, jazz & soul), bluesmeister George Gritzbach and his band, and flashback to Woodstock, baby, with the 60's & early 70's tunes of Groovy Afternoon!

The Cape Cod Music Festival, a non-profit member of the Falmouth Chamber of Commerce, has chosen to host only local musicians and food vendors. The day's cuisine will include chowder, grilled sausage, hot dogs & burgers, Mediterranean & vegetarian, ice cream and other festival fare, along with a Beer & Wine Garden. Participating Chamber members include The Nimrod Restaurant & Jazz Lounge, Laureen's Restaurant, Falmouth Grille, Spiral Cone Ice Cream among other local businesses.

Going forward, the Cape Cod Music Festival also plans to sponsor



other local causes each year. Founders of the non-profit, local publisher Stan Terrell and restaurateur/musician Jim Murray are both dog lovers. As such, it's no wonder their first year selection is a worthy cause—helping construct the first Dog Park in Falmouth. Stan, who sits on the Falmouth Dog Park committee, and is in the tourism business, notes that increasingly travelers enjoy having their pets with them. With dog parks becoming a common feature throughout the country, Falmouth—a dog-friendly town—seemed a perfect candidate. The Falmouth Chamber of Commerce agrees.

The other festival founders include Stan's co-publishing partner, Cynthia Shell-Terrell and Jim's musical brother, Paul Murray. Stan

and Jim are the original idea men of the highly successful 2008 JazzFest Falmouth.

Advance tickets are being sold at The Nimrod Restaurant & Jazz Lounge, Uptown Dog Cape Cod, Eight Cousins Book Store and The Falmouth Chamber of Commerce until each location closes on Saturday, October 9th. Tickets are also available at www.capecodmusicfest.org, and will be available at the gate. The festival will be under cover in case of inclement weather.

Cynthia closed with, "Don't forget to bring your appetite, beach chair and blanket (bleacher seating will be available), your ticket or receipt if purchased online, and plenty of play-money to purchase food, drinks and vendor wares."


Looking for Falmouth in 2011

The 2010 Falmouth Road Race is over. Yet, the organizers and participants are already starting to plan for next year. With a rich history, closing in on 40 years, many of the repeat runners have a special place in their hearts for the race and for Falmouth.

Here's an example of just one family's ties and their hopes for next year:

Dear Sir/Madam, It is relatively early to be planning for next year's race but I have a special request for you. My father is an oceanographer and together with my 3 siblings and

my mother, we spent 10 summers coming over from our native England to Falmouth where my Dad was working at WHOI. I was born in Falmouth hospital on the 14th of August 1978 and as a family we spent the vacations of our formative years in Falmouth and continue to come back and visit year after year. Anyway, it is my father's 70 birthday in 2011 and as a family event we are scoping out the possibility of getting places for all 4 kids to run together in the road race, and possibly getting the old man to run it too, though I think that is less likely. I know you operate a lottery system, I just wanted to ask whether there are special circumstances for overseas entrants or over sentimental Brits? We are all 10k/half marathon/triathlon/full marathoners. My brothers Robert and Thomas have previously run the RR. Thanks for your time and be assured that either way my ballot, along with those of my siblings, will be in the post come entry day. Yours faithfully, Geoffrey James McCave.



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