



Carrie Gentile/Enterprise File

December 2014

Business News From The Falmouth Chamber Of Commerce

BAH @ Quicks Hole Tavern

From high atop a chair, Beth Colt, owner/operator of Woods Hole Inn, 28 Water Street, Quicks Hole Taqueria, 6 Luscombe Avenue, and Quicks Hole Tavern, 29 Railroad Avenue, warmly welcomed her fellow members of the Falmouth Chamber of Commerce to Woods Hole Village and to the tavern for the November version of our monthly networking gathering. Beth's hospitable and talented staff didn't disappoint as they worked tirelessly to make sure everyone enjoyed themselves in this premier waterfront favorite. With the tavern's spectacu-

lar view of the Sound, the impressive reputation of her staff, and the great company of the members of the Cape's best Chamber, the evening earned the "place to be and be seen" award for November. With a commitment to farm-to-table sourcing, the new Quicks Hole Tavern boasts "wicked fresh" local ingredients. The menu changes with the seasons and offers original twists on local seafood, cheese and charcuterie boards, burgers, gourmet grilled cheese sand-

Continued on Page 6



Brenda Swain, Executive Director of the Falmouth Service Center, our featured nonprofit, with Chamber Ambassador, Beth Russell and our host, owner/operator of Quicks Hole Tavern, Beth Colt

Who's in Falmouth?



"These fine feathered chaps arrived yesterday afternoon to greet the Palmer House Inn guests. We are open Thanksgiving, Christmas and New Years." —Pat O'Connell, Palmer House Inn, palmerhouseinn.com



Michael Kasparian, Falmouth Chamber of Commerce president receives a check from Scott Ghelfi, Falmouth Road Race, Inc. president, for the Holidays by the Sea Weekend Community Partner sponsorship.

Holidays By The Sea Community Partner

Falmouth Road Race, Inc. President Scott Ghelfi was pleased to present a \$5,000.00 community grant to the Falmouth Chamber of Commerce to help underwrite the annual Holidays By The Sea Weekend events. "We were thrilled to receive the support of the Falmouth Road Race again this year", commented Falmouth Chamber President Michael Kasparian. "Because of the generous support of the Falmouth Road Race, together with our Corporate and Business sponsors, we will be able to once again provide the wide array of events that this



weekend has become know for". As the official Community Partner, the Falmouth Road Race extends its reach into the community enabling other organizations to provide valuable services to those who call Falmouth home. Added Michael Kasparian, "Because of this grant, we do not have to charge registration fees for floats and other entries in the Christmas Parade, truly making it a community event. Not only does the Falmouth Road Race make a positive impact on our town during the summer, but our citizens benefit throughout the entire year"

An "A" for Asset

Beyond the normal high school student worries, like fitting in and earning good grades, today's young people have a new subject troubling their worried minds: landing an internship.

According to a new study of almost 4,800 high school and college students conducted by Millennial Branding — a Boston-based consulting firm — and the website Internships.com, 55 percent of high school students say that their parents are putting pressure on them to gain professional experience via an internship during high school while 42 percent say that they are under pressure to do so because of the economy.

"Parents realize that it is going to be very hard for their child to get a job with the economy," said Dan Schawbel, author of "Promote Yourself: The New Rules for Career Success" and founder and managing partner of Millennial Branding. "They believe that internships will get their children into better colleges and then eventually higher-paying jobs." After all, "Parents are also competitive with other parents; they want their kids to be the best," he added.

And parents might just know best after all. In a companion survey of about 300 companies, almost 89 percent of employers said high school students who have had an internship or related experience have a competitive advantage for gaining an internship or full-time job in college. Additionally, 83 percent said that they believe an internship would help students land better-paying jobs in the future.

Roughly 70 percent of companies

Continued on Page 7

Member Benefit

Members are reminded that as a free benefit of membership in the Falmouth Chamber of Commerce, they should post their holiday promotional coupons and discounts, holiday events, sales specials, and other business driving invitations on the Chamber's new, improved, and user friendly website. Log in and let the magic begin. Contact Susan, falmouth@falmouthchamber.com for your log in information or assistance.

Inside This Issue

- Christmas Parade Raffle Tickets ↗ Page 2
- Driving Tourism to Falmouth ↗ Page 3
- Veterans Breakfast ↗ Page 4
- Celebrations ↗ Page 5

President's Corner

As we prepare for our annual Holidays By The Sea Weekend, I am reminded of the familiar song "Home For The Holidays". Not only does the Chamber partner with dozens of businesses and community organizations to organize and produce the events that take place this weekend, but we also gather information to publicize the other holiday themed events that take place throughout the month. No other Cape Cod town offers so much to do year round as Falmouth does.



Michael Kasparian, President

Because Falmouth is a town steeped in tradition, many people travel back for the holidays to relive the wonder of their childhood Christmas celebrations and to provide their own children with the same marvelous experiences. Not only do people travel here to enjoy the festivities, but also to assist others during this season of reflection and thanksgiving.

One of the wonders of our special town is the ability of our citizens to nurture and care for those less fortunate. Under the extraordinary leadership of Brenda Swain and the staff of the Falmouth Service Center, holiday gift and food baskets will be given to hundreds of Falmouth families this year. Again this year, the Portuguese-American Navigator Club, with Falmouth Service Center's help, opened its doors for the annual Community Thanksgiving Day Dinner. It is this spirit of community and service that defines Falmouth for those who live here now and those who return for the holidays.

As you enjoy the activities of this weekend that will culminate in the 51st annual Christmas Parade on Sunday, know that you are part of a special place where people celebrate and help one another. Whether we are celebrating together or assisting friends in need, it is the continuation of these traditions that make Falmouth a place that so many come home to for the holidays.

Warmest regards,
Michael



NEW MEMBER SPOTLIGHT

FRANK WEBB'S BATH CENTER

Frank Webb's Bath Center has come to Falmouth. The modern 3100 square foot showroom, open to the public, is one of 38 across seven northeastern states, and features a broad range of bathroom displays and premium product lines including Toto and Hansgrohe. Working displays provide customers the opportunity to envision their perfect bathroom by testing large soaking tubs and standup showers with fully-functioning showerheads. The new showroom allows Frank Webb's Bath Center specialists to help homeowners take the guesswork out of home improvement projects, as well as

work with contractors to help ensure projects go smoothly.

"With our expansion into Falmouth, we're able to be a better resource for



homeowners on the Upper Cape," said Falmouth Showroom Manager Chelsea Philips. "The new showroom is a one-stop shop for home bath and kitchen remodel projects. Whether

you are working with a contractor or taking on a do-it-yourself project, this new Frank Webb's Bath Center location is the place to start."

The new Falmouth showroom is conveniently located at 171 Worcester Court, right off Route 28. Homeowners are welcome to stop by during normal business hours or schedule an appointment. For more information on Frank Webb's Bath Center and the new Falmouth location, please visit www.frankwebb.com or call Chelsea at 774-255-4144 and you can always email her at chel@fwwebvb.com. Store Manager, Greg Kelly, is at 774-255-4155.

Members – Save The Date

Mark your calendar to attend the final Business After Hours of the year. December is the final month of the Chamber's centennial year and it will come to a close at the seasonally decorated home of our Centennial Partner, Atria Senior Living, on Thursday, December 18, from 5:00 to 7:00pm. Atria Senior Living is located at 389 Gifford Street and space availability may affect proximity parking.



This is a "Must Not Miss" event for all Chamber members. Donna Sickler and her Atria team of caring professionals are planning a memorable event to marshal in the holidays. For planning and preparation purposes, help us and the gracious Atria staff by reserving your place early. Sign up online, falmouthchamber.com, Email or call the Chamber at falmouth@falmouthchamber.com or 508-548-8500 today. Don't miss this one!

Christmas Parade Raffle Tickets

Parade committee co-chair, Michelle Marion of Pay Plans and Benefits, and husband, Mark Marion of Cape Coastal Computers, join forces at the entrance to Kappy's, 21 Spring Bars Road, to raise awareness, funds, and sell raffle tickets for this year's Christmas parade. Chris Alves of Cape Coastal Computers dropped by with his two boys to support the ef-

fort and buy what he hopes will be winning raffle tickets. Raffle tickets continue to be sold online, falmouthchamber.com, until December 7. Raffle winners will be drawn at the Falmouth Chamber of Commerce on Monday, December 8. Some of the truly outstanding raffle prizes include: A large flat screen TV courtesy of Crane's Appliance Sound & Vision, A&A Paving, Falmouth Energy, M. Duffy Builders, Total Orthopedic Care; a Karen Rinaldo Giclee print; a foursome with carts at Falmouth Country Club, a 1/2 day fishing excursion with Patriot Party Boats, a one night stay with breakfast for two

at Sea Crest Beach Hotel; a small gas grill from Eastman's Hardware, 1 month unlimited membership with 1 hour private lesson from Uptown Body; 6 live lobsters from Cataumet Fish Market; four tanning sessions at Tanorama, a boy's and girl's bicycle, and a Mahoney's Garden Center gift certificate.

Pictured at right: Michelle Marion (R), co-chair of the Falmouth Holidays by the Sea Committee and her husband, Mark (L) sell raffle tickets to Chamber member Chris Alves and his sons at the entrance to Kappy's.



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Welcome New Members!

November 2014



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Falmouth, MA 02540
Chelsea Phillips
774-255-4144
www.frankwebb.com
Category: Real Estate & Construction – Bath, Kitchen & Remodeling



Cape and Islands Trader

99 Town Hall Square
Falmouth, MA 02540
Don Vahey
508-241-5626
www.capeandislandstrader.com
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508-566-0236
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hyannis-580.comfortkeepers.com
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www.drivenwomen.info
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Falmouth, MA 02540
Paul Miskovsky
508-540-6800
www.miskovskylandscaping.com
Category: Landscape Design / Build

Driving Tourism To Falmouth

The Falmouth Chamber of Commerce will once again represent its members and the Town of Falmouth at the 2015 American Bus Association (ABA) Marketplace gathering.

ABA represents approximately 1,000 motorcoach and tour companies in the United States and Canada. Its members operate charter, tour, regular route, airport express, special operations and contract services (commuter, school, transit). Another 2,800 member organizations represent the travel and tourism industry and suppliers of bus products and services who work in partnership with the North American motorcoach industry.



Every January, ABA welcomes the travel and tourism community to the first conference of the year – the industry's premier business event – Marketplace. More than 3,500 tour operators, suppliers and exhibitors come together to kick off a new year of business opportunity and growth. Marketplace is truly a market-place – an active, vibrant forum of buyers and sellers where business gets done. With more than 140,000 pre-scheduled appointments and 900 pre-qualified operators, Marketplace offers a year's worth of sales meetings in one week. And with legendary networking, attendees turn conversations from the conference floor into long-term business relationships.

Your Chamber will be there for you! Maura Aldrich, the Chamber's Vice President of Tourism and Member Services, will be attending the ABA Marketplace January 10-13, 2015. She is looking for new events and attractions, accommodations, itineraries and high-resolution images. If you are interested in being represented at this year's ABA Marketplace, please contact Maura Aldrich at maldrich@falmouthchamber.com, 508-548-8500 or stop by 20 Academy Lane and share your interest with Maura.

HUNGER TAKES NO VACATION!

We provided 40,464 bags of food to individuals and households in Falmouth, Mashpee, Joint Base Cape Cod, and those who worked in Falmouth but lived in another community in 2013.



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Our Community Food Pantry P.O. Box 208, Falmouth, MA 02541

Coastlines Advertising

Coastlines, the Falmouth Chamber of Commerce monthly 8-page newsletter continues to gain readership and popularity throughout the Falmouth community. It is distributed in the Falmouth Enterprise on the first Friday of each month to thousands of readers and placed at key distribution locations across town. Your business and nonprofit advertising and event promotional notices should be in it. Contact the advertising department of the Enterprise and start the new year with your ad in Coastlines, Friday, January 2, 2015.



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Veterans Day Breakfast

For the second consecutive year, the Falmouth Chamber of Commerce proudly joined Sam & Judy Lorusso, Bob & Val Zammito, and Bill & Linda Zammer in paying tribute to veterans of our branches of military service and to their spouses over a bountiful complimentary breakfast at the Coonamessett Inn, 311 Gifford Street on Tuesday, November 11, 2014.

Chamber volunteers Mort Cohan and Chip Hannon greeted their fellow veterans at the door with directions and they were joined by state senator-elect Vinny deMacedo, state representative David Vieira, selectmen Susan Moran, Rebecca Moffett, Sam Patterson, Town Managers Julian Suso and Heather Harper, Falmouth's Director of Veterans Services Don Lincoln, retired General Donald Quennville, and Falmouth Chamber of Commerce president, Michael Kasparian who circulated throughout the ballroom meeting and exchanging pleasantries with all the veterans and guests while Chamber staffer, Susan Zavala joined volunteer Cohan in taking photographs. Representative Madden and selectmen Flynn and Jones sent their regards and regrets.

Linda Zammer and Judy Lorusso took the microphone to warmly welcome their guests while Reverend Nell Fields of the Waquoit Congregational Church offered the excellent invocation. The US Coast Guard Color Guard smartly presented colors, the Falmouth Chorale Chamber Singers under the direction of John Yankee sang the National Anthem as only they can, and the Cape Cod Five Cents Savings Bank "Red Shirt Friday Volunteers" led the more than 370 guests in the Pledge of Allegiance and throughout the morning they worked the room serving veterans a variety of morning refreshments and rendering assistance where needed.

Falmouth resident and Vietnam-era Army veteran Jay Zavala organized the event with the help of General Quennville and the Chamber staff and volunteers. He served as the emcee, introducing speakers Congressman William Keating and keynote speaker, Colonel Frank Magurn, Executive Director of Joint Base Cape Cod to the lectern. Mr. Zammer expressed the hosts' intentions of repeating the tribute again next year.

FOOTNOTE: Many people confuse Memorial Day and Veterans Day. Memorial Day is a day for remembering and honoring military personnel who died in the service of their country, particularly those who died in battle or as a result of wounds sustained in battle. While those who died are also remembered, Veterans Day is the day set aside to thank and honor ALL those who served honorably in the military - in wartime or peacetime. In fact, Veterans Day is largely intended to thank LIVING veterans for their service, to acknowledge that their contributions to our national security are appreciated, and to underscore the fact that all those who served - not only those who died - have sacrificed and done their duty. (Source: US Department of Veterans Affairs website)



The Cape Cod Five Cent Savings Bank "Red Shirt Friday" Volunteers



Keynote speaker, Colonel Frank Magurn, Executive Director of Joint Base Cape Cod



Reverend Nell Fields of the Waquoit Congregational Church



World War II veterans stand to be acknowledged

SBA - Zero Dollar Fees For Loans

During FY 2014, Massachusetts small businesses owners saved over \$1 million with incentives that set fees to \$0 on 7(a) loans of \$150,000 or less and SBA Express loans to veterans under \$350,000. The SBA works hard to ensure that small business owners face as few obstacles as possible in getting the capital they need to make a difference in their business and in their communities. To that end, the agency has announced that it is extending its successful fee relief program on 7(a) small business loans of \$150,000 through fiscal year 2015. It has also announced that fee relief measures for SBA Veterans advantage will be renewed as well as enhanced. Both programs will remain in effect through September 30, 2015. Fee relief on these SBA loans can make a game-changing difference, especially to underserved communities that use these small dollar loans more frequently. It will also help veteran business owners grow their businesses, create jobs in their communities, and put their training and passion for our country to work in their neighborhoods. For further information on all SBA programs and services, visit the Massachusetts SBA website at sba.gov/ma.



Community Service Organization Meeting

The First Congregational Church on Main Street in Falmouth was a flurry of activity as the Newcomers Club of Falmouth hosted a meeting of Falmouth area community service organizations. The purpose of the gathering, held every three years, was to introduce

Newcomers Club members to opportunities for volunteering and/or how to financially support local organizations that are doing so much good work for our Falmouth community.

The Newcomers Club of Falmouth, a member of the Falmouth Chamber of

Commerce, is a nonprofit organization that welcomes people new to Falmouth to join and learn more about their community. Members include those who have lived in Falmouth five years or less, or who have had a life changing event, such as the death of a spouse, divorce, or retirement. The Club provides its members opportunities to meet and make new friends, explore common interests, and provides educational programs.

More than a social organization, The Newcomers Club of Falmouth is a collection of civic-minded individuals who are committed to the community they now call home and are doing their best to improve the quality of life in Falmouth. From its beginnings in 1984, Newcomers has been committed to volunteerism. (On October 25, Newcomers

hosted a brunch to celebrate its 30th anniversary.)

Twenty-nine groups were represented at this year's meeting and close to 100 Newcomers Club members were present to greet them and explore volunteer opportunities. There were organizations dedicated to improving the quality of life of our seniors, as well as looking out for young children; devoted to helping the less fortunate; seeking to interject cultural values into our lives; committed to improving the quality of our public schools and libraries; and dedicated to improving the general quality of life in our town.

Susan Loucks of Neighborhood Falmouth wrote, "It was a great night for us. Not only were we able to tell more people about Neighborhood Falmouth, but we potentially found six

or seven new volunteers . . . We were all so impressed with the level of organization and the number of people the Newcomers Club drew to the event. Club President, Olivia White's story of generosity given to her long ago and her belief that we all can do something today as a way of repaying past kindness really moved everyone who was there."

Robin Paris of People for Cats wrote, "It was a pleasure to attend and I was so impressed by the number of organizations in our community that are really making a difference for our neighbors and friends . . ."

Jill Bishop of the Falmouth Council on Aging Senior Center commented, "My experience regarding your Community Service Organization meeting was outstanding. I enjoyed meeting your members and talking with them about the programs and services that the [Senior Center] offers the Falmouth community."

. . . Falmouth is such a wonderful community of giving and caring people and your organization is proof of this."

The Newcomers Club of Falmouth was proud to host this Community Service Organization Meeting and Newcomers looks forward to continuing to contribute to the betterment of our Falmouth community. Visit falmouthnewcomers.com or email falmouthnewcomers@gmail.com



Newcomers Club President, Olivia White (in blue) with Cape Cod Volunteers President, Lisa McNeill (center) and members of the Falmouth Newcomers Club



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Best Of Weddings Hall Of Fame

The Knot, one of the most highly-visited wedding planning websites in the nation, has just announced the 2014 inductees to their Best of Weddings Hall of Fame. Included in this year's list is The Casual Gourmet, located in Centerville and a member of the Falmouth Chamber of Commerce.



The Casual Gourmet is the only Cape-based wedding caterer, and one of only two caterers throughout the commonwealth, to have received the recognition.

In order to qualify, inductees must have earned 'Best of Weddings' status – which is achieved by reaching a minimum number of positive reviews per year – for four consecutive years. The reviews are closely monitored by The Knot and can only be submitted by users of the website who have utilized a vendor's services within the last calendar year.

"We're so honored that our generous clients shared reviews of their experience with us on The Knot," says Olive Chase, The Casual Gourmet's owner and founder, adding, "We have a fabulous, talented team here and this award belongs to all of us." Visit www.TheCasualGourmet.com and call Olive at 508-775-4946 or reach her by email at olive@thecasualgourmet.com

Ranked Among Top 500 in U.S.

The Visiting Nurse Association of Cape Cod (VNA of Cape Cod) has been named to the 2014 HomeCare Elite™ list of top 500 agencies in the U.S for the fourth consecutive year. Now in its ninth year, the HomeCare Elite reviews close to 10,000 home health agencies around the country and identifies the top 25 percent. The VNA of Cape Cod has been included in the top 25 percent for all nine years. HomeCare Elite further highlights the top 100 and top 500 agencies. VNA has received the top 500 recognition for the last four years.

Winners are ranked by an analysis of publicly available performance measures, including Quality outcomes, Patient experience, Quality improvement, and Financial performance.

The HomeCare Elite is the only performance recognition of its kind in the home health profession. The award is sponsored by OCS HomeCare by National Research Corporation, the leading products for home health metrics and analytics, and by DecisionHealth, publisher of the independent newsletter, Home Health Line.

"HomeCare Elite recognition is a significant acknowledgement. In today's healthcare ecosystem, it is imperative that our seniors have access to quality home healthcare in order to ensure better patients outcomes and improve overall cost, and therefore, home healthcare continues to remain an integral part of the care continuum. The winners of the HomeCare Elite Award are proving that a heightened focus on clinical outcomes, patient experience and financial management lead to success," said Marci Heydt, Product Manager for the post-acute care business group of DecisionHealth.

The VNA of Cape Cod, a member of Cape Cod Healthcare, serves patients and clients from Provincetown to Pembroke, as well as Martha's Vineyard and Nantucket. VNA nurses, therapists, home health aides and staff provide more than 300,000 home health and hospice care visits annually, and also offers screening, immunizations and wellness programs through their public health department.

"Our VNA nurses, therapists, aides, and staff consistently provide the highest quality, compassionate care to the people of Cape Cod and beyond," said Michael K. Lauf, President and CEO of Cape Cod Healthcare. "This remarkable ninth straight endorsement by these two highly respected organizations should give our community great comfort that the VNA of Cape Cod delivers the best care in our region."

For more information, visit Cape Cod Healthcare's web site at capecodhealth.org.



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Record Numbers

Falmouth was well represented at America's only six-state fair, as Susan Zavala, the Office Manager of the Falmouth Chamber of Commerce, and Chamber Volunteer, Jay Zavala, traveled to West Springfield for the fifth consecutive year to promote Cape Cod (and, of course, Falmouth) at the Massachusetts Building Tourism Booth during the final days of the Big E.



Photo bombed by a visitor from New Jersey looking for information about Falmouth, Cape Cod

Along with providing information about Falmouth, and answering visitor's questions, they handed out hundreds of the two thousand Falmouth Chamber Official Guidebooks that we sent to the fair this year.

Over the 17 days of the fair, nearly 1.5 million people visited the Eastern State Exposition grounds to eat, drink, buy, ride, and eat some more. The total number of visitors, according to fair officials, for this year's fair was 1,498,605 with a single-day recording topping 705,000. The previous record was set last year at 1,481,917. The 98-year-old fair featured concerts, carnival rides, food, animal exhibits and goods from all six New England states.

This was the 98th year of the Big E. Next year's fair runs from September 18 through October 4 and hopefully, your Falmouth Chamber of Commerce will be back to promote all that Falmouth has to offer.

Thank You To Our Renewing Members!

This is a partial list which will continue in future publications.

We thank you for your continued support and we urge the public to patronize these businesses who care about their customers, use good business practices, and are involved in their community.

- Beach Breeze Inn
- Cape Cod Times
- Commonwealth Travel, Inc.



- Eastman's Hardware, Inc.
- Falmouth Commodores Baseball
- Friendly's Ice Cream
- Little Milestones Childcare Center
- Marshall Photography
- The Barnstable Patriot
- The Black Dog General Store
- Treasure Chest

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2015 - 2016

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

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Welcome to the Chamber's newest ambassadors, Jason Mead (Martha's Vineyard Savings Bank), Michael Kolesar (Atria Senior Living at Woodbriar Place) and Steve Peters (SmokeSygnals)



Alex Crowley (owner/operator Captain Kidd Restaurant), Maura Aldrich (VP Tourism and Member Services, Falmouth Chamber of Commerce), Beth Colt (owner/operator Quicks Hole Tavern, Quicks Hole Taqueria and Woods Hole Inn), Jackie Nolan (Rockland Trust Company and Falmouth Service Center Board of Directors), Melissa Bedford (Morse Pond School)



Servers, Charlotte Jones, Jenna Dorazio, Josh Mant, Wes Kabakjian



Chefs, Nat Summerton and Greg Joyce

Town Committee Vacancies



The Falmouth Chamber of Commerce urges its members to seriously consider volunteering for and actively participating in one or more of the important town committees. Falmouth is a great town to work, play and raise a family and you can make it better. We need your help to overcome the challenges and take full advantages of the opportunities that lay ahead.

What's good for Falmouth is also good for business. With more than 20 important committees in need of leadership support, your help and your wisdom is needed.

ONLINE MAP: Visit www.falmouthmass.us; Under Links key Departments; Visit any or all of the committees listed below to learn where you are needed. Become a more valued member of this community today. If you need help navigating the town's website, call the Chamber and we will gladly help guide you.

Applications are available on the Town website, falmouthmass.us, or in the Office of the Board of Selectmen, 59 Town Hall Square, Falmouth.

Link Out—It's Good For Business

Link your website to the Falmouth Chamber of Commerce new and improved website! It is a high quality site that will improve your search engine ranking, making your site a more valuable and scalable resource and incentivize others to link to you.

Linking is common practice on the web—expected and respected by users of all kinds—and therefore, extremely likely to enhance your reputation. There is ample evidence that sites & pages that link out actually benefit from those links. Think about the most popular, most used service on the web—a website we all turn to dozens if not hundreds of times each month—Google. They make it part of their corporate creed to get users off the site as quickly as possible, and have benefited from it tremendously. Not only does linking out NOT harm a site's rankings, it appears to carry some positive correlations with ranking, trust, etc. on both a page and domain-wide level.

Any argument that users will leave the site is not supported by surveys that find that those who link out tend to outperform those who don't on many performance metrics. If you want more examples, check out Digg, Reddit, Yelp, Twitter & Delicious- who all link off their own sites as part of their core business and still get visitors coming back again and again.

BAH @ Quicks Hole Tavern

Continued From Page One

wiches, freshly made soups and salads plus an extensive craft beer list, a fine selection of wines and a full bar.

The featured nonprofit member was the Falmouth Service Center (in support of our local pantry and

neighbors in need, the Chamber invites the Falmouth Service Center to be its featured BAH nonprofit in November and December of each year). Members were urged to donate non-perishable goods by Executive Director Brenda Swain who also shared her annual request for support. While

direct donations are always needed and deeply appreciated, Brenda and her dedicated staff and volunteers can perform "leveraging" wonders with financial donations as well.

Save The Date: Join your fellow members in December as we gather on Thursday, December 18 from

5:00 to 7:00pm at Atria Senior Living, 389 Gifford Street for the final BAH of 2014. For planning purposes, please RSVP online, falmouthchamber.com, or contact Susan at falmouth@falmouthchamber.com or by calling 508-548-8500. Members – no cost, Nonmembers \$10

Falmouth Hospital Auxiliary Talks, Tours

It is common knowledge that the Falmouth Hospital has a 24/7 Emergency Department and that it is building a new state-of-the-art ED slated to open in the spring of 2015. And, did you know that the Falmouth

Hospital Auxiliary is halfway to paying off its \$1,000,000 pledge toward its cost? A lot of volunteerism is necessary to accomplish this amount of fund raising.

Did you also know that Falmouth

Hospital has a wonderful Seifer Imaging Center? It has the latest equipment and digital mammography and treats patients with the utmost respect and convenience. The Faxon Center meets the needs of many each and every day.

Many of the hospital's important treasures are not well known in the community and the Auxiliary intends to change that by sponsoring tours and talks at the facility. The Women's Wall and The Thomas E. Hanley Art Gallery are two of the venues that will be shown. Additionally, hospital personnel will give talks explaining their passion for their jobs and how that they do benefits all of us. It is



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an exciting prospect to educate the community about Falmouth Hospital.

If you would like to become familiar with the hospital's many services before you need them, this may be the perfect time to do so. The Auxiliary's initiative will seek to connect with people who are new to the Upper Cape and/or those who have not yet availed themselves of the Falmouth Hospital's services.

The proud members of the Falmouth Hospital Auxiliary are looking forward to sharing their insight and ask that you call Judy Giere at 508-653-3965 or Kate Yelle at 508-540-3560 to schedule a talk and tour.

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Your Membership Dollars at Work

With the smart investment of our members, the Falmouth Chamber of Commerce works in support of the business, education, civic, cultural, and the environmental interest of our town; connecting our members with other community organizations. Recently, recognizing the benefits of financial education, the Chamber coordinated an Introductory Banking Program between The Martha's Vineyard Savings Bank and the Falmouth Public Schools. "We are already involved at both Lawrence and Falmouth High School and we also want to support our elementary schools," explained Michael Kasparian, President of the Falmouth Chamber. "The Chamber was approached by Patti Leighton of Martha's Vineyard Savings Bank regarding their savings education program that is designed for elementary level students. As one of the Chamber's active board members, Principal Karen Karson of North Falmouth Elementary School embraced the program and with Superintendent Gifford's equally vetted support, Ms. Karson welcomed introducing the program to her students."



The program has been in place on Martha's Vineyard for over twenty years and focuses on teaching young students the importance of regular savings. MV Savings Bank donates a dollar to every account that a student opens. The schools then sponsor a bank day each week where students are able to make deposits. "It doesn't matter if they deposit a quarter or five dollars a week", explained Ms. Leighton. "The important thing is that they develop a savings habit which will benefit them later in life." Students receive statements mailed directly to them at home which further enhances the experience and gives them a true sense of ownership. According to Ms. Leighton, "Students are able to deposit weekly on their own at school banking days, but need a par-

ent to accompany them to a branch if they wish to withdraw any money."

The program is administered by volunteers, often PTO parents, at each participating school. "It has been an exciting addition to our programs at North Falmouth", explained Principal Karen Karson. "You can never begin teaching real life skills to students too early and we are thrilled with the response and involvement from students, parents, and teachers".

The Falmouth Chamber and Martha's Vineyard Savings Bank are currently working with Mullen-Hall Principal Nancy Ashworth to implement the program there as well. "Ideally, we would like to see this program flourish at all four elementary schools and also at Morse Pond School so that students have the opportunity to save right up until Junior High School. "At the older grades students are taught the difference between saving and investing", explained Ms. Leighton. "Students who save regularly over a period of time are given special recognition to support their efforts."



CHECK!

The Falmouth Ice Arena unveiled new sponsor banners on the two rinks this season and the Falmouth Chamber of Commerce is proud to have its logo prominently displayed on the half sheet of ice. "We are thrilled to support the Falmouth Ice Arena and the important work they do by providing recreational opportunities for our community," commented Falmouth Chamber of Commerce President Michael Kasparian. "In particular, it is rewarding to support such

notable programs as Falmouth Youth Hockey, The Falmouth Figure Skating Club, and the Falmouth High School boys and girls hockey teams. Many of our members have a long history with both the old and new ice arenas and have children participating on the teams and organizations that play and practice here." The new Falmouth Ice Arena is the culmination of many years of work by a dedicated group of individuals committed to making our town a great place to live.

Follow the Falmouth Chamber of Commerce on Twitter!
@FalmouthChamber

An "A" for Asset

Continued From Page One

said that high school students who complete their internship programs are either "very likely" or "completely likely" to land a college internship with their organization, and 45 percent said that completing a high school internship would be "very likely" or "completely likely" to lead to a full-time job at their company down the road — something today's teens would appreciate.

"High school students are more career-minded now than college students. They are more entrepreneurial, they volunteer more to gain experience, and they are just more aggressive overall," Schawbel said. He added that 70 percent of the internships high school students applied for "are focused on social media and marketing, which was the No. 1 skill on LinkedIn on 2013. Companies feel that these high school kids are very well-connected to technology and

thus are very valuable."

In other words, give them an A for "assets."

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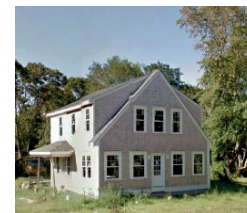
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Upcoming Events December 2014

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

5 December through Dec. 7
Holidays By The Sea Weekend 2014
 Various Falmouth Locations, check individual event schedule

5 December & Dec. 6
Holiday Book Sale
 Falmouth Public Library, 300 Main St.
 10am

5 December
Christmas Fair At John Wesley
 John Wesley United Methodist Church,
 270 Gifford Street, Falmouth
 3pm

5 December
Holiday Carol Sing at Nobska Lighthouse
Courtesy of the Coast Guard Auxiliary
 Nobska Point, Woods Hole
 5:30pm

5 December through Dec. 7
Cape Symphony Presents Capepops 2 -
Holiday On Cape Cod
 Barnstable Performing Arts Center, 744 West
 Main St, Hyannis Six shows, check schedule

5 December
Falmouth Museums On The Green
Members' Reception
 55 & 65 Palmer Ave.
 5 - 7 pm

5 December through Dec. 14
"Striking Out: A Christmas Play In 6 Innings"
- Falmouth Theatre Guild
 Highfield Theatre, 58 Highfield Drive
 Fri 7:30pm, Sat & Sun 4pm

6 December
Family Day with Santa Claus
 Falmouth Museums on the Green
 55 & 65 Palmer Ave.
 4 - 8pm

6 December
Classic Christmas Fair
 First Congregational Church of Falmouth,
 68 Main Street
 9am-2pm

6 December
"23rd Annual Decorate Your Own Gingerbread
House" Children's Event
 ShoreWay Acres Resort Inn
 59 Shore Street, Falmouth
 10am & 12:30pm

6 December
Author Susan Branch, A Fine Romance—
Falling In Love With The English Countryside
 Morse Pond School Auditorium
 323 Jones Rd, Falmouth
 2pm

6 December
Lighting of the Falmouth Village Green
 Main Street Falmouth Village Green
 7pm

6 December
Welcome Seafaring Santa At Falmouth Harbor
& Annual Children's Bicycle Raffle
 Marina Park, Scranton Ave
 10:30am

6 December
Christmas Fair at St. Barnabas
 Saint Barnabas Memorial Church
 91 Main St, Falmouth
 9am-2pm

6 December
Christmas Fair at John Wesley
 John Wesley United Methodist Church
 270 Gifford St, Falmouth
 9:30am-2pm

6 December
Holiday Stroll on Main St. and Queen's Buyway
 Peg Noonan Park to Queen's Buyway
 Historic Main St.
 5pm

6 December
Holiday Open House at Soares
 Soares Flower Garden Nursery
 1021 Sandwich Rd, E. Falmouth
 1-3pm

6 December
3rd Annual Jingle Jog 5K & Kids Elf Run
 Marina Park, 180 Scranton Ave, Falmouth
 9:30 & 9:45 am

7 December
51st Annual Falmouth Christmas Parade 2014
 Main Street from Worcester Court
 to Falmouth Village Green
 12pm

7 December & Dec. 14
Green Harvest Farmers' Market & Artisan Fair
 Cape Cod Fairgrounds
 1220 Nathan Ellis Hwy, E. Falmouth
 12-3pm

7 December
Holiday Greens Workshop At Soares
 Soares Flower Garden Nursery
 1021 Sandwich Rd, E. Falmouth
 1-2:30pm

7 December
Pre-Parade Open House
At Falmouth Museums On The Green
 55 & 65 Palmer Ave.
 11am-12pm

7 December through Dec. 14
Holiday Visitation: "Christmas Traditions
At Museums On The Green"
 55 & 65 Palmer Ave, Falmouth
 M-F 2-5pm, Sat & Sun 11am-2pm

8 December
Wake Up And Stretch!
At Cape Cod Children's Museum
 577 Great Neck Road South, Mashpee
 9am

9 December
Lunch Learning Series At Quicks Hole Tavern
 "Best Practices For Online Reviews,"
 29 Railroad Avenue, Woods Hole
 12pm

11 December
Holiday Pajama Story Time
 Highfield Hall & Gardens, 56 Highfield Dr., Falmouth
 6:30pm

13 December
Highfield Hall Holiday Ball
 Highfield Hall & Gardens, 56 Highfield Dr., Falmouth
 7-11pm

13 December & Dec. 14
A Christmas Homecoming—Falmouth Chorale
 First Congregational Church of Falmouth
 68 Main Street
 Sat - 4pm & 7:30 pm, Sun 3pm

13 December
Gingerbread House Decorating Workshop -
Cape Cod Children's Museum
 577 Great Neck Road South, Mashpee
 10:30am

14 December
Boxwood Tree Workshop At Soares
 Soares Flower Garden Nursery
 1021 Sandwich Rd, E. Falmouth
 2:30pm

14 December
West Falmouth Library
Holiday House Tour And Boutique
 575 West Falmouth Highway
 11am-4pm

19 December
Messiah Sing—Falmouth Chorale, Falmouth
Chamber Players Orchestra
 First Congregational Church of Falmouth,
 68 Main Street
 7pm

21 December
Highfield's Holiday Concert Fine Winter's
Night with Irish Duo Matt & Shannon Heaton
 Highfield Hall & Gardens, 56 Highfield Drive,
 Falmouth
 3pm

21 December
Blue Christmas Service
 St. Barnabas Memorial Church, 91 Main St,
 Falmouth
 4pm

31 December
Arctic Blast... Celebrating Everything Frozen!
 Cape Cod Children's Museum,
 577 Great Neck Road S, Mashpee
 1-4 pm

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

Funny You Should Ask

What is a Chamber of Commerce? Misconceptions abound regarding many brands, products and organizations. When it comes to the term "chamber of commerce," confusion and erroneous assumptions are even more likely, even though almost everyone has heard of the term. The lack of understanding is in large part self-inflicted because chambers in various towns, cities, regions, states and even nations focus on different things and actually operate in different ways.

If You've Seen One... The term "chamber of commerce" is one of the oldest and most well-recognized brands in the world, but there is significant public misunderstanding of its meaning. There is an old adage in the chamber world: "If you've seen one chamber, you've seen one." Others who find themselves frustrated with a desire to apply universal truths to chamber of commerce models point to the Chinese parable of the seven blind men touching different parts of an elephant and coming away describing it differently ("It's a snake...no it's a tree...no it's a brush on a rope..."). In all cases, the whole of a chamber of commerce is greater than the sum of its parts, programs, people and participants.

Definition: A Chamber of Commerce primer may be helpful. A business-led civic and economic advancement entity operating in a specific space may call itself any number of things—board of trade, business council, etc.—but for the purposes of this primer, they are all chambers of commerce. What follows is a "living" document produced to familiarize you with Chambers of Commerce and the Falmouth Chamber of Commerce specifically.

Mission: Chamber missions vary, but they all tend to focus to some degree on five primary goals: Building communities (regions/states/nations) to which residents, visitors and investors are attracted; Promoting those communities; Striving to ensure future prosperity via a pro-business climate; Representing the unified voice of the employer community; and Reducing transactional friction through well-functioning networks. Chambers have other features in common. Most are led by private-sector employers, self-funded, organized around boards/committees of volunteers and independent. They share a common ambition for sustained prosperity of their community/region, built on thriving employers. Most are ardent proponents of the free market system, resisting attempts to overly burden private sector enterprise and investment.

The Falmouth Chamber of Commerce is an organization formed 100 years ago as The Falmouth Board of Trade and made up of businesses (for profit and not for profit) and others interested in and supportive of the Chamber's mission to further their collective interests while advancing our community and the Cape. Our members, local and distant, voluntarily join together to advocate on behalf of the community at large, economic prosperity and their business interests. This Chamber of Commerce focuses its energy on business, education, culture, civic, and the environmental interests of Falmouth. ...to be continued next month.