

The Ren Nun and Knockout Pizza / Rogers & Gray's Monomoy Plan / The Gig Economy

AUG 2018

# CAPE & PLYMOUTH **Business**<sup>TM</sup>

THE BUSINESS MAGAZINE OF THE SOUTH SHORE, PLYMOUTH AND CAPE COD

## Cape Cod's construction industry grows and evolves



Building a dream on Taylors Pond

Boise EWP and building materials  
supplied by Mid-Cape Home Centers



“Data Breach Protection is just a fancy way of saying your business is protected from the very real threat of hackers and cyber criminals. Even a small breach could result in a company having to close its doors. Planning and protecting against that is part of any IT professional’s responsibility.”

Peter Cullivan  
*Chief Information Officer*



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## Biz Note

### Irina Johnson receives Spaulding's Geri Ewing Nursing Award

Irina Johnson, CRRN, BSN, of West Barnstable is the recipient of the 2018 Annual Memorial Geri Ewing Award for Nursing Excellence. Each year, Spaulding Rehabilitation Hospital Cape Cod presents the award to an outstanding nurse during National Nurses' Week. Johnson began her career at Spaulding in 2006 as a rehabilitation aide and worked her way through nursing school to obtain her BSN. She pursued additional education to achieve status as a Certified Rehabilitation Registered Nurse. Her peers nominated her for her skills in assessing and efficiently implementing solutions to issues and for being the "kind of nurse who quietly makes those around her better through the example she sets."



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PRINTING/DISTRIBUTION  
Cape Business Publishing Group, LLC

Cape & Plymouth Business is published twelve times a year.

To order a subscription go to [www.capeplymouthbusiness.com](http://www.capeplymouthbusiness.com) or mail a check to the Cape Business Publishing Group offices.

Reprint requests should be made out to: Reprints/Cape & Plymouth Business and mailed to the Cape Business Publishing Group offices.

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## To Our Readers

### Building boom

The construction industry is alive and well in our region, as this month's cover story indicates. At the heart of it is Mid-Cape Home Centers, which supplies contractors as well as homeowners. This positions them well to gauge the current state of the industry, and their leadership team shares their insight in this issue.

We also profile Lower Cape business owner Mike Giorgio, who began with a Red Nun location in Chatham, expanded with another Red Nun in Dennisport, and now has added Knockout Pizza in Dennisport. And learn about a new insurance option offered by Rogers & Gray that presents an alternative to the Fair Plan.

On a personal note, this will be my last issue as Editor of *Cape & Plymouth Business*. After 14 wonderful years, I am moving on to pursue new opportunities. I will remain with the magazine as a consultant during the transition, and am confident that there is a fantastic team in place to ensure that the magazine continues sharing valuable business news and information with our region. To each and every one of our readers, supporters, and contributors, thank you for the important role you play in our business community. Here's to continued growth!



**JOY JORDAN, EDITOR**  
joy@capeplymouthbusiness.com

## Upcoming Events

**BUSINESS  
GROWTH**  
**SECRETS REVEALED**

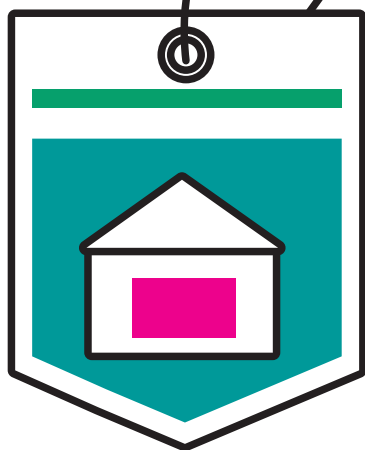
**September 12, 2018**

**CANNABIZ**  
The Business Impact of Legalization

**October 25, 2018**

For more information on our upcoming events as well as our editorial calendar, go to **[capeplymouthbusiness.com](http://capeplymouthbusiness.com)**.





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**7** Boston was number 7 on the list this year, but this is WAY up the list from 21st place in 2017. The Boston metro area includes neighboring Cambridge and suburban Newton, as well as part of New Hampshire.

## Hot U.S. Real Estate Markets

With 2018 a little more than half over, the real estate market, nationally speaking, continues to creep forward. It's been predicted to be a seller's market from the get-go, with demand still outweighing supply. Homeowners are staying put and, with such a shallow pool of available real estate to dive into, buyers are willing to pay. But where are they buying? Here are some of the top metro areas and statistics.

SOURCE: REALTOR.COM

**1 in 12** New listings disproportionately favor higher-income buyers. With the current patterns, 1 in 12 homes nationally will be listed above \$1 million this summer, while only 1 in 3 will be listed under the \$200,000 targeted by half of all buyers.

**\$300,000** Data from the end of March 2018 predicted that a full half of homes listed nationally this summer would be priced at \$300,000 or more. This means buyers are not just having to pay more for the same home - they're also seeing the mix of what's available change quickly.

**1** Tech-fueled San Francisco is the number one spot in 2018 of places people want to buy a home in the U.S.

**3** There was just a 3 percent increase in housing inventory from February to March of 2018. However, the total is still down 8 percent from March 2017.

**28.6** The average number of days a house is on the market in San Jose, CA.

**121.6** The average number of days a house is on the market in Pittsfield, MA.

**\$285,045** The average cost of a home in Las Vegas, NV. Real estate growth Las Vegas was expected to reach about 8.7 percent in 2018, compared with 6.4 percent for the rest of the top 100 markets.

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## 5 ways businesses can boost profits and sustainability with diversity and inclusion



By Betty Ng

Workplace diversity is gaining momentum. LinkedIn's 2018 Global Recruiting Trends report found 78 percent of the US companies surveyed are focusing on diversity.

The three top reasons identified by companies were to improve corporate culture, elevate company performance, and to better represent their customers. And further research shows companies with more diverse workforces see increasing profits. A report by global management consulting firm McKinsey & Company, observing more than 300 companies in the US, Canada, the United Kingdom and Latin America, found that companies ranking in the top 25th percentile for gender diversity on their executive teams were 21 percent more likely to turn a profit above the national average.

McKinsey and Company also reported that when ethnic and cultural diversity were taken into account for executive teams, companies were 33 percent more likely to see better-than-average profits.

There's a significant correlation between diversity and performance. A diverse workforce can improve innovation, customer relationships, and employee retention, which are essential elements for business growth.

There's an important distinction in definition between diversity and inclusion, and numerous studies and diversity advocates say one is not effective without the other. A

diverse workplace employs people from a wide range of cultures and backgrounds. An inclusive workplace treats all employees with dignity and respect, and policies are in place for equality, human rights, and fair recruitment. Diversity's full range of positives in the workplace won't transpire without true inclusion being practiced.

Diversity has to be a conscious effort, and companies wanting to recruit and retain diverse employees need to create a culture of inclusion, which needs to start at the top and needs to be woven into the day-to-day operations.

Here are five ways workplace diversity and inclusion lead to a more productive, sustainable, and profitable company:


- **Promotes innovative solutions and products.** Diverse perspectives are more likely to generate new and different ideas. An organization that truly promotes, encourages, and values diverse perspectives is better positioned to innovate to become and remain a market leader.

- **Widens the talent pool.** The McKinsey & Company report concluded that diverse companies were more likely to win over top talent, and thus improve performance, employee satisfaction and retention. An organization known for its fair employment practices and appreciation for diverse talent is better able to attract a wider pool of qualified applicants.

- **Broadens marketing and customers.** Companies employing workers who identify with a small portion of the market don't have access to the experiences and insights of the entire marketplace. A workplace with a diverse group of individuals from different backgrounds enables a company to more effectively market to a broader groups of consumers and tap into related business opportunities.

- **Strengthens collaborative culture.** Organizations that successfully implement diversity foster increased employee inclusion, engagement, success, and retention. They create and instill a collaborative culture of employees helping each other to achieve goals, which ultimately helps to enhance organizational success.

- **Enhances company reputation.** Business reputation flourishes when a company shows its commitment to diversity and inclusion. It leads to more customers, increased profitability, and opportunities for workers.

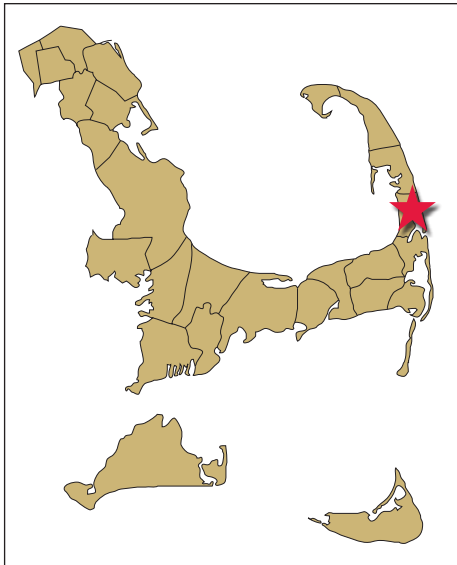
By fostering an environment where everyone helps each other to achieve goals, an organization can build a genuinely inclusive community that will better attract and retain diverse talent, and do the same among its customers. 

**Betty Ng** is the co-author of *PO-LING POWER: Propelling Yourself and Others to Success*, and founder/CEO of Inspiring Diversity LLC ([inspiringdiversity.com](http://inspiringdiversity.com)), which builds inclusive, collaborative, and high-performing organizations and communities.



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## Around the Region

### Town of Eastham

SOURCE: US CENSUS BUREAU, AMERICAN FACTFINDER

**Form of Government:**  
Open Town Meeting  
**Incorporated in:** 1651

#### Demographics:

Total Population:	4,924
Female	2,636
Male	2,288
White	4,708
Black	71
American Indian and Alaska Native	0
Asian	56
Persons reporting two or more races	47
Hispanic or Latino	72

Housing units:	5,960
Family households:	1,487
Average household size:	2.08
Average family size:	2.54
Mean travel time to work:	20.8 minutes
Median household income:	\$57,989
Per capita income:	\$36,320

#### Median Earnings:

Male FT year-round workers:	\$53,333
Female FT year-round workers:	\$42,143

#### Educational Attainment (age 25+):

High school graduate:	869
Bachelor's degree:	1,168
Some college, no degree:	684
Associate's degree:	348
Graduate or professional degree:	808



## SBA announces partnership with Veterans Affairs' Vocational Rehabilitation and Employment Program

The U.S. Small Business Administration has entered into an agreement with the U.S. Department of Veterans Affairs, through its Vocational Rehabilitation and Employment program. The partnership will give veterans access to self-employment assistance from the SBA, its resource partners, and U.S. Export Assistance Centers. The VA and SBA will work together to prepare veterans, service-disabled veterans, and service members for self-employment. Through the partnership, veterans and service members will have access to networking events, job seeking skills, coaching, and entrepreneurship training. To learn more about the resources offered by SBA's Office of Veterans Business Development and the Veterans Administration's Vocational Rehabilitation and Employment program, visit [sba.gov/ovbd](http://sba.gov/ovbd) or [benefits.va.gov/vocrehab](http://benefits.va.gov/vocrehab).



## Farmer's Market features locally caught lobster

Commercial fishing and farming have been part of the Cape's economy for centuries, so it's only fitting they would come together at a Farmer's Market run by a historical society.

Among the booths of zucchinis, radishes, honey and henna tattoos spread out by the windmill on Brewster's 6A, is a stand with big coolers of iced, lively, lobsters - priced at \$8 per pound.

And they are caught in Cape Cod Bay, just beyond Drummer Boy Park, where the historical society holds its market every Sunday from 9 a.m. - 1 p.m.

The market, the youngest on the Cape, is the only one on the peninsula that offers lobsters harvested by a full-time commercial fisherman. Why? Because the permitting process for seafood is complex.

Ellie Leaning, who manages the market, is working to change that and is hoping people across the Cape support the effort so lobsters can not only remain part of the market in Brewster, but that seafood becomes commonplace at markets across the Cape.

In the meantime, she is thankful lobsterman Tyler Daley, who grew up in Brewster and is the captain of *Dorothea Isabel*, was willing to invest the time and energy.

"Tyler is an example of exactly the type of family I think we should support here on Cape Cod - a young, independent entrepreneur who is trying to think outside the box in terms of his business model and is generating employment for other young people to stay on Cape Cod," Leaning said.

SOURCE: CAPE COD COMMERCIAL FISHERMEN'S ALLIANCE (CAPECODFISHERMEN.ORG)

## ACCOUNTING TIP OF THE MONTH



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## Best practices for keeping track of electronic payments

These days, most businesses can't get by without accepting some form of electronic payment. In fact, for businesses of any size to stay competitive, being able to process payments electronically is a requirement.

Behind the curtain: There are important elements to the exchange of payment between the business and their customer. At the end of each calendar year, third-party payment vendors (or Payment Settlement Entities "PSE") are required to report all authorized transactions by issuing a Form 1099K for each of the recipients of their authorizations, and submit it to the recipient, the IRS, and the state.

The 1099K represents the gross amounts of all authorized transactions, not just payments received. This includes amounts for items or services that have been returned or cancelled, as well as funds that were not received due to fraudulent transactions. Unfortunately, when the IRS and state compare the amounts on an issued 1099K to the tax returns filed by each recipient, they rarely match, and a tax notice may be issued.

What to do: Make sure to keep detailed records of returns, cancellations, and fraudulent claims, in order to reconcile the difference between what your business reported as revenue, and the amounts furnished to the IRS or state via the 1099K.

SOURCE: CITRIN COOPERMAN (CITRINCOOPERMAN.COM)





## BOOK REVIEW

### Crushing It!

How Great Entrepreneurs Build Their Business and Influence – and How You Can, Too

By Gary Vaynerchuk

In this dynamic, inspiring 2018 book, New York Times best-selling author Gary Vaynerchuk dissects every current major social media platform so that anyone, from any walk of life and any passion, will know exactly how to expand his or her personal brand. He offers both theoretical and practical advice on how to become the biggest thing on Twitter, Facebook, YouTube, Instagram, Pinterest, and Snapchat, podcast platforms like Spotify, Soundcloud, iHeartRadio, and iTunes; and other emerging platforms.

In his 2009 international bestseller *Crush It*, Vaynerchuk insisted that an exciting personal brand was crucial to entrepreneurial success. In *Crushing It!* he explains why that's even more vital today, and he offers his unique perspective, as well as those of others, on what has changed and what principles remain timeless.

Vaynerchuk's newest book expands on his first book, which is useful in the fact that so much has morphed in the past 10 years, particularly in regard to social media and branding. Packed with real-life stories and straightforward advice, his new book is a must-read for anyone deciding whether or not to take that leap of faith in themselves and build on their brand. This book will likely inspire people to take a chance and begin doing something they thought might never be possible.

Gary Vaynerchuk is an author, entrepreneur, public speaker, investor and venture capitalist, and has invested in companies like Facebook, Twitter, Tumblr, Uber, and Birchbox before co-founding VaynerRSE, a \$25M investment fund. He's been profiled in the *New York Times*, *Fortune Magazine*, and *Inc*.



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## Biz Note

### Falmouth Hospital receives stroke care awards

Falmouth Hospital has received two recognitions for its stroke care. The hospital recently received the American Heart Association/American Stroke Association's Get With The Guidelines - Stroke Gold Plus Quality Achievement Award and Massachusetts Department of Public Health's Defect-free Care Award from the department's Paul Coverdell National Stroke Program. The Get With The Guidelines award recognizes the hospital's commitment and success in ensuring stroke patients receive the most appropriate treatment according to nationally recognized, research-based guidelines. The DPH Defect-free Care Award from the Paul Coverdell National Acute Stroke Program recognizes hospitals that, from the period of January to December 2017, provided defect-free care to 90 percent or more of their stroke patients by utilizing all of the interventions for which each patient was eligible.



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## Philanthropy Day on Cape Cod

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## Business Calendar

### 8/1 New Member Orientation

- Meet the Plymouth Area Chamber of Commerce staff, introduce your business, familiarize yourself with the variety of benefits offered, and get connected! At each orientation, Chamber staff gives an informal presentation covering all you need to know to start making your Chamber membership work for you. Light breakfast will be served.
- 9 to 10 a.m., Plymouth Area Chamber of Commerce Office, 134 Court St., Plymouth.

[plymouthchamber.com](http://plymouthchamber.com)

### 8/4 Hookers Ball

- Hookers Ball is the annual summer gala of the Cape Cod Commercial Fishermen's Alliance. Held under a big white tent on the grounds of the Chatham VFW, this event supports the local fishing community and features the most fabulous seafood Cape Cod has to offer, all supplied by local fishermen. The evening's festivities include live and silent auctions, great music, dancing, and lots of fun.
- 6 to 10 p.m., Chatham VFW, 150 George Ryder Road, Chatham.

[capecodfishermen.org](http://capecodfishermen.org)

### 8/7 SSYP Coffee Connections

- Join the South Shore Young Professionals for a collaborative coffee event with the South Shore Chamber and Marshfield Chamber of Commerce at Marshfield Community Television. Admission is free. Enjoy this opportunity to network with peers over morning coffee.
- 7:30 to 8:30 a.m. 167 Forest St., Marshfield.

[southshorechamber.org](http://southshorechamber.org)

### 8/7 Business After Hours

- Once a year, the owners of Muckey's Liquors open up their poolside for a great Chamber evening of relaxing and connecting. Bring a swimsuit or clothes you don't mind getting wet or just enjoy the show. Please make sure you register all who will be attending so they have a head count for food and beverages.
- 5 to 7 p.m., 111 Cranberry Drive, Halifax

[cranberrycountry.org](http://cranberrycountry.org)

### 8/8 Plymouth 400 Open House

- Join the Plymouth Area Chamber and the Plymouth 400 as they celebrate their new location in Post Office Square. Paid parking available across the street in Tedeschi's lot. All are welcome to attend but registration is required.
- 5 to 7 p.m., Post Office Square, 6 Main Street Ext., Plymouth.

[plymouthchamber.com](http://plymouthchamber.com)



### 8/9 NPO Group's Bagels & Best Practices

- For South Shore Chamber Non Profit Members, register for this new morning session we are calling Bagels & Best Practices. This facilitated, informal discussion will focus on the topic of Employee Recruitment, Retention and Morale. You will meet and network with other nonprofit organizations, share best practices around a theme topic while enjoying some bagels and coffee.

8 to 9 a.m., Alden House, 105 Alden St, Duxbury.

[southshorechamber.org](http://southshorechamber.org)

### 8/10 Government Affairs Committee Meeting

- The Chamber's Government Affairs Committee meets on a monthly basis to review pending legislation and regulations for their impact on the membership, develop positions that will enhance economic growth, and develop programs that inform and encourage members to participate in the Chamber's government affairs initiatives.

8:30 to 10 a.m., New Bedford Area Chamber of Commerce, 794 Purchase St., New Bedford.

[newbedfordchamber.com](http://newbedfordchamber.com)

### 8/12 Pops by the Sea

- Citizens Bank Pops by the Sea concert is Cape Cod's single largest cultural event and the most important fundraising event of the year for the Arts Foundation of Cape Cod. For over 30 years the Arts Foundation has welcomed one of the nation's finest and best-loved musical ensembles - the Boston Pops Esplanade Orchestra, led by Conductor Keith Lockhart - to the Hyannis Village Green. Visit [artsfoundation.org](http://artsfoundation.org) for reservations and more information, or by calling 508-362-0066, ext. 112.

5 to 7 p.m., Hyannis Village Green, Hyannis.

[yarmouthcapecod.com](http://yarmouthcapecod.com)

### 8/13 Business Resource Roundtable

- The purpose of the Roundtable is to provide a forum for Orleans Chamber members to bring their specific business questions, issues or problems to a group of peers. Based on their knowledge and experiences, attendees offer possible solutions and/or identify available resources that may assist in the solution. Roundtable participants can request solutions, offer experienced advice, and assist each other in bringing their companies to a higher level of performance.

3:30 to 4:30 p.m., Old Firehouse Gallery, 44 Main St., Orleans.

[orleanscapecod.org](http://orleanscapecod.org)

To submit calendar items, post at [capeplymouthbusiness.com](http://capeplymouthbusiness.com) or send to [joy@capeplymouthbusiness.com](mailto:joy@capeplymouthbusiness.com)

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Water Street Bioretention, Plymouth, MA photo by Dan Cutrona

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## Target to open first Cape Cod store in Hyannis in 2019



Target has announced plans to open a new store at Cape Cod Mall in 2019 – the retailer's first store in the Cape Cod area and 47th store in Massachusetts, joining the Medford, Burlington, and Cambridge Porter Square locations opening later this year. Target signed a lease with Simon Property Group for the approximately 80,000-square-foot store. Nationwide, Target is increasingly opening stores with flexible footprints to serve guests in new areas. The Cape Cod Mall store will be the eighth of these formats in the state, offering many of the same categories guests expect in a full-size store, with a curated assortment of products to match the needs and preferences of the community.

## Comprehensive Benefit Administrators names Daniel Wandell to Account Manager position



Daniel Wandell

Comprehensive Benefit Administrators, a company that combines traditional brokerage services with specialty services such as advocacy, claims administration, benefits expertise, and compliance, has announced that Daniel

Wandell of Rockland has joined the firm as an Account Manager for its Partners Benefit Group division.

## Peak Physical Therapy & Sports Performance announces Julie Messinger as Office Manager

Peak Physical Therapy & Sports Performance, a South Shore practice specializing in unique programs that provide comprehensive treatment in orthopedic, spine, and sports medicine specialties, has announced that Julie Messinger of Plymouth has joined the firm as office

manager of the Scituate clinic. Prior to joining Peak, Messinger, who has a Bachelor of Science in Exercise Physiology from Westfield State University, was an exercise physiologist and gymnastics coach. She is presently pursuing her Master's degree in Occupational Therapy at Salem State University.

## South Shore businesspeople Jacquie Collins and Stacey Shipman team up for leadership program



Jacquie Collins



Stacey Shipman

Two experienced business leaders have teamed up to create and offer a unique leadership program called Lead & Thrive, which will be offered over three months this fall. Lead & Thrive is the creation of Jacquie Collins of Partnering for Performance and Stacey Shipman of Shipman Communications. The sessions will be held at Lombardo's in Randolph. Lead & Thrive focuses on three key areas to growth: Leading yourself, leading others, and leading a business. The three sessions will include areas such as communication skills, business strategy, team and people development, relationship building and influencing skills, creative thinking and problem solving, mindset and confidence, emotional intelligence and more.

## Ryan's virtual reality and escape rooms open at Cape Cod Mall



Ryan's is taking Cape Cod gaming to a new level with the grand opening of its Virtual Reality and Escape Rooms at Cape Cod Mall this week. The 3,300 square-foot VR

and Escape Room space is located in Macy's Men's Wing, where Ryan's formerly operated an arcade. The space is directly across the hall from Ryan's other new venture, Ten Pin Eatery, which features bowling, laser tag, arcade games and a 300-seat restaurant under the helm of Chapin's Restaurant Group.

## Polhemus Savery DaSilva Architects Builders wins two 2018 Best of Cape Cod awards

Polhemus Savery DaSilva Architects Builders is the recipient of two 2018 Best of Cape Cod distinctions, awarded by Cape Cod Magazine. For the second year in a row, PSD was recognized for "Best Architect" and "Best Builder." The eighth annual Best of Cape Cod winners are decided by reader votes and are announced in Cape Cod Magazine's July issue. Over 150 categories are represented, in service, retail, communications, and hospitality industries.

## The Cooperative Bank of Cape Cod appoints Tricia Redman to Municipal Banking Officer



Tricia Redman

The Cooperative Bank of Cape Cod announced the appointment of Tricia Redman as Vice President, Municipal Banking Officer. Redman has worked in the financial industry for nearly three decades and brings extensive experience in banking, municipal finance, customer relations and bond management. In her new role with The Coop, Redman will work with cities, towns, districts, and other governmental organizations both on- and off-Cape.

## The Animal Hospital of Orleans earns Fear-Free status

The Animal Hospital of Orleans recently became the first Fear Free-certified veterinary hospital in Massachusetts. Fear-Free is an international training and certification program created to help veterinarians utilize the latest behavioral techniques to help pets feel safe and comfortable while receiving the medical care they need. Only 14 other veterinary practices in North America have completed this rigorous certification program.

## The Flats Restaurant opens in Brewster



The Flats Restaurant has officially opened the doors of its renovated tower building located at 2671 Main Street, Brewster (across from Ocean Edge Villages). Chef/Owner Mason Pryme and Co-Chef Timothy Ames bring a fresh to Cape Cod concept: guests can create their own coastal New England dinner combinations from à la carte center of the plate proteins (including wild game selections) and sides including locally sourced starches and vegetables. The drinks menu features creative house infusions and local draft beers. Cape Cod artist Martha Jason created a beautiful mural depicting the Brewster Flats at sunset in the bar area, which also houses three TVs and several communal tables.

## Ashling Sullivan and Jenn Pare to join CHAMP Homes

CHAMP Homes has announced that Ashling Sullivan of Dennis and Jenn Pare of Sandwich have joined the team at CHAMP Homes as Community Care Coordinators. They'll work with some 50 participants to prepare them to become self-supportive through education, career and life skills training. The addition of Sullivan and Pare rounds out the core team at CHAMP Homes, allowing them to continue the important work of the organization.

## South Shore Habitat for Humanity names Elizabeth Lyons as Senior Development Officer

South Shore Habitat for Humanity, an organization dedicated to increasing affordable housing in partnership with economically disadvantaged families across the South Shore, has announced that Elizabeth Lyons has joined the organization as Senior Development Officer. A resident of Duxbury, Lyons brings more than 30 years of membership and fundraising experience working with a diverse group of nonprofits and organizations supporting their missions to her new position.

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## Community Health Center of Cape Cod Advancement Office staffing updates



Alexandra Speck



Sydnie Lopolito

Community Health Center of Cape Cod has announced the promotion and hire of two CHC of Cape Cod employees in the Advancement Department. Alexandra Speck has been promoted to Senior Giving Officer. In her new role, Speck will serve as a steward for the Health Center and help to secure funding from donors. CHC has also hired Sydnie Lopolito as Advancement Associate. In this role, Lopolito will be responsible for crafting internal and external communications, managing CHC's

social media accounts, building relationships with local media, and participating in education and outreach events to enhance CHC's presence in the community.

## Hyannis Rotary welcomes new slate of officers



At the end of last month, the Rotary Club of Hyannis installed a new slate of officers, including President Jitka Borowick of Barnstable, for the upcoming year. Borowick, the founder and CEO of Cleangreen, succeeds Immediate Past President James Tvrdik of West Yarmouth, owner of Jim's Hang Ups.

Rotary Assistant District Governor Billy Roberts installed Borowick as the Hyannis club's newest president. Cape Cod Chamber of Commerce CEO Wendy Northcross, a member of the Hyannis Rotary, installed the other officers: President-Elect Harold L. Robinson of Barnstable; Vice President Michael White of West Yarmouth; Secretary Cy Nelson of Barnstable; Assistant Secretary Terry Moore of Centerville; Treasurer Dennis Miller of Yarmouth; Assistant Treasurer Erica Clark of Osterville; Sergeant at Arms Paul Gandillot of West Barnstable; and Assistant Sergeant at Arms Dave Sircom.

## Balise Motor Sales announces new GM at Hyannis dealership

Balise Motor Sales has welcomed new management at one of its dealerships on Cape Cod. Headquartered in West Springfield, Balise announces that Jasen O'Neil joined Balise Ford of Cape Cod, located at 90 High School Road Ext. in Hyannis, as general manager in late May. A resident of Marstons Mills, O'Neil

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comes to Balise after 12 years of employment with Hyannis Honda, most recently as general sales manager. He has worked in the auto sales industry for 19 years.

## Transition of leadership at Cape Abilities



The Cape Abilities Board of Directors has announced that Rosalie Edes, its President/Executive Director since November 2014, departed Cape Abilities effective July 10, 2018, to pursue other opportunities to advance services for individuals with disabilities. As a parent of a young man with Down Syndrome, Edes has

a strong personal mission that has driven her professional choices throughout her career. Larry R. Thayer, former President/Executive Director of Cape Abilities for 25 years, has been named interim President/Executive Director.

## FPA MA Elects Bill Harris of WH Cornerstone Investments as Chairman



Bill Harris

The Financial Planning Association of Massachusetts has announced the election of Bill Harris, CFP, as Chairman of the Board of Directors for 2018. Harris has been a member of the Board of Directors since 2014 and chaired the programming committee for two years and served as the President in 2017. The FPA MA Board of Directors is responsible for setting the vision and strategic direction for the local association, using FPA's core beliefs as the key filters for making decisions in a fiduciary

capacity on behalf of members and constituents.

## Coastal Engineering Co. names Sean Riley, PE, as Vice President



Sean Riley

Coastal Engineering Co. has announced that Sean Riley, PE, has recently been promoted to Vice President, Business Development. Riley has been a valuable part of the Executive Team at Coastal Engineering and this appointment recognizes his dedication, forthright vision, and accomplishments in client service. In his role as Civil Engineering Division Manager, Sean's responsibilities include overseeing the site analysis and layout, wastewater treatment, stormwater management, and construction contract administration aspects of projects. As a Vice President, he will be responsible for the business development of the company in achieving the overall strategic goals.

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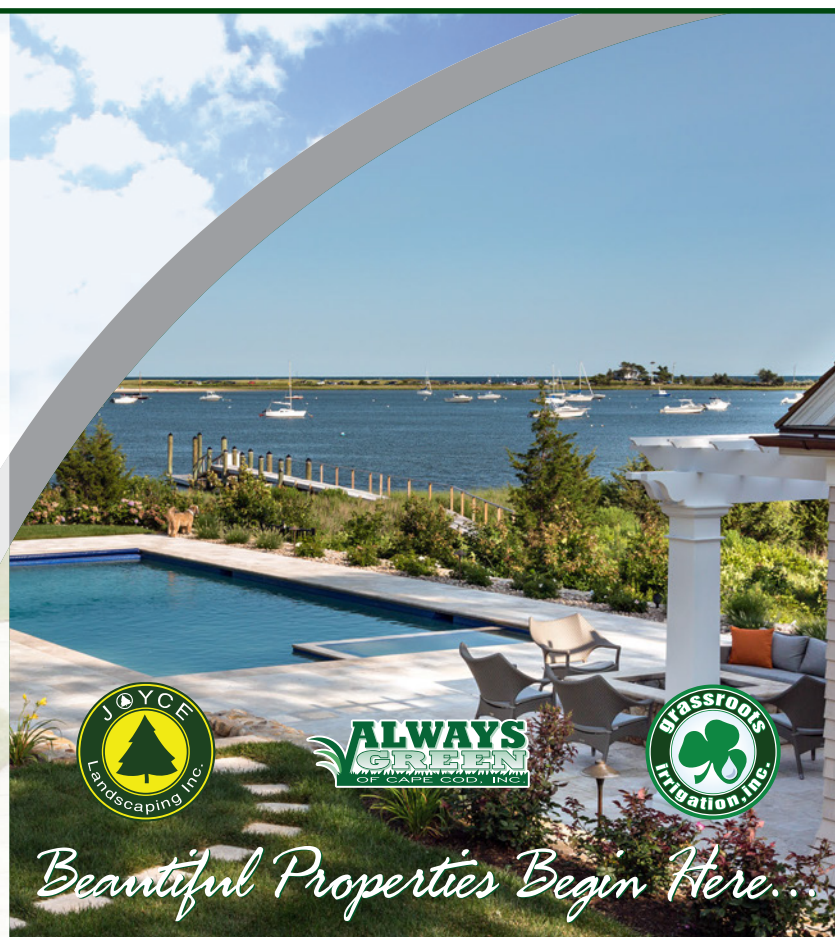
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## New England Wellness Solutions (formerly Nutraply) acquires Weymouth-based W Spa



New England Wellness Solutions, a full-service family practice providing comprehensive healthcare services including acupuncture, massage therapy, polarity therapy, reiki and more, has announced the acquisition of The W Spa, located in Weymouth. Under terms of the acquisition, The W Spa will now operate under the name New England Wellness Solutions. With the addition of this second location, New England Wellness Solutions (formerly known as Nutraply) now operates from two locations:

Hanover (90 Rockland Street) and Weymouth (75 Finnell Drive).

## Julie Decoteau named executive director of Wingate Residences at Brewster Place



Julie Decoteau

Wingate Healthcare has named Julie Decoteau executive director of Wingate Residences at Brewster Place, an assisted living community located on a continuum of care campus in Cape Cod. Decoteau is a certified Alzheimer's educator and certified assisted living nurse with over 13 years of healthcare experience.

## CCIAOR releases June 2018 Cape Cod real estate statistics

According to preliminary data released last

month by the Cape Cod & Islands Association of Realtors, 535 homes sold in June, 413 single-family homes and 122 condominiums. Median sales price was \$438,320 for single-family homes and \$322,500 for condominiums. Last June, 612 homes (479 single-family homes and 133 condos) sold at a median price of \$399,000 for single-family homes and \$260,000 for condominiums.

Year-to-date, 1,870 single-family homes have sold for a median price of \$420,000 and 492 condominiums have sold for a median price of \$299,450 – compared to last year through June, 2,052 single-family homes had sold for a median price of \$390,000 and 492 condominiums had sold for a median price of \$260,500.

Cumulative days on market for June decreased 20.2 percent for single-family homes compared to last June, shrinking from 119 days to 95 days. Condominiums also saw cumulative days on market decrease compared to last June, shrinking from 122 days to 85 days, a 30.3 percent decrease.

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prices at this time than at any point in the last four years, reflecting the Cape's status as a desirable seasonal and year-round destination," says Martha Knapp, President of the Cape Cod & Islands Association of Realtors. "Buyers and sellers need to be ready to act quickly as listings move quickly and multi-offer situations are becoming increasingly common."

Sales pending at the end of June were 321 for single-family homes and 101 for condominiums – a 15.7 percent decrease for single-family and a 4.7 percent decrease for condominiums, which will show up in closed home sales in the coming months. Last June, there were 381 pending single-family homes and 106 pending condominiums.


New listings in June for single-family homes were 542, and 140 for condominiums. This is a 3 percent increase, and 6.1 percent increase respectively, from last June. Last June, there were 526 new listings for single-family homes, and 132 for condominiums.

Data released reflects all single family and condominiums in the Cape Cod & Islands Multiple Listing Service for Barnstable County.

## Gov. Baker to speak at North Plymouth Revitalization Project groundbreaking

Massachusetts Gov. Charlie Baker will headline a groundbreaking event for Harborwalk Apartments, a 300-unit apartment complex that is the first step in a large North Plymouth Revitalization project called Plymouth Station. The event will take place at 10 a.m. on August 21 at 381 Court Street, Plymouth, also known as Cordage Park. Project co-developers Jim Goldenberg, principal and founder of Cathartes, and Joseph Jannetty, president of Janco Development, will also speak at the event. Harborwalk Apartments, named for its proximity to the water, will feature 4 four-story buildings, on 11 landscaped acres. The apartment community will house approximately 400-500 residents and feature a mix of one- and two-bedroom homes, 25 percent of which will be available to households earning 80 percent AMI.

## CCYP appoints new board Vice President

Cape Cod Young Professionals, a nonprofit organization that works to connect, engage, and advance Cape Cod's young workforce and future leaders, has appointed board member Sara Kohls to the role of Board Vice President. Kohls is a Litigation Attorney and Business Associate at the Law Offices of Bruce A. Bierhans, LLC in Hyannis. She was first appointed to the organization's Board of Directors in 2017. Since that time, she has served as Vice-Chair and Chair on the Shape Your Cape Summit Steering Committee, which plans and oversees CCYP's annual Young Professionals Conference, the Shape Your Cape Summit. Under her leadership as Committee Chair, the 2018 Summit drew 250 attendees, and hosted a prestigious group of community leaders and speakers for over a dozen panel discussions on topics related to career development, community engagement, and quality of life for young people on Cape Cod. 

To submit news, send to [joy@capeplymouthbusiness.com](mailto:joy@capeplymouthbusiness.com)

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## Orleans Chamber hosts ribbon cutting to unveil First Citizens' newly remodeled branch



The Orleans Chamber of Commerce provided a ribbon cutting ceremony on July 12 to celebrate unveiling of the newly remodeled Orleans branch of First Citizens' Federal Credit Union. The local staff will remain the same, but the branch has been designed to better serve its members and the community of Orleans with updated technology and comfortable spaces to review finances and open accounts, in addition to an Interactive Teller Machine called "Talk2Me."

Assisting Chris Howard of First Citizens' Federal Credit Union are Chris Guenette, Alina Leon, Della Sattin, Dawn Camille, Matt Bolinder, Adrienne Watson, John Cotton, Chris Howard, Brian Behunin, Rudolf Herzog, Michael McCormick, Paul Garganigo, Eleanor Weller, Jennifer Lafrance all of First Citizens' Federal Credit Union, Rich Bryant of Cape Associates, and Noëlle Pina, Executive Director, Orleans Chamber of Commerce.

## Hyannis Chamber Annual Dinner

Save the date for the Hyannis Area Chamber of Commerce Annual Dinner, to be held October 4, 2018, at the Cape Codder Resort and Spa. The event includes a Cocktail Hour and Annual Meeting on the Terrace (5:30 - 6:30 p.m.) and Buffet Dinner and Awards (6:30 - 8 p.m.). To register, go to [business.hyannis.com/events/details/annual-dinner-10](http://business.hyannis.com/events/details/annual-dinner-10).

## Sandwich Chamber thanks SandwichFest volunteers and supporters

It takes the community to make a community event such as the 10th Annual SandwichFest a grand success, and this year was no exception. The Sandwich Chamber of Commerce would like to thank all those who gave of their time,

effort, resources, and talents to showcase the town of Sandwich: Neighbors on Water Street and beyond, Town of Sandwich (including Town Hall, Recreation Dept., DPW, and Police), Barnstable County Sheriff's Office, Joint Base Cape Cod MWR, American Legion Post 188, and First Church Sandwich, UCC.

Committee Members: Donna Kutil (chair extraordinaire), Judie Selleck, Heidi Trottier, Joe Arnao, Patrick Sullivan, Diane Martin, Denise Dever, James Andreotti, and Brandon Babiarz.

Volunteers: Dana Byrne, Gary Cremeans, Doug Cabral, Peter Thomas, Laura Kutil, Daryl Crossman, Nancy Crossman, George Stanley, Tony Hylinski, Patty Dobel, Stacy Hylinski, Diane Dever, Kirby Holmes, Peter Thomas, Gayle Morrow, Mary Hayden, Amanda Haines, Selena Polcaro, Lauren Warden, Heidi Luciani, Chris Neveen, Deb Delongchamps, Elaina Thibeault, Nancy Coehlo, Brandon Kramer, Abby Luciani, Roisin O'Brien, Holly Merhi, Paola Merhi, Rosanna Sullivan, Robbie & Honor Society Group, Eileen Burns, Shirley Morse, Judy McLean, and Martha Bartlett.

Judges: Hilary Challies-McDermott, RN of Cape Cod Healthcare, State Rep Randy Hunt, Sandwich Selectman Susan James, Susannah Locketti of Hippy Pilgrim, and Sandwich Police Chief Peter Wack.

Sponsors and Partners: Cape Cod Healthcare, Cape Cod Broadcasting Media, Cape Cod Beer, Enterprise Publishing, Nauset Disposal, United Sites Services, Scenic Roots, Mr. T's Auto Repair, Holly Ridge Golf Club, Typeagraphics, Oceanside Animal Hospital, Sandwich Arts Alliance, Canterbury Liquors, and Titcombs Bookshop.

Restaurants: British Beer Co., Dan'l Webster Inn, Holly Ridge Golf Club, Industry Ale House, Marshland Restaurants, Moto Pizza, Off the Grid, Sagamore Inn, Surf's Up Pizza & Seafood, The BBQ Sandwich, and Uncommon Café

Thank you all and see you again in 2019. Be sure to save the date for Saturday, June 29, 2019!

## Cape Cod Chamber of Commerce News


### From the desk of CEO Wendy Northcross

At this year's annual meeting, we celebrated the work of the Wastewater Task Force, led by Rich Delaney (Center for Coastal Studies) and the Convention & Visitors Bureau (CVB) pillar, led by Ken Smith (Red Jacket Resorts). Our event was dubbed a "Watershed Year" to acknowledge the hard work of Rich and Ken and many volunteers on the passage of

a bill that would level the playing field for the so-called Airbnb rentals versus traditional hotels and B&Bs and create a Water Protection Trust Fund to help pay for new water quality systems.

This year the Chamber also led the creation of a new coalition dubbed "The Fix" which is advocating for plans for new spans over the canal along with intersection improvements in the Upper Cape. The coalition has broad support from public officials and private business. An on-line petition was launched at [FixCapeCodBridges.com](http://FixCapeCodBridges.com) to grow support for the MA DOT/Army Corps of Engineers design for a reliable system of transportation infrastructure in Bourne. We continue to collect signatures and to push for an expedited planning, permitting and new bridge construction timeline.

As the legislative year came to a close, we urged our elected officials to pursue legislation on a negotiated plan for minimum wage changes and paid family leave proposals that were going to appear as ballot questions otherwise. We acknowledge the courage the Cape and Islands delegation to Beacon Hill portrayed in their unanimous votes on the rental tax and wastewater issues, and their pursuit to address the ballot question issues. We actively opposed the EMAC fines, which require employers to pay MassHealth costs for employees not on their company insurance plans, and are tracking the impact of this for future legislative change. We also opposed the proposed nurse/patient ratio ballot question with concerns of continued pressure on health care costs and insurance premiums.

Other advocacy work of the Chamber this year included opposition of off-shore drilling, and support of renewable energy projects including RFP bidders to build wind farms 14 miles off the coast of Martha's Vineyard. We testified before Barnstable Town Council in support of development agreements for innovative housing for middle income workforce in Hyannis (Sea Captain's Row and the Lofts at 57), both of which were approved. And we worked with the SmarterCape Partnership to amend Accessory Dwelling Unit (ADU) by laws in Falmouth, Provincetown and Truro, to increase reasonably priced housing for residents. We also supported the students from Mashpee who participated in The March for Our Lives as they learned to become activists in public policy. As a new fiscal/program year unfolds this summer, we'll continue to keep you informed with calls to action and policy updates. 

# CANNABIZ

The Business Impact of Legalization

## WHEN:

October 25, 2018

## WHERE:

Cape Codder Resort & Spa,  
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## TIME:

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## COST:

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## MARIJAUNA: The Business Impact of Legalization

The goal of this summit is to provide entrepreneurs, business owners and the “canna-curious” with knowledge, tools and insights about the state of cannabis and related business opportunities in the Commonwealth. Experts from various corners of the Massachusetts cannabis industry will share their knowledge and best practices to help attendees understand the current law and regulations, build a successful cannabis entity, and support those shaping local regulations and creating new cannabis-related businesses and jobs locally. Regardless of how you voted on Question 4 in 2016, the now-legal cannabis industry in Massachusetts is a freight train coming down the tracks and every business needs to prepare for the opportunities and roadblocks ahead as best they can.

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**Beth Waterfall**

President, Beth Waterfall Creative & Executive Director, ELEVATE NE

## OPENING COMMENTS

**Wendy Northcross**

CEO, Cape Cod Chamber of Commerce

## “ESTABLISHING THE PERSPECTIVE”

**Commissioner Shaleen Title**

The Massachusetts Cannabis Commission

Commissioner Title will share the status of the current law, where are we in the process, and what is on the horizon that may impact the business community.

## “THE ENTREPRENEURS PANEL”

**Panel Moderator: Beth Waterfall**

President, Beth Waterfall Creative & Executive Director, ELEVATE NE

Learn from pioneering entrepreneurs who have made the decision to pursue the cannabis industry from the ground floor and get an understanding of what the nation's first cannabis business accelerator program is all about.

**Aja N. Atwood**, CEO and Cofounder, Trella Technologies;

**Michael Dundas**, Chief Executive Officer, Sira Naturals;

**Laura Beohner**, Founder, The Healing Rose; **Tim McNamara**, Principle, Holistic Health Group

## “THE BUSINESS OF MEDICAL MARIJUANA”

**Kevin O'Reilly**, COO, Triple M

Research has shown legitimate medical uses for marijuana and substantial reasons to continue studying the drug's medicinal uses. Learn about the importance and enduring significance of RMDs in Massachusetts's evolving cannabis economy from an executive at Cape Cod's first medical dispensary.

## “THE ECONOMIC OUTLOOK”

**Mitzi Hollenbeck**, Partner, Citrin Cooperman

**Adam Fine**, Partner, Vicente Sederberg LLC

Two of the most experienced and in-demand legal and financial resources the Commonwealth has to offer will provide an overview of the cannabis business license types, and share the economic indicators and drivers that are key to having a smart, sound and controlled business process.



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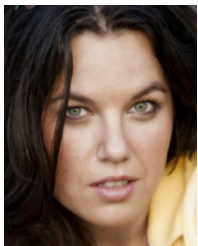
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## Starting a business?

### Create your own MBA



By Ja-Naé Duane

“But don’t I need an MBA to start a business?” I’ve heard this question more than a few times from first-time entrepreneurs. For years, there’s been an

expectation that someone should really have an MBA before they start a business. How will investors take them seriously if they don’t have the credentials?

This concern is totally understandable, but things are changing rapidly. An MBA usually requires around two years of school and thousands of dollars. Not everyone can afford the time or the money. Plus, there’s a legitimate debate about how much value a “traditional” business education has to offer.

I see both sides of the argument. Many successful entrepreneurs and leaders of growth companies have MBAs. I managed to start and exit two businesses without one. So if you have an MBA, it shouldn’t make you question whether you should start one and the same goes if you don’t have one. But there are some great areas of knowledge that you need to have to increase your chances of success.

All of this leads up to a suggestion we make in *The Startup Equation*: create your own MBA. Now, it’s not the path for everyone, and it

still requires a big, personal commitment. But it’s a legitimate option to prepare yourself for running a business.

So what does a create-your-own-MBA look like?

- **Set clear goals.** What do you need to learn and when do you need to learn it? Set monthly benchmarks so you can hold yourself accountable.
- **Focus.** Some areas need more help than others. Maybe you’re great on the technical side, but lack financial savvy. Make learning more about the money side of things a priority.
- **Include core classes.** The basics matter in business, so find courses or mentors to help you cover things like: accounting, finance/economics, ethics, systems thinking, strategy, marketing, and leadership.
- **Learn other skills.** Can you gain an edge on your competition by picking up a new language? What about design thinking? Maybe you could benefit from some speaker training.
- **Create your team.** Talk to every entrepreneur you know and get introductions to the ones you don’t know. See who is willing to become a primary advisor, mentors or educators. Ask thoughtful questions and listen, listen, listen to the answers. Be respectful of their time and do not under any circumstances hit this group up for money.
- **Map out your curriculum.** What do you need to learn and when?

• **Identify ways to learn.** You can go online. Udemy, YouTube, and Coursera are great starting points. You can also audit classes or even become an apprentice. See if you can find companies who will let you apprentice for a few weeks or months, and focus on opportunities that will strengthen your weak spots.

• **Build valued relationships.** Reach out to different clubs or organizations. These groups can provide great resources. And when you know enough, plan to give back and share your expertise.

• **Remember, the plan needs to fit you.** Be realistic and recognize that the more structure you create with projects and deadlines, the better the results.

As you work through your MBA, measure the outcomes. What’s working, what’s not working? Ask yourself tough questions. If you thought you could be a solo founder, have you learned that you really need a co-founder to balance your talents and skills?

We know that learning can happen outside of a classroom. Embrace the opportunity to learn from people with direct experience. Explore new subjects and skills that will make you a better entrepreneur. And don’t be afraid to create your own MBA to prepare you for starting a business.

*A version of this article originally appeared at [StartupEquation.com](http://StartupEquation.com). *

**Ja-Naé Duane** is Founder of The Revolution Factory and co-author of *The Startup Equation*. She can be reached at [janaeduane@gmail.com](mailto:janaeduane@gmail.com).



## RECORDED IN JUNE 2018

SOURCE: SECRETARY OF STATE OF THE COMMONWEALTH

NAME	ENTITY TYPE	TOWN	DATE	NAME	ENTITY TYPE	TOWN	DATE
Channel Rock Oyster Co. LLC	Domestic Limited Liability Company (LLC)	Barnstable	06/15/2018	Allison Cole LLC	Domestic Limited Liability Company (LLC)	Kingston	06/10/2018
Ascension Holistic Health Inc.	Domestic Profit Corporation	Barnstable	06/22/2018	Jones River Holdings Inc.	Domestic Profit Corporation	Kingston	06/22/2018
Bee Happy Cleaning Services Inc.	Domestic Profit Corporation	Barnstable	06/25/2018	TPMH Holdings LLC	Domestic Limited Liability Company (LLC)	Kingston	06/28/2018
CF Wood Floor Inc	Domestic Profit Corporation	Barnstable	06/26/2018	Access Strategy Partners Incorporated	Domestic Profit Corporation	Marshfield	06/04/2018
Mssi Brighton Nv LLC	Domestic Limited Liability Company (LLC)	Barnstable	06/28/2018	Access Strategy Partners Corporation	Domestic Profit Corporation	Marshfield	06/05/2018
Mssi Hyannis Nv LLC	Domestic Limited Liability Company (LLC)	Barnstable	06/28/2018	Minot Light Development Group LLC	Domestic Limited Liability Company (LLC)	Marshfield	06/06/2018
Two Glow Limited Partnership	Domestic Limited Partnership (LP)	Bourne	06/11/2018	ZMN Construction Inc.	Domestic Profit Corporation	Marshfield	06/08/2018
Two Glow LLC	Domestic Limited Liability Company (LLC)	Bourne	06/28/2018	Cleveland Family Builders LLC	Domestic Limited Liability Company (LLC)	Marshfield	06/13/2018
413-Mass Inc.	Domestic Profit Corporation	Brewster	06/01/2018	Luckydux Racing Team LLC	Domestic Limited Liability Company (LLC)	Marshfield	06/14/2018
By The Bay Builders Inc.	Domestic Profit Corporation	Brewster	06/06/2018	Ferry Hill Day Camp And Community Center Inc.	Nonprofit Corporation	Marshfield	06/15/2018
Carter-Lewis LLC	Domestic Limited Liability Company (LLC)	Brewster	06/07/2018	Mckenney Building LLC	Domestic Limited Liability Company (LLC)	Marshfield	06/22/2018
Jessica Scranton Photography Inc.	Domestic Profit Corporation	Brewster	06/21/2018	CME LLC	Domestic Limited Liability Company (LLC)	Marshfield	06/25/2018
Marshall Carpentry Inc.	Domestic Profit Corporation	Brewster	06/26/2018	Carolyn Bothwell LLC	Domestic Limited Liability Company (LLC)	Marshfield	06/27/2018
695 FHR LLC	Domestic Limited Liability Company (LLC)	Chatham	06/08/2018	The Friends Of The Marshfield Dog Park Inc.	Nonprofit Corporation	Marshfield	06/29/2018
Wave House LLC	Domestic Limited Liability Company (LLC)	Chilmark	06/11/2018	Bosun's Assets & Operations LLC	Foreign Limited Liability Company (LLC)	Mashpee	06/06/2018
Rooted Food LLC	Domestic Limited Liability Company (LLC)	Chilmark	06/15/2018	MV 223 Upper Main Street LLC	Domestic Limited Liability Company (LLC)	Mashpee	06/08/2018
Brickyard Beach Association Inc.	Nonprofit Corporation	Chilmark	06/19/2018	The Tamasi Group LLC	Domestic Limited Liability Company (LLC)	Mashpee	06/11/2018
74 Paradise LLC	Domestic Limited Liability Company (LLC)	Dennis	06/28/2018	Empresario Inc.	Domestic Profit Corporation	Mashpee	06/14/2018
West Side Owners Association Inc.	Nonprofit Corporation	Dennis	06/28/2018	Baer's Pet Depot, L.L.P.	Registered Domestic Limited Liability Partnership (LLP)	Mashpee	
Learning Sprouts Children'S Center And Preschool LLC	Domestic Limited Liability Company (LLC)	Duxbury	06/04/2018	06/15/2018			
Bluewater Car Wash Inc.	Domestic Profit Corporation	Duxbury	06/05/2018	Integrity Fire Protection LLC	Domestic Limited Liability Company (LLC)	Mashpee	06/26/2018
D' Luxbury Soy Candles LLC	Domestic Limited Liability Company (LLC)	Duxbury	06/06/2018	True Compass LLC	Domestic Limited Liability Company (LLC)	Mashpee	06/29/2018
Healing The Spirit Incorporated	Nonprofit Corporation	Duxbury	06/08/2018	34 Dukes Road LLC	Domestic Limited Liability Company (LLC)	Nantucket	06/01/2018
546A Plymouth Street LLC	Domestic Limited Liability Company (LLC)	Duxbury	06/10/2018	CM Gordon Plumbing & Heating Inc	Domestic Profit Corporation	Nantucket	06/04/2018
Pilgrim Path Farm LLC	Domestic Limited Liability Company (LLC)	Duxbury	06/11/2018	Elisa H Allen Design Inc.	Domestic Profit Corporation	Nantucket	06/04/2018
Clelledredge LLC	Domestic Limited Liability Company (LLC)	Duxbury	06/12/2018	On Point Cleaning and Service Inc.	Domestic Profit Corporation	Nantucket	06/04/2018
Debbie Chandler Real Estate Inc.	Domestic Profit Corporation	Duxbury	06/15/2018	Hughes Excavation Inc.	Domestic Profit Corporation	Nantucket	06/05/2018
Note Logistics LLC	Domestic Limited Liability Company (LLC)	Duxbury	06/20/2018	Saracam LLC	Domestic Limited Liability Company (LLC)	Nantucket	06/07/2018
Athru Solutions LLC	Domestic Limited Liability Company (LLC)	Duxbury	06/23/2018	Gadioli Construction Inc.	Domestic Profit Corporation	Nantucket	06/08/2018
Blockwater Inc.	Foreign Corporation	Duxbury	06/25/2018	111 Hospitality Management Group LLC	Domestic Limited Liability Company (LLC)	Nantucket	06/11/2018
Duck Hill Properties LLC	Domestic Limited Liability Company (LLC)	Duxbury	06/27/2018	Jps Electric Inc.	Domestic Profit Corporation	Nantucket	06/12/2018
C-Work Dux LLC	Domestic Limited Liability Company (LLC)	Duxbury	06/28/2018	The Graceline Institute Incorporated	Nonprofit Corporation	Nantucket	06/13/2018
KS Productions LLC	Domestic Limited Liability Company (LLC)	Eastham	06/26/2018	Supta Yoga Nantucket Inc.	Domestic Profit Corporation	Nantucket	06/14/2018
Jhack General Construction Inc.	Domestic Profit Corporation	Edgartown	06/05/2018	Picutinha Inc	Domestic Profit Corporation	Nantucket	06/15/2018
Tiago Braga Construction Inc	Domestic Profit Corporation	Edgartown	06/06/2018	Amy Sanford Wellness LLC	Domestic Limited Liability Company (LLC)	Nantucket	06/16/2018
Geci's Carpentry Inc.	Domestic Profit Corporation	Edgartown	06/14/2018	Meetinghouse Development LLC	Foreign Limited Liability Company (LLC)	Nantucket	06/19/2018
Tikal Consulting Company LLC	Domestic Limited Liability Company (LLC)	Edgartown	06/14/2018	Rokas Construction Inc	Domestic Profit Corporation	Nantucket	06/19/2018
DC-MV Home Services LLC	Domestic Limited Liability Company (LLC)	Edgartown	06/22/2018	Jacim Inc.	Domestic Profit Corporation	Nantucket	06/21/2018
Airport Fish House Inc.	Domestic Profit Corporation	Edgartown	06/25/2018	ACKZ LLC	Domestic Limited Liability Company (LLC)	Nantucket	06/22/2018
Martha's Vineyard Vegan Society Inc.	Nonprofit Corporation	Edgartown	06/25/2018	MC Caretaking LLC	Domestic Limited Liability Company (LLC)	Nantucket	06/22/2018
DI The Best Construction Inc.	Domestic Profit Corporation	Edgartown	06/27/2018	Whatsun LLC	Domestic Limited Liability Company (LLC)	Nantucket	06/22/2018
Katama Construction Inc.	Domestic Profit Corporation	Edgartown	06/27/2018	Edilson Paz Carpentry Corp.	Domestic Profit Corporation	Nantucket	06/23/2018
Springwell Properties LLC	Domestic Limited Liability Company (LLC)	Falmouth	06/11/2018	ACK Coastal Properties LLC	Domestic Limited Liability Company (LLC)	Nantucket	06/25/2018
MB Real Estate Solutions LLC	Foreign Limited Liability Company (LLC)	Falmouth	06/20/2018	D'S Construction Services Inc.	Domestic Profit Corporation	Nantucket	06/25/2018
Book For Charity.Com Inc.	Nonprofit Corporation	Falmouth	06/21/2018	The Great Harbor Yacht Club Foundation Inc.	Nonprofit Corporation	Nantucket	06/26/2018
T.C. Lewis Consulting LLC	Domestic Limited Liability Company (LLC)	Falmouth	06/21/2018	Coastal Site Maintenance Inc.	Domestic Profit Corporation	Nantucket	06/27/2018
Loon Slopeside LLC	Domestic Limited Liability Company (LLC)	Falmouth	06/26/2018	Santana Carpentry Inc.	Domestic Profit Corporation	Nantucket	06/28/2018
Russell Geriatric Care Management LLC	Domestic Limited Liability Company (LLC)	Falmouth	06/26/2018	Nantucket Grocery Delivery LLC	Domestic Limited Liability Company (LLC)	Nantucket	06/29/2018
Bycore Inc.	Domestic Profit Corporation	Falmouth	06/28/2018	Spectaculair LLC	Foreign Limited Liability Company (LLC)	Nantucket	06/29/2018
Gifford Workforce LLC	Domestic Limited Liability Company (LLC)	Falmouth	06-11-2018	Carlson Children Tideway LLC	Domestic Limited Liability Company (LLC)	Norwell	06/01/2018
Kk1275 Mass Ave Boston LLC	Domestic Limited Liability Company (LLC)	Hanover	06/06/2018	KME2 LLC	Domestic Limited Liability Company (LLC)	Norwell	06/18/2018
Purple Finch Enterprises LLC	Foreign Limited Liability Company (LLC)	Hanover	06/06/2018	Grit and Grace LLC	Domestic Limited Liability Company (LLC)	Norwell	06/20/2018
Matexa Holding Co. LLC	Domestic Limited Liability Company (LLC)	Hanover	06/07/2018	Riveter LLC	Domestic Limited Liability Company (LLC)	Norwell	06/20/2018
Raine & Birch Home Design LLC	Domestic Limited Liability Company (LLC)	Hanover	06/07/2018	Brant Point Holdings LLC	Foreign Limited Liability Company (LLC)	Norwell	06/25/2018
Ampedup Networks LLC	Domestic Limited Liability Company (LLC)	Hanover	06/18/2018	Andrew James Lawson Foundation Inc.	Nonprofit Corporation	Norwell	06/27/2018
EJKD LLC	Domestic Limited Liability Company (LLC)	Hanover	06/18/2018	BA Group Inc.	Domestic Profit Corporation	Norwell	06-08-2018
Vivi's Kitchen LLC	Domestic Limited Liability Company (LLC)	Hanover	06/20/2018	Dilly's Grill LLC	Domestic Limited Liability Company (LLC)	Oak Bluffs	06/01/2018
Dentists Of Hanover PC	Professional Corporation	Hanover	06/28/2018	Blessed Cowboy Horse Trainer Inc.	Domestic Profit Corporation	Oak Bluffs	06/30/2018
Reardon Landscaping Inc	Domestic Profit Corporation	Hanover	06/28/2018	Four Season Remodeling Inc.	Domestic Profit Corporation	Orleans	06/05/2018
Heiges Consulting LLC	Domestic Limited Liability Company (LLC)	Hanover	06/29/2018	Orleans Storage LLC	Domestic Limited Liability Company (LLC)	Orleans	06/08/2018
Nye Plumbing & Heating Inc.	Domestic Profit Corporation	Harwich	06/20/2018				

NAME	ENTITY TYPE	TOWN	DATE	NAME	ENTITY TYPE	TOWN	DATE
Dtunney Associates LLC	Domestic Limited Liability Company (LLC)	Orleans	06/21/2018	ABC Home Buying And Properties LLC	Domestic Limited Liability Company (LLC)	Rockland	06/07/2018
Setsun Financial Management Inc.	Domestic Profit Corporation	Pembroke	06/10/2018	Veterans Collision LLC	Domestic Limited Liability Company (LLC)	Rockland	06/14/2018
Shiv Om Krupa Inc.	Domestic Profit Corporation	Pembroke	06/12/2018	SF Service Inc.	Domestic Profit Corporation	Rockland	06/18/2018
Jm Electrical Services LLC	Domestic Limited Liability Company (LLC)	Pembroke	06/13/2018	Same Day Overhead Door LLC	Domestic Limited Liability Company (LLC)	Rockland	06/19/2018
Tammy A. Burke Consulting LLC	Domestic Limited Liability Company (LLC)	Pembroke	06/13/2018	South Shore Renovation LLC	Domestic Limited Liability Company (LLC)	Rockland	06/19/2018
WB Donuts LLC	Domestic Limited Liability Company (LLC)	Pembroke	06/26/2018	Dallabona Autoworks Corp	Domestic Profit Corporation	Rockland	06/20/2018
93 Crescent Street LLC	Domestic Limited Liability Company (LLC)	Pembroke	06/28/2018	Advanced Transmission & Clutch Inc.	Domestic Profit Corporation	Rockland	06/22/2018
2444 Main LLC	Domestic Limited Liability Company (LLC)	Plymouth	06/01/2018	Kelliher Shenett Holdings LLC	Domestic Limited Liability Company (LLC)	Rockland	06/22/2018
A&G Auto Detail Inc	Domestic Profit Corporation	Plymouth	06/05/2018	Four Winds Advisors LLC	Domestic Limited Liability Company (LLC)	Rockland	06/28/2018
Graham Smith Contracting Inc.	Domestic Profit Corporation	Plymouth	06/05/2018	AC Evolution LLC	Domestic Limited Liability Company (LLC)	Rockland	06/29/2018
Barros Distinctive Design LLC	Domestic Limited Liability Company (LLC)	Plymouth	06/06/2018	ASM Contracting, L.L.C.	Domestic Limited Liability Company (LLC)	Sandwich	06/13/2018
Cubbage & Tanis LLC	Domestic Limited Liability Company (LLC)	Plymouth	06/06/2018	My Fathah's Salsa	Domestic Limited Liability Company (LLC)	Sandwich	06/19/2018
Alpha-Omega Construction Consulting Inc.	Domestic Profit Corporation	Plymouth	06/07/2018	Limited Liability Company			
GF Manomet LLC	Domestic Limited Liability Company (LLC)	Plymouth	06/08/2018	Peterman Realty LLC	Domestic Limited Liability Company (LLC)	Sandwich	06/22/2018
Flint Group Packaging Inks North America LLC	Foreign Limited Liability Company (LLC)	Plymouth	06/12/2018	Be2C LLC	Domestic Limited Liability Company (LLC)	Sandwich	06/26/2018
New England Window Film Inc.	Domestic Profit Corporation	Plymouth	06/14/2018	Slyk Apparel LLC	Domestic Limited Liability Company (LLC)	Sandwich	06/27/2018
Freedom Resource Group Inc.	Domestic Profit Corporation	Plymouth	06/17/2018	Gullwing Holdings LLC	Domestic Limited Liability Company (LLC)	Sandwich	06/28/2018
American Inspection Services LLC	Domestic Limited Liability Company (LLC)	Plymouth	06/18/2018	Lilafranc LLC	Domestic Limited Liability Company (LLC)	Tisbury	06/06/2018
The Global Luxury Collection LLC	Domestic Limited Liability Company (LLC)	Plymouth	06/18/2018	Passamaquoddy LLC	Domestic Limited Liability Company (LLC)	Tisbury	06/26/2018
Wesley Cartier Remodeling LLC	Domestic Limited Liability Company (LLC)	Plymouth	06/20/2018	Stella Strategic Advisory Corp.	Domestic Profit Corporation	Wareham	06/04/2018
A Betta Bar and Grill Inc.	Domestic Profit Corporation	Plymouth	06/22/2018	E.L.M. Real Estate LLC	Domestic Limited Liability Company (LLC)	Wareham	06/14/2018
Deco Film Depot Inc.	Domestic Profit Corporation	Plymouth	06/22/2018	Buzzards Way Garage Inc.	Domestic Profit Corporation	Wareham	06/18/2018
Jollymack LLC	Domestic Limited Liability Company (LLC)	Plymouth	06/28/2018	ADM Redbrook Apartments LLC	Domestic Limited Liability Company (LLC)	Wareham	06-06-2018
Ptown Escapes LLC	Domestic Limited Liability Company (LLC)	Provincetown	06/04/2018	Footie Family Cottage LLC	Domestic Limited Liability Company (LLC)	Wellfleet	06/20/2018
Ballston Hollow LLC	Domestic Limited Liability Company (LLC)	Provincetown	06/12/2018	Tidal Flats Holdings LLC	Domestic Limited Liability Company (LLC)	Wellfleet	06/26/2018
41 Bayside LLC	Domestic Limited Liability Company (LLC)	Provincetown	06/21/2018	Plasma Healing LLC	Domestic Limited Liability Company (LLC)	West Tisbury	06/06/2018
Brothers Security Corp	Domestic Profit Corporation	Rockland	06/01/2018	Olive Branch Fair Trade Inc.	Nonprofit Corporation	West Tisbury	06/20/2018
				Green View Estate LLC	Domestic Limited Liability Company (LLC)	West Tisbury	06/27/2018
				Lakefield Enterprises LLC	Domestic Limited Liability Company (LLC)	Yarmouth	06/12/2018



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## Spotlight on Giving



### Heidrea for Heroes

10 Cordage Park Circle, Suite 224  
Plymouth, MA 02360  
774-773-3951  
www.heidrea4heroes.org  
info@heidrea4heroes.org

### Stats

**Total number of employees:** 2 full-time, 2 part-time  
**Annual revenues:** \$300,000  
**Year established:** 2013

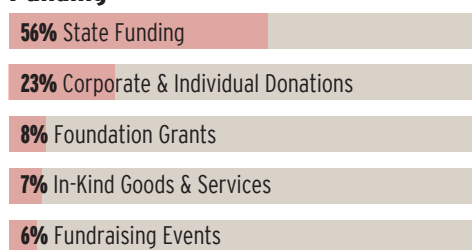
### Mission

We are dedicated to providing custom support to military veterans and widows facing hardship and transitions in civilian life. Home repairs, wheelchair ramps, mobility equipment, workforce readiness programs and a range of immediate relief solutions are among the services we provide. By lifting burdens and providing positive direction, we honor the service of our military men and women.

### Geographic Area

Southeastern MA: Barnstable, Plymouth, Norfolk & Bristol Counties

### Funding



### Leadership



Jesse Brown  
CO-FOUNDER/PRESIDENT



Amy Belmore  
MANAGING DIRECTOR



### Hope Hospice

765 Attucks Lane  
Hyannis, MA 02061  
(508) 957-0200 or (800) 642-2423  
hopehospicema.org  
info@hopehealthco.org

Part of the HopeHealth family of services, including: Hope Hospice; McCarthy Care Center; Hope Care for Kids; Hope Dementia & Alzheimer's Services and Hope Academy.

### Stats

**Total number of employees:** 220  
**Annual revenues:** \$21 million  
**Year established:** 1981

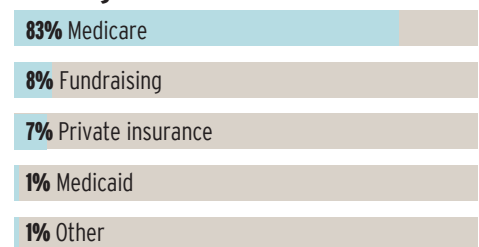
### Mission

HopeHealth provides services that enhance the comfort and quality of life for people experiencing the impact of serious illness and loss.

### Geographic Area

Hope Hospice provides services throughout eastern Massachusetts, with primary focus in Barnstable, Bristol, Dukes, Norfolk, Plymouth and parts of Suffolk and Middlesex counties

### Funding



### Leadership



Allen Peckham,  
BOARD CHAIR and  
Diana Franchitto,  
PRESIDENT & CEO,  
HopeHealth



#### May Institute

41 Pacella Park Drive  
Randolph, MA 02368  
800-778-7601  
mayinstitute.org  
giving@mayinstitute.org  
facebook.com/mayinstitute  
twitter.com/mayinstitute  
linkedin.com/company/the-may-institute

#### May Center for Adult Services (Day and Residential Programs)

550 Main Street  
Mashpee, MA 02649  
508-539-2700  
Tom Stanton  
tstanton@mayinstitute.org

#### Stats

**Total number of employees:**  
2,122 (full- and part-time) in 140 locations.  
**Year established:** 1955

#### Mission

May Institute proudly serves individuals with autism, developmental disabilities, intellectual disabilities, neurological disorders, behavior disorders, and mental illness to promote independence, choice, dignity, and respect. We provide compassionate and caring educational, therapeutic, habilitative, and consulting services grounded in evidence-based practice.

#### Geographic Area

Nationwide; in Massachusetts, South Shore locations in Brockton, Mashpee, Randolph, and Raynham.

#### Leadership



Lauren C. Solotar,  
PH.D., ABPP  
PRESIDENT AND CEO



Stephen S. Young  
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### CDP and HAC receive Wells Fargo Grant to support fair housing efforts

The Community Development Partnership and Housing Assistance Corporation have received a \$5,000 grant from the Wells Fargo Foundation to promote housing equality for lower-to-middle income households in recognition of the 50th anniversary of the Fair Housing Act. The two nonprofits, who have partnered in the Cape Community Housing Partnership initiative, plan to use the funds to help fund the second annual Cape Housing Institute.



### Cape Cod Community College receives \$25 million in state bond funds toward new science/engineering technology center

Cape Cod Community College President John Cox joined other state leaders recently as they heard Governor Charlie Baker commit millions of dollars of capital construction bond funds to projects across the State. For CCCC, the commitment of \$25 million means the start of what will likely be a 3 year project to design and build a new science and engineering center on the campus.

The existing Science Building and Lecture Hall Complex that the new building will replace has been on the state's list for significant renovation or replacement needs for several years. It is the largest academic building on campus and is used for instruction of all laboratory courses. A 2015 study found it was cost prohibitive to renovate the structure, and the result would still not appropriately accommodate academic needs. A new building was the most effective solution to a long list of challenges. The construction phase itself is estimated to take about 18 to 24 months. The goal will be to get the project done as quickly as possible. At this time, the plan is to build the structure immediately adjacent to the existing Science Building and Lecture Halls. Once completed, the old building would be removed. This phased construction process should be the least disruptive to the college's class and laboratory schedule.



### CCYP's Giving Circle Grant Program now accepting applications

Cape Cod Young Professionals is seeking to fund creative projects and programs that address key needs for young professionals age 45-and-under on Cape Cod. This fall, CCYP's Giving Circle Grant Program will award up to \$10,000 to area nonprofits that offer solutions and resources specifically for young professionals in areas like year-round housing; civic engagement; child and dependent care; and business development. CCYP invites proposals from Cape Cod-based 501(c)3 nonprofits via the online grant application at [capecodyoungprofessionals.org/GivingCircleGrant](http://capecodyoungprofessionals.org/GivingCircleGrant). Individual grant awards range from \$500 to \$2,500, with funding announcements expected in September.

The deadline to apply is August 31, 2018. The Giving Circle Grant is made possible through CCYP's Giving Circle, a unique collective giving program that pools charitable donations from nearly 100 monthly and annual donors to amplify impact and make a tangible difference in the lives of young professionals on Cape Cod.



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## Baker-Polito Administration funds solar projects for low-income residents

The Baker-Polito Administration recently celebrated the completion of six solar photovoltaic systems on newly constructed homes for low-income residents by Habitat for Humanity Cape Cod. The project was funded by a \$250,000 grant awarded to Cape Light Compact, which supported an additional nine solar projects across Cape Cod.

The grant, awarded by the Massachusetts Clean Energy Center and the Massachusetts Department of Energy Resources, is part of the Baker-Polito Administration's \$15 million Affordable Access to Clean and Efficient Energy Initiative.

The funding supports solar arrays added to six homes recently constructed by Habitat for Humanity Cape Cod, addressing key recommendations from the report by reducing the overall energy burden for low-to moderate-income residents while lowering their energy bills. Cape Light Compact will place the Solar Renewable Energy Credits generated from the systems into a revolving loan fund to finance an additional 6 to 10 solar systems on low-income homes across Cape Cod.



## Opportunity for businesses in Barnstable's Downtown Hyannis Revitalization Strategy Area

Coastal Community Capital has teamed up with the Town of Barnstable to support businesses located in Barnstable's Downtown Hyannis Revitalization Strategy Area. For a limited time, financing of up to \$50,000 will be offered to eligible businesses at 2 percent fixed interest rate for 5 years. Funds may be used to establish, stabilize or expand a business. For more information and the full list of eligibility requirements, contact Coastal Community Capital at (508) 362-3755 or [jmarshall@coastalcommunitycapital.org](mailto:jmarshall@coastalcommunitycapital.org).



## EforAll launches Entrepreneurship Program on Cape Cod

Entrepreneurship for All, the nation's foremost 'inclusive' entrepreneurship program, announced the expansion of its program to the Cape. Early stage entrepreneurs are encouraged to apply to participate in a one-night Pitch Contest. It's a great opportunity to get feedback for an idea from the community as well as the chance at some cash prizes, up to \$1,000. EforAll Cape Cod's first Pitch Contest will be held on Thursday, August 23, at Cape Space in Hyannis.

EforAll also offers an Accelerator Program, which is a year-long program that takes place twice a year with the first three months being intensive. Entrepreneurs that get accepted into the program have unrivaled access to industry experts, mentor teams, tailored curriculum, and an opportunity to win cash prizes - all for free.

Christin Marshall will be the Executive Director of EforAll Cape Cod. Marshall is a 2017 graduate of EforAll's South Coast Accelerator Program where she founded Camp Timeout, a summer camp experience for grownups. Prior to joining EforAll, Marshall was a Program Coordinator with the Barnstable County AmeriCorps Cape Cod and received her MBA from UMass Dartmouth.

EforAll Cape Cod is actively seeking entrepreneurs, specialists, and mentors. For more information, contact Christin Marshall, Executive Director, at [christin@eforall.org](mailto:christin@eforall.org) or visit [eforall.org/ma/cape-cod](http://eforall.org/ma/cape-cod).





## THE INNOVATORS

### An alternative to the Fair Plan

**Rogers & Gray establishes new insurance carrier to meet needs of Massachusetts homeowners**

By Doug Karlson

Changes in the insurance industry often leave homeowners in the lurch. That's especially

true in coastal areas like Cape Cod and the South Shore, where many insurance companies, afraid of widespread destruction from storms like Hurricane Sandy in 2012, stopped offering coverage.

With nowhere else to turn, many purchased insurance from the Massachusetts Property Insurance Underwriting Association, otherwise known as the Fair Plan. As many as 45 percent of Cape and Island homes are now covered by that plan – or about 65,000 homes. It may be fair, but it's not ideal. Fair Plan policies offer limited coverage and have high deductibles.

"It's referred to as the insurer of last resort, and that's exactly what it is," explains Lynn Mason-Small, Chief Marketing Officer at Rogers & Gray Insurance. "Not all agencies are created equal. Most small agencies only represent a handful of homeowners carriers and as a result, in some cases the MA Fair Plan



is the only option they can give to a client."

That wasn't good enough for Rogers & Gray, a Massachusetts-

based agency with nine offices from Nantucket to Wareham.

Instead of settling for the Fair Plan, Rogers & Gray began brainstorming about how it could meet the needs of its clients. The company formed a team of people who worked for 18 months to create a new insurance carrier. The team travelled to London to partner with underwriters, found a partner in New Jersey, and obtained the blessing of the State of Massachusetts.

The result is the Monomoy Insurance Group, described by the company as a competitive alternative to Fair Plan. Monomoy homeowner policies were made available to existing clients in April, and new clients in June.

"Time and time again, we hear 'Is the Fair





Plan my only option?’ from our clients and in many cases, we had to say yes. But not any longer,” says David Robinson, President and CEO of Rogers & Gray.

So far, the response has been very favorable, especially from homeowners who were previously covered by Fair Plan, reports Mike Redfield, Personal Insurance Sales Manager at Rogers & Gray.

Monomoy is a standard homeowners policy, the sort that most homeowners with mortgages are required to have. It will replace the home if destroyed. Coverage also includes liability and contents, among other things.

While it’s difficult to compare cost because there are so many variables, such as the amount of coverage, Mason-Small says Monomoy costs “the same or less than Fair Plan.” It also provides much better coverage than the bare-bones Fair Plan.

Monomoy also offers lower deductibles, which were one of the main concerns about Fair Plan.

Under the Fair Plan, the deductible for wind

damage is 2 percent of coverage A (dwelling). That means if a tree was knocked down during one of last March’s nor’easters and damaged the roof of a \$400,000 house, the deductible would be \$8,000.

Unlike Fair Plan, Monomoy offers a hurricane deductible, meaning that the higher deductible only applies when there is a hurricane as named by the National Weather Service. Otherwise, wind damage is subject only to the standard deductible, which is usually \$1,000 or \$2,500, depending on the policy.

Redfield notes that he has one client in Harwich Port with a \$500,000 house who was extremely nervous about the \$10,000 deductible for wind damage. “That was his biggest concern, with winter storms coming through. So it was a huge relief, they don’t have to worry now.”


Mason-Small points out that the last hurricane to hit Cape Cod was Hurricane Bob in 1991. “We know that that’s a rare occurrence,” she says “so having a hurricane

deductible is the preferred option for most.”

According to Redfield, getting a Monomoy policy is easier than the Fair Plan, too. Rather than schedule a home inspection, homeowners can use a mobile app to upload photos of their home to obtain coverage.

“There are agencies waiting for solutions to help their clients. We’re defining our own future success, not waiting for someone else,” said Mason-Small.

The products available through Monomoy are backed by the Spinnaker Insurance Company, an A.M. Best Rated company. Best’s Ratings, which are issued through A.M. Best Rating Services Inc., are a recognized indicator of insurer financial strength and creditworthiness.

“As an independent agency, our goal is to always do what’s best for the client. With Monomoy, Rogers & Gray now has a better option and we look forward to helping clients enhance their coverage and protect what is so important to them,” says Robinson. 





## Markers in the channel of success

### The Red Nun owners add Knockout Pizza to their offerings

By Deb Boucher Stetson

What began as an intimate dining experience in Chatham 15 years ago has led to an additional location plus a whole new business farther west in Dennisport. The Red Nun, opened back in 2003, now has a successful – and larger – satellite on Main Street, Dennisport that opened in 2014. And this year, co-owner Mike Giorgio and his business partner, Tim Farley, have launched a new pizza restaurant just down

the street in Dennisport, called Knockout Pizza.

Opening the Red Nun in Chatham back in 2003 was a lot simpler than opening its sister location in Dennisport 11 years later, Giorgio says. With his first restaurant, “We didn’t have a business plan,” he recalls. Two friends made an offer on the building, it was accepted, and they went for it – and Giorgio, who at the time was interviewing for a job in North Carolina, came back to the Cape to launch a restaurant. They didn’t even have a name for the business until after they bought the building.

“The building was red, and we didn’t have the money to paint it, so we were trying to think of a name with red,” he recalls. “Someone said why don’t you call it the Red Nun,” after the triangular buoys that mark the right side of channels.

With a casual menu, an intimate dining room and outdoor seating in summer, the Red Nun became popular with both locals and visitors, and began staying open year-round – something Giorgio says is a huge benefit in terms of retaining valued staff.

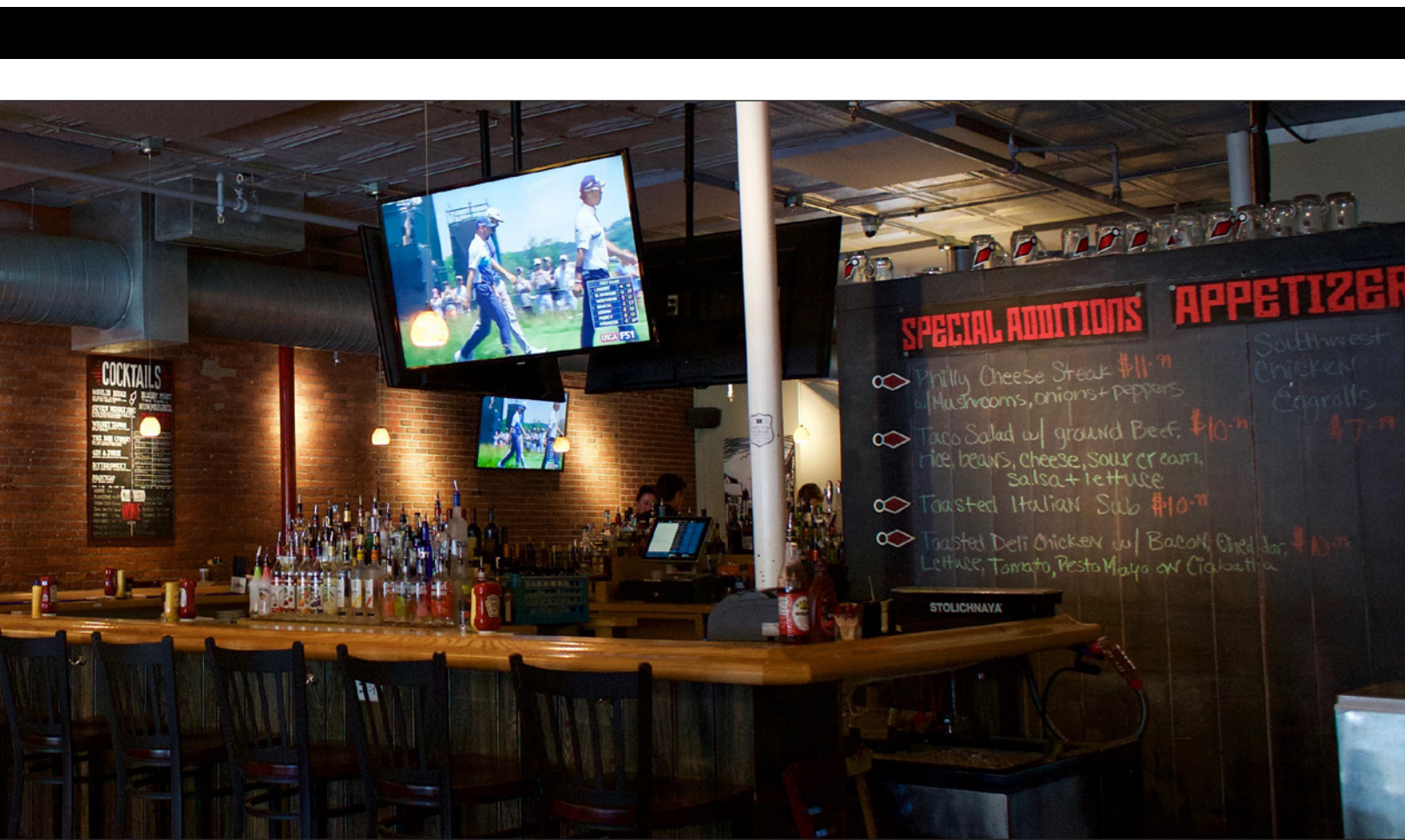
Although the restaurant did well, the

partners felt there were limited opportunities for expansion in that village. “Chatham is not on the way to anywhere,” he notes.

Although they had been toying with the idea of opening a second location, they weren’t really looking, Giorgio says. He first learned of the availability of a different space in Dennisport – actually the one next door to where they eventually opened, which is now home to Power Yoga of Cape Cod. But after that space didn’t work out, the owner of the building came to the Red Nun in Chatham to ask Giorgio if he would come look at the space next door.

“It needed a lot of work,” Giorgio said. Initially leasing the building with an option to buy, which they later exercised, the partners completely renovated the space. They removed a drop ceiling to reveal an original 1950s tin ceiling, and sandblasted layers of paint off a now beautiful brick wall that runs the length of the restaurant, with booths tucked against it. The brick made an excellent canvas for a white-outline silhouette of Cape Cod, with the two Red Nun locations marked with red nun buoys, right across from the large, u-shaped bar.





Dennisport's Main Street has been undergoing a revitalization in recent years and Giorgio says the village is thriving. "It's doing great," he says, reporting that the Red Nun gets a lot of repeat business and stays open all year. A strip that at one time had many vacant storefronts is now home to a number of successful ventures, including West Bend Music, Hot Diggity, and Buckie's Biscotti, an early success.

Giorgio is so confident in Dennisport's future that he and his partner, who is his brother-in-law and lives in California, decided to open up a pizza shop just down the street, in the building that for years housed BZ's Pizza. It is now Knockout Pizza, and specializes in New York style thin-crust pizza – following the model of the two Knockout Pizza shops Farley owns in the San Diego, California, area.

The new pizza place has seating but no table service, and does a lot of takeout business, Giorgio says. Having sent his chef to California for training in the art of making New York-style pizza (a process that includes using specially-filtered water), Giorgio says his biggest challenge there has been hiring enough staff.

Eventually, Giorgio says, Knockout Pizza will be open year-round, but this winter it will close to allow further renovations on the building.

The Red Nun's Dennisport location has a staff of close to 30 people year-round, and that doubles in summer. At the smaller Chatham location the staff is much smaller but swells to about 40 in the summer. One staff member is devoted to social media, which Giorgio says is his main form of business promotion.


Both Red Nun locations are open all year. While the Dennisport location serves both lunch and dinner, the Chatham location is dinner only except on weekends during the summer, when it also serves lunch. At 5,500 square feet, the Dennisport restaurant is much larger than its parent location in Chatham, which is about 1,800 square feet.

In addition to the extensive renovations, the Dennisport location required more planning. "With this one, I had to get some investors, so we had to have a business plan," Giorgio notes.

Giorgio, who lives in Harwich with his wife, Kathleen, and their four children, says he has been spending the bulk of his time in

Dennisport these days, getting Knockout Pizza up and running.

The Red Nun is known for its burgers, which are prominent on its menu, but the yoga studio next door inspired something different. "My wife was teaching a class there, and she came back and said you have to have something for the people who aren't into burgers. So we came up with the Buddha Bowl." A healthy and tasty mix of quinoa with roasted vegetables, kale, garbanzo beans, and tahini dressing, the Buddha Bowl is one of the Red Nun's most popular dishes. The menu also includes a Buddha Burger in addition to the Nun Burger (sautéed onions and mushrooms, bacon, cheddar and red onion), the Fire & Ice (avocado, ghost pepper cheddar, lettuce and tomato), the High Thai'd Burger (spicy Thai peanut sauce), and more.

The Red Nun also has live music all year, with a focus on local bands because "that's what people want," Giorgio says. Especially in the off-season, he says, "You have to give people a reason to come in." 



# Cape Cod's construction grows and evolves

By Douglas Karlson





# on industry



Driven by a strong economy, the building industry on the Cape is booming. Demand for housing is up as contractors in the region work overtime on additions, remodels and deferred maintenance. A look at the industry also reveals a preference for innovative designs and materials, strong demand for smaller homes, and a shortage of skilled labor that the industry is taking steps to address.

## Driven by a strong economy

"This year compared to last year is substantially busier," says Peter Kimball, President of the Board of Directors of the Home Builders and Remodelers Association of Cape Cod, a professional trade association with more than 300 company members in the home building industry.

"Our business will probably be close to double what it was last year," Kimball says of his own company, A.P. Kimball Construction of Yarmouth Port, which specializes in kitchens, bathrooms, additions, and remodels. "It's across the board, everyone's flat out."

"Building is definitely booming on the Cape. Most of our builders are extremely busy, there's a lot of remodeling going on," agrees Diane Pratt, executive officer of the Association.

John Bologna, CEO and President at Coastal Engineering, a firm that provides civil, structural and marine engineering design for environmentally sensitive areas, also sees strength in the industry.

"We're seeing a healthy surge in work across most market sectors. Private development is quite healthy, both commercial and residential. Public sector work in particular is on the rise," he says.

That's supported by building permit statistics.

Comparing June 2018 to June 2017, the number of permits issued for new single-family

State Representative Timothy Whelan visits Mid-Cape Home Centers on Northeastern Retail Lumber Association Legislative Yard Tour. Whelan discussed recent shingle tariffs while standing in front of SBC Cedar Shingles. Pictured left to right: Patrick Huntington, Rich Grout, Jack Stevenson, and Timothy Whelan.





homes is up sharply, from 20 to 29. The total value of those permits increased from \$8.4 million to \$29.2 million, according to data provided by the HBRACC.

The number of permits issued for single family home remodels in June 2018 also increased compared to June 2017, jumping from 259 to 326. The total value of those permits increased from \$13.4 million to \$15.5 million.

Homeowners who are looking to have work done are advised to begin planning as early as possible. On the Cape in particular, the super-heated construction industry means customers are forced to wait. Kimball says it's a challenge to meet the needs of his clients, who often wait for three months for jobs to begin.

If contractors are busy, that means designers and engineers are too. "Those people are also backed up," observes Kimball, adding that



for the most part, "customers understand the situation and are willing to wait."

According to Kimball, now that the economy has strengthened, contractors are in demand to perform deferred maintenance, such as replacing shingles and siding.

"People feel they can spend money on that now," he says.

Kimball also reports that some contractors are still catching up on repairing storm damage from last winter. "Some say they'll be lucky to get finished by winter."

## Premium products and technology

Those companies that supply building materials to busy contractors are also having a banner year. Jack Stevenson, President of Mid-Cape Home Centers, describes business as "robust – and crazy!"

"Traditionally on Cape Cod everyone works like a madman to get houses ready by Memorial Day and the Fourth of July. Then there's a lull," observes Stevenson. This year, however, "we have not had a lull."

Stevenson says he sees more contractors in the lumber yards than he normally would during the hot days of summer. "Usually they look for a breather after the Fourth of July, but they're not getting it now. Demand is so great, work's going on all around."



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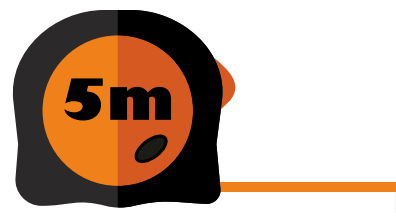
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## Cover Story



Self-adhered Henry Blueskin VP100 Housewrap being used on a project to combat coastal conditions.



He attributes that to two things: a good economy and excessive damage caused by winter storms.

"The last two to three years have been very good for us," says Stevenson. After purchasing the company from the Nickerson Family in 2012, the new owner, Jeff Plank, has invested in new equipment and facilities, expanded its Martha's Vineyard and Middleboro locations and renewed focus on its builder customers.

The company serves a mix of new construction and remodeling, though on the Cape the line between the two is often blurred, says Stevenson, with very little remaining of an old house that is "remodeled."

"The remodeling business is probably as





strong as ever,” he reports.

The building products homeowners are interested in are high quality and high tech.

“Technology leads the way, as it has for the past number of years,” reports Bologna. That means smart devices and internet technology to intelligently control systems from offsite.

“Improvements in building systems, energy conservation and design that are more sensitive to the environment are now more the rule rather than the exception. New building products, such as cross laminated timber (CLT), energy efficient heating and cooling systems and the use of built-in solar cells and electric recharging systems are now commonly available,” says Bologna.

“Demand for quality is stronger than ever,” says Stevenson, something that he attributes to the affluence of the seasonal customer base. “They’re very demanding and they want the best.” Stevenson says it’s not uncommon for Mid-Cape to sell a homeowner a window package costing more than \$100,000.

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### Biz Note

#### CapeCodCAN unveils animal totem public art sculpture

Cape Cod Collaborative Arts Network, an organization providing inclusive programs in the performing and visual arts for teens and adults of all abilities, has unveiled its new public art sculpture at the MSPCA Adoption Center in Centerville. “Companions,” a 10-foot, nearly 700-pound mosaic tiled pet totem, features a 6 foot tall Saint Bernard supporting a lounging cat, rabbit, hamster and bird. “Companions” was designed and created by CapeCodCAN Mosaic Director and local artist, Cris Reverdy in partnership with artist Tessa D’Agostino and over 100 CapeCodCAN members from 11 Cape wide agencies and programs to include LIFE, Habilitation Assistance Corporation, Community Connections, Inc., Palaemon House, Community Support Associates, Seven Hills, BIA of MA, CORD, Duffy Health Centers, Riverview and The Club of Falmouth. The sculpture was designed specifically for the new MSPCA Adoption Center.





Members of Mid-Cape's Leadership team pictured in their Middleboro Lumberyard: Dale Simmons, Pam DiVenuti, Jack Stevenson, and Jeff Plank.

a premium for items such as Alaskan yellow cedar shingles, which turn a weathered gray faster than traditional shingles.

Another high-end product that has become very popular because of the Cape's proximity to the coast is Henry Blueskin, which is a house wrap that Stevenson describes as "a tremendous product that lets water out of a house, not in the house."

Stevenson says it's also been a banner year for sales of white cedar shingles due to repairs from winter storms. Mid-Cape is also a leading seller of white cedar shingles from SBC in Quebec, a premium product. "We sell more of that product than anyone."

Kimball estimates that the cost of materials has increased by five to ten percent, driven by inflation, the increased cost of transportation, and steel and lumber tariffs. But so far, increased costs do not appear to have affected demand for construction work.

"Rising interest rates don't seem to have affected the luxury market one bit," adds Stevenson. "But at the lower and middle levels, it is a bit of a factor."

### Demand for smaller houses

One major trend that will likely influence the construction industry on the Cape in the years to come is increased demand for smaller housing, according to Nate Kelly, Principal Planner at Horsley Witten Group, which provides environmental design and engineering for building projects.

"Demand for smaller housing seems to be insatiable," he observes. Such housing includes accessory dwelling units, cottage communities, townhouses, "tiny houses," and multi-family buildings. "When they do get built, they get filled almost immediately," he says.

The demand for such housing is more pronounced on Cape Cod where housing prices are out of reach for many and the houses that are available are almost all single-family detached dwelling, says Kelly.

Despite the strong demand, developers have not yet figured out how to create the supply. One obstacle, says Kelley, is what he describes as outdated zoning laws. There's a push to change those laws. The Home Builders and Remodeler Association of Cape Cod is working with state lawmakers toward that end. But it's a challenge to get zoning changes passed at Town Meetings.

Another trend is the increased use of alternative solutions to storm water run-off, so-called green infrastructure. These approaches used to be considered unconventional, but have become the norm.

"That's because it's effective," says Kelley.

Green infrastructure replaces traditional catch basins and drains with bio-retention facilities or rain gardens. Such measures help prevent pollutants from reaching the Cape's fragile embayments.

Horsley Witten is now extremely busy, in part due to their background in green infrastructure, which put the firm ahead of the curve. "We now have a competitive edge in that market," says Kelly.

### A shortage of skilled labor

As always, the availability of skilled employees is a challenge for Cape contractors. Kimball notes that sub-contractors, such as plumbers and electricians, as well as skilled carpenters, are almost always seeking to hire qualified staff. Landscaping laborers are "almost non-existent," he says.

"Some of the bigger landscape companies are busing people in. That's always the case but it's more acute now," he observes.

Stevenson attributes the acute shortage of skilled labor to the recession that began in 2008. It affected the Cape and Islands construction industry by driving away many young people

from entering the industry. "In the downturn, we lost a good portion of a generation of house builders," he says.

That's one reason Mid-Cape is dedicated to the educational needs of builders. It offers training sessions on subjects ranging from how to properly install windows to how to manage your business. Mid-Cape also reaches out to schools and homebuilders associations to raise awareness about opportunities for entering the building trades.

The Home Builders and Remodelers Association of Cape Cod is spreading the same message. They're hosting a Residential Construction Career Day on October 18 at the Cape Cod Fairgrounds in East Falmouth.

Kimball says now is a good time for young people to enter the building trades, and he and his association are working to promote the industry. As part of its mission, the association is focused on workforce development, and on helping young people understand that there are good career opportunities in the construction industry. That includes all facets, from actual building trades to sales and planning.

Bologna agrees. "This is an exciting time for

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the building construction industry. Consumer demand for housing is up, unemployment levels are low and interest rates are reasonable, even with the relatively modest rate increase predicted over the next year. NAHB anticipates net hiring to increase as single-family construction projects rise. They do note that labor remains a primary challenge in the industry, with a demand for skilled professionals at an all-time high. Technology is filling in the gaps in some areas, with automation, artificial intelligence and IT systems providing the tools necessary to do more in less time." **CPB**

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## Public Relations

# Become a “go to” source for the news media



By Jim Farrell

One great outcome of a public relations effort is when you, the owner or executive officer of a business, become a sought-after source by the news media.

We’ve all seen examples of it: the wealth manager or stock market expert who is on every TV station when something prominent happens affecting the market ... or the attorney who seems to get quoted every time there’s some issue dominating the news.

You might scratch your head as you see these favorite sources quoted again and again, and ask yourself “What have they got that I don’t?”

Simply put, they have well-established relationships with media sources. But this didn’t happen overnight. They worked – and worked and worked – to build relationships with sources, establishing themselves as authorities or thought leaders. What they all have in common is that they make themselves available, often on a minute’s notice. When contacted, they deliver worthy commentary and they do so on deadline. They are knowledgeable ... and available.

You probably have as much knowledge of your industry as they do of theirs. So, maybe you just haven’t been “discovered.” Yet.

Before getting to the “how” of becoming a go-to source, consider the “why.” Why put yourself out there?

Suppose that you are a CPA, the head of a prominent Cape Cod or South Shore firm, and there’s (practically) nothing you don’t know about the new tax laws that took effect this year. Whether we love or hate the new tax code, most businesspeople are smart enough to know what we don’t know – which, for us non-CPAs, is tax law. And those of us who don’t know the intricacies of the new code look to the experts to guide us. As a CPA, you counsel business owners on what they should do (and shouldn’t), to maximize their benefits under the new tax codes. Wouldn’t it be great if writers from the region’s daily newspapers, business magazines, and occasionally a radio

or TV producer contacted you to be part of their ongoing reporting on this topic? Imagine all those business owners (translation: potential customers), who may have never heard of you, seeing you quoted as an authority on the new tax laws on Channel 5, or NECN, or quoted in a number of newspapers.

When you as an expert source have been vetted by media outlets, it gives you “street cred,” as the kids say. And news media people are often on the lookout for good reliable news sources who can add informed comment to the discussion.

Being a quoted expert establishes you as an authority in your field (which should help in your quest for new business). Posting these interviews and/or quotes on your LinkedIn, Facebook, Twitter, and other social media platforms means when people search your name they’ll see good things. And, when it comes to positioning you as a solid choice for that new customer, the positive publicity can’t hurt!

A second way to be seen as a thought leader is by contacting area magazines and websites and offering to contribute an “expert” article on a subject that you can address with authority. Again, following the earlier example, offer to write an article, “Ten tips every business owner should know about the new tax codes.” What business owner could resist reading an article with that title? And, in addition to querying the media outlets in your geographic market, look to the industries where you have clients – or would like to. There are magazines, websites, and blogs for every industry imaginable – and if your firm specializes in construction, or working with banks, contact those outlets and offer to contribute an article.

How do you get started? For the do-it-yourselfers, begin with an Internet search. Google the names of the magazines and newspapers in your area; and, in visiting their websites, most will contain “contact us” information which should lead you to the right source. In seeking outlets for a specific industry, you may have some initial success with a web search, “Construction magazines in MA” or “Banking magazines in New England” and it should lead you to some outlets and their websites. It’s worth buying a few copies and reading either in print or online to familiarize yourself with what the magazines cover.

When ready, contact these media outlets by email with a straightforward subject line and message. Write simply, directly, and tell them what you seek – i.e., contribute an article (and suggest a few topics), or be considered


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When you as an expert source have been vetted by media outlets, it gives you “street cred,” as the kids say. And news media people are often on the lookout for good reliable news sources who can add informed comment to the discussion. Being a quoted expert establishes you as an authority in your field (which should help in your quest for new business).

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as a resource if they are working on stories or features in your area of expertise. Offer a brief description of why you believe you’d be a good source: background, years of experience, industries you’ve worked with. Be objective, not promotional.

Be persistent, but respectful. Don’t call them on deadline. Don’t email them every day. Stay in touch periodically. Send them industry news that may interest them. Offer to have a meeting in person or an informational interview over the phone. And, should one of them take you up on your offer, respond quickly.

Good things take time, so don’t give up. There is real value to being seen as an expert by the right people. Good luck! 

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## The Law at Work

## New minimum wage and family leave law



By Mary O'Neal, Esq.

*I have been reading about a new law that will raise minimum wages in Massachusetts and require employers to provide paid family and medical leave to employees. Can you*

*explain what is going on?*

On June 28, 2018, Charlie Baker signed into law An Act Relative to Minimum Wage, Paid Family Medical Leave and the Sales Tax Holiday. Deemed the “Grand Bargain,” the law keeps Massachusetts at the forefront of providing greater employee rights and protections for its residents. The law follows other significant legislative changes regarding employee leave and wages, including the Earned Sick Time law that became effective on July 1, 2015, the Pregnant Workers Fairness Act that became effective on April 1, 2018, and the amendments to the Equal Pay Act that became effective on July 1, 2018.

While many of the changes to the minimum wage are gradual and the implementation of paid family and medical leave will not occur immediately, employers should take note of the new law now and start planning how to comply. How the Act specifically interacts with other federal and Massachusetts leave laws, including the federal Family and Medical Leave Act of 1993 and the Massachusetts parental leave law, will be the subject of future Law at Work columns.

### **Paid Family & Medical Leave: What is it and how will it work?**

Massachusetts is now one of six states, along with Washington D.C., to provide paid family and medical leave to its residents. The law covers nearly all private sector employees, and provides for benefit payments to begin on January 1, 2021. These benefits will be paid from a trust fund the newly created Department of Family & Medical Leave (“Department”) is charged with implementing. The rate of the benefits will be based on a calculation that factors the “state average weekly wage” and the employee’s average weekly wage, with a maximum weekly benefit of \$850.

Key provisions in the Act are the following.

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- How much time? Employers must provide up to 12 weeks of job-protected family leave and up to 20 weeks of job-protected medical leave for their own serious health needs (with a combined maximum of 26 weeks in any year). The law also provides for up to 26 weeks of job-protected leave to care for veterans or service members injured or sick as a result of their military service.
- How may family leave be used? Family leave may be used to bond with a new child (including a child placed for foster care or adoption), to care for a seriously ill family member, or to address the impact of a family member’s military deployment. Significantly, the definition of family is broadly defined to include not only spouses, children, and parents, but also parents-in-law, domestic partners, grandchildren, grandparents, and siblings.
- What conditions qualify for medical leave? Medical leave may be used by anyone with a “serious health condition,” which is defined as “an illness, injury, impairment or physical or mental condition that involves” either inpatient care in a hospital, hospice or residential medical facility or continuing treatment by a healthcare provider.
- What about paid sick and vacation time? Employers cannot require employees seeking to take paid family and medical leave to exhaust other forms of paid time off prior to or during the use of the paid family and medical leave. This is similar to the Massachusetts Parental Leave Act, which prohibits employers from requiring employees taking leave to use their accrued paid leave during parental leave.
- What must employers tell their employees? The law requires employers to post a notice prepared or approved by the Department that provides notice of the benefits. Employers also must issue to each employee, within 30 days of their start date, written information about the availability of benefits and how to

file a claim for benefits.

- Where does the money come from? Employers with 25 or more employees are required to contribute 0.63 percent of each employee’s wages starting on July 1, 2019. This 0.63 percent payroll tax may be split between the employer and the employee, depending on the type of leave. An employer may deduct 40 percent from the employee’s wages for medical leave and may deduct 100 percent from the employee’s wages for family leave. How these contributions will be paid will need to be clarified in the regulations the Department will issue.
- What happens when the employee returns from leave? The employee must return to the employee’s previous position or an equivalent position, with the same status, pay, employment benefits, length of service credit, and seniority, barring intervening layoffs or changed operating conditions. In other words, leave under the Act is “job protected” leave.

Anything else? Employers are required to maintain an employee’s existing health insurance benefits during the employee’s leave, as if they had not taken such leave. Employers may not retaliate against an employee for using paid family or medical leave. Any negative change in status, pay, benefits, seniority, status or other terms or conditions of employment that occurs within six months of an employee’s return is presumed to be retaliatory. An employer may overcome the presumption only if it can demonstrate by clear and convincing evidence that it would have taken the same action even if the employee had not taken leave. The penalties are stiff if an employer is found to have retaliated against an employee who took leave—the employer may be required to pay three times the employee’s lost wages plus attorneys’ fees and costs.

### **Interactions with other laws**

If paid leave taken under the Act also qualifies as protected leave under the (federal) Family

and Medical Leave Act or the Massachusetts Parental Leave Act, the paid leave taken under the Act will run concurrently with, and not in addition to, such protected leave.

### Minimum wage changes: Additions and subtractions

The new law raises the minimum wage gradually from \$11 to \$15 per hour until January 1, 2023, making Massachusetts one of three states, together with Washington D.C., to enact legislation that will provide a \$15 per hour minimum wage.

While 2023 may seem far off, the first increase to \$12 per hour is less than six months away, on January 1, 2019. The minimum wage will increase by an additional 75-cents each year until 2023. Employees paid a tipped wage will also see an increase to the minimum wage from \$3.75 to \$6.75 per hour, with rates increasing in 60-cent increments.

The law also updates the Massachusetts blue laws to eliminate the obligation of retail employers to pay time-and-one-half for hours worked on Sundays and holidays. Beginning in 2019, that premium wage will be reduced by 10 percent each year until it is eliminated in 2023.

### What should employers do now?

There are a number of steps employers can take now to prepare for the phased implementation of the law.

First, start to make arrangements to comply with the \$12 minimum wage that will become effective on January 1, 2019 and stay aware of the annual changes to the minimum wage increases and the Sunday and holiday reductions for retail employers.

Second, review payroll to determine the proper family and medical leave contributions and make arrangements for making the employer's contribution.

Third, start reviewing employee handbooks and policies regarding leave and be prepared to update those policies and prepare the notice to employees about their right to be paid for family and medical leave.

Fourth, employers should expect regulatory guidance regarding the paid family and medical provisions of the law by March 31, 2019. **CPB**

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### Biz Note

#### Rodman CPAs Volunteer Day of Service to Camp Clark in Plymouth

For the fourth consecutive year, Rodman CPAs dedicated a day of service to ready Camp Clark, an Old Colony YMCA sponsored recreation camp in Plymouth, for more than 1,000 youth campers. On June 7, 2018, Rodman CPAs volunteered to clean-up Camp Clark grounds for the youth campers attending in August. Rodman's team of 13 including Steve Rodman, President, spent over 78 collective hours on the annual clean-up, which included building picnic tables, preparing the archery areas and mulching. "Camp Clark helps build brighter futures by encouraging campers to discover their potential. We are delighted to have the opportunity to support their efforts each year," said Steve Rodman, president.



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## Business Toolbox

### Human Resources

## How to benefit from the gig economy



By Karyn Rhodes

A recent poll by NPR/Marist revealed that 20 percent of jobs in this country are held by contract workers – and that number is only

expected to rise over the next decade as more companies seek to reap the benefits: greater flexibility, lower labor costs, and immediate access to skilled workers.

But there are also challenges to hiring temporary workers. To maximize the benefits and minimize risk, here are five things you need to know to optimize the role of contract workers in your organization.

- **Ensure Clarity:** While an alternative work arrangement gives companies access to talented professionals they may not have been able to afford previously, it is important to be clear about how you plan to use the workers for projects. Share the full scope of work as well as specific guidelines so the contractor can be successful. Also, be sure to utilize technology that makes the arrangement's administrative tasks simpler, such as how workers will track time or receive payments.
- **Beware Benefits:** According to the NPR/Marist survey, just over half of contract workers go without benefits like health insurance and employer-sponsored retirement plans. Instead, these professionals must handle coverage on their own, which can be financially challenging for some. To address the issue, a handful of states have introduced bills to create portable benefits that employers contribute to but workers own and can transfer so pay attention to legislative trends that may impact your worker relationships.
- **Transfer Knowledge:** While contract workers can bring much-needed skills to an organization without the time and investment of training, when they leave to move on to their next gig, their knowledge goes out the door with them. To ensure that critical knowledge doesn't leave, make passing it on a priority before the work arrangement ends. Talk with the contract worker about documentation or consider pairing the worker

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with their successor or others who will be handling the tasks going forward.

- **Classify Correctly:** As independent workers, companies are not required to provide contractors with protections afforded regular employees, such as minimum wage and overtime. But that is only if the workers are correctly classified as independent contractors and not employees. With stepped-up enforcement over misclassification, it is critical that organizations make sure contract workers are properly classified by applying government tests to assess each one.
- **Extend the Culture:** Even though contract workers are only part of a team for a short time, it is important to integrate them into the company culture. Be sure to include them on group emails about their project and invite them to staff meetings or any social activities. And just like employees, ask for their ideas and share feedback as well, including recognizing their accomplishments.

Rounding out your team with talented contractors can be a great way to strengthen your workforce. Just be sure to pay attention to key issues to make the relationships work for you – and your contractors. 

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## Make an impact – Now and in the future



DeWitt P. Davenport, C.E.O.,  
The Davenport Companies  
Founder, Seaside Le Mans – The Race for the Cape Cod Community  
Co-Founder, Friends of Bass River  
Chairman of the Board, Cape Cod Healthcare

We've all heard the clichés – lead by example, teach a man to fish, think globally act locally. These phrases have stood the test of time because they ring true. But why do we do what we do? What inspires us to take action? How can we make an impact not only today but for future generations?

Motivations can come from a desire to see change or to be part of something bigger than ourselves. What's important to remember is volunteerism is a cumulative action. We often see large events or drastic change, but each is made up of a series of hundreds if not thousands of smaller steps leading to the overall goal. Our individual actions create a ripple effect, spurring others to take steps themselves, culminating in long-lasting transformations.


One person can make a difference – maybe

you don't have six hours to dedicate to a community cleanup, but if you're walking on the beach and see an empty can or wrapper, do you walk by or do you pick it up? The impact of picking up a few pieces of trash is not only the immediate result of beautifying that stretch of beach for the next person, but it also sets an example for anyone who happens to see you doing it, especially the next generation.

Opportunities to get involved abound both regionally and locally. I'm often asked about a few organizations that are passion projects of mine. The first is regional, Seaside Le Mans – The Race for the Cape Cod Community. Initially created in 2001 to engage local companies in philanthropy (in a fun way!), the annual 4-hour race of Formula One-style karts through Mashpee Commons has generated

millions of dollars for our community. It's an event that sparks action via sponsorships and volunteerism, growing throughout the years and even incorporating a new volunteer "bike build" at the 2018 race. More recently I was involved in the creation of Friends of Bass River, a new organization on a very local level, combining my environmental concerns for the health of the river with my enthusiasm for boating and fishing. The goal is to garner the support and action of our neighbors, friends and businesses as we "educate, collaborate and preserve" to save the river. I also invest my time with Cape Cod Healthcare, helping ensure that we maintain the highest levels of service and respond to the many needs of the Cape Cod community.

Allow your passions to propel you to act, volunteer and donate. Cape Cod has more than 1,000 non-profit organizations doing vital work in diverse fields. Find one that resonates with you or create your own path.

You can start today. Find the piece of trash that needs to be picked up, drop your loose change into a donation jar, visit a local non-profit that has caught your attention. Or consider joining us for Seaside Le Mans on Saturday, Sept 8, at Mashpee Commons: Build the racetrack. Build a bike. Build a connection with your community. 



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